

CHAPTER THREE

METHODOLOGY

This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data, and (4) the data analysis.

3.1 SUBJECTS

In this study, the subjects were 171 employees from 701 employees who work for Sahaviriya Group in both the Rama III office Branch and Prapawit Building Branch. Questionnaires were distributed to the subjects at random.

3.2 MATERIALS

The research instrument in the study was a Thai questionnaire which was designed and developed by the researcher and 2 of the staff of Human Resources Department in part 2 and part 3. In part 1 containing the general information, the researcher compiled the questionnaire using many research studies such as the questionnaires from Ranchana Kaewrithidej (2007) and Kanyakarn Muangmukpraphan (2006). The questionnaires were tested by five respondents. Two of them were from the staff of the Human Resources Department and three of them were employees of Sahaviriya Steel Group Companies Limited. The reason for the test was to check for understanding and to improve the questions before distribution. The questionnaire was divided into three parts.

Part 1: General information of respondents

This part consisted of questions about the personal information of the respondents such as gender, age, status, educational background, monthly income, length of employment and workplace.

Part 2: Employees' attitudes toward the factor of "staying power" or job satisfaction

In this part, the respondents were asked to level the factors that affect their satisfaction with to the company such as salary, that in effect motivates him to work and stay with the company.

Part 3: Employee satisfaction in terms of company welfare and benefits

This part was designed to evaluate the respondents' levels of satisfaction with company welfare and benefit. They were asked to choose their own level of satisfaction in terms of each welfare or benefit. The Likert scale was used to measure satisfaction levels in all aspects of this section as follows:

Extremely satisfied	=	5
Very satisfied	=	4
Satisfied	=	3
Dissatisfied	=	2
Extremely dissatisfied	=	1

Besides the measurement of satisfaction, the Likert scale was used to measure the level of consideration of those motivating factors as follows:

Most important	=	5
More important	=	4
Important	=	3
Less important	=	2
Least important	=	1

3.3 PROCEDURES

3.3.1 Research Design

This research was a cross-sectional study design or one-short study which aimed to measure the satisfaction levels of employees with the company's current welfare and benefits.

3.3.2 Data Collection

The questionnaires were distributed to employees who work at Bangkok Branches of Sahaviriya Group at Rama III Building and Prapawit Building. Firstly, the researcher distributed 250 questionnaires to 5 of the staff at the beginning of December 2007 and gradually got the questionnaires back from them by the end of December 2007. The five members of staff distributed 250 questionnaires as follows:

1. 30 questionnaires were distributed to the employees who work at the Rama III Building office at gate 1-5.
2. 100 questionnaires were distributed to the employees who work at the Rama III Building office at gate 6-8.
3. 20 questionnaires were distributed to the employees who work at the Rama III Building office at gate 9.
4. 30 questionnaires were distributed to the employees who work at the Prapawit Building office on floors 1-3.
5. 70 questionnaires were distributed to the employees who work at the Prapawit Building office on floors 4-6.

3.4 DATA ANALYSIS

The data from the completed questionnaires as analyzed by using the SPSS program version 12 in order to create tables and figures representing the results. Descriptive statistics such as frequency, percentage, mean and standard deviation were used to present the results.