# CHAPTER THREE
# METHODOLOGY

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

## 3.1 SUBJECTS

The researcher would like to find out whether the emotional intelligence score of flight attendants in different job titles is likely to vary depending on the job titles as emotional intelligence is another key factor of being professional in service industries. Flight attendants in JALways are the target population in collecting data which consists of 1280 Bangkok based flight attendants. 160 respondents will be selected as the sample of the study which is about 10% of the population. A designated number of flight attendants from 4 categories in different job titles which are 50 Flight attendants with no job title, 35 flight attendants holding Orchid Wing and Temporary Contract positions, 50 Supervisor position and 25 flight attendants from Diamond Wing, Senior Supervisor and Director will be chosen as the sample of the study.

The non-probability sampling design, quota sampling, will be used in the process of collecting data. That is, all target respondents in different criteria will be approached by sending out the questionnaire. The questionnaire will be delivered to all respondents in their mailboxes at the office. Once they have completed the questionnaire, they send them back by putting them in the researcher's mail box. The combination of the respondents in each rank will be selected without any bias of the person whom the researcher knows well. The questionnaires indicates the contact person, email address, and telephone number for the respondent to contact in case there are some additional questions or in case of any difficulties such as it is not possible to send back the questionnaire to the designated place, researcher's mailbox. December 31, 2008 is the due date for return of the completed questionnaire, which was also indicated on the cover letter of the questionnaire as well.

**3.2 MATERIALS**

   This research study will use a questionnaire as an instrument to find out the level of emotional intelligence of flight attendants. The Questionnaire from the Department of Mental Health, Ministry of Public Health will be developed by being translated into English for use in data collection. The approval of using this questionnaire from Department of Mental Health is needed before use. The formal letter was issued by the Language Institute to the Director General of the Department of Mental Health. The form of questionnaire can be categorized into three parts which are demographic factors on the first part by using the Closed-ended questions and the measurement of emotional intelligence using Likert scale four scale responses. The third part is the self-awareness of the possession of flight attendant's emotional intelligence for which closed-ended questions were used in the inverted funnel sequence.

**3.3 PROCEDURES**

   This section describes the procedure for research design and data collection of the study

   **3.3.1 Research Design**

   This research study is a cross-sectional design to describe the level of emotional intelligence among JALways flight attendants.

   **3.3.2 Data Collection**

   The method of data collection is the primary source by using the questionnaire as a material or an instrument.

**3.4 DATA ANALYSIS**

   The statistical package for Social Sciences (SPSS) program version 16 will be used to analyze the descriptive statistics data. The main variables and other variables will be discussed in the variables part.

   To calculate the score of the questionnaire, the researcher has to follow the procedures from the Department of Mental Health, Ministry of Public Health. Even though the statements are listed in order of the competence, virtue, and happiness, the answers in each statement will be scored differently depending on the statement

number that will be divided into two groups in order to calculate the score regardless of the three main components. After scoring the answer for each statement, the total score will be summed up according to the sub components which are orderly listed in the three main components. The following are the procedures of how to divide the statement into two groups.

The statement numbers that are considered in group one are the following numbers:

| 1 | 4 | 6 | 7 | 10 | 12 | 14 | 15 | 17 | 20 | 22 | 23 | 25 | 28 |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 31 | 32 | 34 | 36 | 38 | 39 | 41 | 42 | 43 | 44 | 46 | 48 | 49 | 50 |

The points given to each statement in the "group one" are indicated as follows:

If the respondent answered "not true" that statement will earn 1 point.

If the respondent answered "sometimes true" that statement will earn 2 points.

If the respondent answered "quite true" that statement will earn 3 points.

If the respondent answered "definitely true" that statement will earn 4 points.

The second group will be the following statement numbers indicated below.

| 2 | 3 | 5 | 8 | 9 | 11 | 13 | 16 | 18 | 19 | 21 | 24 |
|----|----|----|----|----|----|----|----|----|----|----|----|
| 26 | 27 | 29 | 30 | 33 | 35 | 37 | 40 | 45 | 47 | 51 | 52 |

In order to mark the score for the statement listed in group two, the below conditions are defined.

If the respondent chose "not true" that statement will receive 4 points.

If the respondent chose "sometimes true" that statement will receive 3 points.

If the respondent chose "quite true" that statement will receive 2 points.

If the respondent chose "definitely true" that statement will receive 1 point.

After each statement has been scored by the above condition, the score should be classified into 9 sub-components of the three main components. The score of each statement number should be combined according to its subcomponents. Table 3.1 demonstrates the classification of the subcomponents into the three main components.

*Table 3.1 Score Calculation procedures*

| Components | Sub-components | Statement number |
|---|---|---|
| **Virtue** | Self-control | Statement 1-6 |
| | Empathy | Statement 7-12 |
| | Responsibility | Statement 13-18 |
| **Competence** | Self-motivation | Statement 19-24 |
| | Decision making & Problem solving | Statement 25-30 |
| | Social Relationship | Statement 31-36 |
| **Happiness** | Pride in Oneself | Statement 37-40 |
| | Self-satisfaction | Statement 41-46 |
| | Peace of Mind | Statement 47-52 |

Table 3.2 showed the normal score range of emotional intelligence of the respondents aged 26 to 60-year-old calculated by the procedure mentioned above. Each component has different normal score range. The subject whose score is in the normal range will possess normal emotional intelligence score range. Those subjects whose scores are not in the normal range can be considered in the lower or higher than normal score range depending on the received scores.

*Table 3.2 Graph of Normal Range Score of Emotional Intelligence Components*

| Components | Sub components | Normal Score Range | 5 | 10 | 15 | 20 | 25 |
|---|---|---|---|---|---|---|---|
| Virtue | Self-control (Q.1-6) | 14-18 | - - - - - | - - - - - | - - -▨ | ▨- - - | - - - - - |

*(table continues)*

*Table 3.2 (continued)*

| Components | Sub components | Normal Score Range | 5 | 10 | 15 | 20 | 25 |
|---|---|---|---|---|---|---|---|
| | Empathy (Q.7-12) | 16-21 | - - - -- | - - - - - | - - - - - | - - - - - | - - - - - |
| | Responsibility (Q.13-18 | 18-23 | - - - -- | - - - - - | - - - - - | - - - -- | - - - -- |
| Competence | Self-motivation (Q.19-24) | 16-22 | - - - -- | - - - - - | - - - - - | - - - - - | -- - - - |
| | Decision making & Problem solving (Q.25-30) | 15-21 | - - - -- | - - - - - | - - - -- | - - - - - | - - - - - |
| | Social Relationship (Q.31-36) | 15-21 | - - - -- | - - - - - | - - - -- | - - - - - | - - - - - |
| Happiness | Pride in Oneself (Q.37-40) | 10-14 | - - - -- | - - - -- | - - - - - | - - - - - | - - - - - |
| | Self-satisfaction (Q.41-46) | 16-22 | - - - -- | - - - - - | - - - - - | - - - - - | -- - - - |
| | Peace of Mind (Q.47-52) | 16-22 | - - - -- | - - - - - | - - - - - | - - - - - | -- - - - |

*Note.*

- is normal score range of emotional intelligence in different components and sub components.