

CHAPTER THREE

METHODOLOGY

This chapter describes the research methodology in the aspects of subjects, materials, and procedures used in the collection and analysis of the data, and data analysis.

3.1 SUBJECTS

Hundreds of spa operations are located all over the country. For this research, the study will assess samples in Bangkok and metropolitan areas only by using the quota sampling technique. Even though this paper targets to examine therapist's opinions on working abroad, the field work will cover either therapists who are familiar with foreign customers or ones who are not. Besides, it is scoped down to test on 140 therapists who work in international settings and attend training in government institutes and in private institutes.

3.2 MATERIALS

The purpose of this section is to describe materials and techniques employed in the gathering of the data. Prior to the field distribution, pre-testing was conducted by handing out 12 sets of the trial questionnaire consisting of 3 parts to test 12 target samples. The findings of the pre-test were 50% completed and 50% inconsistent. The major errors were excessive marking and not following the scenario. This may have arisen from the unclear and complicated questions. The field questionnaire was adjusted and finalized to be 4 parts as below:

Part One: Demographic Information

This part consisted of five questions aimed to collect the personal data of subjects: gender, age, marital status, educational background to examine how it affected their preference.

Part Two: Behavior and Preference to Domestic Spa Career

This part consisted of seven closed-ended questions to view therapist's basic working habits and figure out what influences their interest in this career.

Part Three: General Expectation in Spa Career

The ten questions in this part were in Likert scale to investigate their expectations in spa-working.

Part Four: Opinion and Expectation in Spa Career in Abroad

This part comprised both closed-ended and Likert scale questions to explore their expectation and opinions towards working abroad.

3.3 PROCEDURES

3.3.1 Research Design

This research paper used a cross-sectional design to describe the outcomes of data collection to investigate the spa attendants' preference to working in Thailand and abroad

3.3.2 Data Collection

From December 2008 to January 2009, the researcher distributed 140 sets of the questionnaire to the following subjects:

First, 70 subjects: working in day spa and hotel spa in Rachaprasong, Silom and Sukhumvit area where foreigners had apparently visited.

The other 70 subjects separated into 2 groups: one group training in government institutes located in Bangkok and Nonthaburi, the other group training in private institutes located in Bangkok and Pathumthani.

Implementation phase was in two ways: leaving the questionnaire then gathering them back a week after and immediately filling them out.

3.4 DATA ANALYSIS

Analysis phase in terms of data verification, processing and analysis was proceeded in the third week of January 2009. The last phase, reporting phase, was accomplished during February 2009.

The collected data were analyzed by using the Statistical Package for Social Sciences (SPSS) version 13.0.

In summary, this chapter has shown the details on subjects, materials, procedures and data analysis. In the next chapter, the results of the study will be presented.