CHAPTER III

RESEARCH METHOD

3.1 Research Foundation

Due to the fact that the researcher is exploring a group environment, the type of research used is the qualitative method, as qualitative research is able to connect with the social phenomenon which is usually happening inside a group. According to Galloway, Kapasi, and Whittam (2015), to study the dynamism of a social environment, especially in economic aspect, requires a qualitative approach that covers influence from interpretation, culture, ideology, and construction. Qualitative method is an interpretative approach with a focus of exploring a certain phenomenon and its processes by using specific data-generation methods (Ritchie, Lewis, Nicholls, & Ormston, 2014).

For the purpose of this research, the researcher utilizes the case study method, as it is suitable to gather different perspectives from each members of Prima Pangan about the decision-making phenomenon which have happened in Prima Pangan. According to Shields and Rangarajan (2013), case study is an exploration of contemporary phenomenon within a real-life context. The integration of different perspectives on the context can build an in-depth understanding of the situation (Ritchie *et al.*, 2014).

3.2 Research Subject & Object

The research object is based around the mindset of the research subject regarding the strategic decisions made by Prima Pangan. The researcher gathered insights regarding why some particular decisions was made by the company in the

past, and their thoughts, feedbacks, and opinions regarding their decision. For the purpose of this research, the right decisions are categorized as a rational decision, while the wrong decisions are categorized as irrational decisions (Bazerman & Moore, 2012).

The research subject is the board of directors in Prima Pangan, which is also the co-owners of the company. The board of directors in Prima Pangan consists of the Chief Executive Officer (CEO), Chief Financial Officer (CFO), Chief Marketing Officer (CMO), and Chief Operating Officer (COO). Due to the involvement of the researcher in Prima Pangan's managerial as the Chief Financial Officer, the researcher have interviewed othermembers of the board of directors in Prima Pangan to gather their insights about the strategic decisions made by Prima Pangan.

3.3 Data Collection Method

Collection of data in case study is able to bring multiple perspectives about the context of the case. Those multiple perspectives can come from multiple data collection methods, or from multiple accounts, involving people with different perspectives about the observed object (Ritchie *et al.*, 2014)

According to Khan (2014), qualitative data collection is done in form of semi-structured in-depth interviews or focus groups. For this research, the researcher has collected data using semi-structured in-depth interviews, where the researcher has conducted two interviews with the designated population, with an interview time of 38 and 39 minutes. The data are analyzed through coding

methods and a constant comparison process. The interview is conducted through the following process:

1. Planning interview question

2. Identification of interviewee

3. Arrangement for interview

4. Recording of interview process

5. Transcription of interview

3.4 Trustworthiness

3.4.1 Validity

According to Thomas (2016), validity is the extent in which a piece of research is fulfilling its research objective. It means that a research is deemed valid if the result of the research is relevant with the research objective. According to Colepicolo (2015), in order to make a valid qualitative research, the research must focus on 4 elements:

1. Credibility: Refers to the internal validity of the research or the efficacy of method, techniques, and instruments. The credibility of this research is fulfilled through the usage of suitable research methods. The researcher uses a qualitative research method, enhanced with interview techniques.

2. Transferability: Refers to the external validity of the research or the ability of generalization in the research, which means the research can be reproduced in different environments, contexts, or scenarios. In

order to achieve transferability, the researcher borrowed research techniques from past studies and apply it to this study.

3. Reliability: Refers to the consistency and reproduction of the research data. This is achieved through the usage of triangulation method.

4. Conformity: Refers to the objectivity of the observer during the research. To achieve conformity, the researcher only takes and process information from the informants.

The elements of a valid research bring forward the concept of internal and external validity. Internal validity is related to the effectiveness of method, techniques, instruments, and constructs used in the research while also considering other factors and conditions for achieving the results. External validity is the ability to generalize the research for application in a different context.

3.4.2 Reliability

According to Thomas (2016), reliability is the level of consistency in the data and instrument. To make a reliable research, the research should gives accurate and consistent data, even in different occasions and circumstances. Reliability is the key factor for credibility evaluation, defined by believability, trustworthiness, accuracy, fairness, and objectivity (Colepicolo, 2015). Reliability should not depend on user evaluation, as it defeats the purpose of fairness and objectivity, making information from the research unreliable outside its current context. For the purpose of this research, the researcher uses triangulation of various sources of interview transcripts to achieve reliability of data. According to

Carter, Bryant-Lukosius, DiCenso, Blythe, and Neville (2014), triangulation is a suitable method for qualitative research. Triangulation is a qualitative research strategy to test validity of results through convergence of information from various sources (Carter *et al.*, 2014).

3.5 Data Analysis Method

In general, the purposes of analysis is to understand the interaction and pattern between each collected data, instead of focusing only on data that stands out in the surface context. The qualitative research focuses on the interactions of reality in everyday life viewed through an analytical lens. (Silverman, 2013).

According to Silverman (2013), the data analysis starts from data that are already available in the public sphere before analyzing personal collected data. After collecting the data, the researcher seeks advice from the supervisor for further directions, then starts to analyze data collected. In order to analyze data collected from interview transcripts, the researcher uses coding methods. According to St. Pierre and Jackson (2014), qualitative data analysis has been equated to coding data. Words that are being textualize from interview transcripts can be broken apart by using the coding method to be sorted into categories, from which the researcher founded recurring themes about a certain research context. According to Saldaña (2016), there are 3 steps that needs to be taken in a codes-concept model for qualitative inquiry:

1. Coding data collected from interview transcripts

2. Sorting codes into categories and sub-categories

3. Conceptualizing categories into themes/concepts