

CHAPTER THREE

METHODOLOGY

This chapter describes: (1) the subjects, (2) the instrument, (3) data collection, and (4) data analysis of the study.

3.1 SUBJECTS

The subjects of the study were Customer Relations Officers from the British Council, Bangkok. The 30 subjects comprised officers from 3 English Language centres, Siam Square (18 participants), Lad Phrao, (6 participants) and Pinklao (6 participants) whose 'grade' or position were different as described below.

Manager (grade G)	1 respondent
Senior Customer Relations (grade H)	8 respondents
Customer Relations Assistant (grade J)	21 respondents

3.2 INSTRUMENT

The principal instrument used in data collection of the study was a questionnaire.

The questionnaire was divided into two main parts. The first part comprised of respondents' personal data, educational background, and a number of year working at the organization. The second part comprised a series of questions which were categorized into four aspects based on four competencies of English language.

- (1) Grammatical competence
- (2) Sociolinguistic competence
- (3) Discourse competence

(4) Strategic competence

A five-point Likert's rating scale was implemented to score each statement in the questionnaire. The responses were rated to five levels and scored as follows:

Strongly agree	=	5
Agree	=	4
Undecided	=	3
Disagree	=	3
Strongly disagree	=	1

3.3 DATA COLLECTION

Questionnaires were distributed to the first sampling group, Customer Relations officers in the Siam Square office. For the second (Lad Phrao) and the third groups (Pinklao), the questionnaires were distributed by emails. All questionnaires were for both full-time and part-time officers.

The purposive sampling method was applied in data collection process as the study had certain group of population. The questionnaires were returned within two weeks.

3.4 DATA ANALYSIS

The data obtained from questionnaires were analyzed by the Statistical Package for Social Sciences (SPSS) program for Window version 12.0 in order to derive frequency, percentage, mean, and standard deviation. The measurement scale used to score the data is the Ordinal scale as belongs to Likert.

Frequency and percent were used to describe the general information of the respondents and describe respondents' attitudes towards each competence of English language they used at work.

The interval scale was the highest score minus the lowest one and divided by the number of intervals. Based on the five-point Likert's rating scale, the interval of the scale was calculated using the formula below:

$$\begin{aligned} \text{Interval Scale} &= \frac{\text{Maximum} - \text{Minimum Value}}{\text{Number of Interval}} \\ &= \frac{5-1}{4} = 0.8 \end{aligned}$$

Therefore, mean will be interpreted as follows:

1.00 – 1.80	Extremely positive
1.81 – 2.60	Positive
2.61 – 3.40	Uncertain
3.41 – 4.20	Negative
4.21 – 5.00	Extremely negative

In summary, this chapter describes population, sampling, research instrument, research design, procedures used in data collection, and data analysis.

The findings of the study are presented in the next chapter.