

## CHAPTER 2

### LITERATURE REVIEW AND THEORETICAL BACKGROUND

#### 2.1. Literature Review

A service company has more challenging business concept than manufacturing company since they have no physical products to be offered therefore their frequency of service usage will highly depend on the people's trust and brand awareness. Having the business in a strategic location might be beneficial to increase people's awareness thus increase the service usage frequency, however, not all businesses are lucky enough to take this path since strategic location will cost a fortune. Therefore, another way to increase people's awareness is through marketing either offline or digital. Both might be beneficial for the business since they all are aiming on the same goals: increase brand awareness and order frequency. However, considering the appropriateness of the research and the requests from the stakeholder, digital marketing might be an option.

Abiyyuansyah et al. (2019) and Soedarsono et al. (2020) studied coffee shops as their object with the former focuses more on analyzing the effectiveness of content marketing implementation while the latter focuses more on the management of digital marketing communication strategy. Both use interview as their data collection tools from 10 and 7 informants as they utilize purposeful non-probability sampling.

Sanger et al. (2021) also utilized sampling as their data collection method by choosing convenience and judgmental sampling because the researcher is focusing on investigating the utilization of digital marketing for companies in Malaysia. The difference with Abiyyuansyah et al. (2019) and Soedarsono et al. (2020) is Sanger et al. (2021) used questionnaire as their primary data collection tools from 231 respondents. Similar with Sanger et al. (2021), Koob (2021), Emelianova (2021), and Keppler (2021) have also utilized questionnaire as their data collection tools because they design and propose a digital marketing strategy for the respective companies.

In addition, Vasilkova (2019), Keppler (2021), and Emelianova (2021) agree to use SWOT as a data analysis method to analyze the strengths, weaknesses, opportunities, and threats of the respective companies. For them SWOT can be

used in identifying the companies' market position as well as becoming a basis to construct the most appropriate digital marketing strategy. However, Vasilkova (2019) and Emelianova (2021) used a more comprehensive method in constructing digital marketing strategy, SOSTAC which stands for situation analysis, objective, strategy, tactics, actions, and control. Both give a clear understanding that SOSTAC is the most appropriate tool in designing marketing strategy especially digital marketing strategy.

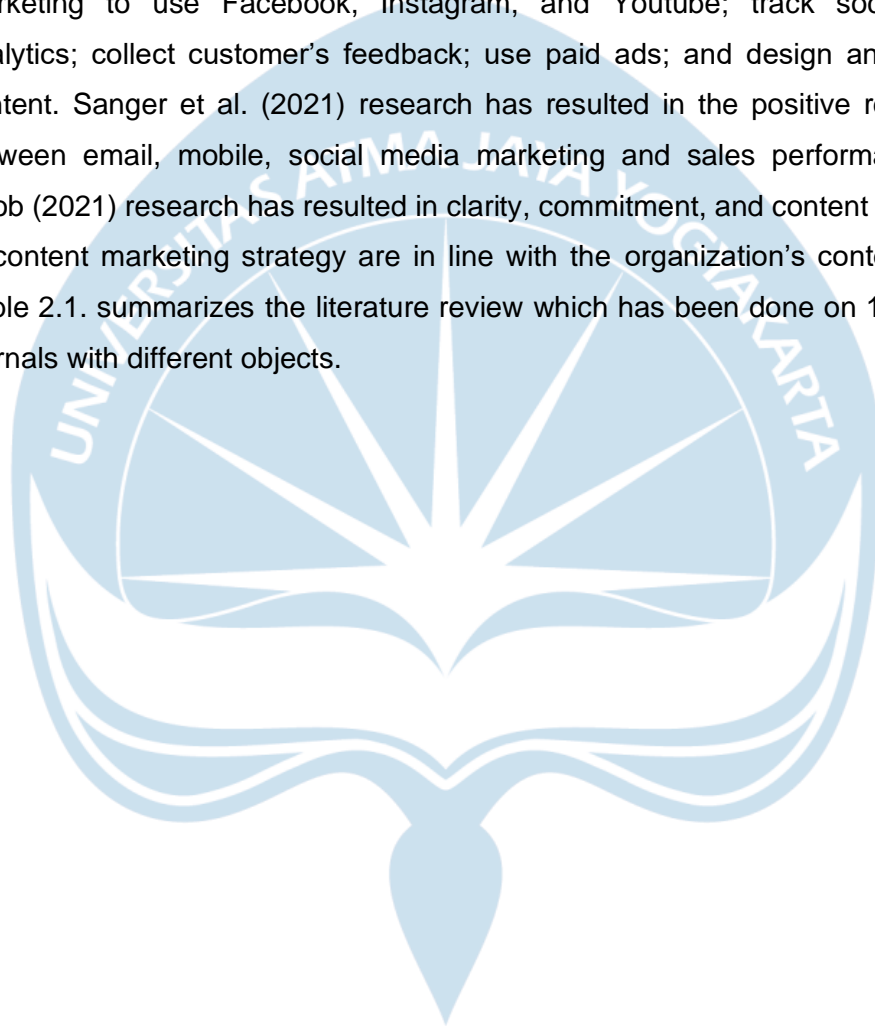
Furthermore, Teguh and Ciawati (2020), Saraswati and Hastasari (2020) proposed a digital marketing strategy on service companies by using qualitative descriptive approach with interview, documentation, and observation as their data collection tools from 7 and 5 informants. The only difference in their studies is Teguh and Ciawati (2020) used triangulation technique as their data analysis method, while Saraswati and Hastasari (2020) used purposive technique.

