

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research methodology

The research methodology will be using qualitative ethnographic and descriptive research as this study will involve careful analysis from conceptual overviews or reports of the field, understanding from the experience itself and will be a reflective and a subjective research from the sandy dunes of Dubai to the country of the rising sun, Japan. This study will be conducted as a descriptive research as it will be explaining the analysis and experiences from subjects which had experienced based on the field research. This research will be exploring as Johan Hardjanas perspective in experiencing his Internship in Dubai and Japan, interviews from people who had experienced in those fields and a literature research of both places.

3.1.1 Ethnography Methodology

This research is conducted using the ethnographic methodology. According to Lincoln and Denzin (2011) Ethnography came from the word “anthropology” which was adapted by sociologists. The process of this methodology is immersing itself with the surrounding or the target itself which will experience and study the beliefs, culture, interactions, habits and behaviours involving participation and observation over a certain period of time, and the interpretation of the data collected. According to Sauro (2015), the data collected for this methodology are mainly from the observations from the field itself after immersing into it and interviews with the society or community that you have immersed with. From there we can make a descriptive analysis from the data which was collected.

3.1.2 The Researcher

The researcher had experienced an internship on both countries which are the Dubai, UAE and Osaka, Japan. In Dubai, the researcher had experienced being in the food and beverage service in an Arabic restaurant called Al Hadheerah in Bab Al Shams Hotel and Resort for a total of 6 months. In Japan, the researcher had experienced becoming a multiplayer (Front Desk, Back office, House Keeping and Service) in a hotel named karaksa hotel Osaka Namba. The researcher had experienced the same period of time on both countries which lessens the favour on one of the sides of the country. The participants has no direct relationship with the researcher which lessens the bias on the research study from the cause of relationship, conflict, favours or contracts.

3.1.3 Study Participants

The Participants are mainly similar to the experience of the researcher or even more from the time of period that they had gone through. The participants had immersed into the culture of the society, habits and behaviour from the community or society and interacted with the locals with a certain period of time. The department and division in the workplace that the participants had been has a direct communication and interaction with the locals and society which is one of the main objectives of this research.

3.2 Location and Timeline

This research was conducted on two different countries and different period of time and those are:

- Dubai : Bab Al Shams Desert Resort and Spa, UAE Dubai (October 2016 – April 2017)
- Japan : karaksa hotel Osaka Namba, Namba Japan (March 2019 – August 2019)

3.3 Research Variable

According to Regoniel (2012), “Variables are those simplified portions of the complex phenomena that you intend to study.”

These variables are connected and influenced by each other and are differentiated into 2 kinds which are, Regoniel (2012):

1. Independent variable, are the variables that affects, influences or cause the other variables.
2. Dependent variable, are the variables that are effected or influenced by the Independent

Based on the title of this research “COMPARISON OF SERVICE STYLE THROUGH THE NATIONAL CULTURE IN DUBAI AND JAPAN, STUDY CASE OF BAB AL SHAMS-DUBAI AND KARAKSA-JAPAN”, the variables are:

1. Independent variable, which is National culture
2. Dependent variable, which is the Service style

Variable	Sub- Variable	Indicator
Al Hadheerah, Bab Al Shams Hotel Resort and Spa and karaksa hotel Osaka Namba		Interview with 2 participants from Al Hadheerah, Bab Al Shams Hotel Resort and Spa and 2 participants from karaksa hotel Osaka Namba
National Culture	“Culture can be defined as the set of beliefs, norms and values which forms	Hofstedes Analysis “Power Distance”, “Long term Orientation”,

	<p>the basis of collaborative human behavior and makes human actions to some extent predictable and directed towards a set of commonly held purposes or the maintenance of some commonly accepted state.”</p> <p>Little (2016)</p>	<p>“Uncertainty Avoidance”, “Individualism” and “Masculinity”.</p>
Service style		<p>Does these culture had an effect on the service style that become today?</p> <p>Does the Service styles are being in daily basis?</p>

