

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

In this research, the writer used mixed methods to conduct the research. “Mixed methods involves combining or integration of qualitative and quantitative research and data in a research study” (Creswell & Creswell, 2018). The processes involved in mixed methods research are collecting both quantitative and qualitative data, integrating the data found in the research, and using distinct designs that may involve philosophical assumptions and theoretical frameworks.

3.2 Method of Data Collection

3.2.1 Participants

In determining the study's respondents/participants/informants, a researcher should know how big the targeted number of respondents/participants/informants they want to use in their study. To decide the study's respondents, the researcher used convenience sampling to find people who take courses at Wahana Komputer. There were about 30 students who filled out the questionnaire on customer satisfaction when they finished their course.

3.2.2 Instrument

The instruments that the researcher used were surveys through questionnaires and interview. The survey is conducted through a questionnaire. The questionnaire uses the Likert Scale on a scale of 1-5. The options on the questionnaire are Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree. Then the writer analysed the data using the SPSS program to find out about the

customer satisfaction rating. Then, the writer interviewed 5 people who filled out the survey. This is to know whether the already taken questionnaire is valid. The researcher plans to carry out surveys through questionnaires to obtain information from the respondents. Questions are based on the elements and references from the literature review.

3.2.3 Procedure

For this study, the researcher took the following procedures to collect the data:

1. The researcher arranged questions about customer satisfaction for the interview. The list of questions becomes the questionnaire. The questions come from the study of Irawan about factors affecting customer satisfaction (2008).
2. The researcher tried to find customers who took the course at Wahana Komputer.
3. Through the contact, the researcher asked customers who have already finished their course to do the survey using questionnaire.
4. The researcher did the survey
5. The researcher analysed the results to answer research questions.
6. The researcher found some survey-takers to interview with the researcher.
7. The researcher analysed the interview to the survey results.

3.3. Method of Data Analysis

The writer used past journals that explored customer satisfaction in the business of courses and compared it with the questionnaire results. The questionnaire contained 16 questions and was distributed to 30 students finishing their courses in Wahana Komputer. Some of them have been interviewed to confirm the validity of the questionnaire.