Cornellia and Hermawan (2020) used more complete data collection method by using both qualitative and quantitative approach. The qualitative data are obtained from interview and social media observation or secondary data, while the quantitative data are obtained from a questionnaire for 50 respondents.

Subsequently, Vasilkova (2019) research has resulted on some suggestions for Evenses such as website optimization, UX improvement, create more engaging content, and consider AdWords campaigns to generate more online traffic. Abiyuansyah et al. (2019) research has resulted on some valid statements that the implementation of content marketing strategy has corresponded with channel of content marketing and capable to form as well as increase customer engagement. Cornellia and Hermawan (2020) research has suggestions on digital marketing integration with engaging content for promotion as well as providing interactive activities both offline and online to improve customer experience. Soedarsono et al. (2020) research has resulted on suggestion to use the strategy of delivery creative messages about KOZI's atmosphere to attract the target audience, use Instastory feature and hashtag to bring KOZI closer to customers and post the content at 6am to 10pm. Teguh and Ciawati (2020) research has designed an innovative digital marketing strategy for Golden Tulip Legacy Hotel's website and Instagram such as: a management calendar, content formulation system, updated website features, and optimization of Instagram.

As a conclusion, Saraswati and Hastasari (2020) research has formulated 8 (eight) steps of digital content marketing strategy. Keppler (2021) research has resulted in a customer-focused digital marketing strategy, such as: content marketing, search engine marketing, social media marketing, e-mail marketing, and a content plan constructed from SMART.

Emelianova (2021) research has resulted in the strategy of social media marketing to use Facebook, Instagram, and Youtube; track social media analytics; collect customer's feedback; use paid ads; and design an engaging content. Sanger et al. (2021) research has resulted in the positive relationship between email, mobile, social media marketing and sales performance. And Koob (2021) research has resulted in clarity, commitment, and content production of content marketing strategy are in line with the organization's content needs. Table 2.1. summarizes the literature review which has been done on 10 different journals with different objects.



**Table 2.1. Summary of Literature Review**

<b>SUMMARY OF LITERATURE REVIEW</b>					
<b>No.</b>	<b>References</b>	<b>Research Objective</b>	<b>Method</b>	<b>Tools</b>	<b>Data</b>
1	Vasilkova (2019)	Identify a digital marketing strategy for start-up Evenses in entering UK entertainment sector.	Market research, SWOT, competitor analysis, SOSTAC, website and content analysis	Interview, digital analytics, documentation	Primary data from 1 informant (CEO) and secondary data
2	Abiyuansyah et al. (2019)	Analyze the implementation of content marketing strategy at Amstirdam Coffee Malang	Qualitative approach	Semi-structural interview, participative interview, documentation	Primary data from 10 informants
3	Cornellia and Hermawan (2020)	Propose a digital marketing strategy for Sonobudoyo and Sandi Museum in Yogyakarta	Qualitative and quantitative approach	Questionnaire, in-depth interview, social media observation	Primary data from 50 respondents and secondary data
4	Soedarsono et al. (2020)	Manage digital marketing communication strategy of coffee shop using Instagram	Purposeful non-probability sampling, content analysis approach	Interview, observation	Primary data from 7 informants
5	Teguh and Ciawati (2020)	Formulate digital marketing communication strategies for Golden Tulip Legacy Hotel in Surabaya	Qualitative descriptive approach using triangulation technique, SWOT	Observation, interview, documentation	Primary data from 5 informants

