

CHAPTER III

RESEARCH METHODOLOGY

The purpose of this chapter is to explain about the research methodology and data gathering used to achieve the research objectives of this study. This chapter includes research methods used, target population, sample design and procedure. The research instrument, scale construction, data collection procedures, and data analysis will also be explained in detail in this chapter.

3.1 Research methodology

The objective of this study is to examine the relationship between destination image, perceived value, service quality and satisfaction towards tourist loyalty on tourist destination. This study is a descriptive research using a questionnaire as the method for collecting data at Pattaya, Thailand. Descriptive research designs are usually structured and specifically designed to measure the characteristics described in a research question. Hypotheses, derived from the theory, usually serve to guide the process and provide a list of what needs to be measured. The object of descriptive research is to portray an accurate profile of persons, events or situations (Saha & Zhoa, 2010).

The survey questionnaires were distributed to international students at Siam University due to time and budget restrictions. A survey was administered from sample population. The term survey is commonly applied to a research methodology designed to collect data from sample population, or a sample from that population, and typically utilizes a questionnaire or as the survey instrument in this study.

Surveys are used to obtain data from individuals about themselves, their households, or about larger social institutions. Sample surveys are an important tool for collecting and analyzing information from selected individuals. They are widely accepted as a key tool for conducting and applying basic social science research methodology. Such sample surveys are comprised of standardized methodologies designed to gather information by examining systematically identified population samples. Social scientists rarely draw conclusions without disaggregating the sample population into various sub-groups. For example, the Gallup polls typically examine issues disaggregated by gender, ethnicity, education and region of the country (Rossi, 2010).

According to Leary (2010), there are distinct advantages in using a questionnaire vs. an interview methodology: questionnaires are less expensive and easier to administer than personal interviews; they lend themselves to group administration; and, they allow confidentiality to be assured. Author further indicates that mailed surveys are extremely efficient at providing information in a relatively brief time period at low cost to the researcher.

For these reasons, the researcher chose a descriptive research methodology and designed a questionnaire survey instrument to assess influence factors towards tourist loyalty regarding destination image, perceived value, service quality, satisfaction on tourist destination in Pattaya, Thailand.

3.2 Quantitative method

In this study, a quantitative method by using questionnaires will be adopted as the method by which the survey was completed and it designed with a set of questions that are mainly created from the literature. Quantitative method is the most commonly used technique in research (Kayastha, 2011). Survey method is found to be the most common research tool as it allows the researchers to study and describe on a fairly large population quickly and at relatively lower cost Rajan (2015). Adams (2010)) has given a very concise definition of quantitative research as a type of research that is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics).

In order to be able to use mathematically based methods our data have to be in numerical form. According to Adams (2010) quantitative research is useful to quantify opinions, attitudes and behaviors and find out how the whole population feels about a certain issue (e.g., to measure how service quality and customer satisfaction impact on a customer's loyalty). Quantitative research is suitable to explain some phenomena. For instance, 'What factors influence the customer loyalty in Pattaya destination? And it is well-suited for the testing of hypotheses. A questionnaire is a useful tool for investigating patterns and trends in data and is frequently used with success in management, marketing and consumer research (Easter et al., 2012). In this qualitative study, the researchers used questionnaire as a tool to collected data from 300 samples from international students at Siam University.

3.3 Sampling design

3.3.1 Target Population

According to Kayastha (2011), a population is the group of all items of interest to a statistics practitioner. Author further said that target population is a total group of people from whom the researcher may obtain information to meet the research objectives. The research aims at evaluating the overall tourist loyal toward Pattaya destination. It is not convenience for researcher to go to Pattaya due to an inadequate budget plan, as the cost of the bus fee and accommodation are very expensive. The target population, therefore, is all international graduate students in Siam University, Bangkok, Thailand.

In international graduated program, especially exchange students, most of them would like to travel in pattaya during free time of their studies from my previous experiences in study semesters. On the other hand, purpose of these exchange students who came to study in Thailand is to travel around Thailand including pattaya as well as Asean countries because Thailand is in the center of Asean countries and its country itself is beautiful as well surrounded by natural attractiveness like mountains and beaches. You can find a lot of natural places like mountains and beaches. Pattaya is one of its examples with very beautiful beaches and you can find a lot of activities for entertainment there such as windsurf, water ski, swim, sunbathe, snorkel, sail, or take trips to nearby islands and so on. From previous experiences with my classmates, especially European students, they told me that there were no such beautiful beaches in their home countries. That is why they come to study in Thailand, on one hand, with the purpose of travelling around Asean countries including Pattaya destination. On the other hand, they can study without wasting their time. Another aspect is that even some of other international graduate students would like to travel Pattaya during their holidays of studies since Pattaya is the hottest beach resort destination for tourist in Thailand. For these reasons I hope they have a lot of experiences about Pattaya image in which they will be able to answer the survey with regard to my research. Therefore, the target population is all of international graduate students in Siam University, Bangkok, Thailand.

3.3.2 Sample Size

The sampling technique in this study used population of totally 300 international graduate students who registered in Siam University, Thailand in the year of 2015 according to office record. The researcher has considered this number as the population.

By using the following formulation of Yamane 1993, number of sample size equals number of population divided by one plus number of population and multiply with 5 percent of precision or $n = N / (1 + Ne^2)$ where, n is number of sample size, N is number of population, and e is 5 percent of the level of precision. Therefore, the sample size was 172 international graduate students.

