

CHAPTER III

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Type of Research

To analyse the data, the writer used a mixed-method. This study was conducted by collecting the data from the targeted subjects or respondents and interviewing the targeted subjects.

The quantitative analysis is based on the opinions or reality objections from the subject collected from observation into manageable and comprehensible data. All the subdivision information is utilised with the mathematical method and generalised it across groups of people (Almalki, 2016).

A qualitative method is an approach that may contain many data sources. The questions in the qualitative method do not always straight to one context, but instead, it uses questions which each of those has a different context to get in-depth insight and multiple facets (Baxter Pamela & Jack, 1990).

3.2 Data Collection

The study participants were 201 respondents from the Faculty of Language and Arts Soegijapranata Catholic University Semarang. The respondents were systematically calculated with a 99% level of confidence and 5% confidence intervals based on Cohen's study (Ingleby, 2012) from 250 active students of Faculty of Language and Arts from batch 2016 – 2019.

The writer chose the participants from the Faculty of Language and Arts Soegijapranata Catholic University Semarang because the writer focuses on young adults. The writer chose a young adult for the target of this result as his personal observation. Based on the World Health Organization (WHO), the range age of a young adult is between 10 until 24 years old.

3.2.1. Instrument

The writer used a mixed-method. The quantitative method with close-ended questionnaires was the first instrument for collecting the data and for achieving general data. All information in the quantitative method contained people's perception of transparent and full design packaging in buying decisions.

The questionnaire used a Likert scale method to find out the result of people's perception of transparent and full design packaging. In general, the Likert scale uses primary and secondary data which also asks about subjects' agreement and disagreement about the data asked in the questionnaires (Awang, Afthanorhan, & Mamat, 2016). The Likert scale uses a measurement scale using numerical scaling from one until five. In this study, the writer only used one until four points to measure the data. The writer does not use a "neutral" choice to decrease the invalidity of the data.

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|----------|----------|--------------------------|----------|----------|-----------------------|
| 1 | = | Strongly disagree | 3 | = | Agree |
| 2 | = | Disagree | 4 | = | Strongly Agree |

Furthermore, the qualitative method was used to get data to support deep analysis. The writer used the interview method to get more information about the respondents' perceptions. By using "why" and "what" questions, the writer tried to determine the main reasons for the respondents' evaluation of the topic. The participants of the interview section were seven students chosen from the most articulate respondents.

3.2.2 Procedure

To fulfill the objectives of this study, the writer followed several procedures.

They were:

1. The writer distributed the questionnaires to 20 people for the pilot study.
2. The writer distributed the questionnaire to the 201 subjects (Faculty of Language and Arts) with close-ended questionnaires to find out their perception of transparent and fully designed packaging for dry snacks in general. Eighty students in the Faculty of Language and Arts batch 2016 – 2019 gave their feedbacks through the distributed questionnaires.
3. The reliability of questionnaires was measured using Cronbach's Alpha in SPSS. The questionnaire can be considered "reliable" when the value of Cronbach's Alpha is more than 0.60, as guided by table 3.1.

Table 3.1. Cronbach Alpha Reliability Level

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

The validity of the questionnaire was measured through the IBM SPSS. The writer used the R table as the standard score of the validity level of the questionnaires. The formula used in this validity measurement was $df = N - 2$ —the participants who gave feedback were 80 people. The validation measurement was $80 - 2 = 78$ in which the R table standard validation is 0.2199 with 5% or 0.05 confidence interval.

Table 2.2. R Table Standart Validation

dr = (N-2)	Critical Values of the Correlation Coefficient 1 way				
	0.05	0.025	0.01	0.005	0.0005
	Critical Values of the Correlation Coefficient 2 way				
	0.01	0.05	0.02	0.01	0.001
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568

Reliability Statistics

Cronbach's Alpha	N of Items
,606	16

Based on the reliability statistic table above, most of the questionnaire's prepared questions were reliable and valid.

Statement	R _{value}	R _{table}	Information
Saya lebih memilih produk yang menggunakan kemasan transparan.	0.230	0.2199	VALID
Menurut saya, kemasan transparan memperburuk kualitas produk.	0.335	0.2199	VALID
Menurut saya, kemasan transparan membuat produk terkesan jelek.	0.420	0.2199	VALID
Menurut saya, produk lebih menarik dan realistis dengan menggunakan kemasan transparan.	0.211	0.2199	INVALID
Saya tertarik dengan produk yang menggunakan gambar animasi	0.271	0.2199	VALID
Menurut saya, produk akan jauh lebih terpercaya jika memiliki brand pada kemasan.	0.410	0.2199	VALID
Saya tidak memperhatikan font tulisan pada kemasan snack kering.	0.389	0.2199	VALID
Menurut saya, expired date wajib dicantumkan pada kemasan snack kering.	0.104	0.2199	INVALID

Menurut saya, sertifikasi pada kemasan perlu dicantumkan. Contoh : Halal, BPOM atau PIRT.	0.459	0.2199	VALID
Saya suka membeli snack kering kemasan yang memiliki desain kemasan yang sesuai dengan event yang ada (natal, lebaran, tahun baru, dan lain lain.)	0.593	0.2199	VALID
Menurut saya, kemasan akan terlihat berkelas dan elegan dengan menggunakan bahasa asing.	0.520	0.2199	VALID
Menurut saya, produk snack kering tidak perlu menyertakan nomor customer care pada kemasannya.	0.240	0.2199	VALID
Menurut saya, desain pada kemasan sangat mempengaruhi mood saya saat berbelanja.	0.469	0.2199	VALID
Menurut saya, isi produk sangat penting dalam menentukan keputusan saya untuk membeli produk.	0.364	0.2199	VALID
Saya membeli produk snack kering kemasan berdasarkan harga dan bukan desain kemasan	0.497	0.2199	VALID
Saya mudah terpancing untuk membeli snack kering kemasan yang sedang turun harga.	0.442	0.2199	VALID

Based on the data above, the writer decided to drop the invalid questions. The questionnaires were then distributed to the intended respondents.

After the questionnaires were distributed, the writer also interviewed seven students from the Faculty of Language and Arts to collect a deep understanding of the respondents' perception. The writer only used 7 people to be interviewed because the writer only need few comments as additional information. The interview questions contained similar questions with the distributed questionnaires, yet there were additional questions with “what” and “why” questions.

3.3 Data Analysis

The result of questionnaires were analyzed using IBM SPSS program, whereas the interview results were summarised and made into a transcript. The quantitative method was analysed with descriptive statistics to find the frequency distribution. The frequency of the respondents' choice determines the positive or negative customers' perception of the statement. The higher the frequency of a certain category (strongly disagree, disagree, agree, strongly agree), the more dominant the category is for the respondents. This dominant category represents a negative or positive perception of the customers toward the statement.