**Table 2.2. Summary of Literature Review (Cont.)**

<b>No.</b>	<b>References</b>	<b>Research Objective</b>	<b>Method</b>	<b>Tools</b>	<b>Data</b>
6	Saraswati and Hastasari (2020)	Identify the digital content marketing management strategies on Instagram account of Mojok.co	Qualitative descriptive approach using purposive technique	Interview, documentation	Primary data from 2 informants (social media team and Instagram followers) and secondary data
7	Kepler (2021)	Identify strategy of digital marketing and develop a content plan for Biitsibreikki, an indoor beach volleyball arena.	SWOT, analysis of currently used digital marketing channels, vision and mission of Biitsibreikki.	Questionnaire	Primary data from 41 respondents and secondary data
8	Emelianova (2021)	Determine and propose the most effective social media marketing strategy for Biohacking Center Finland.	Situation and strategy analysis, SWOT, PESTEL, 5s of Digital Marketing, customer behavior analysis, KPIs, competitor analysis, SOSTAC, targeting and segmentation analysis	Questionnaire	Primary data from 16 interviewees
9	Sanger et al. (2021)	Investigate impact of utilization of digital marketing to boost sales for companies in Malaysia	Convenience sampling, judgemental sampling, SmartPLS	Questionnaire	Primary data from 231 respondents
10	Koob (2021)	Identify the factors that affect content marketing effectiveness, propose design optimization, and implement content marketing strategy.	Multiple regression	Questionnaire	Primary data from 263 organizations

## **2.2. Theoretical Background**

### **2.2.1. Service Company**

Service company is a company that offers intangible activities (e.g., act or performance) that doesn't result in ownership of anything (Kotler, 2002). Service company has its own characteristics that will affect and differ their marketing plan from manufacturing company, such as: intangibility, inseparability, variability, and perishability.

Intangibility means that service company will offer something that cannot be seen, tasted, felt, heard, or smelled before being bought. Unlike the manufacturing company who has physical product, a service company should be able to make intangible service into tangible by providing the evidence of the quality of the service that they offer through customers' reviews, price, place, people, equipment, and symbols. Next, inseparability means that the services cannot be separated from the service providers either people or machine. The process of buying a service involves an active role both from customers and providers to deliver the service and affect the service outcome. Variability refers to the variation of the service quality that will depend on the providers, time, place, and how the services are delivered to the customers. Finally, perishability means that services should be used at the time it is delivered since it cannot be stored for later use (Fatihudin and Firmansyah, 2019).

### **2.2.2. Body Repair and Paint Workshop**

The increase of the automobiles usage in Indonesia has resulted in the increase demand of body repair and paint service. This is a vast industry in which require highly skilled and knowledgeable professionals to properly repair and paint the vehicles since each vehicle has its own specification and dimension. According to Duffy (2014), Body Repair and Paint Workshop or also known as collision repair facility is a workshop that involves repairing a vehicle that has been damaged in an accident. The damage could be as minor as a scratch that will only require minimal intervention or major damage that will require a replacement or straightened of the vehicle's body parts.

Body Repair and Paint workshop usually is equipped with well-trained staff, specialized tools, heavy equipments, and paint mixing station to be able to properly restore the vehicle into its pre-accident condition. There are several types of body repair and paint workshop, such as: Independent body repair and

paint workshop, Dealership body repair and paint workshop, Progression/production body repair and paint workshop, Specialty body repair and paint workshop. Independent body repair paint workshop usually not associated with any companies. It is privately owned and operated. While dealership body repair and paint workshop usually owned by a new car dealership. This type of body repair and paint workshop is widely known as official vehicle workshop such as: General Motors, Toyota, Honda, etc. In addition, progression/production body repair and paint workshop have an assembly line that occupied with special staff in each repair station. And specialty body repair and paint workshop are a workshop that only done certain types of body repairs and painting (Duffy, 2014).

