

CHAPTER III

RESEARCH METHODS

3.1 Research Description

This research uses the qualitative method. Qualitative research is a type of research where its findings are not obtained through statistical procedures or other forms of calculation and its aim is to express the symptoms in a holistic-contextual manner through the collection of natural data by using the researcher as a key instrument (Sugiarto, 2017). Qualitative research goes through several critical-scientific thinking stages, which capture the facts that happened in the field after the researcher started to think inductively, for later analyzing and arranging the theories based on the observation (Bungin, 2015). Qualitative research in this study is descriptive, due to the research problem which is about the consideration of purchase intention towards prospective customers of CV. Aurora Tiga Sinergi to cattle feed product.

3.2 Research Object & Subject

3.2.1 Research Object

The object of this research is CV. Aurora Tiga Sinergi, and the purpose of this research is to help CV. Aurora Tiga Sinergi to understand the factors affecting purchase intention of its customers in order to improve the marketing strategy in the future.

3.2.2 Research Subject

Informants are individuals who become sources of data collection through interviews that have been prepared by researchers. Informants in this study consist of prospective buyers and someone who has bought Livepro products, as well as a marketing strategy expert. Table 3.1 shows the criteria of interviewees and the reason;

Table 3.1 : Criteria of selecting Interview

Informant	Criteria	Reason
Facilitator	<ul style="list-style-type: none"> • Lecturer in Universitas Ciputra • Minimum degree of Magister • Has been teaching CV Aurora Tiga Sinergi for minimum one semester 	To explore the factors that cancel the purchase intention
Customer	<ul style="list-style-type: none"> • Has bought Livepro at least twice 	To explore the factors that positively affect purchase intention
Marketing strategy expert	<ul style="list-style-type: none"> • Minimum degree of Magister • Own a company that has operated at least one year • Run company in livestock industry 	to ensure that the arguments fit the existing theory and reality on the field based on experience

Source: Processed Data

3.3 Data Collection Method

In this study, the researcher uses interview data as the collection method. Interviews are a method used to obtain information directly, profoundly and individually. Interviews are addressed to people who meet the criteria of informants.

3.3.1 Semi-Structured Interview

Semi-structured interview is a type of interview where new ideas can be freely added during the interview, yet is still organized in order to guide questions before it begins in order to control the flow of conversation so it will not shift to opinions irrelevant to the topic. It makes it unique among interview methods for the degree of relevancy it provides to the topic while remaining responsive to the participant (McIntosh & Morse, 2015).

3.3.2 Documentation

According to Silverman (2016), documentation is necessary in order to provide realistic proof about the research documents, and also to carry crucial contents, images, words, and patterns. The researcher will use photos, interview transcripts, and audio recordings to archive the interview session.

3.4 Data Validity and Reliability

Validity ensures whether the observation and interpretation are measured correctly (Silverman, 2016). The research can be considered as unsuccessful if it has a low rate of validity. In a qualitative research, the data can be said to be valid if there is

no difference between what is reported with what actually happened and can be said that the researcher's reliability can prove that the whole series of research process is really done. Validity in this research will use the member check method. Member checking (also referred to as informant feedback, respondent validation, member validation, or dependability checking) involves the researcher presenting data transcripts or data interpretations to all or some participants for comment (Varpio et al., 2017).

Reliability is the consistency of the analytical procedures, including accounting for personal and research method biases that may have influenced the findings (Noble & Smith, 2015). Reliability test in this research is using the informant statement transcript, audio recordings, and photo evidence of each informant as archived in the attachment.

3.5 Data Analysis Method

According to Theron (2015:4), the data analysis method includes break down of the transcript and making new speculations following the consideration of the witness, then categorize and make subjects to aggregate data from several different witnesses. Below are the steps of the data analysis method;

1. Data collection

Collect data before research begins, during the research, and after it is over. In this research, data collected are in form of interview transcript, internal and external data.

2. Data Reduction

Summarizing of gathered data, preparing and filtering the important point, and give pictures so it will be ready to be analyzed.

3. Data Presentation

Brief description in order to make the research easy to understand.

4. Data Analysis

Discusses and analyzes data through descriptive qualitative method, and explain the result by giving consideration in research result.

5. Conclusion

The answer of problem statement as well as the result of interview and documentation process.

