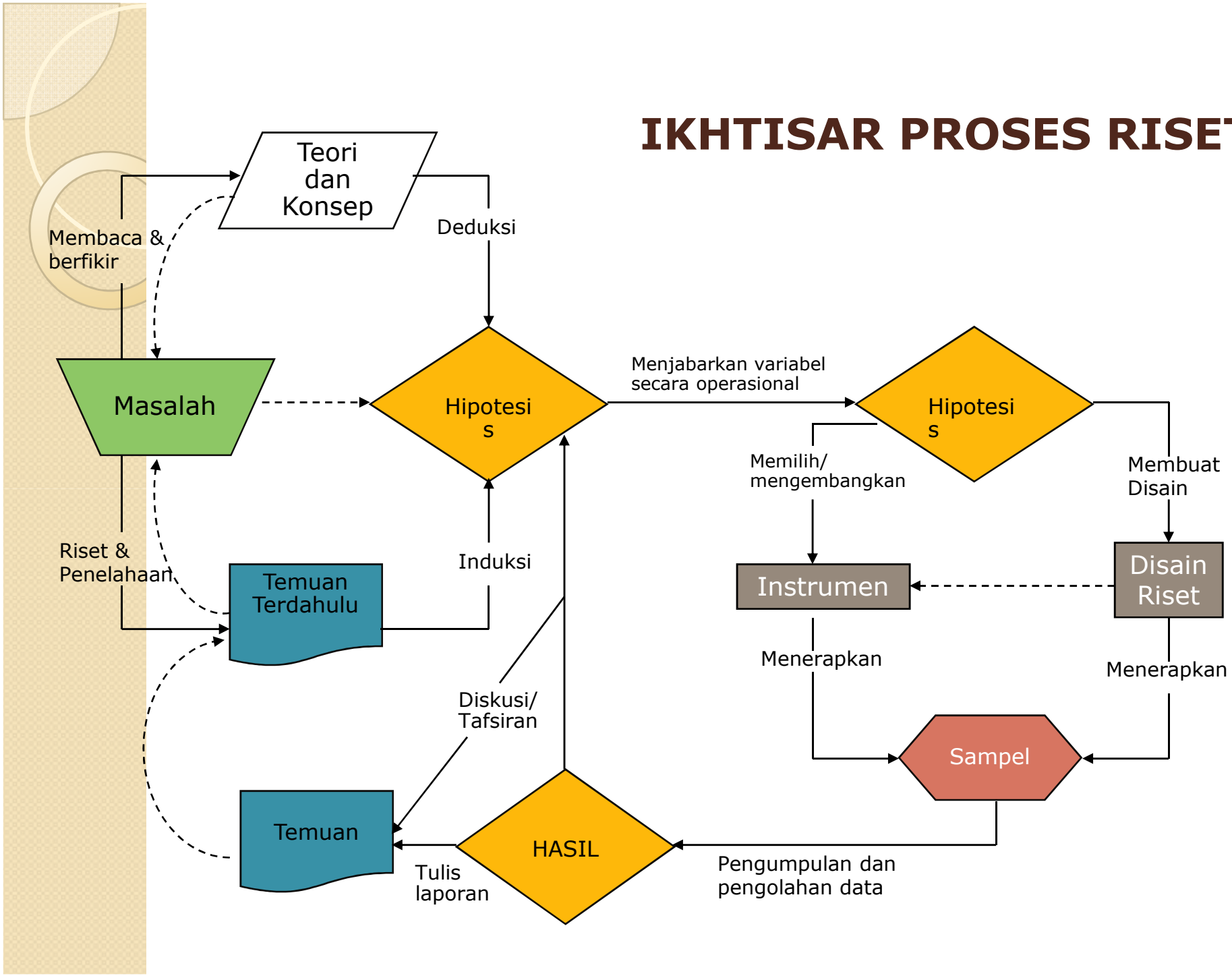
