

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 populations in this study were 220 Thammasat students who participated in the Student Exchange Program of the Office of International Affairs (OIA), Thammasat University between 2006 - 2008. The samples were 91 students who completed and returned the questionnaires.

3.2 MATERIALS

The research instrument in the study was a self-administered questionnaire developed based on the objectives of the study and the theory of customer satisfaction. To verify that the questionnaire was understandable and effective in measuring the degree of satisfaction among Thammasat students who participated in the Student Exchange Program, the researcher distributed 10 questionnaires as a pre-test to undergraduate students who had used the consulting service at the Office of International Affairs.

The questionnaire was divided into three parts.

Part I: Close-ended questions were created to collect demographic data of the students who participated in the Student Exchange Program: sex, age, source of service recipient, and service experience.

Part II: Likert 5-point scale questionnaire format was used to measure the respondents' degree of satisfaction towards the Student Exchange Program in terms of products and service, and student exchange coordinators.

Part III: The respondents were asked to give additional opinions, comments, and recommendations on the Student Exchange Program.

3.3 PROCEDURES

This section describes the procedures for two topics as follows:

3.3.1 Research Design

The research study is a cross-sectional design to examine the degree of satisfaction Thammasat students have with Student Exchange Program of the Office of International Affairs (OIA), Thammasat University.

3.3.2 Data Collection

The survey was performed from December 2008 to January 2009. The questionnaires were distributed by emailing questionnaires to the total population, 220 students who participated in the Student Exchange Program of OIA between 2006-2008. Along with the questionnaire, a letter signed by an authority was enclosed to declare the pure intention, purpose, and objectives of the study. The researcher allowed one month for the students' responses. After the deadline, 91 questionnaires were returned to the researcher by email. The response rate was 41.36%.

3.4 DATA ANALYSIS

The data obtained from the study was analyzed by using the Statistical Package for Social Sciences (SPSS) program, version 12.0. The results were presented in form of frequency, percent, and mean score.

The data obtained from Likert scale was calculated and analyzed before giving degree of satisfactions. The followings were the points given to the items in part II.

- 1 = strongly disagree
- 2 = disagree
- 3 = uncertain
- 4 = agree
- 5 = strongly agree

The five-point scale was calculated and interpreted into degree of satisfaction by using the following formula.

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

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

The average score (mean) obtained from each item was interpreted into degree of satisfaction as follows:

Average score = 1.00 – 1.80	very low degree of satisfaction
Average score = 1.81 – 2.60	low degree of satisfaction
Average score = 2.61 – 3.40	moderate degree of satisfaction
Average score = 3.41 – 4.20	high degree of satisfaction
Average score = 4.21 – 5.00	very high degree of satisfaction

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