

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

This is a quantitative research because it provides a quantitative or numeric description of opinions of a population by studying a sample of that population (Cresswell, 2014). This study is a survey on the customers' perception. It describes the customers' perception

3.1 Data Collection

3.1.1. Population and Sample

The data was collected from the participants who are the customers of the car wash under the study. The writer took 38 customers who came to wash their cars in Yoyok Carwash in 3 days.

3.1.2. Instrument

In order to answer the research questions on the customers' perception of the service dimensions implemented in the carwash, the writer modified a questionnaire from Berndt (2009) which consists of five service dimensions : empathy, assurance, reliability, tangible and responsiveness. There are some items in the questionnaire that the writer dropped because based on the writer's observation, Yoyok carwash does not have advertisement so a statement on advertisement was dropped. The questionnaire modified consists of :

1. 6 statements of empathy
2. 5 statements of assurance
3. 5 statement of reliability
4. 5 statement of tangibles
5. 4 statement of responsiveness.

The writer used likert scale with four options:

1. SD = strongly disagree
2. D = Disagree
3. A = Agree
4. SA = strongly agree

When the mean is 2.5 or more, it is considered that the service dimension is considered satisfying. When the mean is less than 2.5, the service dimension is considered unsatisfying.

3.1.2 Procedure

The writer conducted this research through some steps as follows:

- a. Observing Yoyok carwash
- b. Asking permission to the owner of Yoyok carwash to collect data
- c. Modifying questionnaire written by Berndt (2009)
- d. Distributing questionnaire to the customers

3.3 Method of Data Analysis

The data was analyzed using SPSS 24. It was used to find the mean, the highest point and the lowest point. When the mean is 2.5 above, it means that the customers feel satisfied with the services implemented. When the average is below 2.5, the customers were not satisfied with the services

