

## **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**

The population of the study is Thai members of Royal Orchid Plus (ROP) who live in Bangkok area which are approximately 400,000. Due to the large number of population, a sampling technique is needed. According to Taro Yamane's formula 1973 and Krejcie & Morgan Table (Customer Satisfaction Analysis Group: Thai Airways International Plc., 2007, p.20-24), a 400 was determined a suitable sample.

$$n = \frac{N}{1 + Ne^2}$$

n = sample size

N= population

e = error of sampling method = 0.05

#### **3.2 MATERIALS**

The research instrument in the study was a questionnaire (see Appendix A) with closed-ended and open-ended questions. The content of the questionnaire was modified from the questionnaire used for the satisfaction of members towards ROP survey conducted by Phornsany Thipburee (พรเสนย์ ทิพย์บุรี, 2545). The questionnaire will be set on a self-administrative basis.

The questionnaire consists of three parts. The First section collects demographic data of the members including sex, age, educational background,

occupation, income and membership. The questions in this part are closed-ended questions.

The second section assesses the degree of satisfaction of Thai members with Royal Orchid Plus (ROP), benefits and awards and the service of the program used by Thai members by using 5-point Likert scale. The 5-point rating scale ranges from “Extremely satisfied” to “Extremely dissatisfied” as follow:

<b>Rating score</b>	<b>Interpretation of score</b>
5	Extremely satisfied
4	Satisfied
3	Neutral
2	Dissatisfied
1	Extremely dissatisfied

$$\begin{aligned}
 \text{Width of interval scale} &= \frac{\text{Maximum value}-\text{Minimum value}}{\text{Number of Level}} \\
 &= \frac{5-1}{5} \\
 &= 0.8
 \end{aligned}$$

From the above criteria the results of the level of satisfaction can be explained as below:

Average value	Result
4.21-5.0	Extremely satisfied
3.41-4.20	Satisfied
2.61-3.40	Neutral
1.81-2.60	Dissatisfied
1.00-1.80	Extremely dissatisfied

The third section of the questionnaire comprises of open-ended question, asking for Thai members’ opinion and recommendations on Royal Orchid Plus (ROP).

### **3.3 PROCEDURES**

### 3.3.1 Research Design

This research used a cross-sectional descriptive design. The samples are 400 Thai members who are Bangkok residents.

### 3.3.2 Data Collection

The questionnaires were distributed to Thai members issued tickets at Head office, Thai Airways International Plc. and Larn Luag office and who traveled on both domestic and international routes at Don Muang Airport and Suvarnabhumi Airport. The researcher and Thai Airways ground staff distributed the questionnaire to participants. The distribution period was during the middle of December 2007 until early January 2008.

The respondents who filled out the questionnaires were informed about the purpose of the study and confidentiality of the answers given.

## 3.4 DATA ANALYSIS

The instrument used in data analysis was the Statistical Package for Social Sciences (SPSS) with the satisfactory scale: extremely satisfied, satisfied, neutral, dissatisfied, and extremely dissatisfied. The results were analyzed by using descriptive statistic: frequency, percentage, mean and standard deviation.

In the first and the third section of the questionnaire, the descriptive statistic including frequency and percentage was used to explain the demographic data of the responders and the opinions and recommendations of the responders.

In the second section, the Likert scale was utilized in measuring the level of satisfaction of Thai members with ROP. The descriptive statistics used were mean and standard deviation.

In summary, this chapter has shown the subject of the study, sample size, materials, procedures, and data analysis methodology. In the next chapter, the results of data analysis will be presented to answer the research problems.