CHAPTER III

RESEARCH METHOD

1   Research Approach

According to Sugiyono (2015) Quantitative method can also be called as positivist method because of it is based on positivism philosophy. This method can be used in a scientific research because it has passed scientific principle in which are empirical, objective, measurable, rational, systematic and replicable. Hence this method can be defined as a method that is based on philosophy of positivism that is used to scan the population or certain sample and gather data by using analytical analysis instrument that has the quality of quantitative.

The main feature of a quantitative research is the use of instruments like tests or surveys to gather data and rely on theories (Silalahi, 2015), that will be of use in this research. The method used in this research is associative research using quantitative data analysis. The surveys used in this research is that of Likert scale questions to gather data of the market's perception towards the brand image of a certain brand, i.e. how customers see brand uniqueness of a certain brand.

2   Object of Research

A   General Description.

In order for this research to be completed, an object of research is needed to be the X variable which is the brand image that uses the hotel as the first group of respondents, and the guests that have come to the hotel for stay twice in minimal. The object of the research is Moxy Bandung Hotel which is a three starred hotel located in the heart of Bandung, a modern business hotel operating under Marriott international that features 97 room and 12 suites, a cyber café that serves a vast-variants of both

food and beverage and four meeting rooms that could host an event up to 250 guests for business or leisure events.

3   Populations and Samples

In research terminology, population can be defined as groups of individuals, objects, institutions and so forth with shared characteristics that are of interest of the researcher to be studied and concluded (Sangadji, 2010). The populace has two statuses which as the research object if populace cannot be source of information but as substance that are being researched and as the research subject if it can be a source of information. In this research there are two groups of respondents which are the management of Moxy Bandung Hotel and the guests that has come to stay for two times in minimum. Sample is a part of the population counts and characteristics and if the populace is big in numbers the researcher are not able to study them one by one that can be caused by time limitation, hence the researcher can use a sample from the populace (Sangadji, 2010).

To pick a sample that is going to be used in the research there are many techniques that can be used. Generally sampling technique can be divided into two which are probability sampling and nonprobability sampling. According to Sugiyono (2014) probability sampling is a sampling selection method that gives an equal chance for each element of the populations to be selected whilst nonprobability sampling is a sampling technique that does not give equal chance for each element of the population to be selected. Hence this research will use nonprobability sampling for the sample selection technique because of the lack of population.

4   Data Gathering Method

Data gathering method is a process of recording a characteristic, condition or a certain activity, etc. According to Sugiyono (2009) the data gathering technique is the most crucial step in a research because of the main goal of a research is to gather data. This research uses two forms of data gathering method which are:

a. Questionnaire

According to Sugiyono (2010) questionnaire is a collection of questions from the researcher to the respondent for them to answer in to gather data. There are two types of questionnaires and they are closed question and open question. The ones that are in use in this research is closed question questionnaire which has multiple choices for each question for the respondent to choose. This questionnaire are targeted on the guests of Moxy Bandung Hotel to gather data and later to be analyzed with five point Likert scale. The five-point Likert scale is a type of response scale in which the respondents specify their level of agreement to a statement in five points: (1) Strongly Disagree; (2) Disagree; (3) Neutral; (4) Agree; (5) Strongly agree.

b. Interview

According to Riyanto (2010) interview is a form of data gathering method which uses direct communication between the researcher and the subject. The interview in this matter is with the Marketing Communication of the Moxy Bandung Hotel.

5   Variables

According to Sugiyono (2015) variable is an attribute, characteristics or value of an object or a certain activity that has been chosen by the researcher to later be studied,

researched and concluded. There are three types of variables which are independent variable, dependent variable, and controlled variable. Only two variables that are of use in this research:

a. Independent Variable

This variables influences the dependent variable, affecting the dependent variable and also as the determinant of the dependent variable. The independent variable in this research is the brand image of Moxy Bandung Hotel.

b. Dependent Variable

Is a variable that are changing as an effect of the change in the independent variable. In this research the dependent variable is the customer loyalty in Moxy Bandung Hotel.

TABLE 3
Matrix of Variables

VARIABLE	DIMENSION	INDICATOR	MEASUREMENT	SCALE
Brand Image (X) Brand image built through three interlinked factors with the brand's association (Keller,2008)	Strength of brand association (X_1)	Design of the offered product	Respondent's response towards the design of the product offered by the hotel (Q1)	Ordinal
		Design of the offered service	Respondent's response towards the design of the service offered by the hotel (Q2)	Ordinal
		Kinds of food offered.	Respondent's response towards the kinds of food offered by the hotel (Q3)	Ordinal
		Kinds of beverage offered.	Respondent's response towards the kinds of beverage offered by the hotel (Q4)	Ordinal
		Kinds of room offered	Respondent's response towards the kinds of rooms offered by the hotel (Q5)	Ordinal
		Facility offered	Respondent's response towards the kinds of rooms offered by the hotel (Q6)	Ordinal
		The hospitality given from the staff	Respondent's response towards the hotel staff hospitality (Q7)	Ordinal
		The respond towards the guest's needs	Respondent's response towards the responsiveness of the hotel staff (Q8)	Ordinal
		Price offered by the hotel	Respondent's response towards the price offered by the hotel (Q9)	Ordinal
		The facility given by the hotel for inputs	Respondent's response towards the facility provided by the hotel for inputs and critics (Q10)	Ordinal
	Favorability of brand association (X_2)	Product safety	Level of safety in using the product (Q11)	Ordinal
		Service safety	Level of safety in receiving service (Q12)	Ordinal
		Product comfort	Level of comfort in using the product (Q13)	Ordinal
		Service Comfort	Level of comfort in receiving service (Q14)	Ordinal
		Feeling Proud	Respondent's response about feeling proud towards the hotel (Q15)	Ordinal

