

CHAPTER THREE: METHODOLOGY

INTRODUCTION

Research refers to an investigation of finding solutions to scientific and social problems through logical and systematic search. It is also conducted in order to find new and useful information on a specific topic. Through a research, one can give more contributions to the existing knowledge. Research itself is done by studying, experimenting, observing, analysing, making comparison, and reasoning (Rajasekar, *et al.*, 2013). Some research are done to confirm existing facts rather than to discover new ones, thus resulting in the creation of new perspectives on existing facts and knowledge (Riley, *et al.*, 2005). The objectives of doing research are to evaluate existing knowledge, investigate current situations or problems, provide solutions to problems, explore and analyse general issues, construct new systems, describe new phenomenon, or create new knowledge (Collis and Hussey, 2003, cited in University of Bradford, n.d.). Thus, the objective of this chapter is for the author to implement the methods of research, which are through secondary and primary research, in order to analyse the motivation of service tipping and what factors that drive customers to give tips in a table service restaurants.

SECONDARY RESEARCH

Secondary data are collections of information that have already been collected by other researchers for other purposes in research or study. Counted as secondary data are raw data and published summaries (Saunders, *et al.*, 2012). These data also provides different knowledge and additional conclusions (Bulmer, *et al.*, 2009, cited in Saunders, *et al.*, 2012). The secondary data is found to be very useful in term of time-saving, and the data obtained for this study has helped the author to reach better understanding about the problems and formulate answers to the problems. Also, it has helped the author to broaden the view of scientific conclusions. Moreover, the secondary data also has enabled the author to compare

the research instruments, which can assist the primary research (Ghauri, *et al.*, 1995). The secondary data itself can be found as documentary, survey, and multiple sources. In this study, documentary secondary data were used. Documentary secondary data includes text materials, such as books, journals, magazine and newspaper articles, and webpages, and non-text materials, such as voice and video recordings or pictures (Saunders, *et al.*, 2012).

The author implemented the secondary research through books, journals, magazine and newspaper articles, and webpages, which were obtained from the library of IMI University Centre, Science Direct, Emerald Insight, Institute of Hospitality, Academia, as well as statistical report from Luzern governmental website, and so forth. After reading some useful books and articles regarding consumer behaviour and consumer psychology, the author was able to generate new ideas regarding customers' tipping behaviour. There are also many useful articles regarding service tipping that were used to aid this study, which mostly were from research conducted by Michael Lynn, a professor of consumer behaviour and marketing at Cornell University School of Hotel Administration, who is also a national expert on tipping.

PRIMARY RESEARCH

Primary data is the first-hand collections of information. It is obtained through observations, interviews, or questionnaires, which are done directly by the researchers (Saunders, *et al.*, 2012). While obtaining primary data which is essential for the research, it is needed to considerate the ethical rules, such as gaining permission from the people involved in any primary research, keeping the confidentiality and anonymity of the respondents, and avoiding researcher bias (Driscoll, 2011). Primary research was conducted by the author in order to reach the purpose of this study, which is to investigate customers' tipping motives and what factors influencing customers' tipping behaviour are. To aid primary research, there are two common methods that are used:

Qualitative Research

Qualitative method requires analysis and interpretation obtained from words and observations, which then will become a narrative data. Included as narrative data are: open-ended questions, testimonials, interviews, group discussion, logs, journal and diaries, observations, documents, reports and news articles, stories, case studies (Taylor-Powell and Renner, 2003), observations and semi-structured, in-depth or group interviews. Conceptualization is used to analyse the qualitative data (Saunders, *et al.*, 2012).

Quantitative Research

Quantitative method involves analysis of quantities or measurement within data (Johns and Lee-Ross, 2000). These data then will be processed into useful information by using descriptive statistics, which includes numerical counts, percentages, measures of central tendency (mean, mode, median), and measures of variability (range, standard deviation, variance) (Taylor-Powell, 1996). Diagrams and statistics are used to analyse the quantitative data (Saunders, *et al.*, 2012). According to Neelankavil (2007), questionnaires and surveys are commonly used for quantitative research.

The author implemented quantitative research in order to reach the purpose of this study, which is to investigate customers' tipping motives and what factors influencing customers' tipping behaviour are. Numerical data was collected by using a valid and reliable questionnaire. According to deVaus (2002, cited in Saunders, *et al.*, 2012), in questionnaires method, each respondent will be asked to answer the same set of questions in an arranged order. The questionnaires can be done through telephone questionnaires or online questionnaires.

RESEARCH INSTRUMENT

Survey

Survey is defined as an activity to view a situation or a condition in a comprehensive way. However, in term of research, survey is conducted in order to find answers to questions (Brotherton, 1999). Saunders, *et al.* (2012) stated that survey strategy is easy to explain and to understand, and frequently used in business to answer the questions of ‘what’, ‘who’, ‘where’, ‘how much’, and ‘how many.’ Questionnaires are used as the research instrument in survey strategy. According to Saunders, *et al.* (2012), questionnaires are used for descriptive or exploratory research. Descriptive research has enabled the author to identify and describe the variables in the phenomena and the relationships in between.

