CHAPTER III
RESEARCH METHOD

3.1 Research Description

This study is a qualitative research. A qualitative research method, as divulged by Bogdan and Taylor (L.J. Maleong, 2011 : 4), is a research method that creates descriptive data in written or oral forms from people and observable behavior. Qualitative research is a qualitative design that is not fully qualitative because its form is still affected by quantitative traditions, especially in terms of implementing theory on the obtained data. Based on the description, the researcher needs to describe the result of the in-depth interviews in a detailed manner.

The researcher must also refrain from conducting or promoting personal opinion in relation to what is seen or heard. Qualitative research is used to conclude the problem solving and help Premium Amenities decide on whether to hire permanent employees or traders.

3.2 Research Subjects and Object

3.2.1 Research Subjects

The first group of informants in this research consists of three of Premium Amenities’ benchmark companies. They are chosen because they can give suggestion and information regarding Premium Amenities’ decision to choose between permanent employee and trader. The second group of informants
contains two traders who have entered Kalimantan’s market. These traders will provide more information regarding the overview of Kalimantan’s market and its buying power. Overall, only five informants are reviewed in this research to avoid unnecessary information and data saturation. Data saturation happens when the researcher no longer gains new information. In such case, the data collection process can be stopped. The details on the research informants can be found below:

Table 3.1: Informants’ Profiles

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Category</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ir. Soegijanto</td>
<td>Benchmark Company</td>
<td>Director of PT Daya Satya Abrasives</td>
</tr>
<tr>
<td>2.</td>
<td>Melia Sindi Lona</td>
<td>Benchmark Company</td>
<td>Director of PT Golden Potterindo</td>
</tr>
<tr>
<td>3.</td>
<td>Yohanes</td>
<td>Benchmark Company</td>
<td>General Manager PT Tridominitama</td>
</tr>
<tr>
<td>4.</td>
<td>Elly</td>
<td>Trader</td>
<td>Director of Alfa Abadi Jaya</td>
</tr>
<tr>
<td>5.</td>
<td>Doris</td>
<td>Trader</td>
<td>Director of Sumber Lautan Abadi</td>
</tr>
</tbody>
</table>

Source: Processed data

The informants are chosen to help the researcher decide between hiring trader and permanent employee. The three benchmark companies have shared the same issues with Premium Amenities, while the two traders can provide more detailed information on the Kalimantan market and its buying power.

3.2.2 Research Object

The object of this research is Premium Amenities. The purpose of this research is to determine which decision is more beneficial for the company
between hiring permanent employee and trader. The result can help Premium Amenities make the best decision in order to generate more sales and broaden its market area.

3.3 Data Collection Procedure

This research is categorized as descriptive qualitative research. Therefore, this research uses two data sources called primary and secondary data. Primary data refers to the information collected for the specific purpose at hand, whereas secondary data involves information that already exists somewhere, having been collected for another purpose (Kotler and Keller, 2012: 87). The data collection techniques conducted in this research can be described below:

3.3.1 **Primary Data** are obtained from field studies and described as the process of gathering information, data, and facts directly from the object of the research by conducting in-depth interviews. Unlike formal interviews which are usually well-structured and relatively confined or enclosed, the in-depth interviews are conducted informally in the form of daily conversations with all the participants. The focus of an interview is to explore the research in depth; therefore, the interview must be done on an ongoing basis (Putra, 2014: 225).

3.3.2 **Secondary Data** are obtained from literature study by studying books or written materials related to the topic studied, including previous research and literature review, financial report, and data calculation based on relevant cost.
3.4 Validity and Reliability

The scale of the research can be considered valid if there is an examination on the accuracy of the results. Reliability indicates the consistency and stability of the measurement scale (Putra, 2012:101). Meanwhile, validity can be defined as a match between the measurement tool and the object measured, so that the measurement results obtained will represent the actual size dimensions and be accounted for (Herdiansyah, 2010:190). The data are considered valid when there is no difference between the researcher’s report and the object’s actual condition (Sugiono, 2012:118). Additionally, data are considered reliable when two or more researchers studying the same research objects generate the same research data (Sugiyono, 2012 : 119).

This research uses source triangulation method. Source triangulation is a powerful technique which facilitates validation of data through a cross verification of two or more sources. The source triangulation method in this research is performed by conducting in-depth interviews with the directors or managers of PT. Daya Satya Abrasives, PT.Golden Potterindo, and PT. Tridominitama, along with the two traders who understand Kalimantan’s market and its buying power, Ibu Doris and Ibu Elly.

3.5 Data Analysis


According to Krippendorff (Emzir, 2010 : 283), content analysis is a research technique for making replicable and valid inferences from text to the contexts of their use. The steps of conducting this analysis are as follows.

1. Conduct interviews with the two traders to get preliminary data to know the buying power of Kalimantan’s market.
2. Summarize the interviews result.
3. Perform calculation using relevant cost and BEP to validate the data.
4. Analyze the results of data calculation and interview data
5. Merge them into the thesis proposal to get conclusions and give advice for Premium Amenities’s decision making process.