		Beliefs in product	Level of beliefs in the product (Q16)	Ordinal
		Beliefs in service	Level of beliefs in the service (Q17)	Ordinal
		Hotel's ability in maintaining service quality	Hotel's ability in maintaining consistency of service quality (Q18)	Ordinal
		Information suitability between ads and reality	The level of suitability information between the ads and the reality of the product or in the services (Q19)	Ordinal
	Uniqueness of brand association (X_3)	Moxy Bandung Hotel's reputation	Respondent's response towards the brand image of Moxy Bandung Hotel (Q20)	Ordinal
Customer Loyalty (Y) Customer Loyalty has the indicator of Repeat purchase, Purchase on-line product by the same company, referring others and retention (Griffin, 2007)		Consistency on product purchase	The level of consistency on product purchase (Q21)	Ordinal
		Consistency on service purchase	The level of consistency on service purchase (Q22)	Ordinal
		Consumer's interest in purchasing another product offered by the hotel	The respondent's interest in making a purchase of another product offered by Moxy Bandung Hotel (Q23)	Ordinal
		Willingness in giving information to others about Moxy Bandung Hotel	Respondent's willingness in giving information about Moxy Bandung Hotel to others (Q24)	Ordinal
		Willingness in recommending the hotel to others	Respondent's willingness in recommending the hotel to others (Q25)	Ordinal
		Consumer's power to withstand the influence from competitor	The ability of the consumer's not to get influenced by other brands (Q26)	Ordinal
		Level of trust consumer have on the hotel	The level of trust the consumers have on Moxy Bandung Hotel (Q27)	Ordinal

Source: Processed by author (2020)

6 Data Analysis

After gathering data from the field then the next step is to analyze the data. According to Brannen (2009) data analysis is a process of reviewing, grouping, systematic, assess and verify the data so that the phenomenon gain social value, academic value and scientific value. Moreover, the data will be processed in this step so that the research can be concluded and the question can be answered.

The data analysis technique used on this is research is quantitative data analysis that the data processed is done chronologically and later be processed with Statistical Package for the Social Sciences (SPSS) 26. The following is the score table used to measure the respondent's answer to the question given in the questionnaire:

TABLE 4
Spearman's Rank

Response Category	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Source: Silalahi (2010)

The research uses Spearman Rank, according to Silalahi (2010) Spearman's Rank test is used to measure the linkage or correlation between two variables that has the lowest ordinal scale. The main assumption in using Spearman's Rho is that the researcher has two variables that is measured according to ordinal scale and samples are picked randomly. The formula used to find the Spearman's Rho correlation coefficient is:

$$r_s = 1 - \frac{6 \sum D^2}{n (n^2 - 1)}$$

D^2 is a multiplication in difference between two set of value that has been ranked. N is the number of samples that has been ranked

    a. Determinant Coefficient

       After finding the correlation coefficient between the size of the organization and the proportion of the administrative component, then later determinant coefficient is determined in order to find out the variance in changes in one variable (independent) caused by the change in dependent variable with the formula :

       $Cd = r^2$

       Cd = Determinant Coefficient

       R = Variance

    b. Validity Test

    c. Validity Test is used to test that every question asked in the questionnaire is valid. It is done by finding the correlation the score in each question asked in the questionnaire with the help of SPSS (Ferdinand, 2000) Reliability Test

       Validity test is done to show that an instrument can be trusted to later be used as a data gathering tool (Arikunto, 2010). It is done by using the Alpha Cronbach formula with the help of SPSS with the following Formula:

$$\alpha = \left[\frac{n}{n-1} \right] \left[1 - \frac{\sum Vi}{\sum Vt} \right]$$

Details:

α = reliability coefficient   Vi = Number of variant per question

n = Question count   Vt = Total Variant

Reliability Coefficient ranging from 0 – 1, if the coefficient value is closer to 1 then the instrument is reliable. The following is the levels of reliability coefficient

TABLE 5
Coefficient Interval

Coefficient Interval	Classification
0,00 – 0,199	Very low degree of reliability
0,20 – 0,399	Low degree of reliability
0,40 – 0,599	Moderate degree of reliability
0,60 – 07,99	High degree of reliability
0,80 – 1,00	Very high degree of reliability

Source: Arikunto (2002)

7   Research Schedule

The research in Moxy Bandung Hotel starting from the search of research site and ends with research trial that will be held in August 2021.

IMAGE 3

Jenis Kegiatan	2020												2021																															
	Oktober				November				Desember				Januari				Februari				Maret				April				Mei				Juni				Juli				Agustus			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Penentuan Lokasi Penelitian				■																																								
Penentuan Judul				■																																								
Pembuatan Usulan Penelitian					■	■	■	■																																				
Pengumpulan Usulan Penelitian									■																																			
Sidang Usulan Penelitian											■																																	
Bimbingan Proyek Akhir					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■				
Penyusunan Proyek Akhir					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■				
Pengumpulan Proyek Akhir																																										■		
Sidang Proyek Akhir																																										■		

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