### **2.2.3. Marketing**

Marketing is an act of promoting a product/service to the customers. It is one of the important aspects in running a business as it helps in increasing brand awareness that will contribute to company's competitiveness. (Lukmandono et al., 2019). While Kotler et al., (2018) defines marketing as an act of engaging customers and maintaining profitable customer relationships. It aims on the companies' ability to create value for customers to obtain a value as feedback. Based on this definition, marketing has two main goals which are attracting new customers and maintaining the loyalty of existing customers.

Furthermore, marketing involves five crucial steps as to create and capture customer value as follows (Kotler et al., 2018).

- a. Understanding the marketplace and customer needs, wants, and demands.
- b. Designing a customer value marketing strategy (what are their customer segment and how to serve these customers the best way possible).
- c. Constructing an integrated marketing plan that delivers superior value than competitor.
- d. Engaging with customer to build profitable relationships.
- e. Receiving a return from customers through sales, profits, and long-term equity.

In addition, there are two main techniques of marketing: offline and online. Offline marketing or widely known as conventional marketing is one of marketing methods that utilize physical marketing tools such as outlet, billboard, banner, pamphlet, etc. This type of marketing usually requires higher cost, effort, and

unmeasurable results although it able to reach local audience effectively. In contrast, online marketing or digital marketing is a marketing method that utilize technology such as website, social media, e-commerce, etc. Online marketing is commonly used by many businesses nowadays as it is affordable, time efficient, and measurable.

Marketing always aim on 1 (one) goal: how to convince potential customers to use/buy the products/services offered or known as measuring customer engagement. Customer engagement is easily trackable for online marketing since there are many digital marketing platforms which provide business owner with analytics tools. According to Marr (2021), customer engagement can be in lots of different forms such as: consuming content (e.g., visiting a website, watching videos, or regularly reading a blog), social media interactions (liking, sharing, and commenting on content), attending community events (e.g., social gatherings), writing (good and bad) reviews, mentioning content, or regularly using an app or a service.

Social media interactions can be a good indicator of the success to customer engagement strategy. Likes, shares, and comments on social media posts are not just meaningless numbers, they can help business owners to sense the overall sentiment around the brand/business. For instance, if a customer really likes the service, they may leave a comment asking for its price or maybe they will share it on their timeline to tell that they are interested. Or they may give you a positive review which can be considered as a win for your customer engagement strategy (McGaw, 2019).

#### **2.2.4. Digital Marketing**

According to Lukmandono et al. (2019), digital marketing or widely known as online/Internet/web marketing is one of the marketing methods that uses technology to market their product/services. While Kotler et al. (2018) define digital marketing as a marketing method that uses tools such as websites, online video, email, blogs, social media, mobile ads, etc. to build customer engagement and relationships. Figure 2.1. below shows a key of digital marketing strategy.





**Figure 2.1. Key of Digital Marketing Strategy (Chaffey and Smith, 2017)**

Digital marketing is getting more popular these days since it brings more benefits to the companies such as: broader customers reach, cost efficiency, measurable performance, more convenience personalization, and real-time connection with the customers. Digital marketing may be paid or unpaid and can be categorized into: Search Engine Optimisation (SEO), Social media marketing, Website marketing, email marketing, affiliate marketing, PPC (pay-per-click) marketing, content marketing, etc. Each strategy has its own advantages and disadvantages to gain more traffic to the advertisements (Chaffey and Bosomworth, 2013). Thus, it is important to know the customer segment so that the most appropriate digital marketing strategy can be determined wisely.

### **2.2.5. Content Marketing**

Content marketing as defined in Kee and Yazdanifard (2015) is a process of identifying, analyzing, and satisfying customer demand to obtain profit by utilizing digital content shared through electronic channel. The key in content marketing is sharing valuable information that will help customers in making a decision (Kotler et al., 2018).

The easier access to Internet and mobile devices nowadays makes it more promising for content marketing to reach more customers that always craving to be entertained 24/7. In addition, content marketing is more about storytelling rather than advertising because content marketing focuses more into persuading audience with solid content to raise brand awareness and alter their perception

about a brand. The better and more valuable the content, the more persuasive a content marketing is (Kee and Yazdanifard, 2015).

In addition, there are several things that need to be considered as to achieve effective content marketing strategies as follows. First, the content should be designed for specific target audience since different target will expect different content. Second, having personalized and strong emotion contents will result in deeper customer relationships since they feel that they are being treated respectfully. Third, use variety of contents to convey message by using hire out, partner up, and voice. This way the contents will appear fun yet trustworthy since the customers believe more into user-generated contents. Finally, the contents should always be realistic and transparent to develop trust and maintain customer loyalty (Kee and Yazdanifard, 2015).

