

4. METHODOLOGY

There are several ways to conduct a research depending on the topic and the objectives of the research. In this chapter, the writers will determine the methodology used for this research. First, introduce the problem statement and the research questions, continue by explaining the rationale behind the selected questions, the plan of the primary research process, admitting mistakes, problems, obstacles, and delays if that happen while doing research.

4.1. Problem Statement and Research Questions

4.1.1. Problem Statement

The problem statement of this research is “How can the application of business communication between the Dynasty restaurant in Amsterdam and its customers affect the customer satisfaction?”

This problem statement explains the purposes of this research, which are to know the application of business communication that can affect the customer satisfaction.

4.1.2. Research Questions

The research questions had been selected and the explanations are:

- What is Business Communication?

To explain to the reader, the definition of business communication, what the function is. The purpose is to make the readers understand the business communication itself easier.

- How is the application of business communication done by Dynasty restaurant?

In this question, the writers want to know how the business communication applied by Dynasty worked.

- Who is the customer of Dynasty restaurant?

To know the customer background, from which society (low, medium, or high society). Before applying business communication, you should know who your customer is. If you know your customer,

you can apply business communication easier.

- Does the application of business communication in Dynasty restaurant affect positively at customer satisfaction?

In this question, the writers want to know whether business communication affects customer satisfaction positively or not.

4.2. Primary Research Process

There are two types of research methodology that are commonly being used in most of the researches, they are quantitative research and qualitative research.

Qualitative research is the research that explores attitudes, behavior and experiences through such methods as interviews or focus groups. In qualitative research, only fewer people take part in the research, but the information is taken as detailed as possible. Therefore, qualitative research studies have limited goals, but with the limited existing research, the information / data from the subject is taken as detailed as possible.

Quantitative research is the research that generates statistics through the use of large-scale survey research, using methods such as questionnaires or structured interviews. This type of research reaches many more people than qualitative research, but the contact with those people is much quicker than it is in qualitative research. Different with qualitative research, which is concerned with the depth of data, quantitative research is not too much weight on the depth of data, which is important to record as much data from a large population. Although the population is very wide, it still can be easily analyzed with the statistical software. (Sanchez, 2006)

In order to support this research, the writers need the statistical data to gain the appropriate result about the quantity of the customer's satisfaction; therefore quantitative research is the most suitable method.

4.2.1. Population and Sample Description

- Population is large group and areas into the scope of research. Population can be both people and inanimate objects. For people it is

usually used as the subject of the research, and as the object of the research for inanimate objects.

In this research, the writers will manage to have people as the population which is the customers of Dynasty Restaurant itself.

- Sample is a subset of population. Because of the population is very large, so the survey is impossible to be conducted. Therefore sample will be used in a research. (*Wikipedia*, 2010, June, 01).

The sample represents a subgroup of controllable size of the selected population. The total samples for this research is 50 persons, who have certain criteria as bellow :

1. Every customer who has the experience dine-in in Dynasty Restaurant.
2. Every regular guest who comes often to have meal in Dynasty Restaurant.
3. They can be both female and male customers.
4. The range age for the respondents is between 17 to 65. This is the productive age when people can feel satisfied with the service or not.

4.2.2. Types and Sources of Data

There are two types of data according to the way how to get it:

1. Primary Data

Primary data is the data that taken directly from the object / object of research by individual researchers and organizations. The main source of this research is the customer of Dynasty Restaurant.

2. Secondary Data

Secondary data is the data that is not directly obtained from the object of research. The researchers obtain data that had been collected already by other parties in various ways or methods of both the commercial and non commercial. There are two types of secondary data:

a. Internal Data

Internal data is the data that describes the circumstances in an organization internally. The writers collect some data from Dynasty

Restaurant about the communication and customer satisfaction.

b. External Data

External data is the data that describes the situation and conditions that are outside the organization. The writers collect all the external data that related to research, from journal, articles, or text book.

4.2.3. Data Collection Methods

The writers use survey method and observation for collecting data in this research.

a. Questionnaires are chosen as tools of the surveys. Questionnaires are the instruments of data collection on the method of survey. The questionnaires will be randomly distributed to the customer.

b. Observation

Primary data collection method by observing the people, actions, and situations systematically to obtain information about the phenomenon that observed. The writers use observation technique to analyze the application of business communication in Dynasty Restaurant.