Formulation of Yamane 1993, $n = N / (1 + (N * e^2))$

Where, n = Sample size

N = Population size (300 internal graduated students)

e = the level of precision (5%)

Therefore, $n = 300 / (1 + (300 * 0.05)^2)$

n = 172 samples

The sample size is about 172 international graduate students.

3.3.3 Sampling method

The main objective of this research is to analyze the influence factors of tourist loyalty in pattaya. As the study is about measuring tourists who were visiting in pattaya, it should relate to all tourist in Pattaya, Thailand, but due to the time and resource constraints only international students in Siam University will be taken into sample survey.

Selection of the sampling method to use in a study depends on a number of related theoretical and practical issues. These include considering the nature of the study, the objectives of the study and the time and budget available. There are two main sampling techniques namely, probability and non-probability sampling (Donnelly, 2010). The sample of this study will be selected through a non-probability convenience sample for the survey in this research.

Non-probability sampling provides a range of alternative techniques based on researcher Subjective judgment. In non-probability, sampling the selection of elements for the sample is not necessarily made with the aim of being statistically representative of the population. Rather the researcher uses the subjective methods such as personal experience, convenience, expert judgment and so on to select the elements in the sample. As a result the probability of any element of the population being chosen is not known (Saha & Zhoa, 2010).

Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and accessibility to the researcher. Under convenience sampling, the sample collection depends on the researcher's personal judgment. The sample size should depend on the target population size and the significance of the study. Further, Convenience sampling is appealing as it meets the necessities of non-probability samples; this approach is less time consuming and is possible to complete with a limited budget. Besides, the questionnaires were distributed to the tourists on the basis of their convenient accessibility (Rajan, 2015)

Convenience sampling was used to assess opinions of customers regarding perceived value, service quality, and corporate image. The reasons for choosing convenience sampling technique, was that the data of the informants is not available publically (Ishaq, 2012). That is, a sample population selected because it is readily available and convenient. It may be through meeting the person or including a person in the sample when one meets them or choose by finding them through technological means such as internet or through phone (Kayastha, 2011).

Convenience sampling has a lot of advantages. First, the method is easy, cost effective and readily available thus enabling the researcher to achieve the sample size he or she wants in a fast and efficient way. Secondly, convenience sampling enabled the researcher to gather vital data and information that would not have been possible with probability sampling procedure, which needs more formal access to population lists. Lastly, convenience sampling enables the researcher to identify appropriate candidates for interviews (Kumar, 2010).

Though non probability convenience sample has no controls to ensure precision, it is the most useful sampling method because it is the easiest and cheapest method to conduct a survey (Cooper, 2010).

3.4 Research Instrument

In this study the research instruments used to collect the data was a self-administrated questionnaire, the questionnaire was designed to analyze the level of importance of the factors contributing tourist loyalty in Pattaya.

The questions in the questionnaire are based on a review of the literature and specific characteristics of pattaya destination. The questionnaire consisted of two sections that are included to measure tourist loyalty adopted from previous studies. The first section is

about demographic profile of respondents. The second section is talking about influence factors of tourist loyalty in Pattaya destination. Destination image is the individual's mental representation of knowledge (beliefs), feelings, and global impression about an object or destination. The image is measured by 4 items used. Perceived quality is a comparison between the perceptions of the performance and the consumer's expectation of the service. The perceived quality of the tourist destination is measured by three items adopted. Service quality refers to a global judgment or attitude relating to a particular service. Three items are adopted to measure service quality. Tourist satisfaction refers to the emotional state of tourists after the visiting experience. Five items were adopted to measure tourist satisfaction based on previous studies and adapted for this research. Finally, Tourist loyalty is defined as their intention to revisit the destination and recommend it to others. Five items for measuring are adopted for customer loyalty.

All attributes of 20 items were evaluated using a Five-point Likert scale asking respondents to indicate their degree of agreement on a scale ranging from "strongly disagree (= 1)" to "strongly agree (= 5)".

This study employed a survey instrument including all constructs of the proposed model to examine the hypotheses of interest. The questionnaire was designed based on previously published literature. As English is an international language common among international tourists, translation was unnecessary.

3.5 Data collection procedures

The collection of primary data in this study was obtained from sampling questionnaire survey. The questionnaire for this study was developed based upon concepts, theories and past research information. The researcher collected the data by distributing hard copy questionnaires and soft copy questionnaire. The soft copy questionnaire refers to the online questionnaire. Online questionnaire was created using www.docs.google.com and distributed through the email and Facebook among the students doing the master's program in Siam University. On the other hand, the collection of secondary data was obtained from, internet, text books, past researches, newspapers, journals, dictionaries, encyclopedias, and world-wide-web pages and the like.

Both primary and secondary data were collected to analyze the relationship between the destination image, perceived value, service quality, satisfaction and tourist loyalty in Pattaya destination, Thailand.

3.6 Data Analysis

Exactly, after collecting the data from the questionnaires, the researcher synthesized information immediately. All results and synthesis paper were arranged in files carefully. And then, the researcher listed all relevant data from each tool. Also, the researcher interpreted all information regarding to research questions.

After that, the researcher analyzed the data by using descriptive and inferential statistic analysis to explain the frequency and percentage of the demographic factor of the respondent and to explain relationship between dependent variables (destination image, perceived value, service quality, satisfaction), and independent variable (tourist loyalty).