

CHAPTER THREE

METHODOLOGY

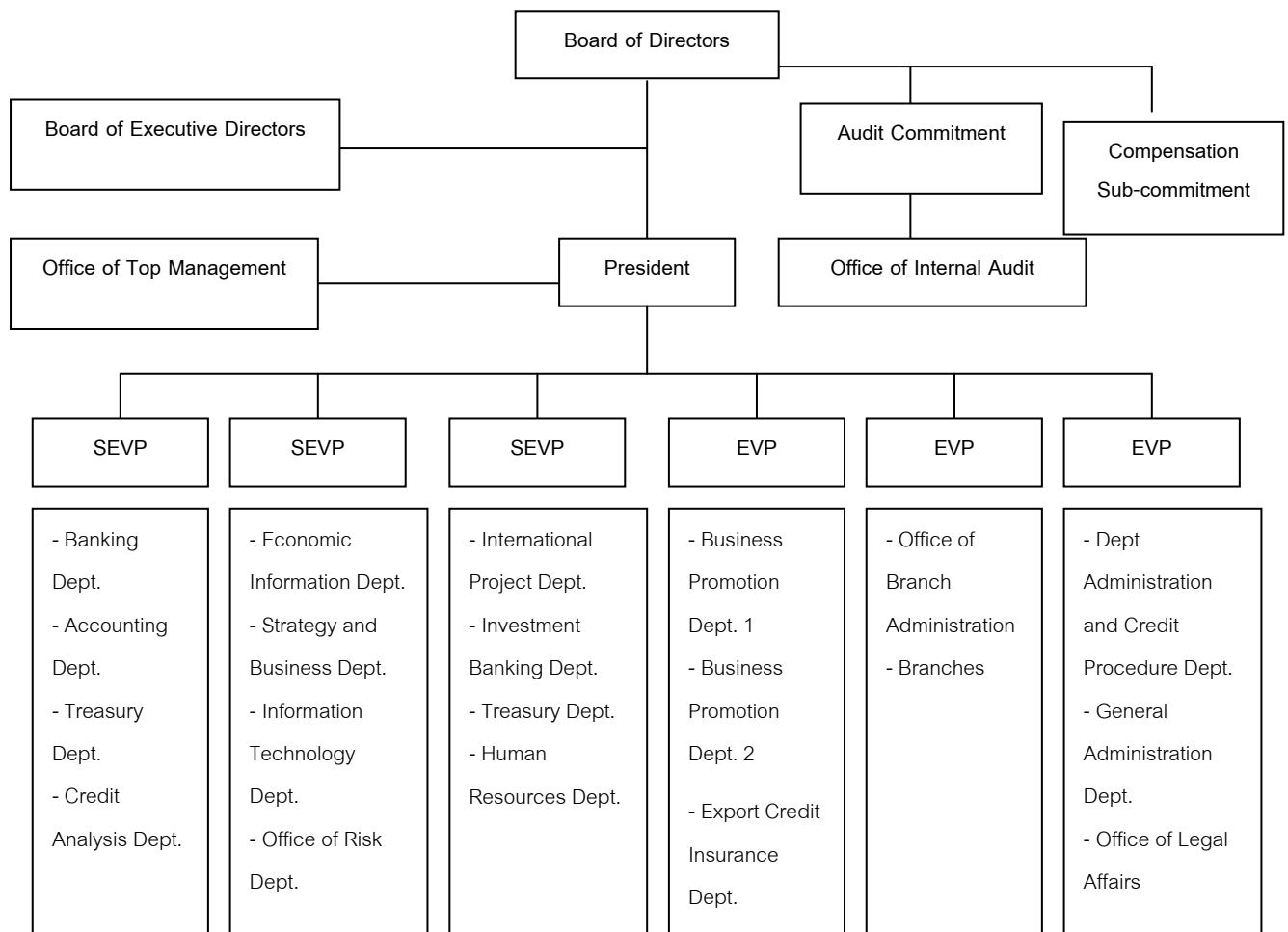
The chapter describes the procedure used for conducting the study of the effect of employees' personality on his or her organizational commitment and it is separated into 4 parts as follows: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data, (4) the data analysis.

3.1 SUBJECTS

Population of the sampling was 20% of all EXIM Bank staff in each department with over 10 people, those who have worked in the head office. The total of 92 staff members was selected using the proportionate stratified sampling design.

