

CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of Research

Type of research used in this research is qualitative descriptive research. Qualitative data is based on paradigm of research, strategy, and implementation of qualitative model. Bodgan and Taylor (1975: 5) define qualitative methodology as a research procedure that produces descriptive data in the form of text words or spoken of the people and behaviors that can be observed (Basrowi and Suwandi, 2008, p. 20).

3.2 Types and Source of Data

3.2.1 Primary Data

The primary data source is sources that directly provide data to researchers. Primary data is a data that can be obtained through interviews with informants. (Iskandar, 2009, p. 118).

The words and action of those who observed or interviewed are the main data. The main data sources are recorded through written notes or by recording video, audio tape, taking photographs, or film (Basrowi and Suwandi, 2008, p.169).

3.2.2 Secondary Data

Secondary data is data already available and can be obtained by researchers with reading, observing, or listening (Iskandar, 2009, p. 119). Qualitative research often uses statistical data that has been available as an additional data source for research (Basrowi and Suwandi, 2008, p. 172). Another data are from external restaurant, such as book for the theoretical, observation and documents like sales history, menu, cost and selling price of food.

3.3 Methods and Data Collection Procedures

3.3.1 Interview

One way of collecting data by conducting a conversation with a specific intent by the two parties, namely the interviewer as providers of questions and the interviewee as provider of answers to that question (Basrowi and Suwandi, 2008, p. 127).

According to Esterber (2002), suggests that some kinds of interview are structured interview, semi-structure interview, and unstructured interview.

1. Structured Interview

Structured interview is an interviewer has determined that the problem will be interviewed format, which is based on the matter to be researched. Usually the questions given to respondents predetermined answers (Iskandar, 2009, p. 131).

2. Semi-structure Interview

This type of interview is included in the category of in-depth interview, in which the exercise is more freely when compared with structured interviews. The purpose of this interview is to find the problem more explicitly, where the interviewee were asked their opinions and ideas.

3. Unstructured Interview

Unstructured interview is a free interview where the writer didn't use the interview guidelines that have been arranged in a systematic and comprehensive data collection. Unstructured interview is often used in preliminary research or even for a more in-depth research on the subject under research.

(Sugiyono, 2009, p. 319).

3.3.2 Observation

This method is used to view and directly observe the situation on the ground so that researches gain a broader illustration of the problems investigated (Basrowi and Suwandi, 2008, p. 94).

Based on Iskandar (2009), observation activities include observing, recording systematically the events, behaviors, objects, views and other things needed to support research being conducted.

3.3.3 Documentation

The document is a record of events that had passed. Documents can be from text, pictures, or monumental work (Sugiyono, 2009, p. 329). So, researches will directly see the data in the form of documents related to the research.

3.4 Data Analysis Techniques

The techniques of analysis to complete this research are using several steps that consist of:

1. Menu Item Analysis

This analysis is the first analysis used for analyze each item listed on the menu. This analysis is used for analyze selling price, portion cost, contribution margin, and item count (number sold).

2. Menu Mix Analysis

Menu Mix Analysis tool is the next step of menu engineering analysis, which is used to evaluate the profitability and popularity of menu items and classify them as stars, plowhorse, puzzles, or dogs. The result of this evaluation should be using to improve the menu.

This technique is useful for calculate Contribution Margin, %MM Share, Average Contribution Margin, and Popularity index.

$$\text{Contribution Margin} = \text{Total Revenue} - \text{Total Cost}$$

$$\text{Average Contribution Margin} = \frac{\text{Total Contribution Margin}}{\text{Total Number of item sold}}$$

$$\% \text{MM Share} = \frac{\text{MM Count}}{\text{Total MM Count}} \times 100\%$$

$$\text{Popularity Index} = 100\% / \text{Total items} \times 70\%$$

3. Menu Engineering Summary

Summary of menu engineering is a report about total and average price, food cost, contribution margin, and demand factor. The price row in the summary shows total menu revenue, average item selling price, the lowest selling price, and the highest selling price. For the food cost row, it shows the total menu cost, average item food cost, the lowest cost item, and the highest cost item. The contribution margin shows total menu CM, average item CM, the lowest item CM, and the highest item CM. And the last, for the demand factor are list total number of guests, average number of guests, lowest item count, and highest item count.

4. Four-Box Analysis

Four box analysis is used to classify each item on the menu from menu mix analysis report into “the box”, which the classifications are Stars, Plowhorse, Puzzle, and dog. This analysis is to describe each item which is entering into the category of classifications.

5. Menu Engineering Graph

Menu engineering graph is a useful tool in menu engineering analysis to know directly which menu contains in high popularity and high contribution margin, or high popularity and low contribution margin, or low popularity and high contribution margin, or low popularity and low contribution margin.

3.5 Triangulation Data

According to Moleong (2007), triangulation is a checking technique of data credibility that utilizes something from that external data for checking or as a comparison data (Iskandar, 2009, p. 156).

In terms of triangulation, Susan Stainback (1988) stated that the aim of triangulation is not to determine the truth about some social phenomenon, rather the purpose of triangulation is to increase one understands of whatever is being investigated (Sugiyono, 2009, p. 373).

According to Denzin (in Moleong, 2007) distinguishes four kinds of triangulation as an examination technique that utilizes the use of sources, methods, investigation and theories.

In this research, the writer used triangulation data source. Triangulation data source is done by checking the data which have been obtained through several sources. Data from several sources is described, categorized, where the same view, different and which are specific from these data sources (Sugiyono,

2009, p. 373). There are three sources which is used in triangulation data, the first sources is the interview result with Mr. K as a Banquet Manager at Restaurant “X”, the second is the interview result with Mr. F as a Operational Manager of Restaurant “X”, and the third is a data analyzed of Restaurant “X” from March until May 2010.

