

CHAPTER III RESEARCH METHOD

3.1 Research Paradigm

A paradigm is any basis for thinking and basic concepts that are used or adopted as models or basic concepts by scientists in conducting them. Guba and Lincoln (1988) define a research paradigm as a way for researchers to understand certain problems with criteria for testing in order to find solutions to the problem. The research paradigm used in this paper will refer to the positivist paradigm, interpretive and constructivist paradigm.

The positivism paradigm is an understanding that is used to search for facts or causes of social phenomena by not attaching importance to individual or individual subjective circumstances. According to Comte, the concepts and methods of natural science can be used to explain collective human life. Furthermore, it is said that human life also occurs under the imperative of the law of cause and effect with all its conditions and probability factors. In the context of this research, empirical reality is based on the facts of a group, without prioritizing the subjective circumstances of individuals, in this case the Business Owner and Store Crew.

The interpretive paradigm assumes that individuals see and construct social reality actively and consciously, so that each individual has a different meaning of an event (Burrell, 2017).

The constructivism paradigm is oriented towards understanding that is reconstructed and built from people's experiences and meanings (Denzin & Lincoln, 2018), seeing that reality is the result of construction from a person's understanding or thinking ability (Stephen W. Littlejohn, 2016, p. 9).

These three paradigms were chosen with the aim that researchers can try to understand pre-existing constructions by referring to an understanding that is used to search for facts and causes with the assumption that each individual has a

different meaning. Applying the Action Research strategy by trying to find solutions through an iterative or repeated "test-evaluate-modify" process (Sekaran & Bougie, 2016).

3.2 Research Object

The research object is a scientific target to obtain data with a certain purpose and use about something objective, valid and reliable about something (Sugiyono, 2016). In NVP, the focus of the research is the examination of the business model to validate the functionality including its various components, to determine if it can operate as anticipated.

The Business Model Canvas is a joint project launched by Alexander Osterwalder and Yves Pigneur (2010) to present the business model of a company in a comprehensive manner. The model was described in more detail in their book "Business Model Generation". The Canvas distinguishes between two perspectives. The left side of the canvas is responsible for creating logical and efficient connections within the internal processes. The right side of the canvas is responsible for creativity. In terms of the model, this means that the added value of the company's range of products and services is taken into account in order to create added value for the customer.

The *Value Proposition* offered are identify potential store crew in short time for business owners, identify the suitable or desirable F&B companies for store crews, and up-to-date data. In *Key Activities*, platform management and updating data process will be primary tasks. In *Key Resources*, researcher added *platform analyst* and *infrastructure analyst*. Data center and content provider will be the *Key Partnership*. The right side of the canvas, in Customer Relations, the researcher added customer service and dedicated service for business owners and store crews will be the *Customer Segments*. The *Channels*, will be online platform.

3.3 Experimental Method 1

The experimental method is a systematic and planned experiment to prove the truth of a theory (Hasan Alwi, 2005).

Business Hypothesis to be Tested

For the success of this new business model plan, it is essential to validate several assumptions initially. The ensuing assumptions or hypotheses play a crucial role and need verification for the successful implementation of this development plan.

H1: We believe our customers (business owners) will be interested to join our platform.

H2: We believe our customers (store crew) will be interested to join our platform in their job search and build their experiences profile.

H3: We believe our customer will be interested to update their data in our platform.

Validation of Hypothesis 1

H1: We believe our customers (business owners) will be interested to join our platform.

This job portal platform aims to make it easier for business owners to find employees, so the first hypothesis must be proven correct. Without a business owner who is interested in joining this platform, the business model cannot run and the goals will not be achieved. The second and third hypotheses must also be proven correct. Without any job seekers who are interested in joining and building their experiences profile in this platform, this platform cannot offer jobs. The customer acquisition cost also needs to decrease to make marketing efforts more targeted, efficient, and cost-effective.

Method

To validate the hypothesis in this new business model, there are several ways that can be done to prove that the business owner is interested in joining this platform, the store crew is interested in joining, building and updating their experiences profile on this platform, and that customer acquisition cost will be

decreasing. From various methods described by Bland et al. (2020), for this validation the method we will use **MVP (*minimal viable product*) survey**.

The new business model offered has several advantages which are expected to become critical success factors that differentiate it from other platforms so that business owners are interested in joining this platform, including:

- This job portal platform is specifically for the F&B industry only, so it will make it easier for business owners to search according to their business specifications and needs.
- This job portal will provide information related to the applicant's profile, including the applicant's work experiences directly listed on their profile, making it easier for business owners to screen prospective applicants.