Table 3.3 Research Variable

3.4 Research Process

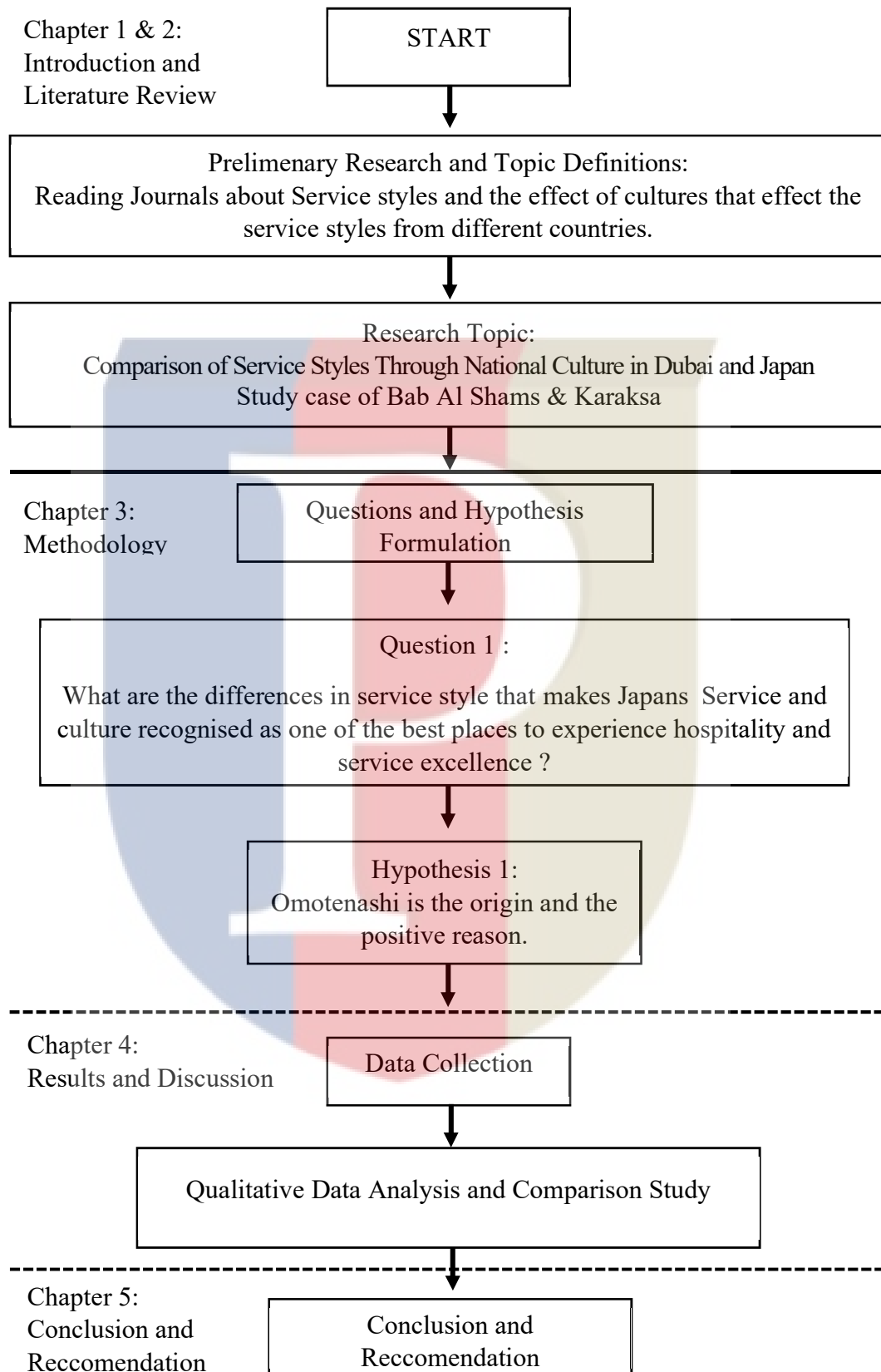


Figure 3.4 Research Process

3.5 Data Collection

The type of data that are being used is a qualitative methodology. According to Berg, Lawrence and Lune.H (2012), “This type of research "refers to the meanings, concepts definitions, characteristics, metaphors, symbols, and description of things" and not to their "counts or measures." This research answers why and how a certain phenomenon may occur rather than how often.” The types of data could be differentiated into two:

3.5.1 The Primary Data

According to Driscoll & Brizee (2017), “primary data is the data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources.”

The primary data that are collected in this research are through field research on *Bab al Shams Resort and Spa* and in *karaksa hotel Osaka Namba*. Through the field research, the following methods are:

3.5.1.1 Interview (in-depth Interview)

In this research using the in depth interview as one of the primary data collected, the researcher has to write some questions regarding the variables that are being research and through the indicators to match the outlines and will ask it to the participants. The questions are related to the National culture and the type of service style of Dubai and Japan regarding the operational in *Bab Al Shams Resort and Spa Dubai* and *karaksa hotel Osaka Namba*.

The Participants will be 2 interns that had experienced an internship to *Bab Al Shams Resort and Spa Dubai* and another 2 interns that had experienced an internship to *karaksa hotel Osaka Namba*.

3.5.1.2 Observation

The researcher had done a direct observation from the internships at *Bab Al Shams Resort and Spa Dubai* and *karaksa hotel Osaka Namba* regarding about the national culture and service style.

3.5.2 The Secondary Data

According to Driscoll & Brizee (2017), secondary data is contrast to the primary data which means data were gathered second handedly from studies, surveys, or experiments that have been run by other people or for other research.

The secondary data that will be using in this research will be theoretical backgrounds which are related to service styles, national cultures , the effects of national culture upon the service styles and based upon the findings in the field research. The theatrical backgrounds will be obtained from research studies which were taken from books and research reports that are related to the topic of this research. This is also done with the purpose of getting the data or materials needed, and also to obtain theories relating to the problem under this topic. This method is required for compiling and as a theoretical comparison.

3.6 Data Analysis

The method of data analysis is to collect all the research and findings throughout the theoretical back ground researches that are regarding with *Comparison of Service Style through the National Culture in Dubai and Japan, Study case of Bab Al Shams & karaksa*, field findings and interview. Next is to compile all the data that has been collected and sort it out according to the variables. Last is to extract into a certain group for exploit studies.