## CHAPTER 3

## METHOD OF DATA COLLECTION AND ANALYSIS

### 3.1 Research Design

In this study, the writer used a quantitative method to collect the data of customer feedback and customer expectation. According to Newman \& Ridenour, (1998)"quantitative methods include the more traditional ways in which psychology and behavioral science have carried out investigations." The research contained the Marketing Mix with 5Ps concept; the purpose is to find out Customer Feedback and Customer Expectations for services at Banaran Coffee and Arts. After the questionnaire was distributed, the writer managed the validity of the data with IBM SPSS and presented the results.

### 3.2 Method of Data Collection

### 3.2.1 Participants

In this study, the respondents were 60 customers who come and buy products at Banaran Coffee and Arts. According to Cohen, Manion, Morrison, \& Publishers, (2009, p. 203), a sample of thirty is considered enough if researchers plan to use it for statistical analysis on their data. The reason why the writer chose Banaran Coffee and Arts as the object is because Banaran is one of the coffee shops that has just opened and is in the process of promotion and location development but is hampered by the COVID-19 pandemic.

### 3.2.2 Instrument

The questionnaire is "one of the most widely used tools to collect data, especially social science research" (Taherdoost, 2016). This research was conducted by the writer using the questionnaire. There are 2 types of question instruments, open-ended and close-ended.

In this study, the writer chose close-ended type of questions to find out the data. In each question the writer provides 5 options of answer namely the Likert Scale, Those are:
a.
b. Agree
c. Natural
d. Disagree
e. Strongly Disagree

### 3.2.3 Procedure

To determine the data the writer arranged the research as follows:

1. First, the writer designed a close-ended questionnaire about customer feedback and customer expectations for services and products during the Covid-19 pandemic.
2. Second, the writer conducted a pilot study with 30 respondents to determine the validity and reliability of the questions.

If the questionnaire item has a p-value (Sig.) $<0.05(\alpha)$ or the calculated r-value (correlation coefficient) of the questionnaire item> $r$ table value, then the questionnaire item is valid, meaning that the research instrument can be used to measure what to be measured. (value r-table 30 respondent is 0,361 and $\alpha=0,05$ )

| Questionnaire <br> item | Correlation <br> Coefficient | Sig | Result |
| :---: | :---: | :---: | :---: |
| Item1 | 0.571 | 0.001 | Valid |
| Item2 | 0.405 | 0.026 | Valid |
| Item3 | 0.415 | 0.023 | Valid |
| Item4 | 0.445 | 0.014 | Valid |
| Item5 | 0.446 | 0.013 | Valid |
| Item6 | 0.428 | 0.018 | Valid |
| Item7 | 0.473 | 0.008 | Valid |
| Item8 | 0.426 | 0.019 | Valid |
| Item9 | 0.463 | 0.010 | Valid |
| Item10 | 0.405 | 0.026 | Valid |
| Item11 | 0.567 | 0.001 | Valid |
| Item12 | 0.606 | 0.000 | Valid |
| Item13 | 0.454 | 0.012 | Valid |
| Item14 | 0.588 | 0.001 | Valid |
| Item15 | 0.444 | 0.014 | Valid |
| Item16 | 0.428 | 0.018 | Valid |
| Item17 | 0.563 | 0.001 | Valid |
| Item18 | 0.475 | 0.008 | Valid |
| Item19 | 0.625 | 0.000 | Valid |
| Item20 | 0.615 | 0.000 | Valid |

Based on the table above, it is found that the 20 questionnaire items used as research instruments, all of them have a Sig. (range 0.000 to 0.026 ) $<0.05$. The correlation coefficient (r count) of the 20 questionnaire items ranged from 0.405 to 0.625 where when compared with the value of $r$ table $(\mathrm{DF}=30)$, r count> r table ( r
table value was 0.361 at $\alpha=0.05$ ). This shows that the 20 questionnaire items in this study are valid.

| Questionnaire Item | Cronbach's Alpha if Item Deleted | Result |
| :---: | :---: | :---: |
| Item1 | 0.820 | Reliable |
| Item2 | 0.828 | Reliable |
| Item3 | 0.828 | Reliable |
| Item4 | 0.827 | Reliable |
| Item5 | 0.827 | Reliable |
| Item6 | 0.828 | Reliable |
| Item7 | 0.827 | Reliable |
| Item8 | A 0.827 | Reliable |
| Item9 | 0.826 ( | Reliable |
| Item10 | 0.831 | Reliable |
| Item 11 | 0.821 | Reliable |
| Item12 | 0.819 | Reliable |
| Item13 | (0.828 - | Reliable |
| Item14 | 0.821 | Reliable |
| Item15 | 0.827 | Reliable |
| Item16 | ) 0.830 | Reliable |
| Item17 | 0.821 | Reliable |
| Item18 | 0.825 | Reliable |
| Item19 | Q 0.817 | Reliable |
| Item20 | ${ }^{\circ} \mathrm{A}$ P0.818 | Reliable |

Reliability is tested by looking at the Cronbach's Alpha value on the research instrument that has been declared valid before, where if the research instrument tested has a Cronbach's Alpha value> 0.6, the research instrument can be said to be reliable for use.