Sample

To validate hypothesis 1, we will use two methods to demonstrate the interest of business owners in the offered value proposition. The first test is creating a minimum viable product (MVP). The second method involves sending surveys/questionnaires to business owners to gauge their responses and ensure alignment with customer needs, as indicated in Figure 3.1. The target audience is the Business Owner, with the following criteria:

- **Own a business in the F&B industry**
- **Operate a business that has a workforce**

For the first method, business owners will be asked to fill out a questionnaire for several items, with a scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. It will conduct with 10 business owners. If at least 80% who fill out the survey provide positive feedback, namely choosing a scale of 3, 4, or 5 then the hypothesis is considered correct.


Test Card

Test Name	Minimal Viable Product (MVP)	Deadline
Assigned to	Marlene Lily	Duration
		5 Weeks

STEP 1: HYPOTHESIS

We believe that



Our customers (business owners) will be interested to join our platform.

Critical: 

STEP 2: TEST

To verify that, we will


Create MVP to trial

Test Cost:  Data Reliability: 

STEP 3: METRIC

And measure

Feedback from the customers (business owner)

Time Required: 

STEP 4: CRITERIA

We are right if

At least 80% who fill out the survey provide positive feedback

Figure 3. 1 Customer Test Card Minimal Viable Product for Hypothesis 1

For the second method is to send the questionnaire to business owners as shown in the test card in Figure 3.1=2. This interview will conduct with **10 business owners**, if at least 80% of the business owners feedback stated they were interested and willing to join this job portal platform, then the hypothesis was considered correct.

Test Card











Test Name	Customer feedback (Business Owner)	Deadline
Assigned to	Marlene Lily	Duration
STEP 1: HYPOTHESIS		
We believe that		
Our customers (business owners) will be interested to join the platform.		Critical:   
STEP 2: TEST		
To verify that, we will		
Interview/send questioner potential customers (business owners) if they are interested to join our platform		Data Reliability:    
STEP 3: METRIC		
And measure		
If they are interested in finding store crew via the platform		Time Required:   
STEP 4: CRITERIA		
We are right if		
At least 80% of customers expressed interest to join the platform		

Figure 3. 2 Customer Test Card Interview for Hypothesis 1

Indicators and Data

Indicators are measurable variables examined during the process of confirming a hypothesis. They provide evidence to support or refute specific assumptions made within the hypothesis (Ramírez-Durán et al., 2021). For instance, if a hypothesis suggests that increasing marketing spend will boost sales, indicators such as sales volume, website traffic, and customer engagement metrics are analyzed to validate this claim.



Figure 3. 3 Customer Lifecycle

In digital business models, these indicators are crucial for understanding and optimizing the customer lifecycle, which encompasses the stages a customer goes through from their first interaction with a business to becoming a loyal customer. This lifecycle typically includes awareness (website visits, ad reach), consideration (website engagement, product page views), acquisition (conversion rates, new customers), retention (repeat purchase rate, customer satisfaction), and advocacy (referral rates, net promoter score). By analyzing these indicators, digital businesses can gain valuable insights into customer behavior and make informed decisions to enhance their strategies at each stage of the lifecycle.

3.4 Experimental Method 2 & 3

H2: We believe our customers (store crew) will be interested to join our platform in their job search and build their experiences profile.

H3: We believe our customer will update their data in our platform.

Several advantages differentiate this platform from others, making it a consideration for store crews interested in joining, building their experiences profile and updating their data in our platform:

- This job portal platform is specifically for the F&B industry, so it will make it easier for store crew to get information according to their field of work.
- This job portal will provide information in the store crew's profile, making it easier for business owners to find prospective candidates.

Sample

To validate hypothesis 2 and 3, we will employ diverse methods to demonstrate the interest of store crews in the offered value proposition. The first test is to creating a **minimum viable product (MVP)** and see responses. The second test is sending survey and asking **feedback** from customers in order to meet customer needs as indicated in Customer MVP Test Card in figure 3.4 and in Customer Feedback Test Card in figure 3.5.

The target are the store crews, with these criteria:

- **Have an interest in working in the f&b industry**
- **Have experience or have interest to work in F&B industry**

The target audience for this test consists of store crews who meet specific criteria will be they either have experience in or express an interest in working in the food and beverage (F&B) industry. By focusing on these individuals, we aim to gather meaningful feedback and insights that will help us refine and validate our hypotheses.

