

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

The population of this study was the BOT's employees working at the Head Office, Bangkok in January 2008. The total number of the employees in that time was about 2,500 persons. In order to represent the population, a sample of 250 employees, as 10% of the population, was randomly selected from each department of the BOT, Head Office, for participation in this study.

3.2 MATERIALS

A questionnaire was the instrument for this study. It was divided into five parts with closed-ended and open-ended questions. The first part regarded general information of the respondents such as, gender, age, education level, and position level. The second part of the questionnaire was about characteristics of library use. Meanwhile the third and the fourth part were asking about the levels of satisfactions and the degrees of problems with the library services respectively. The fifth part of the questionnaire asked respondents about the degrees of need for additional services, as well as about their suggestions.

In order to find out attitudes of respondents on satisfaction, problems, and the need for additional services, the Likert scale method was used as follows:

Part 3 (Satisfaction Level)	Part 4 (Problem Degree)	Part 5 (Needed Degree)
5 = Strongly satisfied	5 = Very high	3 = Absolutely needed
4 = Satisfied	4 = High	2 = Needed
3 = Moderate	3 = Moderate	1 = Not needed
2 = Dissatisfied	2 = Low	
1 = Strongly dissatisfied	1 = Very Low	
0 = Never used the services	0 = Never used the services	

3.3 PROCEDURES

3.3.1 Research Design

Based on the one-shot contact with the study population, a cross-sectional study design was used in this study in order to evaluate the users' satisfactions and their problems with the BOT Library's services in terms of resource sufficiency, accessibility, staff, and environment. The questionnaire of this study was comprised of closed-ended questions and open-ended questions. The Likert scale was used to test this aspect.

3.3.2 Data Collection

The 250 printed questionnaires were randomly distributed to the BOT's head-office employees of each department during January 7-22, 2008. The researcher courteously approached the subjects and asked for their assistance in filling out the questionnaires. Finally, a total of 242 usable questionnaires were received, which meant the response rate was 96.8%.

3.4 DATA ANALYSIS

After the data collection was completed, the data obtained from the questionnaires was processed by Statistical Package for Social Sciences (SPSS) program version 12. The data computation was descriptive statistics presented in frequency, percentage, mean, and standard deviation.

For questions that the respondents needed to evaluate with the score from 1 to 5 for the questions of the third to the fourth part, and from 1 to 3 for the ones of the fifth part, the criteria and meaning of the average score is clearly presented in the following charts. Table 1 shows the meaning of the average-score range for each particular question of Part Three and Four. Table 2 illustrates the same method for Part Five.

Table 1. Meaning of Average-score Range for Questions in Part 3 and 4

Range of average score (\bar{x})	Meaning	
	Part 3 (Satisfaction Level)	Part 4 (Problem Degree)
4.21 – 5.00	Strongly satisfied	Very high
3.41 – 4.20	Satisfied	High
2.61 – 3.40	Moderate	Moderate
1.81 – 2.60	Dissatisfied	Low
1.00 – 1.80	Strongly dissatisfied	Very Low

Table 2. Meaning of Average-score Range for Questions in Part 5

Range of average score (\bar{x})	Meaning (Needed Degree)
2.34 – 3.00	Absolutely needed
1.67 – 2.33	Needed
1.00 – 1.66	Not needed

In summary, this chapter has shown the methodology of this research concerning subjects, materials, procedures, and data analysis. In the next chapter, the result of the research will be presented.