

CHAPTER III

RESEARCH METHOD

A. Research Approach

In general, research methodology refers to the scientific approach used to obtain data for specific purposes. This involves four key aspects to consider: scientific approach, data, objectives, and utility. The term "scientific approach" means that research activities are based on scholarly characteristics, namely rationality, empiricism, and systematicity. To obtain valid, reliable, and objective data in quantitative research, the research instrument must be valid and reliable. Data collection is carried out correctly on a representative sample that represents the population. Every research has specific objectives and purposes. In general, the research aims to describe, prove, develop, discover, and create. Overall, the data obtained from the research can be used to understand problems, solve problems, anticipate problems, and make progress (Sugiyono, 2015).

Research methodology refers to the framework that integrates all research processes. It involves techniques for gathering and analyzing data, which are based on philosophical perspectives and the chosen research design. In quantitative research which is the method used for this research, data are categorized into numerical points, enabling their analysis and interpretation. The key components of this research method include sampling techniques, measurement scales, data collection tools like

questionnaires, as well as various analytical methods such as statistical and data analysis. These elements collectively contribute to the systematic and rigorous investigation of research questions and objectives (Bandur & Prabowo, 2021).

The Likert scale which will be used in this research consists of a series of statements presented to participants in a study, representing a real or hypothetical scenario. Participants are then asked to indicate their level of agreement, ranging from strongly disagree to strongly agree, with each statement. These statements collectively reveal specific dimensions of attitudes towards the issue being studied and are interconnected. The researcher's primary focus is not merely to aggregate participants' stances but to capture their feelings, actions, and practical opinions on distinct issues related to the phenomenon under investigation. Consequently, each item requires individual analysis to determine the collective level of agreement among participants regarding that particular issue (Joshi et al., 2015).

B. Object of Research

1. General Description

For this research to be completed, an object of research is needed, which would be Hotel X Jakarta. Hotel X Jakarta is an ultra-luxurious brand that was formerly under FRHI Hotels and was acquired by Accor in 2016. Hotel X Jakarta is located in a highly strategic location, in the heart of South Jakarta, and connected to Lotte Shopping Avenue, Ciputra Artpreneur, and DBS Bank Tower. Situated in the business district, Hotel X Jakarta provides

easy access for business travellers who come to stay there. Hotel X Jakarta has a total of 173 rooms divided into three categories: deluxe, premium, and suite. It also boasts 6 outlets under the Food and Beverage Departments. Among these, 4 are restaurants and lounges, including The Writer's Bar, Arts Cafe, Navina Pool Bar, and The Dining Room. The other two outlets are room service and banquet operations.

Hotel X Spa by Hotel X Jakarta on the 14th floor offers six treatment rooms and professional therapy, including a steam room, vitality pool, relaxation room, beauty salon, and an experience shower with unique bathing sensations through a combination of music, sound, and water intensity. The Fitness Center at Hotel X Jakarta offers a swimming pool, jacuzzi, cabana, a jogging track featuring artworks by Hendra Gunawan, and a private yoga terrace to meet guests' needs. The Tennis Court at the Fitness Hotel provides equipment such as rackets, balls, and a ball hitting machine for guests. Fitness Center attendants will facilitate court usage and provide benches, water, and towels. Hotel X Club, located on the 12th floor of Hotel X , offers spectacular views of Jakarta. Exclusive to Accor Live Limitless Platinum & Diamond Members at an additional cost. All-day dining and beverage offerings include breakfast, afternoon tea, evening cocktails, and hors d'oeuvres.

2. Meeting and Function Rooms

Hotel X Jakarta offers various function rooms of different sizes and capacities, catering to diverse event needs. These rooms include:

a. Dian Ballroom: Located on the 11th floor, it's the second-largest ballroom in a five-star hotel in Jakarta, spanning 56 x 45 square meters and accommodating up to 3000 people. It features advanced facilities such as projectors, skyhook ceilings for lighting and decorations, and 90,000 watts of electricity, dividable into three sections.

b. Djakarta Room: A versatile space on the 2nd floor, inaugurated in June 2017, with a capacity for 400 people. It comprises Djakarta A, B, C sections, equipped with meeting rooms, a VIP Lounge, and three foyers.

