

CHAPTER THREE

METHODOLOGY

The study was a descriptive research and cross-sectional design. This chapter describes:

1. The subjects
2. The materials
3. The procedures used in the collection and analysis of the data
4. The data analysis

3.1 SUBJECTS

The study population was the employees at Agility Company Thailand. The stratified sampling method was employed to select the sample of 160 or 50% of the total population.

Table 3. Number of Employees at Agility Thailand Separated by Department

Department	Total	50% Sampling
Accounting and Finance	30	15
Sales and Marketing	20	10
Air Freight	20	10
Sea Freight	30	15
Operation	205	103
Human Resources and IT	15	7
Total	320	160

3.2 MATERIALS

The survey was conducted by distributing the questionnaires to 250 employees at Agility Thailand. The questionnaire was translated into Thai to prevent misunderstanding before distribution. The format of the self-administered questionnaire was developed and divided into 4 parts:

Part 1: Close-ended and open-ended questions to collect demographic information

Part 2: Close-ended and open-ended questions to obtain working information

Part 3: Likert's 5-point rating scale to measure the respondents' awareness and understanding about BSC

The five levels of scales to measure the awareness and understanding of the respondents were interpreted as follows:

Table 4. Likert's 5-point Rating Scale Interpretation

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

Part 4: Open-ended questions to receive more information from the respondents' comments and suggestions

3.3 PROCEDURES

This section describes the procedure for research design and data collection.

3.3.1 Research Design

By using a stratified sampling method, 160 samples or 50% of total population were selected from all departments at Agility, Thailand.

3.3.2 Data Collection

Before conducting a survey with the study sample, the designed questionnaire was pre-tested with 10 respondents to ensure that the questions were understandable and easy for the respondents to answer. The purpose of the study and the instructions to completing the questionnaire were distinctly explained on the cover page.

The copies of questionnaire were distributed to the employees as; 25 copies to Accounting and Finance, 15 copies to Sales and Marketing, 15 copies to Air Freight, 25 copies to Sea Freight, 155 copies to Operations, and 15 copies to Human Resources and IT on December 1-4, 2008. All questionnaires were collected on December 8-26, 2008. Out of 250 questionnaires, 160 were completed.

The researcher personally assured the respondents that all their answers and information given would be treated with the strictest confidence and input from individuals would not be identified.

3.4 DATA ANALYSIS

The Statistical Package for Social and Sciences (SPSS) program for Windows version 16.0 was utilized to analyze the collected data. The findings from the study were described by frequency and percentage.

In summary, this chapter has illustrated the methodology including subjects, materials, procedures, and data analysis for studying the reaction of employees to BSC. In the next chapter, the research results will be presented.