

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Methodology

A research methodology is a structure and strategy that is planned for investigation to obtain the answer for issues or research question (Kerlinger, 1986). It includes the method use in the research and the participant who select to include in this research as well as various stages applied in order to collect the data and furthermore analyzing the data.

A qualitative research with interpretive approached is conducted in this research for better assessing and understanding the problem in the certain area. Qualitative research according to Moelong (2007) is a method that aimed to understand the problem or phenomenon occur at social activities by describing in text, language or image in natural context. Interpretive approach is studies assumed that people create their own subjective and intersubjective meanings as they interact with the society around them (Orlikowski and Baroudi 1991).

Majorly, there are two approaches to gather the data about the problem and situation being studied which are primary data and secondary data. Several methods for gathering the primary data are observation, interview, and questionnaire. Meanwhile secondary data is gathered from the documents. In this research, participant observation is applied since the researcher participate in the activities in the restaurant as a waitress and interviewing the restaurant manager, executive chef, business owner as well as waiter/waitress and cooks to gather full information in every dimension. Kaplan (1964) noted that in general, interview is conducting as a set of technique to collect the information from individual/groups through structured or unstructured interview. Burn (1997) said that interview is an interaction between two persons either face to face or telephoned with a specific purpose. In depth interview is a technique used in qualitative method where the researcher must use an open question in order to gather detailed information.

Ethnography methodology is used to analyse the data to get a better understanding of a whole picture of the problem. Neuman (2014) define ethnography as a field research that emphasizes pro-viding a very detailed description of a different

culture from the viewpoint of an insider in the culture to facilitate understanding of it.

### 3.2 Time and Location

The research is conducted at Bistrot du Potager #2 which is a restaurant with bistro types located at 163 Boulevard Stalingrad, Lyon, France. The researcher takes about 5 months period as an internship in food and beverage service area to investigate and review the issues.

### 3.3 Research Stages

According to Dr. Endang S Sedyaningsih Manamit (2006), she outlined the step of research stages down below:

1. Determine issues/topic
2. Review literature
3. Determine research location
4. Preliminary studies
5. Determine data collection method; observation, interview, documentary
6. Data analyzing
7. Data validation
8. Conclusion and result

In this research process, the researcher modified the step and following process down below:

1. Selection of topic

In this step, the researcher tries to find the issues or topic happening in the Le Bistrot du Potager #2.

2. Identifying research question

The research question that has been identified are:

- 1) How does the impact of changing menu to staff performance at the leader level (restaurant manager, executive chef, business owner)?
- 2) How does the impact of changing menu to staff performance at the level of staff (waiter/waitress, cooks)?

3) What is the reaction of the customer to the changing menu at *Le Bistrot du Potager #2*?

3. Reviewing the literature

After the topic is selected which pick up menu changing issues, many literatures correspond to the topic is reviewed. In this stage, researcher try to find as many information that support the topic.

4. Developing theoretical framework

5. Determine research methodology

The methodology used in this research is qualitative method with interpretive approach.

6. Collecting data

The process of collecting data will obtain by doing an observation as a participant and interview.

7. Analyzing data

8. Drawing conclusion

### 3.4 Data Collection Technique

According to Kaplan (1964) and Burn (1997) the most suitable technique that can be used in qualitative research is interview and observation. Therefore, the researcher decided to do in-depth interview with the following interviewees:

1. Pierre-Michaël Martin – Executive Chef Le Bistrot Du Potager #2, who has been working as chef since the restaurant chain started to be opened for around 8 years.
2. Cedric Timolini – Restaurant Manager Le Bistrot Du Potager #2, who has been working in restaurant service for 7 years
3. Melisasandre Martin – Chef de Rang Le Bistrot Du Potager #2, who has been working for 1.5 years since the second restaurant open and then transferred to Stalingrad chain
4. Annaïs Durix – Apprentie Le Bistrot Du Potager #2 who has been trained for almost 6 months
5. Stéphanie Clément – Chef de Partie Le Bistrot du Potager #2 who has been working in food production for 3 years and *sous chef* for 2 years.
6. Customer 1 (Phillipe)

7. Customer 2 (Michael)

8. Customer 3 (Viviane)

The interview is aimed to enable the researcher to find out the process of menu changing in Bistro du Potager #2 such as the reason of changing, the impact of changing to the operational and the impact of menu changing to the customer reaction and staff perspective and performance and discover each part's opinion.

