CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1. Research Design

This research applied a mixed method. It is used in the behavioral, and social sciences. especially in settings and certain situational or societal research. This study tried people's perceptions of purchasing clothes and the reasons for purchasing clothes in thrift shops. In this mixed method study, the data were collected from close-ended questionnaires and also from interviews. It investigated the participants' perception on buying clothes at thrift shops both qualitatively and quantitatively. According to Creswell (2014), researchers can start with the assumption that both forms of data provide different types of information (open-ended data in the case of qualitative and closed-ended data in the case of quantitative). This research gained data from the questionnaire and to get deeper and more reliable data, the writer interviewed some of the participants and analyzed it qualitatively.

3.2. Method of Data Collection

In order to get the data, the writer chose the participants for this study and distributed questionnaires to them.

3.2.1. Participants

The writer collected data from 40 people between 17 to 24 years old. They are customers who went to thrift shops for two months and lived in Semarang. Because there were many thrift shop events during that period, The participants were chosen

using the snowball sampling technique. Snowball sampling is a non-random sampling method that uses a few cases to help encourage other cases to take part in the study, thereby increasing sample size. This approach is most applicable in small populations that are difficult to access due to their closed nature, e.g., secret societies and inaccessible professions (Breweton and Millward, 2001 as cited in Taherdoost, 2016). The writer used this technique because it eased the process to get respondents as the writer assumed that those who bought secondhand clothes may feel ashamed. First, the writer asked his friends who have bought clothes at thrift shops to fill out the questionnaire and then asked them to spread the questionnaire to their friends.

3.2.2. Instrument

There were two instruments in this study, the first one was structured interviews and the second was a close-ended questionnaire.

The writer interviewed ten sunset thrift customers with 12 questions that have been drafted with reference to the question from Cozer (2018).

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

1. = Strongly agree

2. = Agree

3. = Disagree

4. = Strongly disagree

There are 2 kinds of data collected. The first part is the general data of the respondents which consist of five statements about general information such as name,

age, gender, and the second part consists of 13 statements which are adapted from Guiot & Roux (2010) and Cozer (2018). (See appendix)

The data are divided into positive or negative based on the mean of the data. If the mean score is < 2, the writer considered the data as positive because option 1 and 2 are about their agreement. If the mean score is ≥ 3, the writer interpreted the data as negative as it shows their disagreement. To validate the data, the writer interviewed three customers to get deeper data that could be used to give a complete description of the research. The questions are made to dig their opinion deeper (see appendix).

3.2.3. Procedure

The following are several steps the writer took to collect data to conduct this study.

1. **Designing the closed-ended questionnaire.**

   The writer designed the close-ended questionnaire via google form and drafted questions with reference to the question from Guiot & Roux (2010).

2. **Having a pilot study from 10 direct respondents.**

   The writer having a pilot study by distributing the questionnaire to 10 respondents that directly interact (costumers) with Sunset thrift shop.

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

   The writer Analyzes the validity and reliability of the instrument by using the SPSS application.

4. **Distributing the questionnaire to the respondents.**

   The writer distributing the questionnaire to the next respondents using snowball sampling method.

5. **Collecting and analyzing the result of the questionnaire.**

   The writer collecting and analyzing the result of the questionnaire.

6. **Interviewing some participants.**

   The writer interviewing some participants that directly interact (costumers) with Sunset thrift shop using structured interviews.

7. **Interpreting the data from the statistic and also from the interview.**

   The writer processing the data collected to be analyzed and obtain the result for the study.

3.3. Method of Data Analysis

The data analysis answers people's perceptions and reasons for buying secondhand clothes in the thrift shop. The qualitative method is used to directly access people's perceptions and reasons for buying secondhand clothes in Sunset thrift shop. The quantitative approach is used to enlarge the sample of people who bought secondhand clothes, then analyze the questionnaire result using SPSS and describe the data in tables. It used a descriptive statistic measuring the means and frequency. A validity test is used to measure whether the question is valid or not. A statement is considered as valid when the value of significance is higher than the value in the R table. The formula used for the validity check is df = n − 2. N. As the writer will

distribute the questionnaire to 10 participants in the pilot study, it means the df is 8 with a significance level of 5% and the *r table*= 0.632. The statement is also valid if *r counting > r table, and* if *r counting < r table,* then the statement is 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 is more than 0.632, then these items are valid and can be used to collect the data.