

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

The research methodology that was employed to investigate Chinese tourists' evaluation of the service quality and satisfaction levels to Suvarnabhumi International Airport is included in this chapter. The detailed contents are as follows:

1. Data Sources
2. Sample Method
3. Research Instrument
4. Data Analysis

#### **Data Sources**

1. Qualification:

Chinese tourists who have used Suvarnabhumi International Airport service at least once would be appropriate respondents in this research. To guarantee the high accuracy, this research was conducted among Chinese tourists who were over 20 years old on holidays in Bangkok, Thailand.

2. Sample:

There were more than 100,000 Chinese tourists who used SIA's products and services in 2010. To reach a confidence level of 95% and a +/-5% margin of error, four hundred Chinese tourists would be the most favorable group to be enquired according to the Equation for Determining Final Sample Size.

#### **Sample Method**

1. Suvarnabhumi International Airport was the best venue to conduct the research. Besides SIA, Four Seasons Hotel which was near the downtown of Bangkok and Novotel Hotel that was near the region of SIA were selected sites to carry out the research. Additionally, the Airport-Link Train could be taken into consideration. It took forty minutes running from Payathai station to the airport, which was enough to complete the questionnaire.

2. After selecting these four sites, four hundred questionnaires would be distributed randomly to Chinese tourists. The researcher would deliver one hundred questionnaires at Suvarnabhumi International Airport and one hundred on the Airport-Link Train. The other two hundred would be divided into two parts evenly and disseminated at Four Seasons Hotel and Novotel Hotel.

## **Research Instrument**

Questionnaires were designed and distributed for collecting data in the research. There were four parts included in the questionnaire: demographic information, evaluations of service quality of different facilities at Suvarnabhumi International Airport, overall satisfaction level toward SIA and suggestions to SIA.

### **Part One: Demographic Information**

Six general questions consist of this part, which were used to study attendees' personal information. Six questions were as follows: gender, age group, monthly income, level of education and occupation. Multiple choices of answers would be provided in this part.

### **Part Two: Evaluations of Satisfaction level of different factors at SIA**

In this part, there were many smaller items about different factors include at SIA such as rest area, security, medical centre, food centre, toilet and duty-free shop. Respondents could make their evaluations according to the measuring scale, which was divided into five levels ranging from 1 (strongly disagree) to 5 (strongly agree).

### **Part Three: Overall evaluation toward Suvarnabhumi International Airport**

Three questions to collect respondents' overall evaluations would be included. For example, "do you agree with that 'SIA is a good airport' " and "would you like to use SIA service again?". The targeted and specific question "how satisfied or dissatisfied are you with the service quality" was also put forward to collect participants' direct opinions.

### **Part Four: Suggestions to SIA**

An open-ended question was enquired in this part. Respondents could write down their further suggestions to SIA here.

### **Data Analysis**

During the process of analyzing the data in this research, Quantitative method would be adopted. The percentages of how many Chinese tourists were satisfied and dissatisfied with Suvarnabhumi International Airport would be presented. The comparison between Chinese tourists' expectations before arriving at SIA and the satisfactions after arriving would be conducted.

Besides, this analysis would be undertaken by using SPSS to get the best results.