c. Singapore Room: Situated on the 11th floor and named after Hotel X Singapore, this room covers 98.6 square meters, accommodating a maximum of 80 people. It can be divided into two sections, each holding 40 people.

d. Paris Room: Adjacent to the Singapore Room on the 11th floor, named after Hotel X in Paris, spanning 80 square meters with a capacity of 75 people. It can be partitioned into two sections, each accommodating 30 people.

e. Dubai Room: Located on the corner of the 11th floor, offering a private space for meetings or events. It spans 85.5 square meters and can host up to 65 people, with no partitioning options.

f. Istanbul & London Room: These rooms provide perfect natural lighting for business meetings and intimate gatherings. Istanbul Room measures 35 square meters, with a maximum capacity of 24 people, while London Room offers similar features.

Furthermore, Hotel X Jakarta is linked to Ciputra Artpreneur, a multifaceted arts venue featuring a 1,157-seat international standard theater and a multi-function hall capable of hosting up to 2,000 guests. Hence, in instances where the client requires greater capacity, they have the option to reserve both Hotel X Jakarta and Ciputra Artpreneur. In such cases, Hotel X Jakarta and Ciputra Artpreneur collaborate, resulting in a combined capacity of approximately 5,000 guests.

3. Weddings and Social Events Team

The Catering and Conference Services department falls under the Sales and Marketing Department, comprising three subdivisions: Reactive, Event Management, and Weddings & Social Events. This division is responsible for providing catering services and managing meetings and events whether it be social, weddings, and corporate within the hotel. Its primary function is to ensure the smooth execution and success of these events, from planning to implementation, to meet the expectations of guests or clients and ensuring that these events meet the hotel's international standards.

The Reactive subdivision consists of corporate sales teams who initially meet with clients for site inspections, negotiate, and create proposals and contracts to confirm an event. They are the primary salespeople tasked with meeting targets and acquiring clients. The Event Management subdivision continues the responsibility until the events are completed, ensuring the smooth flow of events and all support services are

safe and meet hotel standards. They carry out tasks, starting from receiving handovers from the Reactive team, conducting food tastings and technical meetings, to becoming Sales on Duty during the event to ensure its smooth progress.

Unlike the Reactive and Event Management teams, which divide tasks when handling corporate events, with Reactive focusing negotiating and planning, and Event Management handling implementation and post-event matters, the Weddings & Social Events team takes on full responsibility from start to finish. For each event, there's a dedicated salesperson who accompanies the client from the initial meeting or site inspection, then they work closely with the client throughout the planning process, assisting in selecting the wedding package that fit the client and their budget the best, menu choices, organizing food tastings, facilitating technical meetings, managing all logistical aspects of the venue, ensuring smooth execution on the day, and gathering feedback afterward. Weddings are unique in that the team's approach must be more personalized and customized to meet each client's specific needs and preferences, reflecting the nature of personal events such as weddings, proms, birthday parties, and social gatherings. This personalized approach is also outlined in the job description.

As of March 2024, the positions within the Weddings and Social Events team are as follows:

1. Assistant Director of Weddings and Social Events
2. Wedding Sales Manager

3. Assistant Wedding Sales Manager
4. Wedding Sales Coordinator

C. Population and Samples

In their pursuit of contributing to academic discourse and knowledge, researchers collect data or information from participants. These participants constitute the research population, which comprises individuals who possess one or more characteristics of interest (Asiamah et al., 2017). According to Sugiyono (2015), population is not merely the number of individuals in the object or subject being studied but encompasses all the characteristics or traits possessed by the subjects or objects under the research. While the surveyed sample always originates from the same population but may not consist of the same individuals (Watson, 2015). A sample is a subset of the quantity and characteristics possessed by the population when the population is large and researchers are unable to study everything in the population, for example, due to limitations in funds, manpower, and time. In such cases, researchers can use a sample taken from the population. What is learned from the sample can then be applied to the population. Therefore, the sample taken from the population must be truly representative (Sugiyono, 2015)

In this study, there are two participant groups: the Wedding Sales Team of Hotel X Jakarta, and the wedding vendors who have collaborated with Hotel X Jakarta. The vendors represent themselves as both vendors and their clients, as there is a research limitation that prohibits requesting client

data due to confidentiality reasons. In total, there are about 250 wedding vendors who have worked closely with Hotel X Jakarta or are listed in their wedding vendor roster.

