CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1   Type of research

This research is a quantitative study. The data were collected from a close-ended questionnaire.   The kinds of questions to be asked were adopted fromPriyanga&Krishnaveni (2015).   The following were the factors influencing to purchasing cosmetics

1. price, discount and offers

2. availability

3. advertisement and brand image

4. quality and ingredients

5. celebrity endorsement

6. size

Priyanga&Krishnaveni's (2015) six factors abovewere supporting Dukut's (2018) the six criteria of popular culture, where products wereusually

1.produced massively,

2. giving satisfaction,

3. easy to obtain,

4. eager to please,

5. reflecting a society's lives,

6. manipulating society in promoting its products, and, popular within a certain period (p.13-16).

Factors of price, discount and offers are related to the criteria of eager to please and giving satisfaction. The factor of availability is related to the criteria of the easiness to obtain because the product is massively produced. Then the factors of advertisement and brand image, quality and ingredients, and celebrity endorsement is related to reflecting a society's lives who are easily manipulated with product promotions due to popular celebrity endorsements and popular beauty standard. The factor on size is most likely related to giving satisfaction because for some customers, the longer the eyelash the more satisfying feeling they will feel in using popular culture products such as eyelash extension.

The factors and criteria above are transformed into statements, so they can be fed into a questionnaire that used a Likert scale for the options. Samples of the statements were:

1. I like to wear eyelashes, which are endorsed by celebrities.

2. I know the eyelash production from advertisements

The options are:

1. Strongly agree

2. Agree

3. Disagree

4. Strongly disagree

After analyzing the result of the questionnaire, the results of the quantitative analysiswere used to understand the female's perception on the extended eyelash. According to Creswell (2013) quantitative research   relates to numbered data that can be analyzed using statistical procedures. The quantitative hypotheses were the predictions the researcher made about the expected relationship among variables. In this study, the hypothesis was that the participants have positive perception on the use of eyelash. The samples were purposive sampling as those who were25 to 35-year-old females who purposively became customers of the eyelash extensions sold.

My study is like other quantitative studies which make use of the results of the questionnaire to provide a lens that shapes research (Cresswell, 2014). Because my study tried to look at the customers' perception on extended eyelash by use of a closed-ended questionnaire. It also used a qualitative deductive method as the questions werebased on a study.

3.2   Data Collection

3.2.1 Participants

I collected data from my customers, which were 40 females. I shared a Google form that lists the close-ended questionnaire.

3.2.2 Instrument

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

1   = Strongly agree

2   = Agree

3   = Disagree

4   = Strongly disagree

There were 2 kinds of data collected. The first part was the general data of the respondents which consistedof fivestatements and the second part consisted of 11 statements.

The data was divided into a positive or negative based on the mean of the data. If the mean score was< 2, I interpreted the data as positive. If the mean score was≥ 3, I interpreted the data as negative. to validate the data, also interviewed two customers to get deeper data that could be used to give the complete description of the research.

3.2.3 Procedure

I used several steps to conduct this study as follows:

1. Designedthe closed-ended questionnaire.

2. Madea pilot study by distributing the questionnaire to 10 respondents

3. Analyzedthe validity and reliability of the instrument by using SPSS application

4. Distributed the questionnaire to the respondents

5. Collectedand analyzedthe result of questionnaire

6. Interviewed the customers

7. Interpretedthe data from the statistic and also from the interview.

A validity test wasused to measure whether the question was valid or not. A statement wasconsidered as valid when the value of significance washigher than the value in the R table. The formula used for the validity check wasdf = n – 2. N AS the total participant of the piloting. If I used 10 participants, it means the df was8 with the significance level of 5% and the *r table*= 0.632. The statement wasalso valid if *r counting > r table, and* if *r counting < r table,* then the statementwas not valid. In checking the reliability of the data, the writer used Cronbach's Alpha. The writer tested the validity of each question using SPSS 20 program. If the corrected item-total correlation of ten items wasmore than 0.632, then these items were valid and can be used to collect the data.

In the research, there wasone item (no 5) with R-value less than 0.632 so this item hadbeen excluded from the questionnaire.

Table 3.1 Validity

No	Statement	Rvalue	R table	Remark
1	Eyelash extensions are expensive.	0.901	0.632	VALID
2	Discount lashes are great quality	0.744	0.632	VALID
3	Celebrity endorsed extension lashes are always great.	0.979	0.632	VALID

4	The lashes I want to buy are always available.	0.817	0.632	VALID
5	The advertised lashes are always great	0.570	0.632	VALID
6	Wearing lash extensions is a necessity	0.679	0.632	VALID
7	Putting on your own lash extensions is easy	0.766	0.632	VALID
8	Wearing lashes extensions makes me look elegant.	0.725	0.632	VALID
9	Wearing lash extensions makes me look prettier	0.744	0.632	VALID
10	Wearing lash extensions must match the shape of the eye.	0.971	0.632	VALID
11	Wearing lash extensions makes me more confident	0.689	0.632	VALID

The following is the reliability statistics.

Reliability Statistics

Cronbach's Alpha	N of Items
.967	54

The internal consistency is good because it is above 0.9, so that the questionnaire is reliable.

3.4. Method of Data Analysis

The method of data analysis wasby analyzing the result of the questionnaire, which waslaid in the form of tables. In taking answers, I checked them with the theory on popular culture and the perception of eyelash extension as a popular phenomenonfor young females of today.