

CHAPTER THREE

METHODOLOGY

This chapter describes (1) the subjects, (2) the materials and the procedures used in the collection, and (3) analysis of the data.

3.1 SUBJECTS

THAI cabin crewmembers who had been working for the company at least five years were the target population in collecting data. The number of THAI crewmembers who had the required qualifications was approximately 3,000. Thus, the total number of respondents was 150 or five percent of the total. The respondents had different job titles and were both males and females aged between 28-60 years. The subjects were divided into five categories in different job positions, which are categorized as follows:

- Royal orchid (Regional Business Class) cabin crew who had approximately 5-6 years of working experience.
- Inter-continental cabin crew who had worked at THAI for six years or more.
- Royal first class cabin crew who had 11 years of working experience with THAI.
- Air pursers; supervisors who had worked for more than 15 years.
- In-flight managers with at least 20 years of working experience.

Purposive and non-probability sampling was used in the process of gathering data. The questionnaires were distributed to cabin crewmembers by two methods. First, they were personally asked for their willingness to fill out the questionnaires and requested to hand them back immediately after completion. Second, the questionnaires were put in mailboxes at the Crew Operation Center with instructions to return them to the researcher's company mailbox.

3.2 MATERIALS

The instrument used in this study was a questionnaire that was designed to obtain information on cabin crewmember's sense of loyalty. The questionnaire was divided into six parts, with 43 questions all together. The first part contained eight questions about demographic data, such as gender, age, marital status, educational level, total income, position, and length of employment.

The second part was designed by using a Likert five-point scale that consisted of five questions asking about for the opinions of cabin crew toward their job; meanwhile, the objective of the third part was to learn the problems that cabin crew faced; there were seven questions in this part. The purpose of the fourth part was to gather the perceptions of cabin crew toward the organizational factors by using 14 questions. The fifth part contained eight questions that aimed to get a sense of the loyalty of THAI cabin crewmembers.

The score ratings used the following criteria:

5 = Strongly agree

4 = Agree

3 = Neutral

2 = Disagree

1 = Strongly disagree

Lastly, the sixth part was an open-ended question to gather suggestions and opinions. The question aimed to let cabin crewmembers suggest ideas about how to create and maximize the level of loyalty within the organization.

3.3 PROCEDURES

The procedures of research design and data collection of the study will be described in this section.

3.3.1 Research Design

This research study is a cross-sectional design which aimed to examine the factors that generate loyalty. The research sought to learn cabin crewmember's attitudes and feelings toward the organization. Pilot testing was been done by distributing 20 copies of the English version of the questionnaire to those who were not in the sample group in order to test the validity of the materials. The testing results found that most of the respondents had difficulty completing the questionnaire in

English; it took a long time to read and some of them got confused with the questions. Thus, the researcher translated it into a Thai version to increase the understanding and reliability of the questionnaire.

3.3.2 Data Collection

The research was conducted at the Crew Operation Center of Thai Airways International Public Company Limited. The researcher took one week, from February 1-7, 2010, to collect the data. The instrument was the primary source, and the questionnaires were distributed between 6 p.m. – 12.00 a.m., which are the peak hours that cabin crew come to the Crew Operation Center due to the airline schedule. 320 questionnaires were handed out and 150 copies were returned.

3.4 DATA ANALYSIS

The data from completed questionnaires was analyzed by using the Statistical Package for Social Sciences (SPSS) version 16. The data from demographic questions was analyzed with descriptive statistics, which are percentage and frequency. The questions in parts 2-5 measured the perceptions toward their career and were analyzed by using “mean” and “standard deviation”.

The measurement of crew loyalty level was categorized into five levels: very high, high, medium, low and very low level. The class interval was classified as follows:

$$\text{Interval} = \frac{\text{the highest score} - \text{the lowest score}}{\text{Number of Interval}}$$

$$\text{Interval} = \frac{5-1}{5} = 0.8$$

The average score of each degree was described into the level of satisfaction as follows:

Score 1.00 - 1.80	=	very low level of satisfaction
Score 1.81 - 2.60	=	low level of satisfaction
Score 2.61 – 3.40	=	moderate level of satisfaction
Score 3.41 – 4.20	=	high level of satisfaction

Score 4.21 – 5.00 = very high level of satisfaction

In summary, this chapter has shown the research instrument, research design, procedures in collecting data, and data analysis. In the next chapter, the results of the study will be presented.