CHAPTER III
RESEARCH METHOD

3.1 Research Design

This study uses a qualitative research design. According to Creswell (2012), qualitative research design means exploring and understanding the meaning of an individual or groups to human social problems. In this study, the researcher will explore and understand an individual or groups of the consumers of Emaline regarding to product quality, product design, and price.

3.2 Research Participants

According to Given (2012), participants are considered to be individuals or groups who agree to take part in a research process. Participants should receive sufficient information to give free and informed consent prior to taking part in research. There are four types of participants used in this study, including the professional designer, the consumers of Emaline, the benchmarking company, and the professional in marketing.

According to Yin (2013), in qualitative research, the samples are likely to be chosen in a deliberate manner known as purposive sampling. The goal or purpose for selecting the specific study units is to have those that will yield the most relevant and plentiful data, given to the topic of study, to avoid any appearance of bias by choosing only those sources that confirm the research preconceptions on the topic. Thus, some
considerations used to determine the participants of the study are as follows:

1. The professional fashion designer

   The professional fashion designer is the person who knows the aspects and dimensions of fashion design. The professional fashion designer was used as a participant to know which dimension is important and how should it be.

2. The consumers of Emaline

   Consumers who were selected as participants are the consumers who have made a purchase to Emaline at least twice during the period of 2014-2016. There are ten consumers used in this study to provide a relevant data on customer expectations of Emaline’s product quality, design, and price.

3. The Benchmarking Company

   The benchmarking companies are the companies that run a business on leather fashion. The benchmarking companies used in this study must have experience on the business for at least 5 years where the company is experiencing growth.

4. Marketing Professional

   The marketing professional helps Emaline to find whether there is any problem in Emaline’s marketing strategies. The Marketing Professional will be asked for advice or even to help solve Emaline’s marketing problem.
3.3 Data Collection Procedure

According to Sugiyono (2012), data collection method involves observation, interview, and documentation. This study uses observation to know the conditions of the surroundings while doing interviews to the benchmarking company, including regarding their design. The researcher also considers the documentation methods to learn things that has already happened, and also to create considerations to make the company better, as well as to perform interviews to find deeper problem from the respondents. This study uses semi structured interviews to find experience, opinion, and knowledge, especially for product quality, product design, and price of Emaline. The result of the interview will be collected in a question and answer form. In addition, the process of the interview will be documented in the form of photographs and video recordings.

3.4 Validity and Reliability Analysis

According to Sugiyono (2012), resource triangulation should be used to check the credibility of the data given by the informants. Using resource triangulation, the researcher compares the data given by the professional designer, the consumer of Emaline, and the benchmarking company. It can be considered valid and reliable if the researcher finds a common perception of the four types of informants used as data resources. The resource triangulation is used because different people construct different meanings of the same events, therefore the researcher should not expect interview results to be consistent across individuals or subgroups,
even within the same organization. As Bungin (2012) have also noted, qualitative researchers also normally have rethought quantitative researcher’s notion of internal validity on member checking as an analogy for the statistical procedures quantitative researchers use to assess concurrency, predictivity, and construct validity.

3.5 Data Analysis Procedure

According to Sugiyono (2012), data analysis involves:

1. Data Reduction

   Data reduction means choosing, summarizing the basic ideas, looking for themes and patterns. Thus, the reduced data will provide a clearer picture and facilitate researchers to conduct further data collection, and to be referred to when necessary. In this research, the researcher chose the data that has been collected by the survey, and sorted the data based on product quality, product design, and price.

2. Data Display

   After the data have been reduced, the next step is displaying the data. In qualitative research, data serving could be a brief description, chart, relationship between categories, flowcharts, etc. In this research, the researcher used a brief description and tables to display the sorted data.
3. Conclusion Drawing

The first conclusion found is still temporary, and will change if there are no strong evidence during the next data collection activity. If the evidence is strong and consistent enough in the first phase, the conclusion expressed is credible. In this research, the researcher will conclude the data that has been displayed in design form, and create a statement on how is the quality and price due to consumer wants and marketing expertise based on the evidence found during the data collection.