CHAPTER:3

RESEARCH METHODOLOGY OF BANGKOK AIRWAY

The aim of this chapter which is providing the research design with methodology study to achievement the goal of research study, in the chapter will analyze with research design and it will be application by method as following.

- ❖ 3.0 Research Method
- ❖ 3.1 population and Sampling
- ❖ 3.2 Collection data
- ❖ 3.3 Research Instrument & Questionnaires
- ❖ 3.4 Data Analysis Method

The purpose of study is explore the environment factors that affective to the growth of development of Bangkok Airway of business in marketing and observing to the customer's using among users toward to Airway business as well as social activities that influence model of technology users and new technology advancement for business activities that influence the growth of Airline service while business during Bangkok Airway is developing now and within future.

3.0: Research Method

Research Methods the Basics is accessible user-friendly introduction to the different aspects of research theory methods and practices. Structured in two parts, the first covering the nature of knowledge and the reasons for research and the specific methods used to carry out effective research. In simple terms methodology can be defined as, giving a clear cut idea on what methods or process the researcher is going to carry out in his or her research to achieve research objectives. In order to plan for the whole research process at a right point of time and to advance the research work in the right direction, carefully chosen research methodology very critical. Research methodology maps out the whole research work and gives credibility to whole effort of the researcher. More over methodology guides the researcher to involve and to be active in his or her particular field of enquiry. Right from selecting the topic and carrying out the whole research work till recommendations: Research methodology drives the researcher and carrying out the whole research method study is setting questionnaire as a survey method to among those respondents by distribution with other to collection primary data from the sample of population in difference type of respondent in this survey and the advantage of this technique any ways to do with quickly by each respondents during end of question.

The data collect from questionnaire will be also analysis by using inferential statistics and uses data gathered on a sample and uses the statistics generally to research conclusion from the population. The excel program and SPSS program will be used to analysis them find out the

results as appropriate, the research also following formulate of data into graphic, table and figures to support analysis. The data will be categorized into different component and the analysis will be carried step by step during each fieldwork. According to research study we will the descriptive research method on people or employed are planning to using personality questionnaire to whom are in this relate as we are going to selecting Airline which is assumption during time of researches also research study, in this case too, to considering the objective to obtain second data or collect date from the respondents with the advantage of descriptive research method is due to its flexibility which can be use either qualitative or quantitative date of both position.

3.1: Population and Sampling

In statistics, a population includes all members of defined group that we are studying for data driven statistics, a population – when we hear the word population, we typically think of all the people living in a town, state, or country. This is one type of population. In statistics, the word takes on a slightly. A statistical population is a set of entities from which statistical inference are to be drawn, often based on a random sample taken from the population. For example, if we are interested in making generalizations about all crows, then the statistical population is the set of all crows that exist now, ever existed, or will exist in the future. Since in this case and many others it is impossible to observe the entire statistical population, due to time constraints, constraints of geographical accessibility and constraints on the researcher's resource, a researcher would instead observe a statistical sample from the population in order to attempt to learn something about the population as a whole. The target population of this research work emphasize on the factors that influence the growth of Airline business which one concern to customer's satisfaction and behavior of using Airline service as a Airline market in present time with development Airline while the economic aspect related to growth of Airline business and service to people in daily life at time.

According to survey we will have play an important role concern to the research and going to selection about 100 respondents were asked to participate as we are achieve to pertinent information while survey in different people are asking. The participation qualified for sample selections are must be Airline assumption that had been consuming Airline's service. In this qualification ensured that the participation that is personality questionnaire and it use for employment also making the survey item easy for them to accomplish. The argent population of this research is a group of specific population elements relevant to the research emphasize on the factors that influence the growth of business of Airline, it customer satisfaction and behavior of using Airline service to users in society and also it is concern to economic impact to the growth insight of Airline business with customers that service in their daily life during they communication to other.

3.2: Simple Random Sample (SRS)

A random sample, also called a probability sample is taken when each individual has an equal probability of being chosen for the sample of size N consists of N individual from the population chosen in such a way that every set of N individual has an equal chance of being in the selected sample. An example of an SRS would be drawing names from a hat. An online poll in which a person is asked to given their opinion about something is not random because only those with strong opinions, either positive or negative, are likely to respond. This type of poll doesn't reflet the opinion of the apathetic.

