

## **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 sample group was drawn from the population of customers who used the services at the Metropolitan Waterworks Authority, Minburi Branch Office during January 2008, by employing an accidental sampling method. The sample size was 100 customers both male and female.

#### **3.2 MATERIALS**

The research instrument used in this study was a self-administered questionnaire conducted in both Thai and English. The questionnaire was divided into 3 parts as follows:

##### **Part 1: General Information of the Respondents**

The first part of the questionnaire was designed to ask for the customers' personal information which included gender, age, education, occupation, and income in order to ascertain the demographics factors of the customers.

##### **Part 2: Customers' Satisfaction Measurement**

In this part, there were 19 questions based on the Likert scale format. The questions were used to find out the degree of customers' satisfaction with services at the Metropolitan Waterworks Authority, Minburi Branch Office in terms of water quality, service staff, service procedures, and facilities. The respondents were asked to mark ✓ in the blank according to their opinions. The five levels and the interpretation of the results are as follows:

<b>Rating Score</b>	<b>Interpretation of the Score</b>
5	Very satisfied
4	Somewhat satisfied
3	Moderate
2	Somewhat dissatisfied
1	Very dissatisfied

<b>Mean</b>	<b>Satisfaction Level</b>
4.21 – 5.00	Very satisfied
3.41 – 4.20	Somewhat satisfied
2.61 – 3.40	Moderate
1.81 – 2.60	Somewhat dissatisfied
1.00 – 1.80	Very dissatisfied

### **Part 3: Comments and Suggestions**

In this part, one open-ended question was used to obtain customers' comments and suggestions.

After the questionnaire was finished, the researcher asked 20 customers of the Metropolitan Waterworks Authority, Minburi Branch Office to pilot the questionnaire in order to make sure that it was clear and understandable. Then, the questionnaire was modified to be more concise and clear. After that, the revised questionnaire was distributed in January 2008.

### **3.3 PROCEDURES**

#### **3.3.1 Research Design**

This research study is a cross-sectional study designed to explore the level of customer satisfaction with services at the Metropolitan Waterworks Authority, Minburi Branch Office.

#### **3.3.2 Data Collection**

The survey was carried out at the Metropolitan Waterworks Authority, Minburi Branch Office from January 21 – 31, 2008. The questionnaires were distributed at the waiting area of the office to gather primary data from the customers. The researcher courteously approached 100 customers, explained the purpose of this research, and asked for their assistance in filling out the questionnaires. The researcher waited as the respondents answered the questionnaires. All respondents were asked to return the questionnaires to the researcher immediately after finishing them. In using this method, the researcher could collect all the questionnaires back and also had a chance to explain or answer any questions from the respondents. After that, the researcher rechecked all the questionnaires for accuracy before moving to the next procedure.

### **3.4 DATA ANALYSIS**

The data from the completed questionnaires were analyzed by using the Statistical Package for Social Sciences Program (SPSS) version 15.0. Descriptive statistics were used to analyze general information and satisfaction level. General information of the respondents was analyzed in the form of frequency and percentage shown in the table. The satisfaction level of the respondents was analyzed by using frequency, percentage, mean, and standard deviation to show the degree of customers' satisfaction with various aspects of services provided. Lastly, the suggestions and comments from the customers were summarized and presented.

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