

CHAPTER III

METHODE OF DATA COLLECTION AND ANALISYS

3.1 Type of research

This is a quantitative method research. As in this research the writer uses questionnaire to collect data. Babbie (2012) states that quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. It relates to numeric data from the questionnaire.

3.2 Data Collection

On this research the writer decides to use quantitative research because the writer wants to understand the perceptions of the customers and non customers on the Pipik's brand images. The writer used questionnaire to know the customers' perception on the brand images. To support the data, the writer also interviewed some respondents.

3.2.1 Participants

The participants are 30 customers of Pipik's products and 30 non customers. The writer asked them to fill the questionnaire on the brand image of Pipik Snack

32.2. Instruments

The instruments are questionnaire and list of interview questions to get deeper data.

Questionnaire

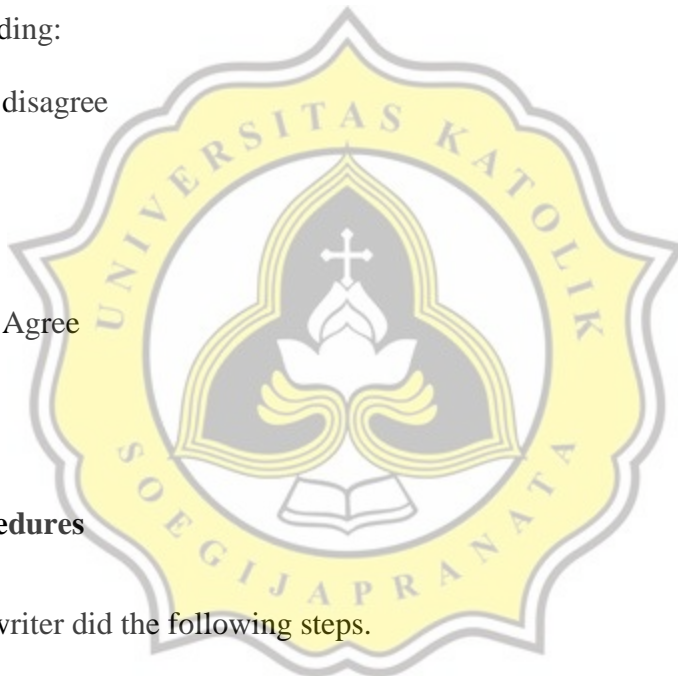
The close-ended questionnaire that I used a 4 scored likert scale method with the following coding:

1 = Strongly disagree

2 = Disagree

3 = Agree

4 = Strongly Agree



3.2.3. Procedures

The writer did the following steps.

- construct questionnaire
- Do a pilot study
- Distribute the questionnaire
- Analyze the data using SPSS
- Interview 5 participants
- Transcribe the recording of the interview.

- Analyze the result qualitatively.

3.4. Method of Data Analysis

The data were analyzed descriptively. It was analyzed to see whether the participants have positive or negative perceptions on the products. Further, the data of the interview was used to deepen the analysis. The writer used a quantitative method to collect, and analyze the data from the targeted subjects or respondents to know the people's perception on Pipik brand image.