To select a sample for research, various techniques can be employed. Sampling techniques are generally divided into two categories: probability sampling and nonprobability sampling. Probability sampling ensures that each element of the population has an equal chance of being selected, whereas nonprobability sampling does not provide equal chances for each element of the population to be chosen. Nonprobability Sampling is a sampling technique that does not give equal chances for every element or member of the population to be selected as a sample. The author uses the technique of Incidental and Saturated Sampling, which is a method of determining samples based on chance encounters. This means anyone who happens to meet the researcher can be used as a sample if the researcher considers that person to be a suitable data source. Meanwhile, Saturated Sampling is a technique where all members of the population are used as samples. This research will utilize accessible population for effective sampling and the technique of nonprobability sampling. Asiamah et al. (2017) stated that the accessible population is determined after excluding individuals from the target population who will not or may not participate or who cannot be accessed during the study period. It represents the ultimate group of participants from which data is gathered, either by surveying all its members or by sampling from it in which in this research will be targeted to be 31 respondents.

D. Data Gathering Method

Data collection can occur in various settings, from various sources, and through various methods. In this research, the data collection will come from primary sources that directly provide data to the data collector, while secondary sources indirectly provide data, such as through other individuals or documents. Furthermore, in terms of methods or techniques, data collection can be conducted through interviews, questionnaires, observations, or a combination of these methods (Sugiyono, 2013).

1. Primary Quantitative Data

A questionnaire is a data collection technique conducted by presenting a set of written questions or statements to respondents for them to answer. Sugiyono (2013) stated that questionnaires are an efficient data collection technique when researchers know precisely the variables to be measured and understand what can be expected from respondents. In this research, closed questionnaires will be utilized, offering respondents multiple-choice options for each question, as opposed to open-ended questions. The questionnaires will be directed to the wedding vendors who have collaborated with Hotel X Jakarta. The vendors represent themselves as both vendors and their clients, as there is a research limitation that prohibits requesting client data due to confidentiality reasons. The questionnaire is designed for wedding vendors who have collaborated closely with Hotel X Jakarta. It will collect data to be analyzed using a five-point Likert scale such as:

1. Strongly disagree

2. Disagree
3. Neutral
4. Agree
5. Strongly agree

The primary focus of this research is on quantitative data, collected through questionnaires and literature or data review. Engaging in a literature review is a way to showcase an author's understanding of a specific area of study, encompassing terminology, theories, important concepts and phenomena, as well as its methodologies and historical context (Randolph, 2019).

In addition to the quantitative data, qualitative data from interviews and reduced data sources are utilized. These qualitative elements serve to enrich the quantitative findings by providing context and deeper insights. When comparing the strengths and weaknesses of qualitative and quantitative studies, it is found that each methodology has its own advantages and disadvantages. However, it is argued that employing a combination of both approaches for the same research topic could yield more effective results (Choy, 2014).

2. Supporting Data

Sugiyono (2013) stated that unstructured interviews are free-form interviews where the researcher does not use a systematically structured guideline for data collection. The interview guide consists only of broad outlines of the issues to be addressed. The interviews will be conducted with

the Wedding Sales Team, and Assistant Director of Sales and Marketing of Hotel X Jakarta.

As said in the previous point, reduced data sources are also utilized as supportive qualitative literature review.

E. Variables

Variables are essentially any factors, characteristics, or phenomena that researchers define and study to gather information and draw conclusions about them (Sugiyono, 2015).

According to the relationship between one variable and another, the types of variables in research can be categorized as (Sugiyono, 2015):

1. Independent Variable

The independent variable is often referred to as a stimulus, reducer, or antecedent. The independent variable is a variable that influences or causes changes in the dependent variable or outcome. The independent variable in this study is the customer relationship marketing efforts undertaken by the wedding sales team of Hotel X Jakarta.

2. Dependent Variable

The dependent variable is often referred to as an output, criterion, or consequence. The dependent variable is a variable that is influenced or affected by the independent variable. The dependent variable in this study would be whether the efforts as stated above would increase wedding revenue or not.