In designing the questionnaire, the author firstly reviewed some of previous studies regarding service tipping (Whaley, 2011; Whaley, *et al.*, 2014; Artuğer and Çetinsöz, 2013). The questionnaire firstly included close-ended questions regarding demographic (for instance, gender, age, marital status, education, profession, etc.) (Lietz, 2010), and also included close-ended rating questions regarding factors influencing tipping behaviour, such as presentability, product quality, and value for money (Artuğer and Çetinsöz, 2013). To specify the level of agreement or disagreement to close-ended questions, and to compare the results with previous studies, 5-point Likert scale was used, with 1 being strongly disagree and 5 being strongly agree (Pearse, 2011). Afterward, the author conducted pilot test with the help of the author’s supervisor to test the reliability and validity of the questionnaire. After the supervisor approved the questionnaire, it was printed and the author personally distributed it to the people who just finished dining out in restaurants in Luzern.

POPULATION AND SAMPLE

A population is a group of situations, such as citizens, organizations, managers, employees, students, and so on. However, a population is too large to be studied in details, so samples are used in place of a population (Johns and Lee-Ross, 2000). According to Riley, *et al.* (2005), a sample is a sub-set of a population. Samples, which are the smaller group, are often used in order to learn something from the population. Sampling method is divided into two: probability sampling and non-probability sampling. Probability sampling provides knowledge and equality for samples to be chosen from the population, thus research questions are answerable and objectives are reachable. On the other hand, the samples selected from the population are uncertain and not known in non-probability sampling, thus it is rather impossible to answer research questions and reach objectives (Saunders, *et al.*, 2012). In this study, the author implemented probability sampling, which is commonly used with survey research strategy that involves the use of questionnaires.

The study was conducted in Luzern, Switzerland, where there is approximately population of 79,478 persons living, as stated by the end of 2012 (www.lustat.ch). According to calculation table by Saunders, *et al.* (2012), for a margin of error of 5 percent, to represent the whole population of 100,000 persons, the minimum sample size needed will be 383 respondents. However, due to the limited amount of time, the author implemented the central limit theorem, which requires minimum number of 30 respondents for statistical analyses. And for this study, the author will target 80 respondents as the sample size, however, by distributing 80 questionnaires to obtain adequate results. The sampling frame of the study was the people staying in Luzern with the minimum age of 18 years old, who dined in the restaurants and gave tips after dining. The author personally distributed the questionnaire to potential respondents by visiting some table-service restaurants in Luzern.

RELIABILITY AND VALIDITY

Reliability refers to how far the source of data is reliable, in term of whether the results are repeatable and shows consistency if they are to be repeated by other researchers (Saunders, *et al.*, 2012). According to Bryman (2001), for the data to be reliable, the measurement of the concept has to be consistent. For the measurement to be reliable, there are three important factors:

1. Stability, where the measurement has to be stable over time,
2. Internal reliability, where the indicators that make up the scale have to be consistent, and
3. Inter-observer consistency, where the observers involved in the activities have to show consistency.

However, to ensure the quality of research, reliable data must also show its validity. The data is considered valid when the research measures what it intends to measure. In order to be valid, the research must be designed properly (Saunders, *et al.*, 2012).

In order to obtain reliable and valid questionnaires, pilot test was conducted under the supervision from the author's supervisor. According to Lavrakas (2008), to reach a successful survey operation, pilot test has a very critical role in resulting a good survey data. Saunders, *et al.* (2012) mentioned the stages that must be passed are, firstly, the author has to communicate the research objectives and design the questionnaires clearly, so that the respondents will get the picture as intended by the author. Then, after the respondents answer the questions, the author will have to decode the answers as intended by the respondents. The author would likely have to rewrite the questions if the stages mentioned above were not reached.

After finalizing the questionnaire, the author firstly observed some table-service restaurants in Luzern, and also observed the customers who dined out in the respected restaurants. By doing this, the author was able to get clearer view regarding the behaviours of the customers. After observing, the author waited in

front of the observed table-service restaurants to distribute the questionnaires personally to the customers, for instance, to the group of minimum four persons.

DATA ANALYSIS

After collecting the data needed for this study, the author analysed it. The author used Microsoft Office Excel, thus the data obtained was presented in excel format. First, the author analysed the demographics data of the respondents in form of charts. Next, the author measured the data and provided descriptive statistics, which includes mean, standard deviation, and correlation. According to Saunders, *et al.* (2012), mean refers to the central value (average) of the data – which represents the distribution of the values, standard deviation refers to the variations in the data – to identify the score gap from the mean, and correlation is the type and size of the relationship between the variables. These statistical sets were presented in form of graphs, and have aided the author in analysing customers' tipping motives and determining customers' tipping behaviour in table-service restaurants. Thus, the author was able to draw conclusions from the findings.

ETHICS

In the process of obtaining data for this study, under the ethical principle of respect for a person's autonomy, the author committed to respecting and maintaining the confidentiality of the respondents. In order to do so, the author included a cover letter along with the surveys that were given to the respondents, and covered in the letter was the details of the author and the research objectives. Any personal details of the respondents were not questioned, therefore all respondents remained anonymous. The data collected was used for study purposes only.

SUMMARY

To conclude this chapter, the author used both secondary and primary research. The secondary research was conducted through data obtained from books, journals, magazine and newspaper articles, and webpages. Whereas, the primary research was conducted through survey strategy by using questionnaire, which includes close-ended questions.