

## **CHAPTER 3**

### **METHOD OF DATA COLLECTION AND ANALYSIS**

#### **3.1. Type of Research**

There are three types of research design: quantitative, qualitative, and mixed methods (Creswell, 2013). According to Kothari (2016), quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quality. Qualitative research, on the other hand, is concerned with qualitative phenomena, i.e., phenomena relating to quality or kind. Whereas, a mixed method contains quantitative and qualitative methods in the same analysis in order to obtain a thorough understanding of the phenomenon under study.

This study aims to find out the impact of swimsuits as characteristics of cultural and social identity on the purchase of these swimsuits. The writer used quantitative method research. To collect data, the writer used questionnaires.

#### **3.2. Data Collection**

##### **3.2.1. Participants**

The subjects of the quantitative data were the female young adults who were from Central Java and Special Region of Yogyakarta and whose age range was 18-35 years old. The writer chose subjects from Central Java and The Special Region of Yogyakarta. There were sixty-three (63) female respondents.

### **3.2.2. Instrument**

Close-ended questionnaire was used in order to get the result of this study. The questionnaire used Likert scale. A Likert scale is a psychometric scale that has multiple categories from which respondents choose to indicate their opinions, attitudes, or feelings about a particular issue (Beglar & Nemoto, 2014). Respondents chose the answer by way of questions on a metric scale, varying from “strongly disagree” to “strongly agree”.

### **3.2.3 Procedure**

This study conducts some procedures, which are as follows:

1. The writer designed a close ended style of questions.
2. The writer distributed the questionnaire to the respondents.
3. The writer interpreted all the data collected from the questionnaire.
4. Lastly, the writer wrote all of the findings as a discussion for the study.

### **3.3 Method of Data Analysis**

In this study, the writer used frequency distribution as a method to analyse the questionnaire’s responses from the respondents. Frequency distribution is a sequence of numerical data according to the quantity and/or quality (Wahab et al., 2021). The data were then explained based on the percentages presented.