### 2.2.6. SOSTAC Model

SOSTAC Model as defined by Chaffey and Bosomworth (2013) is a planning tool that helps in structuring and managing the implementation of any kinds of plan. SOSTAC is an acronym to Situation, Objectives, Strategy, Tactics, Action, and Control. This tool is developed by PR Smith initially for marketing communications planning however these days this tool are more popular to be used in digital marketing planning. Figure 2.2. below is the frameworks of SOSTAC Model.

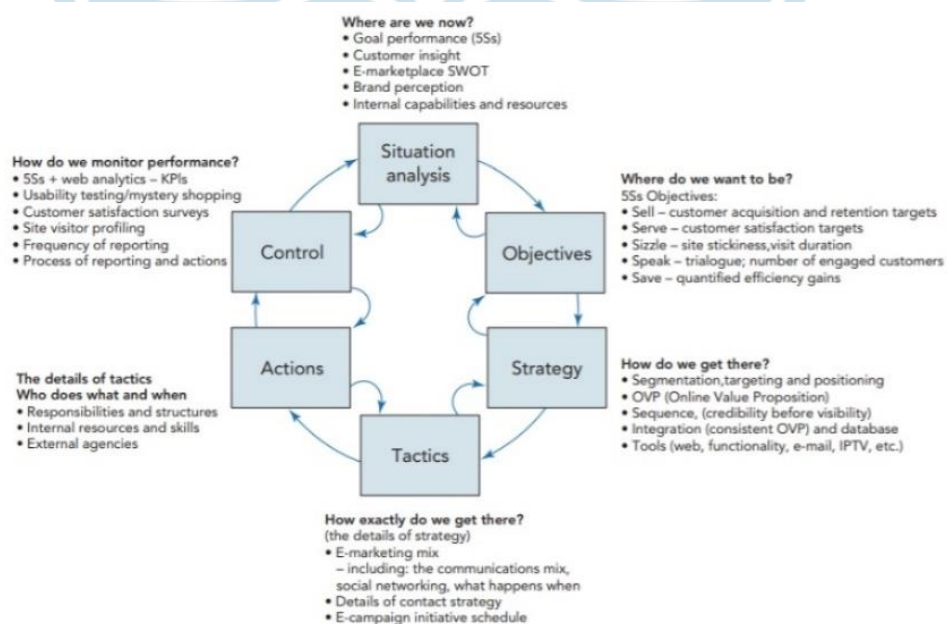


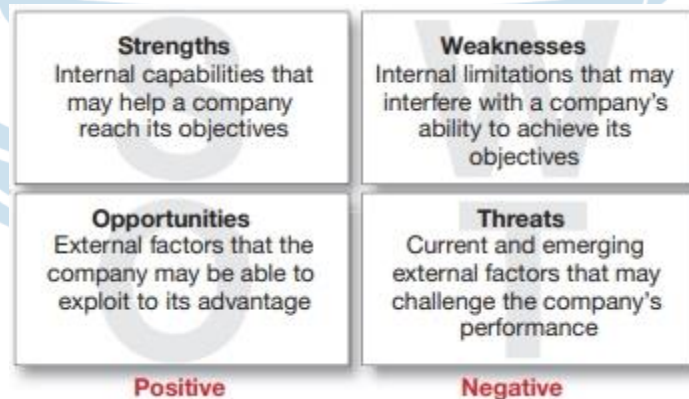
Figure 2.2. SOSTAC Model (SOSTAC®, n.d.)

As mentioned in Figure 2.2, SOSTAC Model consists of 6 (six) steps that are overlapping each other. Below is the detailed explanation of each step in SOSTAC Model.

a. Situation Analysis

Situation Analysis is the first step of SOSTAC. It aims on analyzing the marketing strategy that is currently used by a company. An internal and external data of company should be collected to give the insights of current company condition. The key in situation analysis is “where are we now?”, to answer this question, situation analysis may use tools such as SWOT, customer insight, competitor analysis, internal capabilities and resource that forms the online marketplace (Chaffey and Bosomworth, 2013).

