

## CHAPTER 3

### METHODOLOGY

#### 3.1 Introduction

This chapter draws out the general methodology for the study regarding the exploration of Shariah-compliant practices among medical tourism providers in Malaysia. The chapter begins with the description of the research approach, followed by the case study method (that was critically discussed) and an explanation of the data sources. Thereafter, the procedure and the exact method of analysing the research are discussed and the justifications for the chosen method are also expressed. The plans for data analysis of this research are vividly explained and the last part forms the summary of the chapter.

The research was conducted to find answers about existing phenomena whose studies or research needed to be done to find the answers. According to Chua Yan Piaw (2012), an individual's view has elements of high subjectivity that are considered informal before it is analysed. A good research methodology and, if implemented well, would be able to gather valid and reliable data where, in the end, sound knowledge could be derived scientifically, logically, and rationally. Furthermore, the process of collecting evidence to provide answers to doubts or problems which arose has been described. In summary, research undertaken is a form of discipline activity to systematically attempt to solve problems and provide possible solutions.

### 3.2 Research Approach

This study was conducted using a qualitative approach and thus was inductive. The qualitative approach proved to be a useful tool for analysing data derived from case study research (M Philipp, 2000). Case studies were widely used in organisational studies and across the social sciences, and there were suggestions that the case study method was increasingly used and with growing confidence as it was a rigorous research strategy in its own right (Hartley, 2004). According to Yin (2003), "the distinctive need for case studies arises out of the desire to understand complex social phenomena" because "the case study method allows investigators to retain the holistic and meaningful characteristics of real-life events" such as organisational and managerial processes. Case studies seemed to be the preferred strategy when "how" or "why" questions were being posed, when the investigator had little control over events, and when the focus was on a contemporary phenomenon within some real-life context. In such a setting, a case study would provide an explanation. Depending on the type of research question posed, there were also exploratory and descriptive case studies as it depended on the extent of control an investigator had over actual behavioural events, and the degree of focus on contemporary as opposed to historical events (Yin, 2003). Therefore, the case study method was used as a qualitative approach, which was appropriate for the analysis in this study.

The focus of this study was to explore the Shariah-compliant practices among medical tourism providers in Malaysia using the case study approach and could provide a favourable outcome to the medical tourism providers. Therefore, this study required data and information from both government and private hospitals, more specifically, data and information about the explicit and implicit knowledge and practices on how they implemented Shariah-compliant or adopted *Ibadah*-friendly practices. To this extent, there were just a few studies traceable on this issue. By using an inductive approach, this study hoped to develop a better understanding of the Shariah-compliant practices among medical tourism providers in Malaysia.

### 3.2.1 Case Study Method

The reason for choosing the case study method was based on the main objective, which was to explore the Shariah-compliant practices among medical tourism providers in Malaysia, in both government and private sectors. In addition, it could also uncover in-depth information about an individual's behaviour, desires and social environment that enabled one to understand perhaps many untold stories were related to the practices among the medical tourism providers.

Three categories of a case study are exploratory, descriptive, and explanatory case studies (Yin, 1984). For example, exploratory case studies were set out to explore any phenomenon in the data which served as a point of interest to the researcher. For instance, this research conducted an exploratory case study on the implementation of the initial findings of a study to compare the Shariah-compliant practices between government and private medical tourism providers in Malaysia.

The semi-structured interviews had questions such as what the current Shariah-compliant practices in the hospital were, and what were the issues faced by the medical tourism providers when they were practising the Shariah-compliant practices in their management. These general questions were meant to open the door for further examination of the phenomenon observed. In this case study, prior fieldwork and small-scale data collection were conducted before the research questions and hypotheses were proposed. Refer Appendix 1 for the interview protocol inventory

### 3.4 Data Collection Method

The data for this study was collected by using the purposive sampling approach. Selected hospitals were identified based on the knowledge that they had started implementing the Shariah-compliant practices. The sample of hospitals was selected based on the willingness of the management of the hospitals to be involved in this study. Application letters were sent out to top management of the hospitals and finally, four hospitals that agreed to participate in this study were Sultanah Fatimah Specialist Hospital, Muar (Johor) (HSPF), Hospital Universiti Sains Malaysia Hospital (Kubang Kerian, Kelantan) (HUSM), Hospital PUSRAWI (Kuala Lumpur) (PUSRAWI), and Specialist Hospital Al-Islam (Kampung Baru, Kuala Lumpur) (Al-Islam). Refer at Appendix 2, 3, 4 and 5.

Semi-structured interviews with the top management of the medical tourism hospitals were conducted based on the time convenient to them. The purpose of the interviews was to examine the implementation and practices of Shariah compliance in service management. According to Cohen (2006), the semi-structured interview provided a clear set of instructions for interviewers and could provide reliable, comparable qualitative data. The samples of the case study needed to fulfil three criteria. To recap, the criteria were as follows:

- a. The hospital must be government and private.
- b. The hospital must have the required facilities and services to follow the standard of Shariah-compliant or adopted Ibadah Friendly Hospital (HMI).
- c. The hospital must have applied or aimed to apply Shariah-compliant in their service management.

### 3.5 Conclusion

This chapter presented the research methodology which had been adopted in this study. Utilising a qualitative approach by the use of the case study method, this chapter clearly described and justified how and why a qualitative method had been deployed in this study. The case study research design was developed to provide guidelines for the researcher to conduct the case study. The data collection method and data analysis procedures were described in depth.

