

CHAPTER III

RESEARCH METHODOLOGY

Research Design and Method

This research entitled “Satisfaction of Kasetsart University Graduate Students towards the Graduate Student Organizational Journal” utilized the survey research design. Self-administered questionnaires were distributed to the target population as a methodology for gathering data.

Population

The population of this research was composed of graduate students of Kasetsart University Bangkok, Bangkok during the Academic Year 2005. The total number of population was 10,393 persons.

Sample Size

The sample size was established from the Yamane Formula. After the calculations, a sample size of 385 graduate students from the Kasetsart University Bangkok, Bangkok was determined.

Data Collection

The questionnaire was used as the research instrument to collect data from students. The questionnaire was originally prepared in English, and then translated into Thai. The questionnaire included open-ended as well closed questions and was separated into three parts as follows:

Part 1: Demographic data of Kasetsart University graduate students.

Part 2: Satisfaction of Kasetsart University graduate students in terms of the characteristics of the Graduate Student Organizational Journal.

Part 3: Relationship between the Kasetsart University graduate students' demographic data and their satisfaction with the types of information in the Graduate Student Organizational Journal.

Part 4: Recommendations to improve the Graduate Student Organizational Journal.

In addition, secondary research data were selected from related theses, studies and articles.

Data Analysis

Descriptive statistics including frequency, percentages, mean, were used to describe general demographic data of all students and their satisfaction in terms of the characteristics of the Graduate Student Organizational Journal, particularly its contents. Chi-square analysis was used to test the hypothesis at .05 significance level by using the SPSS statistical analysis software.

Scoring Standard

The researcher set the scoring standard as follows:

The measurement of needs or satisfaction with the Graduate Student Organizational Journal in terms of characteristics and information types consisted of the following ratings:

Highest	=	5
High	=	4
Medium	=	3
Low	=	2
Lowest	=	1

Mean of score set to identify needs of receiving or satisfaction with the GSO Journal in term of its characteristics and information types were rated as follows:

Score 4.50-5.00	=	The students had “Highest” level of needs or satisfaction.
Score 3.50-4.49	=	The students had “High” level of needs or satisfaction.
Score 2.50-3.49	=	The students had “Medium” level of needs or satisfaction.
Score 1.50-2.49	=	The students had “Low” level of needs or satisfaction.
Score 0.00-1.49	=	The students had “Lowest” level of needs or satisfaction.

Statistical Analysis

Frequency, percentages, and mean were used to describe general demographic data of all the students and their satisfaction in terms of the characteristics of the journal, particularly its content. Chi-square analysis was used to test the hypothesis.