4.2.4. Variables and Operational Definition of Variables

There are two kinds of variables for research project. They are independent variable and dependent variable:

a. Independent variable

Variable that can affect the change of dependent variable and has a positive or a negative relationship for the dependent variable. Independent variable for this research is the application of business communication. And the factors that influence business communication are web-based, e-mail, telephone and face to face meetings.

b. Dependent variable

Dependent variable is the variable that becomes a major concern in a research, and the change of this variable depends on other variable. Dependent variable for this research is customer satisfaction. And the

factors which influence customer satisfaction are responsiveness and ability to resolve complaints; and overall communication.

4.2.5. Data Analysis Techniques

There are some stages of data analysis techniques:

- a. Editing: the process to ensure that the data collected has been filled completely in accordance with the instructions and consistent. So, the data will be ready to be input into the computer.
- b. Coding: the process of identifying / providing a numbering or other symbol on the edited data.
- c. Data entry: the process of moving data from questionnaires to computer.
- d. Making conclusion and recommendation for the result.

4.3. Research Elements

4.3.1. Desk Research

For this research, the writers have already searched information from Dynasty Restaurant. Then, this information will be used for further research and to make the recommendations for the company.

4.3.2. Questionnaire

For the questionnaire, the writers use closed-ended questions. With closed-ended questions, the questionnaire has multiple choice answer, so the respondent can choose the answer. The first part of the questionnaire is the customer profile, which is about age, status, and gender. And the second part is about the business communication and also customer satisfaction. In this part, the writers will ask to the respondent about their satisfaction at this restaurant which is measured through business communication.

4.3.3. Observation

The observation is done by observing the communication between the waiters of the restaurant and the customer. The writers will make an overall summary based on the daily overview.

4.4. Validity and Reliability

Measurement is a number that represents some of the characteristics of an object of observation. Validity and reliability are the research instrument to evaluate research's measurement tools.

4.4.1. Validity

Validity is to determine whether the measurement that is used in this research has done what should be done and measures what should be measured. According to Masrun, from the book "Metode Penelitian Bisnis" by Sugiyono (2001:124), research instrument can be considered valid if it has a Person Product Moment correlation coefficient (r) $> 0,3$ with alpha 0,05.

4.4.2. Reliability

Reliability is a statistical test that measures the consistency of the respondents in answering questions. The higher value of correlation coefficient means the questionnaire more reliable.

4.5. Actual Research Process

This practical situation is about the practical situation during the progress of this thesis; what this thesis is about, how many questionnaires that have been spread and filled, also about the obstacles that occurred during the questionnaire

At the very first time, the writers have done an interview with manager and supervisor of the restaurant. After a few weeks, the writers got an idea of the topic of this thesis about the business application in the restaurant that can influence customer's satisfaction. This idea appears because of seeing the operational activities in Dynasty that most customers who come often and become regular guests have been treated with a good communication by the employees that can make up the selling in this restaurant works properly and smoothly.

For strengthening the result of this thesis, the writers have collected several knowledge and information which have connection with the research of this restaurant.

The next stage that will be done is spreading the questionnaire to the customers of this restaurant. 50 questionnaires have been distributed for this research. And these questionnaires were distributed at the work days not at the week end, remembering the rushing day at weekends in this restaurant made this distribution impossible to be happened. The advantage of this timing is the writers can explain about the question in the questionnaire to the guest so there will not be misapprehension in fulfilling.

4.6. Objective Evaluation of The Research

4.6.1. The Weakness of the Process

1. Questionnaire

- Some of the guest do not answer the entire question.
- The questionnaire can only be spread on Monday, Wednesday, and Thursday. Because it is impossible to distribute the questionnaire in weekend. And every Tuesday, the restaurant is closed.
- It was complicated to distribute the questionnaire to the customers who come in a group. Usually they do not want to be interrupted, because they have their own event, such as: birthday party or anniversary party.

2. Observation

- For the observation process, the writers do not have much time to observe all communication activities between employees and customers in every table. It may make the result to invalid data.

4.6.2. The Strength of the Process

1. Questionnaire

- Most of the Dynasty Restaurant customers can communicate both in speaking and reading in English, therefore questionnaire can be filled in easily.
- The questionnaires themselves are simple and uncomplicated to be answered.