

## KUALITAS PENDEKATAN KUALITATIF DALAM RISET PEMASARAN

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### ***Abstract***

*Marketing research, is the systematic inquiry that provides information to guide managerial decisions. This article is about quality of qualitative social research conducted by marketing scientists. This is written not give you spesific rules of qualitative research, nor does it explore the types of qualitative research. Instead, we we shall introduce the nature and types of measurement of quality and a number of issues associated with it, especially marketing inquiry. We shall look at the general characteristics of quality research and measurement as an element of social research, an explore some of its qualities, such as validity and realibility in qualitative research. For instance, speak of “credibility” and “trustworththiness” instead. It is important to make the transition from mindset of quantitative research form marketing researchers before examining spesific ways to conduct qualitative research.*

***Key word:*** qualitative, research, marketing