CHAPTER III

RESEARCH METHODOLOGY

This chapter reports details of the subjects in data collection, scope of study, instrument of sturdy, data analysis, as well as conceptual framework.

Respondents and sampling procedure

1. Population

The target population was the European tourists who were in the men spas in Bangkok. Thus, the number of guest arrivals, who are the European tourists, at accommodation establishments in Bangkok, 2010 was based on the target population of this research.

Table 4 The European guest arrivals at spas in Bangkok in 2010

European Nationality	2010
Austria	3,077
Belgium	2,813
Denmark	38,705
France	6,169
Germany	39,440
Italy	2,839
Netherlands	12,836
Sweden	36,110
Switzerland	7,474
U.K.	29,530
Total	**178,993**

Source: Tourism Authority of Thailand, 2010

2. Sampling Procedure

The sampling size of the research base on Yamane (1973) recommended the formula for random sample size to study a research as below:

n = N / (1+Ne2)

Where, n is size of sample,

N is population of sample, and

e2 is probability of error that is 5% (at 95% confidence level)

Calculation of the sample size for the study has been calculated according to the recommendation as follows:

N = 178,993 which is number of the European tourist in Bangkok, 2010

e = is 5% (at 95% confidence level)

n = 178,993 / 1+178,993 (0.05)2

n = 399.11

So, there are 400 samples of respondents sampling to study for this research.

Non-probability Sampling was used in this research. The unit of sampling were selected based on the convenience sampling which was a sampling procedure used to obtain those units.

Research design

This research was designed to obtain the difference between tourists' expectation and tourists' perception towards the service quality and lead to tourists' satisfaction. The research intends to describe the level of service quality of service that was concentrated to hotel/resort and spa category in Bangkok, Thailand, assessing the perceived service quality gap by the European tourists who visited there, and directed to determine the extent of tourist satisfaction as rated by the tourists themselves after they used the spas services.

Instrument of study

Questionnaire will be collected where questions are divided into 3 categories as follows:

1. General information
2. The tourists' expectations

3. The tourists' perceptions

The content of the questionnaire was reviewed by the advisor and hotel operation managers. The questionnaire was then developed with guidance from the advisor and hotel operation managers. The revised questionnaire was piloted with 30 sample subjects in order to make sure that all the items were clear to the respondents for individual responses. The results of the pilot study were used to test its validity and consistency to answer the research questions. For gathering information, some items were clarified by adding explanations, and some irrelevant items were adjusted. Then the final questionnaire was revised and developed on the basis of the information. Finally, the questionnaire was distributed to target subjects.

Collection of data and gathering procedure

For this research the structured surveys with answers from questionnaires and checklist was used in collection methods, which later on easily provided and interpreted by computer. The researcher planned to get some data for the sample by giving the questionnaires to the European tourists who were on the three beaches; area of Sukhumvit Road, Wireless Road, Rajadamri, Bangrak, and Sathorn area. The respondents used the services of hotels and resorts in Bangkok. Moreover, the questionnaires will be distributed to the European tourists who have used hotels/resorts and spa in Hotel. Both their guests and walk-in guests express their opinions toward the spa o in order to fulfill the objective mentioned in the first chapter. Data collection for this research was performed by distribution of 400 copies of the questionnaires on the convenience sampling to collect all data.

Data analysis

Data were analyzed and summarized in a readable and easily interpretable form after the required data were collected. The Statistical Package for Social Sciences (SPSS) was utilized to summarize the data where needed. All statistical manipulations of the data followed commonly accepted research practices. The form of data presentation from these procedures would also be presented in an easily interpretable format. The computer was used to ensure accuracy and to minimize costs in performing all statistical procedures. In order to predict values for a criterion variable

(dependent variable) from the values for several predictor variables (independent variables), the descriptive analysis and the simple correlation analysis were used for this research.

The measurements of perceptions were divided in to 5 levels in the questionnaires and were analyzed according to the following scores.

The interval score of each level = $\frac{\text{Maximum score - Minimum score}}{\text{The amount of level}}$

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

$= 0.8$

Tool for qualitative and quantitative analysis

There are two main tools for performing the quantitative analysis, the researcher used both descriptive and inferential statistic to answer the research questions, as following;

Descriptive statistics is used to describe the basics of the data in a study. Descriptive statistics provides simple summaries about the sample and the measures. Together with simple graphics analysis, Descriptive statistics form the basis of virtually every quantitative analysis of data and used to present quantitative descriptions in a manageable form. The research used descriptive method to explain the characteristics of the situation. The central tendency was applied with "MEAN" to describe the demographic characteristics of the respondents.

Table 5 The measurement of main factors was divided in 5 rating scales

Rating	Level
1	Poor
2	Fair
3	Average
4	Good
5	Excellent

Table 6 Customer Satisfactions were translated the variable in 5 scales

Rating	Level
1.00-1.80	Poor
1.81-2.60	Fair
2.61-3.40	Average
3.41-4.20	Good
4.21-5.00	Excellent

Inferential statistics refers to making inferences or judgments about a population on a basis of sample. The researcher used inferential statistics to make inferences from data to more general conditions and test the research hypotheses.

1. Inferential Statistics are t-test, and F-test (One-way Analysis of Variance) which were used for testing hypothesis by appraising statistics significance at the level .05 and test the relationship between independent variables and dependent variables.

2. To find out the relationship between expectation factor and perception factor causes of the satisfaction toward service of men spa, the researcher used the Pearson's Product Moment Correlation Coefficient.