According to Kotler et al. (2018), SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. It is an evaluation tool to help in analyzing and matching the company’s strength to opportunities in the environment while minimizing threats and resolving weaknesses. It is one of the most important tools in doing marketing analysis with the template as follows. Figure 2.3. below shows the SWOT analysis template.



**Figure 2.3. SWOT Analysis (Kotler, Armstrong, and Opresnik, 2018)**

b. Objectives

Objectives focuses more on how to achieve a measurable and realistic goals through the strategy that will be formulated later. This may include a plan of which digital channels to use and specific numerical objectives such as number of likes, shares, comments, sales volumes, or cost savings. The key in objectives step is “Where do we want to be?” (Chaffey and Smith, 2017). To answer this question, objectives may combine the 5s method and SMART.

5s method stands for Sell, Serve, Speak, Save, and Sizzle. Sell means that the company will grow sales, serve means that the product/service offered should add value for the customers, speak means that the company should get closer to the customer, save means the marketing strategy should be cost effective, and sizzle means to broaden the brand online. In addition, the objectives should also be SMART which is Specific, Measurable, Achievable, Relevant, and Time-Bound. Specific means that the objective is definite. Measurable means that the objective should be able to be evaluated. Achievable means that the objective should be fulfilled within the company scope. Relevant means that the objective should be in line with the company vision, and Time-bound means that the objective should be fulfilled during certain period (Chaffey and Smith, 2017).

#### c. Strategy

Once the current situation has been analyzed and the goals has been determined, the next step is to formulate strategy. The key in strategy is “How to get there?” with the focus of achieving the stated objectives in previous step (Chaffey and Bosomworth, 2013). According to Global Business Marketing (2018), there are 2 (two) phases in strategy, planning and designing. The planning phase may use STOP tool which stands for Segment, Target Market, Online Value Proposition (OVP), and Positioning. While the designing phase may use SIT tool which stands for Sequence (Trust, Try, Buy), Integration (CRM, Database), and Tools (e.g., SEO, PPC, Affiliate, etc.).

#### d. Tactics

Tactics are the detailed explanation of strategy that has been formulated before to achieve the objective of digital marketing. According to Bisri (2018), tactics may use the 4P approach and communication mix (e.g., content plan, contact plan). 4P approach is a marketing mix that consists of Product, Price, Promotion, and Place. Product is something that offered to the market, it could be in a form of product or services. Price is the cost needed to get the product. Price is an important aspect in marketing mix as deciding the right price will give a significant impact to the marketing strategy as well as the sales. Promotion is an activity to persuade the customers to buy the product. This could be from advertisement, free trial product, discount, etc. Place is somewhere to offer the product in the right time and place. Logistic and shipping method must be considered in this section. Figure 2.4. below is the 4P framework.



**Figure 2.4. 4P Marketing Mix Neil (Patel Digital, 2021)**

e. Action

Action is the execution step of tactics. It includes the action plans that can be depicted in gantt chart or flowchart as well as considers the risk management which includes who, when, how to execute the strategy, budget planning, and effective resource allocation (Global Business Marketing, 2018). Here the content marketing can be implemented as one of the action plans in digital marketing strategy.

f. Control

Control is the final step of SOSTAC Model. It mainly focuses on monitoring and evaluating the marketing strategy implemented in the action step. It may utilize 5S's, KPI's (Key Performance Indicator), web analytics, UX (user experience) review, frequency of reporting, process of reporting and actions (Chaffey and Smith, 2017).

**2.2.7. ROC (Rank Order Centroid) Method**

Rank Order Centroid or commonly known as ROC is a weighting method to find an importance level of several factors/criteria (Simorangkir et al., 2021). This method focuses more on the first criteria/factor in which more important than the second factor/criteria and the second factor/criteria is more important than the third factor/criteria and so on until it can be found the top priority factor/criteria and the least priority factor/criteria as can be seen in the equation 2.1. (Mesran et al., 2019).

$$Cr_1 \geq Cr_2 \geq Cr_3 \geq \dots \geq Cr_n \tag{2.1}$$

- $Cr_1$  = First criteria/factor
- $Cr_2$  = Second criteria/factor
- $Cr_3$  = Third criteria/factor
- $Cr_n$  = n-criteria/factor

Similar with criteria, the weight for each criterion also being sorted from the top priority to the least priority as seen in the equation 2.2.

$$W_1 \geq W_2 \geq W_3 \geq \dots \geq W_n \quad (2.2)$$

- $W_1$  = First criteria/factor
- $W_2$  = Second criteria/factor
- $W_3$  = Third criteria/factor
- $W_n$  = n-criteria/factor

Then, to obtain the value of  $W$ , equation 2.3. is used as follows.

$$W_i = \frac{1}{n} \sum_{j=1}^n \frac{1}{j} \quad (2.3)$$

- $W_i$  = Weight of criteria- i
- $n$  = number of criteria

The total of  $W_i$  must be 1.

