

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

To conduct this research, the writer used a qualitative method. Qualitative analysis is more in-depth than the quantitative method. This qualitative case study is an approach to research that facilitates the exploration of a phenomenon within its context using a variety of data sources (Song et al., 2016). By doing this type of research, the writer understands the customer's attitude and behavior to the market. This research provides many perspectives from each subject that makes the results more in-depth and easy to understand.

3.2 Method of Data Collection

3.2.1 Participants

The writer collected the data from the owners of the coffee café. Five experienced owners became the main participants of this research.

3.2.2 Instrument

The instrument used in this research was an interview. The interview was done to get in-depth information from the participants' point of view. By using this method, the writer obtained information from the participants on the 'what', 'how', 'or why' questions, rather than using 'how many' or 'how much' (Mccusker & Gunaydin, 2014).

3.2.3 Procedure

To fulfill the objectives of this study, all the data of this study is done through some procedure as follows:

1. The researcher interviewed the intended participants using message calls and direct interviews.
2. The researcher interviewed the informants based on the researcher's interview protocol.
3. The researcher transcribed the recorded interviews, sorted them out and started analyzing the results to obtain the answer for the research questions.

3.3. Method of Data Analysis

In the data analysis chapter, the researcher analyzed the coffee café owners' practices that came up from the interviewees. The data collected from the participants were the findings of the study. The findings were then analyzed based on theories on a delivery-based system by (Punakivi et al., 2005). The results of the analysis were explained in the discussion about coffee café owners' practices of delivery-based system.