TABLE 2
MATRIX OPERATING VARIABLES

VARIABLE	SUB-VARIABLES	DIMENSIONS	INDICATORS	MEASUREMENTS	TO	SCALE
Customer Relationship Marketing (X) is all marketing efforts aimed at establishing, developing, and sustaining fruitful relationships to retain key customers and encourage future repeat transactions with them, while also evaluating the lifetime value of customers based on past transactions (Malhotra & Agarwal, 2021).	Establishing fruitful relationships with customers means initial steps taken by the hotel to establish a positive connection with customers	Effective communication ensures that customers feel heard and valued by the company	Effective communication	Respondents response towards the comprehensiveness and detailed communication from the Hotel X Jakarta wedding sales team (Q1)	Wedding Vendor	Ordinal
		Personalization involves tailoring interactions and experiences to meet the individual preferences and needs of each customer	Personalized interactions	Respondents response the quality of personalized interactions they or their clients receive from the Hotel X Jakarta wedding sales team (Q2)	Wedding Vendor	Ordinal
		understanding customer needs and preferences by actively listening to customers, gathering feedback, and analyzing data to gain insights into their preferences, pain points, and expectations.	Understanding customer needs and preferences	Respondents response as to what extent does the Hotel X Jakarta wedding sales team understand their needs and preferences (Q3)	Wedding Vendor	Ordinal
	Developing fruitful relationships with customers by nurturing and deepening relationships with existing customers	Ongoing Engagement involves maintaining regular contact with customers beyond the initial transaction	Maintaining regular contact with customers	Respondents response to how often the Hotel X Jakarta wedding sales team maintain regular contact with them (Q4)	Wedding Vendor	Ordinal
		Personalized Offers tailored promotions or incentives designed specifically for individual customers based on their past behavior,	Personalized offers	Respondents response to does the personalized offers provided by the Hotel X Jakarta wedding sales team align well with their or their clients' needs	Wedding Vendor	Ordinal

MATRIX OPERATING VARIABLES

		preferences, or demographics.		and preferences (Q5)		
		Proactive problem-solving involves anticipating and addressing customer issues or concerns before they escalate.	Proactive problem solving	Respondents response to how proactive is the Hotel X Jakarta wedding sales team in resolving problems (Q6)	Wedding Vendor	Ordinal
	Sustaining fruitful relationships with customers by maintaining long-term relationships with customers by providing consistent value	Providing consistent value means consistently meeting or exceeding customer expectations across all touchpoints.	Providing consistent value	Respondents Response on how effectively does Hotel X Jakarta Wedding Team consistently meet or surpass their expectations (Q7)	Wedding Vendor	Ordinal
		Excellent service refers to the delivery of exceptional customer experiences that exceed expectations	Excellent service	Respondents response to their rate of the quality of the excellent service provided by Hotel X Jakarta to them and their clients (Q8)	Wedding Vendor	Ordinal
		Addressing customers' evolving needs involves staying attuned to changes in customer preferences, market trends, and industry developments to adapt products, services, and strategies accordingly	Addressing customers' evolving needs	Respondents Response to how effectively does the Hotel X Jakarta wedding team address the evolving needs of wedding clients by proactively understanding and responding to changes in customer preferences, market dynamics, and industry trends (Q9)	Wedding Vendor	Ordinal

MATRIX OPERATING VARIABLES

	Evaluating the lifetime value by assessing the overall value of customers to the hotel based on their past transactions	Past Monetary Contributions refers to the historical financial transactions made by the customer, including purchases, subscriptions, or memberships	Past monetary contributions	Respondents response on their rate for the level of past monetary contributions (revenue) from from walk-in segmentation (Q1)	Wedding Sales Team of Hotel X Jakarta	Ordinal
				Respondents response on their rate for the level of past monetary contributions (revenue) from clients referred by vendors (Q2)	Wedding Sales Team of Hotel X Jakarta	Ordinal
		Potential for future revenue involves analyzing the likelihood of each customer making future purchases or engaging in additional revenue-generating activities.	Potential for future revenue	Respondents response on how optimistic they are about the potential for future revenue generation (referral or recommendation) from past wedding clients (Q2)	Wedding Sales Team of Hotel X Jakarta	Ordinal
				Respondents response on how optimistic they are about the potential for future revenue generation (referral or recommendation) from wedding vendors (Q3)	Wedding Sales Team of Hotel X Jakarta	Ordinal
		Impact on Profitability refers to the overall influence of the customer on the company's profitability,	Impact on profitability	Respondents response to significance of the impact of the walk-in segment on wedding revenue of Hotel X Jakarta (Q4)	Wedding Sales Team of Hotel X Jakarta	Ordinal

