

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 SUBJECTS**

The subjects of this study were employees in Michelin Siam Co., Ltd. (Laem Chabang) who attended in-house English training courses in 2007. Therefore, the subjects were 56 trainees from all 10 departments including production, quality guarantee, maintenance, industrial engineering, supply chain, product technical design, purchasing, finance and accounting, personnel, and environment and safety. The extent of the subjects' satisfaction with the in-house English training courses was explored.

#### **3.2 METATERIALS**

A questionnaire was the instrument for this study. The questionnaire was designed to collect data from the respondents to evaluate the in-house English training courses at Michelin Siam Co., Ltd. (Laem Chabang). It was divided into four sections as follows:

##### *Section 1: Background information of respondents*

This part is in the form of closed-end questions concerning personal data of the respondents such as gender, age, education, department, year of service, and the level of training courses.

##### *Section 2: Needs for English communication*

To acknowledge the respondents' needs, this part explores necessary English skills for work, frequent problems they face, and English courses they are interested in.

##### *Section 3: Satisfaction with the in-house English training courses*

This part aims at measuring respondents' satisfaction with the trainee selection method, the consistency between the course content and their job requirements,

textbooks and teaching materials, trainers, and classroom activities. Levels of satisfaction are divided in accordance with Likert's five rating scale.

Levels of satisfaction are divided into categorical scales as follows:

Strongly agree	=	5	points
Agree	=	4	points
Undecided	=	3	points
Disagree	=	2	points
Strongly disagree	=	1	point

Measurement criteria of the satisfaction levels are as follows:

4.21-5.00	=	Extremely satisfied
3.41-4.20	=	Satisfied
2.61-3.40	=	Neutral
1.81-2.60	=	Dissatisfied
1.00-1.80	=	Extremely dissatisfied

#### *Section 4: Suggestions*

An opened-end question was provided in order to obtain suggestions for improving future in-house English training courses. In this part, the respondents could write their comments freely.

### **3.3 PROCEDURES**

#### **3.3.1 Research Design**

This research used a cross-sectional study design which is the most commonly used design in social science. The research aimed at finding the subjects' satisfaction with the in-house English training courses at the time of this study.

#### **3.3.2 Data Collection**

The questionnaires were used to collect primary data for this study. After asking for permission from the training manager, the questionnaires were distributed

to all trainees via the internal mailing system. They were asked to complete and return the questionnaires to the researcher within two weeks.

### **3.4 DATA ANALYSIS**

The Statistical Package for Social Sciences (SPSS) program version 12.0 was used to analyze the data collected from respondents. The basic statistics were examined as follows:

**3.4.1 Frequency Distribution and Percentage** were used to analyze answers in the form of a checklist in the section of background information of respondents and needs for English communication. The data was described in terms of percentage and frequency.

**3.4.2 Arithmetic Mean and Standard Deviation** were used to score the respondents' average degree of satisfaction with the trainee selection method, the consistency between the course content and their job requirements, textbooks and teaching materials, trainers, and classroom activities.

In summary, this chapter describes the subjects, materials, procedures, and data analysis methodology. The result of the study will be presented in the next chapter.