### 2.2.8. Questionnaire

Questionnaire is one of the most popular data collection tools that represent small part of survey process. Since it is acts as a communication tool between the researcher and the subject, it is crucial to provide a well-designed questionnaire because it will give more information for the research. The key in constructing a questionnaire is knowing what questions need to be asked, how to ask them, and how to assess their answers by still considering the standard questions (Brace, 2008).

In addition, questionnaire can be in a form of physical or electronic, interviewer-administered interviews or self-completion surveys depending on the need of the research. The self-completion surveys are the most common way of collecting data through questionnaire, it may utilize paper-based surveys or web-based surveys. The paper-based surveys or known as conventional surveys are

typically sent directly to the respondents/ by email. This type of surveys will give more time for the respondents to consider their answers properly and the type of questions asked can be varied. The web-based surveys or known as electronic surveys are usually used open/closed/hidden web, URL embedded, or email attachment. These kinds of surveys will give more convenience both for the respondents and the researcher as the survey can be done anytime anywhere, however, the type of questions asked will be limited (Brace, 2008).

According to Kishore et al. (2021), there are several steps in constructing a questionnaire as follows.

- a. Define the information required, generate the appropriate questions, and determine sample size
- b. Arrange and eliminate the questions to minimize ambiguity
- c. Develop a preliminary questionnaire
- d. Conduct a validation process for questionnaire
- e. Do a pilot testing of draft questionnaire
- f. Distribute the valid questionnaire to collect data
- g. Evaluate the results of the questionnaire

Constructing a well-designed questionnaire means that the questionnaire should be able to answer the research objectives as valid and reliable as possible. Furthermore, in generating the appropriate questions, there are several types of questions that can be used in a questionnaire (Brace, 2008).

- a. Open or closed questions

Open question means that the respondents are expected to answer in their own words. It could be a short or long answers, spontaneous, and unprompted. In contrast, closed question tends to limit the answer usually with 'yes' or 'no'. The answer provided is pretty much predictable and not initiating a further conversation.

- b. Spontaneous or prompted questions

Spontaneous question is commonly used in market research to measure respondents' awareness of certain brand. Using spontaneous question, the researcher will be able to discover what's the respondent perception of certain issue. While prompted question tends to help the respondents in recalling their experience and expressing the answer according to the researcher framework.

c. Open-ended or pre-coded questions

Open-ended question is known as free-response questions. Here, the respondents are expected to give their response freely. It is most common used to find out the reasons of certain action taken by the respondents. Pre-coded question usually equipped with a prompt list of possible answers for the respondent to select. It is commonly used to categorize responses for the questions.

After generating the most appropriate questions, the next step is to determine the sample size. Determining the most appropriate sample size is crucial as it will affect the validity and reliability of the data input. According to Kishore et al. (2021), there are three approaches in determining sample size such as subject to variables ratio (SVR), minimum sample size, and factor loadings (FL). However, the recent recommendation is to use FL to determine sample size as depicted in Figure below. If the researcher is using a statistical software, Kaiser-Meyer-Olkin (KMO) criterion testing can be utilized to indicate the adequacy of the sample size. Figure 2.5. below shows the guidance of sample size determination.

**Table 5: Sample size recommendations in the literature**

Sample size criteria		
Subject to variables ratio	Minimum sample size	Factor loading
Minimum 100 participants + SVR $\geq 5$	At least 300 participants	At least 4 items with FL $> 0.60$ (minimum 100 participants)
51 participants + number of variables	At least 200 participants	At least 10 items with FL $> 0.40$ (minimum 150 participants)
At least SVR $> 5$	At least 150-300 participants	Items with $0.30 \leq FL < 0.40$ (minimum 300 participants)

SVR  $\rightarrow$  Subject to variable ratio, FL  $\rightarrow$  Factor loading

**Figure 2.5. Sample Size Determination (Kishore et al., 2021)**

### 2.2.9. Sampling Method

Sample is a part of population that are selected to represent the population as a whole. Sampling method is ways to obtain the sample. The key is to define the sampling unit, determine the sample size, and decide the sampling procedure. There are 2 (two) types of sampling method: probability and non-probability (Kotler et al., 2018).