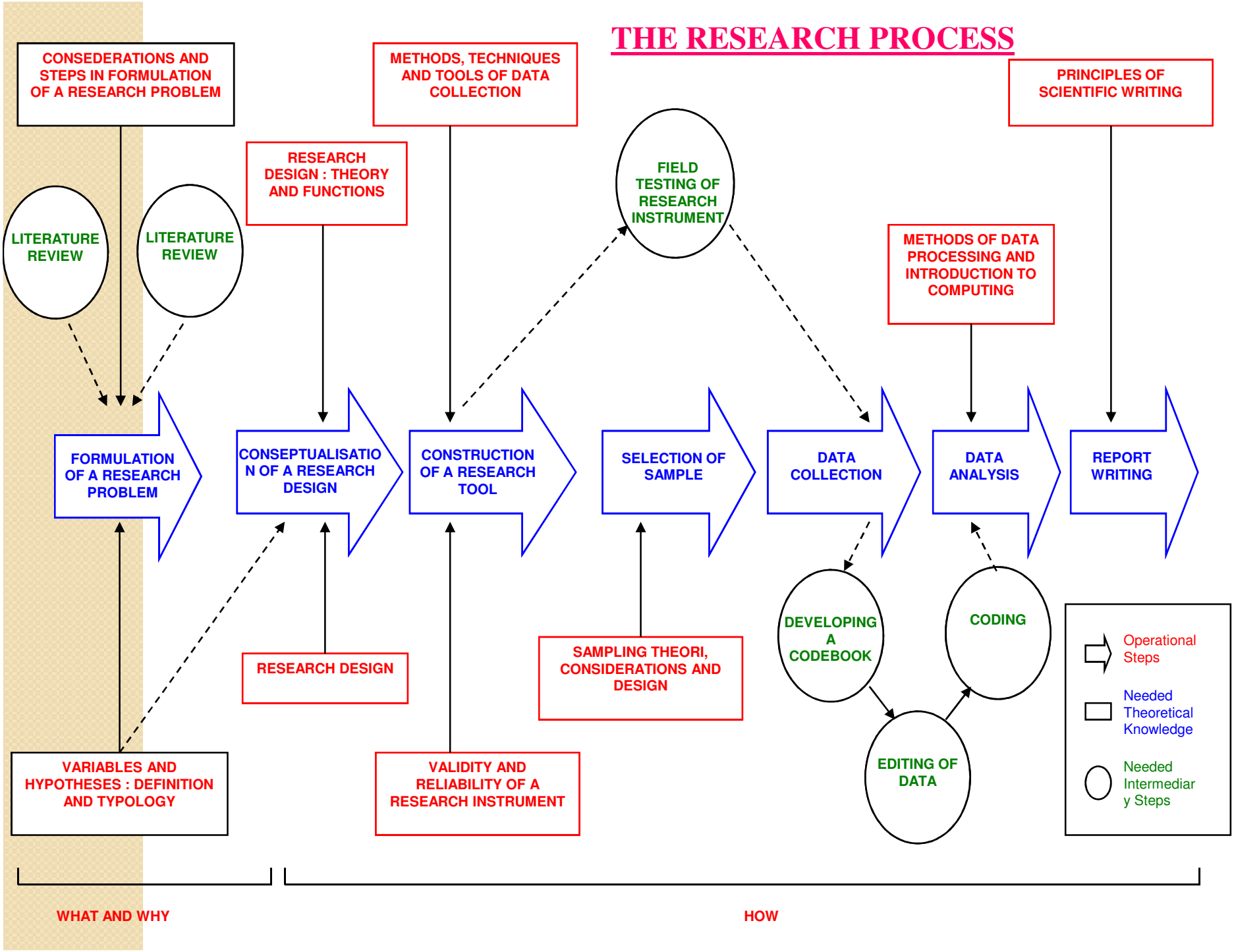
IKHTISAR PROSES RISET

