

CHAPTER THREE

METHODOLOGY

The subjects, materials, procedures, data collection, and data analysis are discussed in this chapter.

3.1 SUBJECTS

The population of this study refers to the customers of Thammasat University Bookstore: Tha Prachan Campus during the period of collecting questionnaires. By using an accidental sampling technique, a sampling size of 150 customers were approached. This study used a descriptive cross-sectional design to survey customer satisfaction of Thammasat University Bookstore: Tha Prachan Campus

3.2 MATERIALS

The research instrument in the study was a self-administered pre-coded questionnaire. The questionnaire consisted of three main parts, which are

First part: Personal information of the respondents. There were 8 closed-ended questions on subjects' gender, age, education, marital status, average income/month, occupation, how frequency of using the bookstore per week, and reasons for choosing Thammasat University Bookstore: Tha Prachan Campus?

Second part: Measurement of satisfaction level. There were 30 closed-ended questions which can be divided into 3 main categories: 1) Store 2) Staff 3) Service. Likert scales were used to measure the satisfaction levels and were calculated as follows:

Satisfaction Level	Score
Very Satisfied	5
Satisfied	4
Moderate	3
Dissatisfied	2
Very Dissatisfied	1

Third part: There were 2 open-ended questions which asked for subject's opinions about things to be changed and suggestions for improvement and increase their satisfaction.

3.3 PROCEDURES

3.3.1 Research Design

This study was aimed to measure the customers' satisfaction level of Thammasat University Bookstore: Tha Prachan Campus by applying a descriptive cross-sectional design to be the research instrument.

3.3.2 Data Collection

The self-administered questionnaire was distributed to the accidental sampling customers at Thammasat University Bookstore: Tha Prachan Campus without limiting respondents' age, gender or education during December 2006 to January 2007. The questionnaire was collected after it was completed. The respondents were also asked for their willingness before answering the questionnaires.

3.4 DATA ANALYSIS

In order to obtain the results of customer satisfaction level, the Statistical Package for Social Science or SPSS version 12 was used to analyze the data obtained from the respondents on mean, frequency, and percentage. After the respondents filled out the questionnaires, the scores of satisfaction level were analyzed and described by Likert scales as follows:

Satisfaction Level	Score
Very Satisfied	4.21 – 5.00
Satisfied	3.41 – 4.20
Moderate	2.61 – 3.40
Dissatisfied	1.81 – 2.60
Very Dissatisfied	1.00 – 1.80

In summary, this chapter has shown the research subjects, materials, procedures, and data analysis. In the next chapter, the research results will be presented.