3.3. Data Collection

1. Primary data- use the questionnaire to the 100 people from difference field such as farmers and adult in the country side, general being in the city mostly university student and who is work in telecommunication companies with also including Non-government and government office.

2. Second data- is research the data from different source such as the book, newspaper, internet search and from social media source too, mostly from the reporter of government document website with report from the Ministry of transportation of Thailand Airline website and published document was exiting from each month and years. Also report research from the publish service too. In other also these data collection the survey is hold to measure and fulfill the information from other people. The question will be asked about 100 people from different field and different place such as in city including university student, to who work is concern to telecommunication service, also who are worker are in government and Non government office etc.

3. Data analysis-the data collect from question will be analysis by using method descriptive statistics, frequency, percentage and means.

3.4 Research Instrument and Questionnaire

  This research use the questionnaires to collect primary data regarding the factors that affect on the growth of Airline business, the customers satisfaction on the Airline service and benefit for supply or demand to population also growing telecom business impact on the economic development from the respondents, it is hoped to get the result which are effectively and approach to answer the research questions. The research tools of the survey that use to collect the primary data from questionnaire divided into four parts of answers the questions as below.

Part 1.This is General Information of the Respondents

This focus on General information related to among of population or customers who are mostly used the Airline service, this may show their daily life for communication. This part will be ask the respondent relate to their gender, age, education, career, monthly maximum income, status, mobile user with their spending on Airline service.

Part 2: Focus on environment factors behind the growth of development telecom service

This part search about the background of information mostly people's point of views as relate to the external and environment factors influence the growth of Airline business . The respondents were asked to express their understanding with that consist related to communication services of population with sully and demand service also economic growth with social influence models of ask to express their point of view and understanding about environment factors that affect to the growth of Airline business by asking them to tick in four areas.

4/ Strongly agree   3/Agree   2/ Disagree   1/ strongly disagree

Part 3 Customers and population satisfaction behavior of using telecom service.

The respondents were asked their feeing, preference and their behavior during chose and using the utilize telecom service and why their using for what on Airline. Also in this part the data related to customer's satisfaction and behavior of using Airline service toward the service of impact population usage telecom and explore about reason and purpose are leading customer people utilize Airline in social. This part also asked the respondents to express to their point of view or knowing about their behavior when they enjoy telecom to used Airline by asking with tick in four areas:

4.Strongly   3.Agree   2.Disagree   1.Strongly disagree

Part 4: part of advantage and disadvantage of using Airline to explore or examine with test skills of population while their using Airline.

To advantage and disadvantage with explore for test skill of customer people when they enjoy to using utilize Airline for travel according to new modern technology with communication and relationship to other in their daily life. This part focus on the data related to the advantage and disadvantage of people to using Airline business as a tools their self's benefits and skills while they are used for Airline in daily life.

There are totally of group are going to asking questing in this part there are: one group is asking background about their skill to using utilize Airline. Other one group is question relate to their benefit during utilize t Airline business service so in this part will be asking by them to tick in four areas: 4/ Strongly 3/ agree 2/ disagree 1/ Strongly This search instrument allowed the researcher to carry out the quantitative approach to the use statistic for interpretation. In addition, it will test the validity of questionnaire used for research study work. Here the researcher test question tests among of people or student with other is get suggestion and comment from them. The answer of these respondents were not a part of actual study process but it was only use for testing purpose, after we test the questionnaire from them the researcher also asking to respondent for any suggestion is correction which ensure further improvement or validity of the instrument. In this section, the question was divided into four parts and each part provided four choices for respondent to selects what they thinking and their view on appropriate and level of this.

3.5: Data Analysis Method

Part 1: It concern to general information of the respondents regarding among whom to using Airline service that will be collection on gender. Age, career, monthly maximum income, status, mobile use, frequency of use with their spending on telecom service, it is analyze frequency and percentage with present in table contribute the explanation.

Part 2: Focus on whose point of view for understanding on who are respondents which is the impact environment to growth of Airline service of Bangkok Airway also concern to customer and behavior of people to using Airline service with advantage and disadvantage when using Airline service that research has used APSS program to find finding average (x) and standard deviation (S.D)

Part 3.It will be test the hypothesis used (T.test) and (one-way ANOVA) It is the difference which is statistically significant and it will be test the difference which is the statistically significant and it will be test the difference of average earning by using.