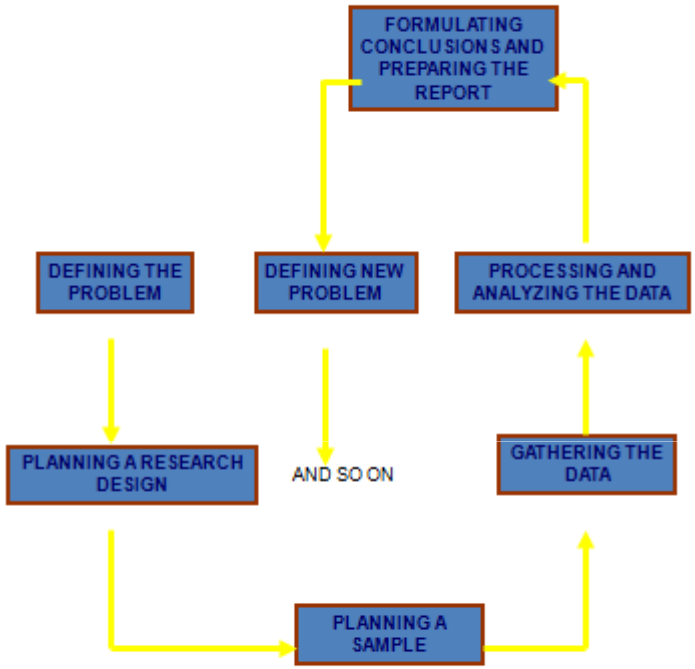



THE RESEARCH PROCESS
CONSEDERATIONS AND STEPS IN FORMULATION OF A RESEARCH PROBLEM
METHODS, TECHNIQUES AND TOOLS OF DATA COLLECTION
PRINCIPLES OF SCIENTIFIC WRITING
RESEARCH DESIGN : THEORY AND FUNCTIONS
FIELD TESTING OF RESEARCH INSTRUMENT
METHODS OF DATA PROCESSING AND INTRODUCTION TO COMPUTING
LITERATURE REVIEW
LITERATURE REVIEW
FORMULATION OF A RESEARCH PROBLEM
CONSEPTUALISATIO N OF A RESEARCH DESIGN
CONSTRUCTION OF A RESEARCH TOOL
SELECTION OF SAMPLE
DATA COLLECTION
DATA ANALYSIS
REPORT WRITING
DEVELOPING A CODEBOOK
CODING
EDITING OF DATA
RESEARCH DESIGN
SAMPLING THEORI, CONSIDERATIONS AND DESIGN
VARIABLES AND HYPOTHESES : DEFINITION AND TYPOLOGY
VALIDITY AND RELIABILITY OF A RESEARCH INSTRUMENT
Operational Steps
Needed Theoretical Knowledge
Needed Intermediary Steps
WHAT AND WHY
HOW

