

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

As the researcher wants to use the knowledge of the findings to develop training strategies and method in applying emotional intelligence ability in communication with the cabin attendants while attending classes at the Cabin Crew Training Center, it is necessary to get data from the class attendees. Therefore, the questionnaires will be given to those who attend the classes. During May and September 2008, there will be two classes of basic training for newly recruited personnel of 40 people and two classes of R.E.C. training for experienced cabin attendants of 38 people.

3.2 MATERIALS

A questionnaire with close-ended questions was used as a research instrument in collecting data from the respondents. It was adapted by the researcher from *The Relationship between the States of Emotional Intelligence Communication of Thai Cabin Crew and the Service, a thesis by Taksina Seanyen, Graduate School, Kasetsart University, 2002*. It was later checked and examined by experts for content validity and wording as well as translated into a Thai version for data collection. The questionnaire is divided into two parts as follows:

Part 1: General Demographic Background of the cabin attendants

1. Sex
2. Age
3. Marital Status
4. Education
5. Position
6. Experience

Part 2: Emotional Intelligence Communication of the cabin attendants

The questionnaires were used to measure the level of agreement of emotional intelligence communication from the subjects of the study.

The measurement is divided into two categories and five sub-categories as follows:

Category 1: Intrapersonal Intelligence

Sub-category 1: Knowing emotion of oneself (items 1.1 to 1.10)

Sub-category 2: Motivating oneself (items 2.1 to 2.5)

Sub-category 3: Managing emotions (items 3.1 to 3.6)

Category 2: Interpersonal Intelligence

Sub-category 4: Handling relationship (items 4.1 to 4.12)

Sub-category 5: Recognizing emotions in others (items 5.1 to 5.6)

(refer to appendix for questionnaire sample)

Part 2 used Likert Scales to measure agreement of subjects towards different statements. Positive and negative statements were given for each of the sub-categories being measured. The statements were rated on a five-point continuum from "Least agree" to "Most agree".

3.3 PROCEDURES

Only the part on Emotional Intelligence of the questionnaire was used in the pretest with 15 newly recruited cabin attendants and 15 experienced cabin attendants who were not in the sampling groups, in order to test the reliability of the questionnaire by using Cronbach's alpha coefficient. The reliability of the instruments used for Emotional Intelligence is at 0.97

On 9th May 2008, the questionnaires were distributed to the subjects in classes at THAI Cabin Crew Training Center. The subjects had 15 minutes to complete the questionnaires. There was no interview used in this study.

3.4 DATA ANALYSIS

The data was computed by using the SPSS (Statistical Package for Social Science) Program. The statistic formulae used are as follows:

1. The general demographic background of the cabin attendants is analyzed by percentage.
2. Emotional Intelligence Communication of the cabin attendants is analyzed by means and a standard deviation was calculated for the response in each question to find the average perception of each statement.
3. The difference of the means between the two groups is analyzed by a t-test.
4. One-way ANOVA is used to analyze the differences of more than two groups, then testing the differences of each group by Scheffe's Theory.
5. The correlation between the two independent variables is analyzed by Pearson Product-Moment Correlation Coefficient,
6. T-tests were used to test the hypotheses with a significance level of 0.05.

The results of data analysis are presented in the next chapter.