

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter discusses the mixed methodology used in order to find the answer to the research objectives. The research aims to study European tourists' satisfaction towards Airport Rail Link in Bangkok. Since Airport Rail Link has operated for two years, there is no research regarding the survey of satisfaction of tourists relevant to Airport Rail Link in Bangkok. The research was classified into 2 sections. Section 1 was asked as a set of questions about the satisfaction from tourists who used the service. Section 2 was in-depth interviews with Airport Rail Link staff in different positions to ask any crucial things that they think Airport Rail Link could provide for tourists can increase the number of tourists using their service and be more satisfied with their service, which were asked at the last step after the data analysis.

#### Population and Sample

The research was collected at Airport Rail Link Station, especially terminal stations: Suvarnabhumi Station, Makkasan Station and Phayathai Station. The study was divided into 2 sections. Section 1 was a self-administrated questionnaire to four hundred European tourists and Section 2 was 5 in-depth interviews with the Airport Rail Link operational staffs, includes Station controller, Station officer and ticketing officer.

#### Samples

The samples of this study should consist of 400 respondents. Calculated from Yamane's formula (1967) as follow:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{298,314}{1 + 298,314(0.05)^2}$$

$$n = 399.99$$

This means

$n$  = Sample size

$N$  = Size of population

$e$  = The percentage of sample error

The size of population come from statistic of European tourist visiting Thailand via Suvarnabhumi Airport, from the calculation the sample size will be 399.99 with 5% of sample error level. Moreover, to increase the reliability of data will round up to 400. Therefore, the number of sample size will be 400 respondents.

### **Data Required**

The data required was separated into 2 components. These include the set of questionnaires (listed on number 1 – 4), and in-depth interviews (listed on number 5).

#### **Component 1 : Quantitative**

1. General Demographic Information : Age , Gender, Nationality, Education, income level, the use of Airport Rail Link service
2. Tourist Rail experience are asked in relation to the quality of service received
3. European tourists satisfaction and future decision with rail travel service
4. The recommendations from comments from the tourists

#### **Component 2 : Qualitative**

The Airport Rail Link perspective regarding the service staff provided. The questions are asked about their suggestion and opinion about their service to passenger and the way to improve their service to increase the European tourists' satisfaction.

### **Data Source**

This study involved 400 hundred European Tourists using Airport Rail Link Service, because the 400 of European tourist can be answered in the different answer. It was enough to cover all the European tourists' experience as Yamane's formula. There were 2 Data sources; Primary data came from self-questionnaire done by European tourists and in-depth interview with the Airport Rail Link employees.

Secondary data came from newspaper, internet and website from tourists posted by European and International Tourists.

Suvarnabhumi Airport Rail Link and Phayathai station were the best place to collect the data, because European tourists just use the service to and from the airport

### **Data Collection Techniques**

This research was mixed methodology to ensure robust data, which were separated into 2 sections as follow

1. Quantitative data - survey of users, which were separated into 4 parts. Part one was the general information asking about the demographic of the sample population. The questions were asked about Gender, Age, Marital status, Income status, Education, Nationality and the use of Airport Rail Link. Next, Part two was the experience of European tourists towards Airport rail Link concerning quality of service. There were divided into three main topics, includes train services, staff, facilities. Next, Part three was the European tourists' satisfaction and future decision about railways service. It was ask about the value of money and time for the provided service by Airport Rail Link. Last, Part four was the comment that tourist would suggest to the Airport Rail Link to improve the service. The respondents or sampling group can write anything they would suggest Airport Rail Link to do in order to make them satisfied or what they are expect from using Airport Rail Link.

2. Qualitative data – in-depth interviews operational team of Airport Rail Link includes Station controller, Station officer and ticketing officer. The questions were designed to ask their comment related to the data analysis. The in-depth interview did after the data analysis and finding.

### **Data Analysis**

The data were both quantitative and qualitative. After collecting method, the data were put in statistic program to analyze Descriptive Statistic, frequency, Percentage. After that using the result to interpret into the text to describe about the service that tourist marked. After the analysis, the results were presented in table with

description. The data analysis for quantitative data was use to analyze as the following formula:

$$\text{Average level} = \frac{\text{Highest score} - \text{Lowest score}}{\text{Level}}$$

$$0.8 = \frac{5 - 1}{5}$$

The interpretations of the set of questions in part 2 as follow:

1.00 - 1.80	Very Dissatisfied
1.81 - 2.60	Dissatisfied
2.61 - 3.40	Moderately
3.41 - 4.20	Satisfied
4.21 - 5.00	Very satisfied

The interpretation of the ser of questions in part 3 as follow:

1.00 - 1.80	Very Disagreed
1.81 - 2.60	Disagreed
2.61 - 3.40	Undecided
3.41 - 4.20	Agreed
4.21 - 5.00	Very Agreed

For the qualitative data were interpreted and highlight themes, language and ideas by transcribe the record and use the text to analysis. The analysis of in-depth interviews were done to have understand the experience of providing service to European tourists and understand in their thinking about their company