MATRIX OPERATING VARIABLES

		taking into account factors such as lifetime value, acquisition costs, and referral behavior		Respondents response to significance of the impact of the clients referred by vendors on wedding revenue of Hotel X Jakarta (Q5)	Wedding Sales Team of Hotel X Jakarta	Ordinal
				Respondents response to how significant is the impact of the wedding segment on the overall profitability of Hotel X Jakarta (Q6)	Wedding Sales Team of Hotel X Jakarta	Ordinal
<p>Wedding revenue (Y) encompasses the income generated by hospitality enterprises, particularly hotels, through the provision of wedding-related services such as venue rental, catering, and add-on services. This revenue source is significant as weddings are recognized as highly profitable activities within the hospitality sector, with the potential to substantially contribute to overall revenue. It includes proceeds</p>	Wedding Package Sales	<p>Total income generated from selling wedding packages, including fees for venue usage, catering, and additional services.</p>	<p>Total number of wedding packages sold, average revenue per year.</p>	<p>Data of total revenue from number of wedding packages sold during a specific period</p>	Wedding Sales Team of Hotel X Jakarta	Nominal

MATRIX OPERATING VARIABLES

<p>from banquet activities, food and beverage sales, and room division."</p> <p>Bandara, W. M. A. H., & Gangananda, A. M. N. M. (2021) and Momma, M. T. R. (2016)</p> <p>Rogerson, J. M., & Wolfaardt, Z. (2015)</p>						
--	--	--	--	--	--	--

Source: Author's Processed Data, 2024

F. Data Analysis

Quantitative research data analysis involves organizing and analyzing numerical data (Bandur & Prabowo, 2021). Data analysis techniques in quantitative research involve the use of statistics. There are two main types of statistics used for data analysis in research: descriptive statistics and inferential statistics. Inferential statistics include parametric statistics and nonparametric statistics. Meanwhile, descriptive statistics is a statistical method used to analyze data by describing or summarizing the collected data as it is, without intending to draw conclusions that apply to the general population or make generalizations (Sugiyono, 2013).

The data analysis technique applied in this research is quantitative data analysis using inferential statistics with Spearman rank, and analyzed using the Statistical Package for the Social Sciences (SPSS). Below is the score table used to measure the respondents' responses to the provided questionnaire.

TABLE 3

Spearman's Rank

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

When there's a relationship between two variables and the data is in an ordinal form, Spearman Rank Correlation will be used for the analysis (Sugiyono, 2013). Spearman correlation is a type of non-parametric statistical test. It's used when a researcher has one or two variables measured on an ordinal scale (Bandur & Prabowo, 2021). The formula used to calculate the Spearman's Rho correlation coefficient is:

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

D^2 represents the sum of squared differences between two sets of ranked values, while N denotes the total number of ranked samples (Sugiyono, 2015).

1. Validity Test

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. Validity test is done to show that an instrument can be trusted to later be used as a data gathering tool (Sugiyono, 2013).

A value will be considered valid if $r_{value} > r_{table}$. Conversely, if the calculation results in $r_{value} < r_{table}$, then the value is considered invalid. This validation test utilizes the product moment correlation method with the following formula:

$$r = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

where:

- r is the correlation coefficient,
- n is the number of pairs of scores,
- X and Y are the variables being correlated,
- $\sum XY$ is the sum of the products of paired scores,
- $\sum X$ and $\sum Y$ are the sums of the scores,
- $\sum X^2$ and $\sum Y^2$ are the sums of the squared scores.:

2. Reliability Test

In addition to being valid, a research instrument must also be accurate and consistent. Reliability Coefficient ranging from 0 – 1, if the coefficient value is closer to 1 then the instrument is reliable.

TABLE 4

LEVELS OF RELIABILITY COEFFICIENT

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 – 0,799	High degree of reliability

