CHAPTER III

RESEARCH METHODOLOGY

Populations

The data for this research was gained by collecting information from residents who have stayed in the serviced apartment in Bangkok (Bangkok Garden Apartments) at least 6 months. The sample size of the study will be calculated by using Taro Yamane formula.

The population of the study was the residents who stay in Bangkok Garden Apartments. The total number of tenants in Bangkok Garden Apartment is 624 persons, then due to the Taro Yamane method; the sample size of the study will be as the follow;

$$n = \frac{N}{1 + Ne^2}$$

Note; n = Sample size

N = Population size

e = the error of sampling

The error of sampling of this study will be allowed on 0.05 (5%), since the sample size will be as below;

$$n = \frac{N}{1 + Ne^2} \quad ;$$

$$n = \frac{624}{1 + 624\,(0.05)^2}$$

$$n = \frac{624}{1 + 624(0.025)}$$

$$n = 243.75$$

According to the above calculating, the sample size of the study is 244 persons.

Research Instrument

This research investigated the effect of customer service staff performance on customer satisfaction in serviced apartment with the objective is to examine how customer service performance affects customer satisfaction. The data collection approach will be a mixed methodology that utilizes both quantitative and qualitative methods. It will offer a more exhaustive approach to understanding how the sector operates and will discover answers to the research question and respond to the research hypotheses. Each instrument will be divided a different way for collecting quantitative data by using questionnaire and qualitative data by using in-depth interviews as an integral part of the case study.

As the following demonstrates, the research instrument to be used in each method;

1. Quantitative method

Questionnaire: the research instrument will be a questionnaire survey with 4 separate sections asking for different information in order to collect appropriate data for studying as the following;

Part1: Respondent demographic information, namely gender, age, nationality, occupation, and length of stay.

Part2: Customer Expectation and Customer Perceived, namely Responsibility, English Communication, Leadership and Performance Management, Problem Solving and Decision Making and Adaptability.

Part3: Three opened questions for respondents to state their attitude toward customer service performance.

Questionnaires

Questionnaires will be distributed to the respondents who have lived in the serviced apartments in Bangkok for at least 6 months. The sample size is 244 people. Due to research limitations the period for conducting this research is limited. The questionnaire will contribute the customer satisfaction information to improve customer service staff performance.

2. Qualitative method

The research instrument for the case study will involve in-depth interviews as follows;

In-depth-interview: this research will make face-to-face interviews with residents who have stayed in Bangkok Garden Apartment for at least 6 months and customer service staff has worked within the organization for at least 12 months. This collection data technique will establish rich data which will be analyzed in order to finding answers to the study.

3. A case study

This research sought to investigate one operator in the accommodation sector, where participant observation was another qualitative component of the data collection. It provided data that assists increating a model of good practice performance that can be applied across the sector.

Data Collection

Data collection techniques

This exploratory research will use a mixed methodology research, since both qualitative and quantitative research methods will be used.

Quantitative research method is used to measure how many people have attitudes, feelings and behave in a specific way or collect statistical data.

Questionnaires; this research instrument will be distributed to the residents who stay in serviced apartment in order to collect resident's attitude and opinion toward customer service performance and levels of service quality.

Qualitative research methods are used to capture information from people's attitude and concerns about the topic being researched and the unstructured information is analyzed.

1. Participant observation

This instrument involves the researcher being involved within the accommodation sector is useful for collecting confidential data in real situation.

2. In-depth-interviews

This research instrument will be used in order to gain the point of view from 10-12 customers by 5-6 clear questions for a face to face interview 3 customer service staff.

This research prefers to use scenario question as the part of interview questions. This instrument will help to make up picture about question and encourage interviewees to answer in more detail. Therefore, this method assists the interviewer obtain more rich data from respondents.

Data required

Primary Data

1. General information

This information refers to gender, age, nationality, occupation and length of stay of tenant in serviced apartment.

2. Satisfaction information

The information of level of customer satisfaction toward customer service performance in serviced apartment.

3. Rich data

The information about resident's attitude, feeling toward customer service performance and services quality will be collected. Moreover, customer service staff's attitude to their jobs, career objectives and the understanding in job description understanding, customer problem management, dealing with various customers and meeting the needs of customer are required to collect for this study as well.

Secondary data

This research will use collected information from journals, textbooks, thesis, and hospitality articles in order to analysis and support the study.

Data analysis

1. Quantitative Data

The collected data would be presented in to statistical package in term of mean, to investigate the impact from independent variable to dependent variable by using SPSS system.

2. Qualitative Data

The study will use the general inductive approach to analyze the collected data. The information will be analyzed in terms of a summary of key points and using some themes or clusters of ideas and issues, then selecting items that can be included in good practice model. These suggestions become the shape of the model of good practice. The things that work (positive and important) are the basics for the model that will be created in chapter 5.

Thematic coding will be use to analyze the information from indebt interviewing customer service staff and classifying the information by themes to capture the most factors that impact on customer satisfaction.

This mixed methodology research answered how customer service staff performance affects customer satisfaction and what are the factors which impact customer service performance in serviced apartment. In addition this research seeks to create a new good practice model for customer service function.