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA


Test Card

Test Name	Minimal Viable Product (MVP)	Deadline
Assigned to	Marlene Lily	Duration
		5 Weeks

STEP 1: HYPOTHESIS

We believe that



Our customers (store crew) interested in using the portal platform

Critical: 

STEP 2: TEST

To verify that, we will


Create MVP to trial

Test Cost:  Data Reliability: 

STEP 3: METRIC

And measure

Feedback from the customers (store crew)

Time Required: 

STEP 4: CRITERIA

We are right if

At least minimum 100 store crews visit the website and more than 50% who fill out the survey provide positive feedback

Figure 3. 4 Customer Test Card Minimal Viable Product (MVP) for Hypothesis 2 & 3

For the Customer MVP (Minimum Viable Product) Test Card, store crews will be asked to complete a questionnaire that uses a Likert scale to gauge their responses, with 1 indicating "strongly disagree," 2 indicating "disagree," 3 indicating "neutral," 4 indicating "agree," and 5 indicating "strongly agree." This questionnaire will be distributed to a minimum of 100 store crew members. If at least 100 store crews visit the website and more than 50% of those who fill out the survey provide positive feedback, defined as choosing a scale of 3, 4, or 5, then the hypothesis will be considered correct.

Test Card

Test Name	Customers feedback (Store crew) H2	Deadline	
Assigned to	Marlene Lily	Duration	5 Weeks

STEP 1: HYPOTHESIS

We believe that

Our customers (store crew):
Will be interested to join our platform in their job search, and interested to build their experiences profile

STEP 2: TEST

To verify that, we will

Survey potential customers (store crew) if:
They are interested to join our platform & interested to build their experiences profile

Test Cost: Data Reliability:

STEP 3: METRIC

And measure

Feedback potential customers (store crew) if:
They are interested to join our platform & interested to build their experiences profile

Time Required:

STEP 4: CRITERIA

We are right if

Correspondents sent the survey fill out the survey and 80% correspondents gave positive feedback

Figure 3. 5 Customer Test Card Feedback for Hypothesis 2

For the Customer Feedback Test Card related to hypothesis 2, store crews will be asked if they are interested in joining our platform and building their experience profile. This survey will assess their willingness to engage with the platform and enhance their professional profiles. If a significant majority of the respondents who receive and complete the survey provide positive feedback, indicating their interest in joining and using the platform, then the hypothesis will be considered validated. Positive feedback will be determined by responses that reflect a clear interest in the platform, such as agreeing or strongly agreeing with the prompts regarding their willingness to participate.

Test Card

<i>Test Name</i> Customers feedback (Store crew) H3	<i>Deadline</i>
<i>Assigned to</i> Marlene Lily	<i>Duration</i> 5 Weeks

STEP 1: HYPOTHESIS

We believe that

Our customers (store crew):
Will be interested to update their data in our platform

Critical:
▲ ▲ ▲

STEP 2: TEST

To verify that, we will

Survey potential customers (store crew) if:
They interested to update their data in our platform

Test Cost: = ■ ■ ■ ■ ■ *Data Reliability:* 👍 👍 👍

STEP 3: METRIC

And measure

Feedback potential customers (store crew) if:
They interested to update their data in our platform

Time Required:
🕒 🕒 🕒

STEP 4: CRITERIA

We are right if

Correspondents sent the survey fill out the survey and 80% correspondents gave positive feedback

Figure 3. 6 Customer Test Card Feedback for Hypothesis 3

For the Customer Feedback Test Card related to hypothesis 3, store crews will be asked if they are interested in updating their data on our platform. This survey aims to evaluate their willingness to keep their information current and maintain active profiles on our platform. If a significant majority of the respondents who receive and complete the survey provide positive feedback, indicating their interest in updating their data, then the hypothesis will be considered validated. Positive feedback will be determined by responses that reflect a clear intention to update their information, such as agreeing or strongly agreeing with the relevant prompts in the survey.

Indicators and Data

For the indicators, we will use *stages acquisition* (obtaining website customers), and *engagement* (how strong customers relate to the website) which can be seen in table 3.1.

Table 3. 1 The Indicators of Website Likeability Level - Hypothesis 2 & 3

Steps	Indicator	Success criteria
Acquisition	<ul style="list-style-type: none">• Number of users who visit the website• Number of users who created a profile on the website• Bounced rate	≥ 100 users $\geq 50\%$ users create a profile $\leq 54,54\%$
Engagement	<ul style="list-style-type: none">• Monthly active users• Session length (how long on average user is on the website)• Transaction clicks through rate (amount users who make transactions via website divided by the number of users who log in)• Number of users who filled out the questionnaire for the feedback	92.33 seconds 1.56% $\geq 80\%$ filled out the questionnaire and give positive responses

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA