

CHAPTER THREE

METHODOLOGY

The third chapter describes the research methodology which includes the (1) subjects of the study, (2) the materials, (3) the procedure used in data collection and analysis of the data, (4) the data analysis.

3.1 SUBJECTS

The research was elaborated on the measurement of customers' level of satisfaction with the consulting services at the SMEs Coordination and Services Center, Office of SMEs Promotion. Thus, the subjects were the customers who come to obtain the consulting services at both Bangkok and provincial offices.

It was expected that there would be approximately 250 customers coming to obtain the consulting services during the period of questionnaire distribution (one and a half month). Therefore the sampling sizes of customers for this research were 120 customers.

3.2 MATERIALS

A self-administered questionnaire was used to collect the data. The researcher distributed 30 questionnaires for a pretest, designed to craft the questionnaire to be more understandable and applicable without negative questions; to measure the customers' level of satisfaction and feedback after acquiring the consulting services.

The questionnaire was divided into three parts below:

Part one consisted of demographic and general information such as gender, age, education, which fields the respondents had come to consult. There were 7 closed-ended questions in this part comprising of gender, age, educational background, occupation, how many times they have contacted the service center, categories of consulting services, the branch from which they had obtained such consulting service, channels connect with SMEs Coordination and Services Center.

Part two asked about overall satisfaction level with the consulting services or coordinating with the SMEs Coordination and Services Center, Office of SMEs Promotion (OSMEP), using a 5-point scale questionnaire of Likert Scale in the areas of facilities and location, staff and consultants at the SMEs Coordination and Services Center, methods and procedures at the service delivery, data and information available. Lastly, the third part asked for their opinions and suggestions.

The questionnaire had been distributed to only respondents who were willing to participate in the study.

Prior to the main investigation, the questionnaire had been tested with 30 customers and then analyzed with the SPSS program Version 12.0 in order to obtain the reliability value. The result of the reliability analysis of the questionnaire was the following;

1. Reliability Coefficients for 29 questions overall

$$\text{Alpha} = 0.9435$$

2. Reliability Coefficients for facilities and location questions (7 questions)

$$\text{Alpha} = 0.7520$$

3. Reliability Coefficients for service providers and coordination (8 questions)

$$\text{Alpha} = 0.9360$$

4. Reliability Coefficients for service delivery procedure (7 questions)

$$\text{Alpha} = 0.8225$$

5. Reliability Coefficients for information available (7 questions)

$$\text{Alpha} = 0.9463$$

The respondents were required to make choices from the scale as follows:

Rating score	Interpretation of the score
5	Excellent
4	Good
3	Fair
2	Poor
1	Very Poor

Width of interval scale	=	<u>Maximum Value – Minimum Value</u>
		Number of Level
	=	<u>5 – 1</u>
		5
	=	0.80

From the figure mentioned earlier, the results can be explained in the level of satisfaction as follows:

Satisfaction level	Mean
Excellent	4.21-5.00
Good	3.41-4.20
Fair	2.61-3.40
Poor	1.81-2.60
Very Poor	1.00-1.80

3.3 PROCEDURES

The research design and data collection are as follows:

3.3.1 Research Design

This research study was a cross-sectional design to examine the degree of satisfaction of customers with the consulting services at the SMEs Coordination and Services Center at the Office of SMEs Promotion. The study design was to collect information of customers' satisfaction via a 5-point scale questionnaire of Likert Scale, part of which included closed-ended and open-ended questions.

3.3.2 Data Collection

The data received from the respondents were collected. The 120 questionnaires were distributed and collected from the samples in 5 – 6 weeks of December and January 2007. Using the simple random sampling techniques, the researcher handed the 120 questionnaires to customers who were willing to answer the questionnaire. The customers had to obtain the consulting service at the period of the research. The period of distribution was during office hours from, Monday to Friday, 8.00 – 17.00. A cover letter was enclosed with the questionnaire so that the respondent would understand the researcher's details and purpose for conducting the research. It took about 10 - 15 minutes to answer all the questions in the questionnaire.

3.4 DATA ANALYSIS

The statistical Package for Social Sciences (SPSS) program (version 12.0) was used to analyze the data. The descriptive statistics such as frequency and mean were used. In the next chapter, results from data analysis will be described to review the customers' satisfaction with the consulting services at the SMEs Coordination and Services Center, Office of SMEs Promotion both Bangkok and provinces.