

## **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 research sample will be 400 Thai and foreign passengers who travelled Finnair schedule flights from Suvarnabhumi Airport from November 15, 2007 to January 15, 2008.

#### **3.2 MATERIALS**

Questionnaires are printed in both Thai and English, so foreign passengers must be able to answer questions in English. The questions focus on the interpersonal communication ability of Finnair ground service representatives as sender and receiver of the message. There are close-ended and open-ended questions so that the passengers can rank their satisfaction as well as express their opinion about the interpersonal communication of our ground service agents. Questions no.1 to 10 are considered as message senders, and questions no.11 to 20 are considered as message receivers. Linkert Scale will be used to measure the satisfaction rate with five attributes from “Strongly agree” to “Strongly disagree” by using a five-point scale from 1-5 to specify the level of their satisfaction and attitudes as follows:

Strongly agree	= 5
Agree	= 4
Uncertain	= 3
Disagree	= 2
Strongly disagree	= 1

#### **3.3 PROCEDURES**

##### **3.3.1 Research Design**

This research is designed to survey the passenger satisfaction with interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport, Bangkok. This is because Finnair is one of the most popular

airlines that carries Scandinavian passengers who love to spend their winter holidays in Thailand.

### **3.3.2 Data collection**

The data collection process will be at Suvarnabhumi Airport after the check-in process, in the passengers waiting area at the boarding gate before boarding and in the Business lounge for Business class passengers. Data collection has to be conducted with the permission of the Finnair duty station manager, flight manager, and lounge controller because it can be considered as disturbing to passengers especially Business class passengers.

## **3.4 DATA ANALYSIS**

3.4.1 The data obtained from the returned questionnaires was analyzed using the Statistical Program of Social Science (SPSS) to ascertain the data in terms of frequency distribution.

3.4.2 The rating scales can range in average scores as follows:

The average score of 4.5 and above equals “Extremely satisfied”

The average score of 3.50-4.49 equals “Very satisfied”

The average score of 2.50-3.49 equals “Moderately satisfied”

The average score of 1.50-2.49 equals “Fairly satisfied”

The average score of 0-1.49 equals “Not satisfied”

In summary, as satisfaction is abstract and cannot be measured in a specific figure, all variables will be studied, coded, and transformed into numbers for computation results. The demographic data and the level of satisfaction will be analyzed in percentages and modes. Then the results will be compared between Thai and foreign passengers.