

## **CHAPTER THREE**

### **METHODOLOGY**

This chapter is composed of subjects, materials, procedures used for data collection, and data analysis.

#### **3.1 SUBJECTS**

The population of this research was foreign tourists who visited the Grand Palace and the Temple of the Emerald Buddha and used the PAG. The sample was 120 tourists: 72 Europeans, 19 Asians, 19 North Americans, 5 Australasians, 4 South Americans, and 1 African.

#### **3.2 MATERIALS**

This research was conducted by giving self-administered questionnaires (sample available at the appendix) to 120 foreign tourists who visited the Grand Palace and the Temple of the Emerald Buddha and used the PAG from January 11 to February 1, 2009. Each questionnaire had 24 questions to ask for facts, opinions, and suggestions. The questionnaire had already been pre-tested by people who had the same qualifications as the population of this research. After the pre-test, the questionnaire was adapted by deleting or changing unclear words or questions.

The questionnaire was composed of three main parts as follows:

##### **Part I: Personal Information of the Respondents**

In this part, the questions were to collect the personal information of the respondents about gender, age, educational level, and nationality. The respondents were also asked about the number of times they have visited the Grand Palace and the Temple of the Emerald Buddha, the length of stay in Thailand, the purpose of coming to this country, and the reason why they visited this place.

### **Part II: Satisfaction with PAG**

In this part, the questions were to find out the degree of satisfaction with the PAG. Each question was measured by the Likert 5-point scale as follows:

Extremely satisfied	=	5 points
Satisfied	=	4 points
Neutral	=	3 points
Unsatisfied	=	2 points
Extremely unsatisfied	=	1 point

The criterion to interpret the answers of the respondents was the following:

$$\begin{aligned}
 \text{Width of interval scale} &= \frac{\text{Maximum Value} - \text{Minimum Value}}{\text{Number of Level}} \\
 &= \frac{5-1}{5} \\
 &= 0.80
 \end{aligned}$$

From the above criterion, the degree of satisfaction was as follows:

4.21-5.00	=	Extremely satisfied
3.41-4.20	=	Satisfied
2.61-3.40	=	Neutral
1.81-2.60	=	Unsatisfied
1.00-1.80	=	Extremely unsatisfied

### **Part III: Suggestions**

In this part, an open-ended question was used to get the opinions and suggestions of the respondents.

### **3.3 PROCEDURES**

#### **3.3.1 Research Design**

This research is a cross-sectional descriptive design. Its aim was to study the foreign tourists' satisfaction with the PAG at the Grand Palace and the Temple of the Emerald Buddha.

#### **3.3.2 Data Collection**

The questionnaires were distributed and collected at the PAG booth inside the Grand Palace and the Temple of the Emerald Buddha from January 11 to February 1, 2009.

The respondents received the questionnaires after they had returned the machine and they were asked to fill in the questionnaires by themselves.

### **3.4 DATA ANALYSIS**

The Statistical Package for Social Sciences (SPSS) program version no.16 was used to analyze the data. The descriptive statistics such as frequency, percentage, and mean was used to explain the characteristics and the degree of satisfaction of the respondents.

To sum up, this chapter illustrates methodology used in this research: subjects, materials, procedures, and data analysis. The results are presented in the next chapter.