

CHAPTER III

RESEARCH METHODOLOGY

2.1 Research Methods

The research method which is the role of this research is the "qualitative method". Qualitative research method is a non-numerical descriptive research method, using analysis, centering on data and utilizing existing theories. Qualitative research methods are subjective or biased from the participant's perspective descriptively so the results cannot be abstracted. The purpose of qualitative research is to explain the symptoms that exist in certain social groups in depth by collecting data analytically and thoroughly.

Described by Sugiyono (2009: 15), qualitative research methods are research used to investigate, discover, describe, and explain the quality or idiosyncrasy of social environmental influences that cannot be explained, measured or illustrated through quantitative research methods.

According to Moleong (2005: 6), qualitative research methods are research that aims to explore the events experienced by research subjects. For example behavior, perception, motivation, action, etc., holistically, and by way of description in the form of words and language, in a special natural context and by utilizing various natural methods.

2.2 Research Variables

In general, variables are an object of research that is the focus of research. Variables have many variants and are dynamic or changeable. Based on Sugiyono (2014: 59), Independent variables are variables that affect or are the cause of changes or the emergence of dependent or dependent variables. In this research, 2 X variables that are being used both are Marketing Mix and Purchasing Decision.

2.3 Location and Research Time

The study was conducted at Chatime Central Park Outlet, located on Jl. Letjen S. Parman No.28, RT.12 / RW.6, Tj. Duren Sel., Kec. Grogol petamburan, Kota

Jakarta Barat, Special Capital Region of Jakarta, and within the period of the research will be conducted in December 2019 until January 2020.

2.4 Sampling Technique

Sampling in empirical research is defined as a process the selection or determination of samples (examples). Conventionally, concept the sample (example) refers to part of the population. However, in Qualitative research does not intend to describe characteristics population or draw the generalization of conclusions that apply to population, but rather focuses on representation social phenomenon. Data or information must be traced as widely as possible in accordance with existing circumstances. Only thus, researcher able to describe the phenomena studied in full. (Burhan Bungin, 2012: 53)

According to Sugiyono (2009), in qualitative research sampling techniques that are more often used are purposive sampling and snowball sampling. Purposive sampling is a data source sampling technique with certain considerations, for example the person is considered to know best about what we expect. Snowball sampling is a data source sampling technique which was initially small in number, gradually became large. Meanwhile according to Burhan Bungin (2012: 53), in the sampling procedure the most important is how to determine key informants or certain social situations that are full of information. Choosing a sample, in this case the key informant or social situation is more appropriate to be done intentionally or with purpose, namely by purposive sampling.

This research uses purposive sampling technique. Because researchers feel the sample taken is most knowledgeable about the problem to be investigated by the researcher. Use of natural purposive sampling, this study aims to find out how are the Marketing Mix and the Purchasing Decision that occurs at Chatime Outlet Central Park Mall West Jakarta.

2.5 Data Collection Technique

The technique of data collection is one of the most important stages in conducting a study. The data collection techniques described by Sugiyono (2013), are the main priorities and objectives that have a strategic value in research, this is expressed with the research objective of getting data, both primary and secondary data.

Data collection is a research process where scientific methods and techniques are applied in order to collect data systematically for the purpose of analysis. Research needs to be done scientifically and systematically, data collected carelessly will produce poor quality research, biased, and invalid. Researchers must be able to focus or focus on the design of existing research and focus on the purpose of doing a research.

a. Observation

Researchers conduct direct observations with the aim of getting accurate results. Basically the observation technique is used to see and observe changes in social phenomena that grow and develop which can then be made changes to the assessment, for observers to see the object of a particular moment, so as to be able to separate between the necessary and the unnecessary. (Margono 2007: 159).

Observations to be made are unstructured observations and begin when researchers analyze the buying and selling process that occurs between Chatime employees and buyers. In addition, researchers will also participate directly in the process of buying products in Chatime Central Park Mall, West Jakarta Mall.

b. Documentation

The documentation technique is carried out with a function to strengthen existing data at the time of observation / monitoring and interviews conducted by researchers. By Sugiyono (2013), explained that documentation is a record of events that have passed.

Documentation will be carried out and taken by researchers in this research is the process of taking pictures or photos of the location of Chatime Central Park Mall West Jakarta Outlet and recording interviews conducted by researchers with Chatime consumers at Central Park Mall West Jakarta.

c. Interviews

Interviews were conducted by researchers in this research with a view to obtaining more accurate data or research results. In addition interview techniques can also help researchers to see research from a new perspective. Sugiyono (2000: 194) explained that the interview is used as a data collection technique if the researcher will carry out a preliminary study to find problems that need to be investigated and also the researcher wants to know things from respondents in more depth and the number of respondents is small.

The interview technique conducted by this qualitative research is an in-depth interview which is the process of obtaining interview data in the form of a structured question and answer procedure with face to face interviewers (researchers) with informants (consumers Chatime).

2.6 Data Analysis Method

Data analysis method is a process carried out by researchers after all data and information has been collected. Qualitative analysis is different from quantitative, the way to analyze it is processed after all information is obtained. The qualitative analysis method was carried out during the research process from the beginning to the end. This matter occurs because qualitative research requires the ability to elaborate from the beginning of the research carried out that will influence and determine future research methods.

Explained by Moleong (2009), that the process of qualitative data analysis begins by reviewing all available data from various sources, such as interviews, observations, personal or official documentation, pictures or photos, etc., and then

the next step is data reduction, data preparation, interpretation of data, presentation of data and then drawing conclusions.

a. **Data Reduction**

Briefly and clearly reducing data means collating, cutting out unnecessary things with the main goal and discarding things that are not related to the theme. Data reduction is explained by Sugiyono (2007) that data reduction is data analysis which is done by selecting the main points, focusing on important things, and looking for themes and patterns. Then added by Miles and Huberman (2009) who wrote, Data reduction is the process of selecting, focusing attention on simplification, abstracting, transformation of rough data arising from field notes.

There are several processes that can be taken in the process of reducing data, namely sharpening analytical skills, carrying out the process of categorizing or categorizing beyond small applications, leading to and expressing what is not needed, and the last is organizing data.

b. **Data Presentation**

The data presentation was explained by researcher Miles and Huberman (2009) who was sampled by Muhammad Idrus about "Presentation of data is a collection of structured information that gives the possibility of drawing conclusions". The next process after data reduction is the process of presenting data in the form of well-arranged narrative data that can capitalize the probability of a conclusion withdrawal. In this process, reviewers try to classify and determine materials that are in sync with the origin of the problem.

c. **Conclusion Drawing**

Drawing conclusions is a backward process in the data analysis method. Taking conclusions serves to find the meaning and purpose of data collection and trace relations, and alias dissimilarity. The process of making conclusions can be processed using a method to equalize affirmations through the subject of research. Conclusions are written through the narrative writing

method with simplification without reducing the content and meaning of writing.