Based on the table above, of the 20 questionnaire items that have been declared valid previously, all of them have a Cronbach's Alpha value if deleted items> 0.6 with
values ranging from 0.817 to 0.831 then the 20 questionnaire items in this study can be said to be reliable and it can be concluded that the respondents' answers to the statement used are consistent and reliable.
3. Third, the writer distributed 60 questionnaires to the customer at Banaran Coffee and Arts. The following are the results of validation and reliable analysis on 60 respondents.

Table 3.3 Validity of the Items

| Questionnaire <br> Item | Correlation <br> Coefficient | Sig | Result |
| :---: | :---: | :---: | :---: |
| Item1 | 0.481 | 0.000 | Valid |
| Item2 | 0.407 | 0.001 | Valid |
| Item3 | 0.323 | 0.012 | Valid |
| Item4 | 0.344 | 0.007 | Valid |
| Item5 | 0.413 | 0.001 | Valid |
| Item6 | 0.422 | 0.001 | Valid |
| Item7 | 0.288 | 0.026 | Valid |
| Item8 | 0.433 | 0.001 | Valid |
| Item9 | 0.572 | 0.000 | Valid |
| Item10 | 0.443 | 0.000 | Valid |
| Item11 | 0.476 | 0.000 | Valid |
| Item12 | 0.501 | 0.000 | Valid |
| Item13 | 0.366 | 0.004 | Valid |
| Item14 | 0.530 | 0.000 | Valid |
| Item15 | 0.340 | 0.008 | Valid |
| Item16 | 0.356 | 0.005 | Valid |
| Item17 | 0.501 | 0.000 | Valid |
| Item18 | 0.575 | 0.000 | Valid |
| Item19 | 0.363 | 0.004 | Valid |
| Item20 | 0.551 | 0.000 | Valid |

Data can be said to be valid with a correlation coefficient> $r$ table value ( $r$ table is 0.254 at $\alpha=0.05$ and $\mathrm{N}=60$ ). N is the number of the respondents. Based on the table above, it is known that of the 20 questionnaire items used as a research instrument, all of them have values ranging from 0.288 to 0.575 .

Table 3.4. Reliability of the items

| Questionnaire <br> Items | Cronbach's Alpha if Item Deleted | Results |
| :---: | :---: | :--- |
| Item1 | 0.750 | Reliable |
| Item2 | 0.755 | Reliable |
| Item3 | 0.759 | Reliable |
| Item4 | 0.763 | Reliable |
| Item5 | 0.754 | Reliable |
| Item6 | 0.754 | Reliable |
| Item7 | 0.765 | Reliable |
| Item8 | 0.753 | Reliable |
| Item9 | 0.744 | Reliable |
| Item10 | 0.753 | Reliable |
| Item11 | 0.753 | Reliable |
| Item12 | 0.749 | Reliable |
| Item13 | 0.760 | Reliable |
| Item14 | 0.748 | Reliable |
| Item15 | 0.762 | Reliable |
| Item16 | 0.761 | Reliable |
| Item17 | 0.748 | Reliable |
| Item18 | 0.742 | Reliable |
| Item19 | 0.761 | Reliable |
| Item20 | 0.744 | Reliable |

Data can be said to be reliable if Cronbach's Alpha if the deleted item is> 0.6 and the results of the data above show the value per statement ranges from 0.742 to 0.765 ,
then the 20 questionnaire statements in this study can be said to be reliable and it can be concluded that the respondents' answers to the statements used are consistent and can be trusted.
4. Fourth, the writer analyzed the results of respondents' answers using Statistical Package for the Social Sciences (SPSS). After that, the writer found the frequency distribution of each item. Then the writer analyzed the result of the questionnaire using a descriptive statistics application.
5. The last, the writer was interpreting the data. The questionnaire is considered valid if the r value is more than 0.254 at $\alpha=0.05$.

### 3.3 Method of Data Analysis

In this study, the writer used descriptive statistics. According to Nguyen, Ung, Krishna, \& Tham, ( 2016, p. 34) "Descriptive statistics, or simply statistics, are often used on a sample to estimate characteristics of a population". This method can make people easier to understand the result of the data analysis. The writer analyzed the data using a descriptive statistic; the common types of descriptive statistics. The writer presented the percentage of the options the respondents chose in each item. The analysis focused on Customer Feedbacks and Expectations on Banaran Coffee Shop during Covid-19 Pandemic.

