CHAPTER 3

3.0 Methodology

The research approach for the research study is '' Descriptive Research'' by using quantitative method. According to Patel and Davidson (1991), quantitative research methods are methods for analyzing numeric information in the form of statistical methods. A deductive method refers to the use of logic of a theory to generate prepositions or hypothesis that can be tested. It also provides the need to explain the benefit of TQM in hotel industry also required the collection of quantitative data as well. This involves testing the theories that already exists and these tests will be carried out through questionnaires.

The methodology of this research is broken down into the following framework-

- Research design
- Method of data collection
- Population and sample
- Method of data analysis

3.1 Research Design

This research is carried out through survey method. In survey method research, participants answer questions administered through interviews or questionnaires. After participants answer the questions, researchers describe the responses given.

Open-ended questions allow for a greater variety of responses from participants but are difficult to analyze statistically because the data must be coded or reduced in some manner. Closed-ended questions are easy to analyze statistically, but they seriously limit the responses that participants can give. Many researchers prefer to use a Likert-type scale because it's very easy to analyze statistically. (Jackson, 2009, p. 89).

In order for the survey to be both reliable and valid it is important that the questions are constructed properly. Questions should be written so they are clear and easy to comprehend.

Mainly, the researcher was chosen this technique for two reasons because it is least reliable design but normally the cheapest and easiest to conduct.

3.2 Method of Data Collection

Both primary and secondary data sources were used to ask research questions. Secondary data is information collected by others for purposes, which can be different than those of the researcher. It is a synthesis of published and unpublished documents related to the research and it is of highly importance, as it comprises the logical framework of the research (Sekaran, 2003, Fink, 1995).Primary data is the information gathered directly from the researcher, when secondary data is not available or is unable to contribute meeting research objectives (Sekaran, 2003).

3.2.1 Questionnaires

A questionnaire is a research instrument consisting of series of questions and other prompts for the purpose of gathering information from respondents. Most often it is designed for statistical analysis of the responses, (http://en.wikipedia.org/wiki/Questionnaires, last assessed 25/11/08). According to Sekeran, (2003), 'a questionnaire is a pre-formulated written set of questions to which respondents' records their answers, usually within rather closely defined alternatives'. A questionnaire was structured for this research (Appendix 1) and was administered to the Novotel Bangkok Platinum staff which includes also Housekeeping Front office, Engineering, Food and Beverage, security, Finance, Human resource staff. The choice of the questionnaire as one of the means of gathering data is borne out of the fact that it is cheap, do not require as much effort from the questioner as verbal or telephone surveys, not time consuming and often have standardized answers that make it simple to compile data It allows the respondents to supply answers that are confidential to them. (Sekeran, 2003).These questionnaires were handed directly to the respondents by the researchers which gave the researchers the privilege to introduce the topic and encouragement in answering the questionnaire. The questionnaire consists of four major parts, which focuses on the areas of interest of the research.

- The first part relates to the commitment of management to the implementation of TQM.

- The second part relates to employees satisfaction, the extent to which employees are motivated and encouraged in the implementation of TQM.
- The third and final part relates to factors responsible for effective or ineffectiveness operation.

In this research the researcher use closed ended Closed-ended questions. Closed-ended questions have a finite set of answers from which the respondent chooses. One of the choices may be "Other." It is a good idea to allow respondents to write in an optional response if they choose "Other." The benefit of closed-ended questions is that they are easy to standardize, and data gathered from closed-ended questions lend themselves to statistical analysis (Fink, 1995) to analyses the information gotten without difficulties using a 5 point Likert scale (The Likert Scale is an ordered, one-dimensional scale from which respondents choose one option that best aligns with their view).

3.3 Population and Sample

Sample is defined as a portion or subset of the population, the size of which is determined by the type and objective of the study, as well as time and financial constraints (Fink, 1995). Sampling is divided into two main categories: probability and non-probability. In this research the researcher uses non-probability sampling method. Non-probability sampling strategy called convenience sampling. “A convenience sampling is available to the researcher by virtue of its accessibility” (Bryman & Bell, 2003, p. 105)

3.3.1 Population and Sample Size

The population of the study was the employee of Novotel Bangkok Platinum. To calculate the sample size, the researcher takes total employee as the total population 382 employees. To find out the calculation of sample size researcher use sample size calculator by Creative Research System (http://www.surveysystem.com/sscalc.htm).

Research data were collected using the simple random sampling method. Assuming a 95% confidence interval and e = 10% margin of error, the sample size is calculated as n=77 (Kurtuluş, 2004: 187). The sample size is 77 after the calculation is given in figure 2.

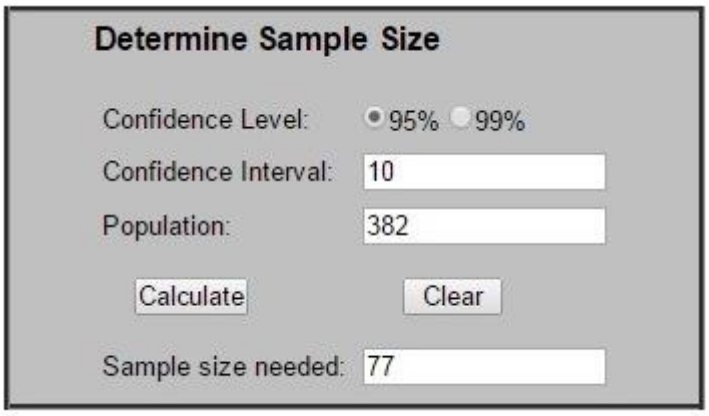

Figure 8: Determine Sample Size