

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Description

This research is based on the results of a company engaged in the field of food in the form of a snack, called Yumix. This research is done by using the qualitative method of approach, to get an explanation about what factors influence the failure of the business. According to Saunders, Lewis, and Thornhill (2012), exploratory research, as the name implies, intends merely to explore the research questions and does not intend to offer final and conclusive solutions to existing problems. This type of research is usually conducted to study a problem that has not been clearly defined yet.

Conducted in order to determine the nature of the problem, exploratory research is not intended to provide conclusive evidence, but helps us to have a better understanding of the problem. When conducting exploratory research, the researcher ought to be willing to change his/her direction as a result of revelation of new data and new insights.

The purpose of this methodology is not a generalization but an in-depth understanding of the problem. Therefore, the researcher uses the qualitative method approach to get the exploration results of the factors that affect Yumix to fail in depth.

3.2 Research Subject & Object

This research will be conducted qualitatively therefore the subject of this research is every member of the Yumix company and the business mentor who became the facilitator of the Yumix company in *Entrepreneurial Project* class and also a business professional. In this research, data retrieval by researchers is done by searching and questioning the informants to get as much information as needed in order to know the cause of the company's failure.

3.2.1 Criteria for Selecting Informants

1. The owners of the Yumix company

The owners of the company who is a member of Yumix. The researcher will be assisted by two company members, Kevin Indrawan and Jessica Maria. By interviewing the members we will get information regarding performance and unforeseen circumstances faced by the company that caused it to fail and shut down.

2. Yumix business mentor

A lecturer who has been a facilitator of Ciputra University course. Business mentor will be interviewed as he/she knows the internal activities and situation of the company and will also be able to rate and comment on the investigation as he/she has been part of the business journey.

3.3 Data Collection

A study will require data to be processed and analyzed in order to obtain results. According Sugiyono (2013: 224) data collection techniques is the most

strategic step in the research, because the main purpose of research is to get the data. This research will be done by interviewing and documentation. Interviewing is a technique of data retrieval when researchers directly dialogue with respondents to extract information from respondents (Sangadji & Sophia, 2013: 191). This study uses semi-structured form which is included in the category of in-depth interview that can find information problems in depth and openly and also interviews can be a medium in expressing opinions and ideas owned by the source.

Documentation techniques are used to support other data collection techniques ie interviews. Documentation techniques are used to collect theories and similar scientific work related to the research theme used to support the results of the research. The purpose of the interview is to extract the information required by the researcher from the appointed resource person. In this study, the authors will interview every member of the company and business mentors.

3.4 Credibility

Reliability concerns the accuracy of measuring instruments. A measuring instrument is called to have high reliability or reliability if the meter is steady. Validity is the truth of a thought that thinking is actually done (Sangadji & Sophia, 2013).

The authors use the member check method. According to Sugiyono (2014:129), member check is the process of checking the data obtained by the

researcher to the data provider. The researcher aims to know how far the data is obtained in accordance with what the data provider provides.

3.5 Data Analysis

The results of data that have been tested validity of the data will be analyzed in a qualitative way, so it can answer the formulation of the problem carefully. The phase of data analysis in qualitative research generally begins since data collection, data reduction, data presentation, and conclusion or verification (Malhotra as cited *in* Sangadji & Sopiah, 2013:199). The process of analyzing data consists of three steps:

1. Data reduction

Collecting data and selecting related data. The data used in this study is the interview results of business members and mentors.

2. Data Display

Researcher will analyze what factors affect failure in Yumix as a business.

3. Conclusion Drawing

Researcher will be summing up which factors are highly influential on the discontinuation or failure.