

## **CHAPTER THREE**

### **METHODOLOGY**

This chapter describes: (1) the subject, (2) the material, (3) the procedures used in the collection, and (4) analysis of the data.

#### **3.1 SUBJECTS**

This study was to study the satisfaction of Pavilion Samui Boutique Resort's guests with using Pavilion Samui Boutique Resort's Website. They consist of both males and females with different age ranges, and of various nationalities. In this study, 100 guests will be selected on an equal chance of selection basis.

#### **3.2 METATERIALS**

A questionnaire with close-ended and open-ended questions was constructed as the research instrument to find out the satisfaction of Pavilion Samui Boutique Resort's guests with using Pavilion Samui Boutique Resort's Website. The questionnaire was divided into 4 parts as follows:

##### **Part 1: Demographic Information of the Respondents**

The first part contained six questions about demographic information which were gender, age, nationality, educational background, average income per month, and occupation.

##### **Part 2: Behavior of Pavilion Samui Boutique Resort's guests with using the hotel website**

This part dealt with the behavior of Pavilion Samui Boutique Resort's guests on traveling, planning the trip and using the hotel website with 9 close-ended questions.

##### **Part 3: The factors affecting the satisfaction of Pavilion Samui Boutique Resort's guests with using hotel website**

This part contains 10 statements aiming to explore the factors affecting the satisfaction of Pavilion Samui Boutique Resort's guests with using the hotel website. The Likert 5-point Scale was the instrument to measure the feelings and opinions of respondents. The score at each level was as follows:

<b>Score Value</b>	<b>Level</b>
5	Strongly Agree
4	Agree
3	Uncertain
2	Disagree
1	Strongly Disagree

$$\begin{aligned}
 \text{Width of internal scale} &= \frac{\text{Maximum Value} - \text{Minimum Value}}{\text{Number of Value}} \\
 &= \frac{5 - 1}{5} = 0.80
 \end{aligned}$$

As a result, the outcomes of interpretations are as follows:

<b>Average Score</b>	<b>Result</b>
4.21 - 5.0	Strongly Agree
3.41 - 4.20	Agree
2.61 - 3.40	Uncertain
1.81 - 2.60	Disagree
1.00 - 1.80	Strongly Disagree

#### **Part 4: Suggestions to improve the applications of the hotel website**

This part used open-ended questions to encourage the respondents to share their opinions and suggestions to improve the Pavillion Samui Boutique Resort's hotel website.

### **3.3 PROCEDURES**

The procedures of this research can be described as follows:

#### **3.3.1 Research Design**

This study is a cross-sectional study designed to explore the satisfaction of Pavilion Samui Boutique Resort's guests with using the hotel website. The subjects of this study are Pavilion Samui Boutique Resort's guests who reserved rooms or contacted the hotel through the hotel website.

### 3.3.2 Data Collection

The questionnaire was distributed during the first two weeks of January 2009 by using the purposive sampling design. 100 questionnaires were sent to the Pavilion Samui Boutique Resort's guests via their e-mail address or delivered to in-house guests who visited the hotel website. Along with the questionnaire, the respondents were informed of the purpose of the study in order to understand the objectives of the study.

## 3.4 DATA ANALYSIS

The collected data were analyzed by the Statistical Package for the Social Sciences (SPSS) program version number 14. The results were analyzed by using descriptive statistics: frequency, percentage, and mean.