

CHAPTER THREE

METHODOLOGY

This chapter describes the subjects, the materials and the procedures used in the collection and analysis of the data, and the data analysis. The chapter will be divided into the following sections:

3.1 SUBJECTS

3.1.1 Population

The office staff who are employees in the San Miguel Beer Thailand company limited, are 1,191, aged between 18-60 years, both men and women. From the observation, most office staff went to the canteen between 07.00 am to 02.00 pm. Moreover, 80% of staff are the office canteen's customers.

The respondents of this research were the office staff who were the canteen customers. Even though non-officers or visitors are able to buy something in the canteen, the purpose of this research is to provide significant information to the Human Resource Department, in order to improve the staffs' satisfaction only. According to the purpose, the respondents should be the office staff and not recruit the canteen customers who are not the office staff are visitors.

3.1.2 Sampling

The sample was the canteen customers within the last 5 months. There were 120 respondents including 20% reservation. If the questionnaire was not 100% data completed, it will not be returned to the respondent. For sampling frame, all gender were included but the list of canteen customers are not identified in distribution. The sampling frame was the non-probability sampling design on the canteen's customer. In this study, the quota sampling is grouped by gender. For representing the point of view from both of male and female in company, the samples are 50% male and 50% female.

3.2 MATERIALS

The research instrument in the survey was a questionnaire. The questionnaire consisted of 4 parts. The first part consisted of demographic data such as gender, age, educational level and buying behavior.

The second part comprised a set of questions. There are 5 questions about the category of goods bought from food shops in the canteen, usage of hand washes, disposal area, public phone, drinking water tube. All questions were funnel questions followed by the question number 6. So the answer from the question number 6 could re check whether the respondents gave logical answers. The respondents were asked about their behavior first and then they were asked about their satisfaction level. The answers about behavior were closed end which was yes and no in order to check the certain customer's action. For the satisfactory questions, the measurements of satisfaction were in extreme to least level. One means strongly disagree and 5 means strongly agree. In part 3 and 4, the questions request the respondents to rank the most important answer about the facilities and their needs.

3.3 PROCEDURES

The questionnaire was manually distributed to canteen customer once they are in the canteen.

3.3.1 Research Design

The cross-sectional survey took a month for conduct research in survey approach. This survey was one time study which was one-time collection of data on survey approach.

3.3.2 Data Collection

The questionnaires were distributed to canteen's customers through 07.00 am– 02.00 pm in weekday for 5 days only and the questionnaire was collected in the same day. The respondents were given 15 minutes for each by filling out the questionnaire. All questionnaires were re-checked before giving the thank you letter to the respondent. If there were some errors, the respondents were asked to fill the specific item only. 3 staffs responded to distribute and collect the questionnaires.

The instrument was primary source. In this research, the questionnaires were distributed to the qualified respondents and the survey population was chosen by

chance. There were giving the equal chance to population of becoming a part of the experiment. Thus the survey results reflect the point of view from a variety of the office staff who were the canteen's customers.

3.4 DATA ANALYSIS

Data were analyzed by using descriptive statistics. The frequency and percentage were mainly used to describe the data.

3.4.1 Personal Information

The personal information is from the set of questions in part1. In this part, the frequency was analyzed in order to know the profile of respondents and their buying behavior.

3.4.2 Satisfactory Evaluation

All questions in part 2 are asking about the buying behavior first. Then they are asking the opinions about the satisfaction with the office canteen of San Miguel Beer Thailand Company, rated using the following criteria:

5 = Strongly agree

4 = Agree

3 = Uncertain

2 = Disagree

1 = Strongly disagree

The overall satisfaction result is interpreted by using the frequency. The result is a measurement of the satisfaction with the office canteen.

3.4.3 Recommended Facilities

In part 3, the results were interpreted by frequency and percentage. These show the facilities needed the most by respondents and identified the most important elements for the canteen needed by the respondents. This information was very important to understand the respondents' needs. From the result, human resource staff are able prioritize their work of canteen improvement.

3.4.4 Hierarchy of Needs

The respondents were requested to put a number in each element. Number 1 refers to the most necessary item. In other word, number 5 refers to the least necessary item. The results reflect the needs for canteen in priority.