

CHAPTER THREE

METHODOLOGY

The design of this research was a cross-sectional design. This research was to study customer satisfaction with the printed materials and services of printing houses in Bangkok. This chapter is composed of subjects, materials, procedures, and data analysis.

3.1 SUBJECTS

The population of this study was the customers who ordered printed materials from printing houses in Bangkok, Thailand.

3.2 MATERIALS

One hundred and thirty-two respondents were given self-administered questionnaires. Each questionnaire has 34 questions about demographic information, frequency of printed material use, satisfaction with products and services, and problems which the respondents have faced. The last part of the questionnaires was blank in order that the respondents could write their suggestions. The questionnaires were already pre-tested by people who had the same qualifications as the expected respondents. Then, unclear words were adjusted and unrelated questions were deleted.

The questionnaire was divided into four parts as follows:

Part I: Demographic Information about Respondents

This part consisted of close-ended questions to collect the demographic information of the subjects such as gender, age, education, marital status, current occupation, income, and work experience.

Part II: Frequency of Printed Material Use

In this part, the respondents were asked to rank four kinds of printed materials (book and magazine, advertising printed materials, occasional printed materials, and packaging) according to the frequency of use.

Part III: Level of Customers' Satisfaction

The questions in this part were to measure customers' satisfaction with products and services of printing houses in Bangkok in terms of product, price, place,

promotion, and staff. The Likert scale, which was divided into 5 levels: strongly satisfied, satisfied, neutral, dissatisfied, and strongly dissatisfied, was used to measure the satisfaction. The scores of each level were as follows:

Level	Score
Strongly satisfied	5
Satisfied	4
Neutral	3
Dissatisfied	2
Strongly dissatisfied	1

Part IV: Suggestions

This part contains blank space for the respondents to give their suggestions or opinion to improve products and services of printing houses.

3.3 PROCEDURES

3.3.1 Research Design

The research design used in this study was a cross-sectional descriptive design. The goal of this research was to study the customer satisfaction with products and services of printing houses in Bangkok.

3.3.2 Data Collection

The data were collected from 22 December, 2008 to 12 January, 2009. The respondents gave questionnaires back to the researcher both by hand and by fax.

3.4 DATA ANALYSIS

The Statistical Package for Social Sciences (SPSS) program for windows version 16 was used to analyze the data. Descriptive statistics (frequency and percentage) was used to illustrate the level of satisfaction of the respondents.

To summarize, this chapter shows the methodology of this research. The results of this study are presented in the next chapter.