According to Etikan and Bala (2017), probability sampling or random sampling is a sampling that gives each population member to take part as a sample. The advantage of use probability sampling is that the researcher can calculate the confidence level to find out the sampling error. There are several types of probability random sampling as follows.



a. Simple random sampling

Simple random sampling means that every member of the population has an equal chance to participate in sample selection, however, this method maybe too costly and expensive since the researcher will require to know the complete data of population (Kotler et al., 2018).

b. Systematic sampling

Systematic sampling works by selecting only the first unit randomly while the rest of the sample is selected in a fixed period. This method is very easy, less costly and more convenience to be used for larger population (Etikan and Bala, 2017).

c. Stratified sampling

Stratified sampling can be applied in non-homogeneous population. It is commonly used to obtain a representative of a good sample. The stratified sampling provides more reliable and detailed information about the sample since the population will be divided into several strata to make the sampling process easier (Etikan and Bala, 2017).

d. Cluster sampling

Cluster sampling is used when the total research area is too large to cover, therefore the researcher will divide the area into smaller or equal parts and select sample randomly from the smaller units. The advantage of using cluster sampling is cost effective since it will focus more on the selected clusters instead of the whole population (Etikan and Bala, 2017).

e. Multi-stage sampling

Multi-stage sampling can be applied for the entire country that has a big inquires of geographical area. This sampling has to be combined with other method as to get the most effective and efficient approach (Etikan and Bala, 2017).

f. Area sampling

Area sampling deals with clusters of units that centered on terrestrial area (Etikan and Bala, 2017).

In addition, non-probability sampling is a sampling method that is more diverse and varied than probability sampling. It has non underlying basis/criteria in conducting the sampling procedure and usually this sampling is more costly. The disadvantage in using non-probability sampling is that the sampling error cannot

be measured properly. There are several types of non-probability sampling such as Etikan and Bala, 2017):

a. Quota sampling

Quota sampling focuses on searching and interviewing specific people for each category (Kotler et al., 2018). It could be by sex, race, age, religion, education, etc. There are 2 (two) types of quota sampling: proportionate quota sampling that represent the characteristics of major population, and the non-proportional quota sampling in which having a small restriction of minimum sample from each category (Etikan and Bala, 2017).

b. Accidental sampling

Accidental sampling is similar with the quota sampling; however, it doesn't have to be guided by any obvious characteristics. Accidental sampling is commonly used for marketers or newspaper researchers since it is easier to reach the sampling population (Etikan and Bala, 2017).

c. Judgmental or purposive sampling

Judgmental or purposive sampling is heavily dependent on the researcher's judgment to select which population is the most appropriate to provide the most accurate information and have the willingness to share it (Kotler et al., 2018).

d. Expert sampling

Expert sampling is a sampling obtained from the experts or experienced people as respondents. The advantage of using expert sampling is that the researcher will have a better visualization in constructing the views of people that are expert in certain area, this method is also used to verify another approach of sampling (Etikan and Bala, 2017).

e. Snowball sampling

Snowball sampling is a useful sampling to be used when the researcher knows little about the intended sample. It is heavily dependent on the channel of the researcher that will connect the researcher with the intended sample. The disadvantage of using this sampling is that it has ample biases, belong to a specific clique, the choice of the whole sample depends on individuals, and difficult to use for larger sample (Etikan and Bala, 2017).

f. Modal instant sampling

Modal instant sampling uses the most frequent cases or highest happening events as a sample, however, these sampling is ambiguous since the researcher cannot be sure if the case are a model or typical (Etikan and Bala, 2017).

g. Heterogeneity sampling

Heterogeneity sampling or diversity sampling is the opposite of modal instant sampling. The key to this sampling is to collect a variety of ideas from all opinions or views and not considering per head representation (Etikan and Bala, 2017).

h. Convenience sampling

Convenience sampling is obtained based on the easiest population members selected by the researcher who are willing to share the information (Kotler et al., 2018).

