

CHAPTER THREE

METHODOLOGY

This chapter describes the research methodology including: (1) the subjects, (2) the materials, (3) the procedure used in data collection, and (4) the data analysis.

3.1 SUBJECTS

This study was aimed at investigating the factors influencing students' decision-making when selecting private dormitories, and the extent of their level of satisfaction with private dormitories located around Silpakorn University in Mueng district, Nakornpathom province. According to the report of the office of Social Development and Human Security Nakornpathom province, in 2007, there were approximately 99 registered private dormitories in Mueng district. Thus, the population is dramatically scattered. The criteria for choosing the sample of private dormitories were: 1) a dormitory that has more than 20 rooms available in each unit, and 2) a dormitory located on the main road around Silpakorn University. An accidental sampling method was employed.

200 students were drawn as a sample. They consisted of both males and females from different backgrounds. The sample group was selected by accidental sampling design.

3.2 MATERIALS

The research instrument used in this study to collect data was a questionnaire. Both closed-ended and opened-end questions were contained in the questionnaire. The questionnaires were distributed at six private dormitories during 5th-20th January, 2008 in order to obtain the level of the students' satisfaction with quality elements of private dormitories. The questionnaire consisted of five parts as follows:

Part 1: General information.

This part was designed to find out the general background information of the respondents including the students' demographic information, such as gender, age, education level, and average monthly income.

Part 2: Dormitory services and facilities.

The second section was designed to discover the standard characteristics of private dormitories, the equipment and facilities provided for students. These measures of the components of equipment and facilities are divided into the aspects of sufficiency and modernization. The measures of the standard characteristics of the dormitories are considered in terms of helpful behavior, work, or service performed by the staff for students who are living in the private dormitories.

Part 3: Factors affecting student's decision in selecting dormitories

The third part was questions related to the factors affecting student's decisions in selecting dormitories including the questions about: 1) physical factors, 2) price factors, 3) location factors, 4) promotion factors, 5) staff factors, and 6) other factors.

Part 4: Overall satisfaction with dormitory services

The fourth section is questions concerning the level of student satisfaction. Services in this study referred to: 1) cleanliness, 2) convenience, 3) comfort and appropriateness, 4) security service, 5) communication and computer services, 6) expenses, and 7) general services.

Part 5: Other opinions on dormitory services and suggestions

The last section is about suggestions regarding expected services the students need from dormitory service providers. The questionnaire also provided blank spaces for respondents to share their comments about the factors or problems with dormitory services, and other suggestions to help improve private dormitory businesses in Nakhonpathom province.

3.3 PROCEDURE

3.3.1 Research Design

To design the questionnaire, a preliminary survey along with the literature review was conducted to identify the quality elements of dormitory services. Then, the questionnaire was constructed to obtain the empirical results for the private dormitory services to improve their service quality. A cross-sectional study was used to describe the degree of student satisfaction with dormitory services.

3.3.2 Data Collection

The data was collected by distributing self-administered questionnaires to 200 students who were living in private dormitories located nearby Silpakorn University, Sanarmchan Campus. The respondents were asked to answer the questions that most reflected their feelings or opinions. The objectives of the study were explained to them clearly.

3.4 DATA ANALYSIS

To assess the level of student satisfaction with the private dormitory services in Mueng district, the data gathered from the questionnaire was analyzed by using the SPSS (Statistical Package for the Social Science) version 12. Only the data from completed responses was analyzed and described by using percentage and number. To describe the level of student satisfaction, descriptive statistics such as frequency distribution, mean, and percentage analysis were used. Information about the general background of the students was summarized and explained in a descriptive table. Lastly, the suggestions, and comments were compiled according to their frequency.

In the next chapter, the results from the data analysis are described in detail to show the level of student satisfaction with the services of private dormitories in Mueng district, Nakornpathom province.