CHAPTER THREE
METHODOLOGY

This chapter describes the subjects, the materials, the procedures used in the data collection and analysis.

3.1 SUBJECT

The population of the study are those who traveled in the selected areas of Silom, Pharam sam and Charoennakorn. Samples were commuters who traveled by public transportation in these three areas in Bangkok, which are Silom, Pharam sam and Charoennakorn, and who were willing to answer the questionnaire. There were 100 respondents who answered the questionnaire and were included in this study.

3.2 MATERIALS

Study design and methodology

3.2.1 Research Design

Non-probability sampling, convenient sampling was used to include the commuters in this study. That is, the research team went to the three areas and asked those people who were waiting for public transportation to participate in the study. Those who were interested in answering the questionnaire, the nature of the study had it briefly explained to them before they answered the questionnaire. This procedure was carried out until the required number, 100 commuters, was met.

3.2.2 Instrument

A questionnaire was the instrument of the study. The questionnaire contained closed-ended questions, rated at a 5-point Likert Scale and open-ended questions.

The questionnaire was divided into 3 parts as follows:

1. Personal Data: age, gender, education level, and income;

2. Twenty-two questions of 5-point Likert scale that were used to survey the attitudes of people who use the service of public transportation in Bangkok regarding their satisfaction and perception; and

3. One open-ended question asked the respondents about their feelings and beliefs concerning the use of the public transportation system.

According to the form of questionnaire, it consisted of a 5-point rating scale, ranging from "Strongly agree" to "Strongly disagree", which was used to indicate respondents' agreement concerning the subject matter. The criteria and meaning of the rating scale is shown in the following table:

Rating score	Interpretation of the score
5	Strongly agree
4	Agree
3	Neutral
2	Disagree
1	Strongly disagree

Agreement level	Mean
Strongly Agree	4.21-5.00
Agree	3.41-4.20
Neutral	2.61-3.40
Disagree	1.81-2.60
Strongly Disagree	1.00-1.80

3.3 PROCEDURES

150 questionnaires were distributed by the researcher and her assistants in the target areas. 100 completed questionnaires were sent back. This made the response rate of 66.7 percent. It took about 15-20 minutes to answer the questionnaire. Convenient sampling was used. Those commuters who did not have time to answer the questionnaire or those who refused to answer the questionnaire for whatever reasons were left out. Only those who were willing to participate in the study filled in the questionnaires. The participants answered the questionnaires and returned them to the researcher and the assistants immediately after filling in the questionnaire. Once the target number, 100, was met, the data collection procedure stopped. The questionnaires were distributed and collected from January 5th 2008 to February 10th, 2008.

3.4 DATA ANALYSIS

The data obtained by the questionnaires were analyzed by using descriptive statistics, mean, percentage, frequency, and mode, and also by the Statistic Package for Social Sciences (SPSS) program version 12.0. The results of the data analysis are presented in Chapter IV.