EXIM Bank is divided into 20 departments as follows:

Figure2. Organization Chart



SEVP = Senior Executive Vice President

EVP = Executive Vice President

The top management and the departments which have fewer staff members than 10 people were excepted. Therefore four departments including the Office of Branch Administration, Office of Legal Affairs, Office of Internal Audit, and Investment Banking are omitted.

Table2. Population and Sampling

| Department | Total number of each department | 20% of each department |
|--|--|-------------------------------|
| Business Promotion 1 | 30 | 6 |
| Business Promotion 2 | 35 | 7 |
| Export Credit Insurance | 28 | 6 |
| International Project | 26 | 5 |
| Credit Analysis | 26 | 5 |
| Banking | 71 | 14 |
| Dept Administration and Credit Procedure | 47 | 9 |
| Accounting | 20 | 4 |
| Treasury | 22 | 4 |
| Information Technology | 22 | 4 |
| Strategy and Business | 25 | 5 |
| Office of Risk | 14 | 3 |
| General Administration | 25 | 5 |
| Economic Information | 18 | 4 |
| Human Resources | 16 | 3 |
| Office of Top Management | 20 | 4 |
| Total | 445 | 92 |

3.2 MATERIALS

The instrument used in this research is a questionnaire which was constructed to measure the personality of 20% of all EXIM Bank staff. The sample was 92 persons from each department with over 10 staff members, who worked in head office. The questionnaire was designed to measure employees' commitment. This questionnaire is in Thai and the responses were translated into English after being collected from the respondents.

The questionnaire is divided into 3 parts:

1. Demographic data of the respondents. They are asked to tick the box, which indicates their information such as gender, age, educational background, length of employment, and total monthly income or salary.

2. There are 60 items of closed-ended questions about personality which are made up of 5 dimensions according to the Big Five Approach of Costa and McCrae.

| | |
|----------------------|--|
| 1. Openness | Items 3,8,13,18,23,28,33,38,43,48,53,58 |
| 2. Conscientiousness | Items 5,10,15,20,25,30,35,40,45,50,55,60 |
| 3. Extraversion | Items 2,7,12,17,22,27,32,37,42,47,52,57 |
| 4. Agreeableness | Items 4,9,14,19,24,29,34,39,44,37,54,59 |
| 5. Neuroticism | Items 1,6,11,16,21,26,31,36,41,46,51,56 |

A Likert 5-point rating scale is used to measure the level of individual personality of the employees. The rating criteria are as follows:

- 1 means "strongly disagree"
- 2 means "disagree"
- 3 means "neither agree nor disagree"
- 4 means "agree"
- 5 means "strongly agree"

3. Level of organizational commitment which consists of 14 closed-ended questions. Variables tested in this part are as follows:

| | |
|--|-----------------------|
| 1. Cooperation with organization's goal | Items 1,2,3 |
| 2. Sensing of belonging to the organization | Items 4,5,6,7 |
| 3. Willingness to work for the organization | Items 8,9,10,11,12,13 |
| 4. Willingness to stay with the organization | Items 14 |

In this part, a Likert 5-point rating scale is used to evaluate the level of organizational commitment of the employees. The rating criteria are as follows:

- 1 means “strongly disagree”
- 2 means “disagree”
- 3 means “neither agree nor disagree”
- 4 means “agree”
- 5 means “strongly agree”

Degree of Personality and organizational commitment are calculated as follows:

Figure3. Rating Formula

| | | |
|--|---|-------------------|
| $\frac{\text{Highest score} - \text{Lowest score}}{\text{Total rating level}}$ | = | $\frac{5 - 1}{5}$ |
| | = | 0.8 |

Table3. Degree scale1

| Personality and organizational commitment | Score |
|---|-----------|
| Very high | 4.21-5.20 |
| High | 3.41-4.20 |
| Moderate | 2.61-3.40 |
| Low | 1.81-2.60 |
| Very low | 1.10-1.80 |

3.3 PROCEDURES

3.3.1 Research Design

The research is a survey questionnaire which aims to study the Influence of EXIM bank staff's personality on organizational commitment.

3.3.2 Data Collection

The design of this study is a cross-sectional survey. The data was collected by distributing questionnaires to staff at the EXIM bank who worked in the head office.

3.4 DATA ANALYSIS

The Statistical Package for Social Sciences (SPSS) program (Version 11.50) was used to analyze the data.

The data from the demographic information was analyzed with descriptive statistics for frequency, mean, and standard deviation. The correlation between the personality and organizational commitment were analyzed with Pearson Product Moment Correlation Coefficient.