

CHAPTER THREE

METHODOLOGY

This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data, and (4) the data analysis.

3.1 SUBJECTS

The subject of this study refers to the customers of Nok Airline at Don Muang Airport who come to receive ground services of the airline during the period of collecting the questionnaires. The subjects comprised both Thai and foreigners with different ages. The researcher used the quota sampling technique with a sampling size of customers.

3.2 MATERIALS

The research instruments used in the study were self-administrated pre-coded questionnaires. The questionnaire was designed based on the objective of the study. It consisted of three main parts which were

First part: This part was designed for requiring personal information of respondents, the questions are about respondents' gender, age, income/ month, occupation, frequency of travel per month and the destination they travel to.

Second part: In this part, the questionnaire was designed to measure customer satisfaction level. There were 20 closed-ended questions which can be divided into 3 main categories: 1) location 2) Staff 3) Service. Likert scales were used to measure the satisfaction levels and were calculated as follows:

Satisfaction Level	Score
Very Satisfied	5
Satisfied	4
Moderate	3
Dissatisfied	2
Very Dissatisfied	1

Third part: In this part 2 open-ended questions were used to obtain the subject's opinions about things to be changed and suggestions for improvement and increase their satisfaction.

3.3 PROCEDURES

3.3.1 Research Design

This research was conducted to measure the customer satisfaction level of Nok Airline passenger using a descriptive, cross-sectional design as the research instrument.

3.3.2 Data Collection

The researcher distributed 160 sets of self-administered questionnaires to the quota sampling of Nok Air's customers at Don Muang Airport without limiting respondents' age and gender. However the respondents were informed about the objective of this study before completing the questionnaire. The data collection period was during December 2008 – February 2009.

3.4 DATA ANALYSIS

The findings of this study were analyzed by using Statistical Package for Social Sciences Program (SPSS) version 15.0. The customer satisfaction data was then analyzed, summarized and explicated using descriptive statistics. The first and second part of the information were analyzed in the form of frequency, percentage and mean to show the degree of customer satisfaction. The last part was an open-ended question asking for customer suggestions to improve airline ground services in the future, the results were summarized and introduced.

In summary, this chapter showed the methodology of this research regarding the subjects, materials, procedures, and data analysis. The next chapter will present the results of the research.