

## **CHAPTER THREE**

### **METHODOLOGY**

This chapter describes the subjects and materials of the study. It also explains the procedures used in collecting data and data analysis.

#### **3.1 SUBJECTS**

The population of this study was employees who were working on the production lines of Maeklong Foods Company. A total of 100 respondents were approached and asked to participate in this study.

#### **3.2 MATERIALS**

To collect data for this study a questionnaire was written in the Thai language including both closed-ended questions and opened-ended questions. The questionnaire used in this survey contained the following three parts:

*Part 1: Personal information*

All respondents were required to give their personal information. There were twelve questions. In this part, one opened-ended question asked for the position of the respondents. The other eleven questions were closed-ended questions asking for personal background and the working background of the respondents.

*Part 2: Attitude towards dissatisfaction with the job and working system*

Part 2 was composed of 29 questions and divided into six parts. The first part (items 13-16) measured respondents' dissatisfaction towards their job overall. Next, the second part (items 17-20) measured the level of job dissatisfaction of the respondents. The third part (items 21-23) measured respondents' dissatisfaction towards leadership of the company. The fourth part (items 24-26) measured about the level of respondents' dissatisfaction with the benefits provided by the company. Next, the fifth part (items 27-34) measured the level of respondents' dissatisfaction towards supervision. Lastly, the sixth part (items 35-41) measured respondents' dissatisfaction with the workplace component.

In addition, the structure of this part used the Likert 5-point scale (See Appendix A). All statements ranked the degree of employee dissatisfaction from high

dissatisfaction to low dissatisfaction at five levels: 5 (very dissatisfied), 4 (dissatisfied), 3 (neither satisfied nor dissatisfied), 2 (satisfied), and 1 (very satisfied).

#### *Part 3: Opinion and suggestion*

In this part, there were three questions asking for employees' opinions and suggestions. In the first part, there was a closed-ended question asking about the degree of employees' commitment towards Maeklong Foods Company. The other two opened-ended questions allowed the respondents to reply to the question freely. The objective of question no. 43 was to identify the positive factors related to respondents' decision to stay working for the company. Finally, the last question sought suggestions of respondents about positive changes of the company.

### **3.3 PROCEDURES**

The questionnaire used in this study was presented in Thai language. The researcher took a total one week during the second week of January 2008 for distributing 150 sets of questionnaires to the population. The researcher contacted the co-workers who worked in the Human Resource Department of the company and asked for help in handing out of the sets of questionnaires to employees on the production lines during lunch times and break times. However, the response rate was about 66%

### **3.4 DATA ANALYSIS**

The data collected from the survey was analyzed as follows:

Part 1: Questions regarding demographic data of respondents were analyzed by frequencies and percentages, and are explained by texts and tables.

Part 2: Questions regarding respondents' opinions toward the working system were analyzed by standard deviation and mean using SPSS 10.0.5, illustrated in tables, and explained by texts.

In summary, this chapter has shown the components used for analyzing the data which are the subjects, the materials, the procedures, and the data analysis. In the next chapter, the findings of the causes of employee job dissatisfaction at Maeklong Foods Company will be presented.