THREE RESEARCH APPROACHES

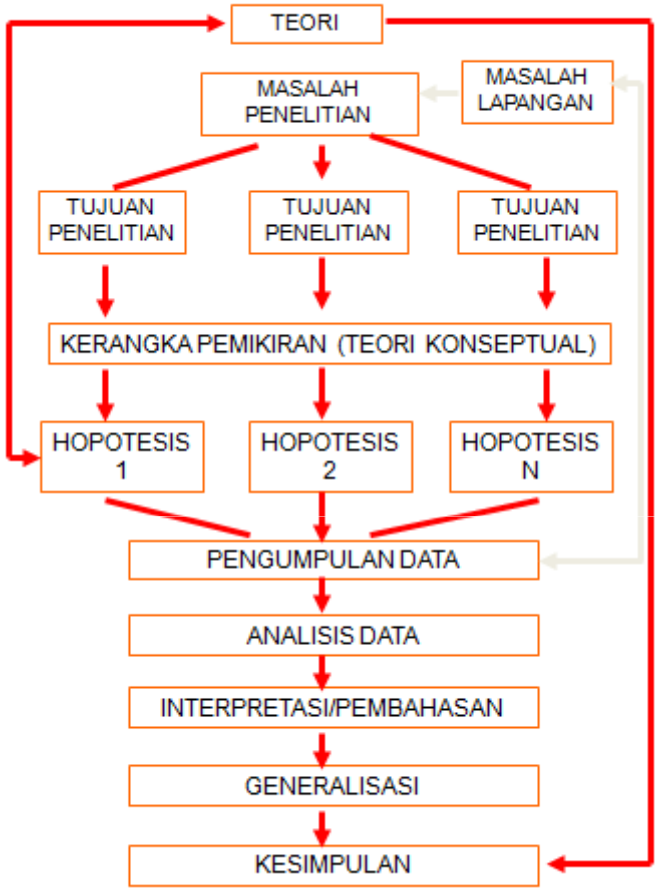
RESEARCH PURPOSE	RESEARCH QUESTION	HYPOTHESIS
Exploratory Research 1. What new product should be developed ? 2. What product appeal will be effective in advertising ? 3. How can our service be improved ?	**What alternative ways are there to provide lunches for school children?** **What benefits do people seek from the product ?** **What is the nature of any customer dissatisfaction ?**	**Boxed lunches are than other forms.** **Constructs unknows** **Suspect that an image of impersonalization is a problem**
Descriptive Research 4. How should a new product be distributed ? 5. What should be the target segment? 6. How should our product be changed?	**Where do people now buy similar products ?** **What kinds of people now buy the products, and who buys our brand ?** **What is our current image ?**	**Upper-class buyer use specialty stores, and middle-class buyers use department stores.** **Older people buy our brand, whereas the young married are heavy users of competitors.** **We are regarded as being conservatives and behind the times.**
Causal Research 7. Will an increase in the service staff be profitable ? 8. Which advertising program for public transit should be run ? 9. Should a new budget or "no frills" class of airfare be introduced ?	**What is the relationship between size of service staff and revenue ?** **What would get people out of cars and into public transit ?** **Will the "no frills" airfare generate sufficient new passengers to offset the loss of revenue from exiting passengers who switch from economy class ?**	**For small organizations, an increase of 50% or less will generate marginal revenue in excess of marginal costs.** **Advertising program A generates more new riders than program B.** **The new airfare will attract sufficient revenue from new passengers.**

PHASES OF THE RESEARCH PROCESS

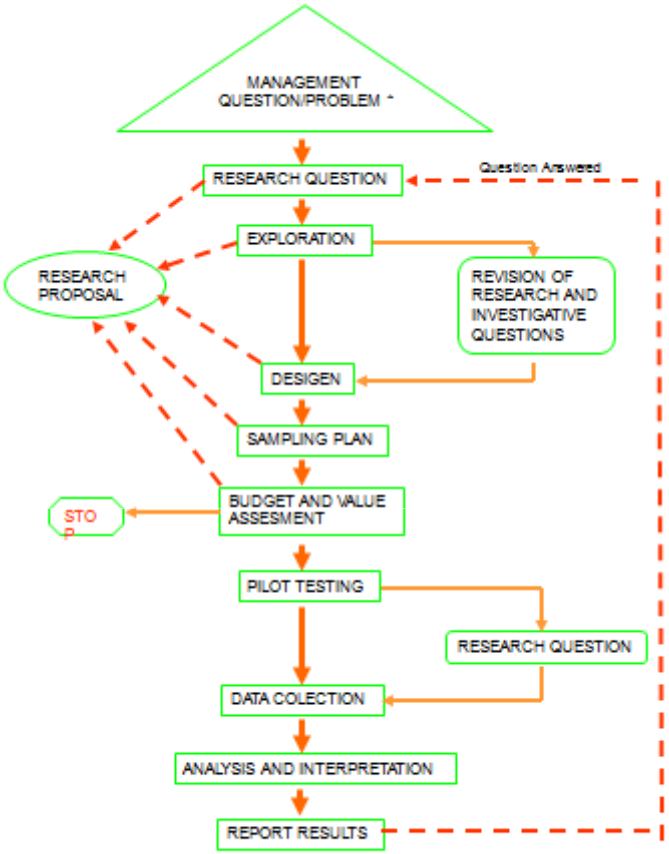


SUMBER ; BUSINESS RESLARCH METHODS, FITH EDITION, WILLIAM G. ZIKMUND

PROSES PENELITIAN



THE RESEARCH PROCESS



* or academic research problem

Source : Business Research Methods, Donal R. Cooper, C. William Emory

SCHEMATIC OF THE RESEARCH PROSESS

