



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research is a cross-sectional descriptive study.

3.2 Population and Sample

In this study, data were collected from 241 public health personnel of all health centers in Krabi province. Below are details of the number of populations (a consensus sampling during 2007-2008):

1. Muang district	45 people
2. Nua Klong district	34 people
3. Klong Tom district	42 people
4. Kao Panom district	31 people
5. Aow Luek district	32 people
6. Plai Phraya district	22 people
7. Lam Tub district	9 people
8. Koh Lanta district	26 people

This study used a sample size applied from Yamane (1973) as follows

$$n = \frac{N}{1+N(e)^2}$$

Where as:

n = Sample size

N = Elements of population, in this study was 241.

e = Error of sampling, in this study was 1% proportion.

Substitution in the formula:

$$n = \frac{241}{1+241(0.01)^2}$$

$$= 235.32$$

As the required sample size was 235, therefore, total target of 241 is in line with required standard.

3.3 Study period

February to April 2008.

3.4 Krabi Health Center as the study site

Krabi health centers serve approximate 1,000 – 5,000 residents in the area and had a similar environment as other health centers dotting around the country.

3.5 Variables and Measurement

Independent variables comprise of demographic data of individuals; namely, gender, age, marital status, highest education level, job position, job status, job post by line of work, work experiences, and monthly household income.

Dependent variable is the work morale of public health personnel working at the health center. Aspects household economic status, opportunities for advancement, relationships with supervisors, relationships with peers, intrinsic aspects of the job, job satisfaction and work conditions.

3.6 Research tool

Research tool used to measure these variables is a questionnaire which consists of three parts as follows:

Part 1: Demographic data of the population; this section includes fill-in-the blank and multiple choice questions which are about gender, age, marital status, highest education level, job post, (job position/job status, job post in line of work), monthly household income, and work experiences.

Part 2: Work morale assessment to measure the morale level of public health personnel at health centers in Krabi province: the researcher adapted the test which had been used in **Rojroongsak's thesis (2002)** to investigate the work morale level of employees in the **Office of Rajabhat Institute Council**. The test was designed as the 5 rating scale instrument and it covered 49 questions in 7 aspects. The researcher amended certain wordings and added some issues in the questions to suit the research population but majority of the main contents remained the same. The rationale to use this questionnaire was due to the orientation of office-work environment in public sector, though there is the difference in job nature between educational institute and health service provider. Below are the 7 aspects with the number of questions.

- | | |
|-----------------------------------|-------------|
| 1. Household economic status | 7 questions |
| 2. Opportunities for advancement | 7 questions |
| 3. Relationships with supervisors | 7 questions |
| 4. Relationships with peers | 7 questions |
| 5. Intrinsic aspects of the job | 7 questions |
| 6. Job satisfaction | 7 questions |
| 7. Work conditions | 7 questions |

Scoring criteria are as follows:

	Positive message	Negative message
Highest level of work morale	5 points	1 point
High level of work morale	4 points	2 points
Moderate level of work morale	3 points	3 points
Poor level of work morale	2 points	4 points
Poorest level of work morale	1 point	5 points

Part 3: Open-ended questions for respondents to freely express their opinions about how to promote positive work morale and how-to motivate personnel at the Health Center in the sample's viewpoint.

3.7 Pre-test of the research tool

In this study, the researcher checked the quality of the research tool by conducting content validity and reliability tests as follows:

3.7.1 Content Validity: two senior personnel of Krabi Provincial Health Office and one from Plai Phraya Hospital reviewed the content of the questionnaire and the researcher submitted the revised questionnaire to the thesis adviser and committee for final recommendations with kind approval.

3.7.2 Reliability: the researcher pre-tested the questionnaire with 30 public health staff of health centers in Kirirat Nikhom district, Suratthanee province. The district is located next to Krabi province and the staff at these health centers provided similar health service practices just like what the populations of this study did. After the field test, the researcher conducted the reliability test by using Alpha's Coefficient or Cronbach Coefficient and the questionnaire's reliability was 0.95.

3.8 Data Collection

For this study about work morale of public health personnel at the health center in Krabi province, the researcher has planned the following procedures for the data collection:

3.8.1 Develop and produce a questionnaire manual which provides instructions about how to fill-out the questionnaire. It can be used as guideline when the researcher faces problems regarding the data collection and can immediately check for the instructions.

3.8.2 Draft a letter and send out to all district health offices to inform them about objectives of this study and request for their kind cooperation.

3.8.3 Collect data by distributing copies of the questionnaire to all of the district health office network and asking staff in the technical unit of the district health office to forward the copies to all of public health personnel at each health center under their supporting supervision. Deadlines were set for respondents to return their completed copy to the district health offices of their own.

3.8.4 The researcher went to all of the district health centers to collect the copies of questionnaire and check for the accuracy and data completion himself.

3.9 Data Analysis

Data were analyzed using a statistical software program called SPSS/FW (Statistical Package for the Social Science for Windows) V.13. Details of the statistical analysis are as follows:

3.9.1 Demographic data of the population: gender, age, marital status, highest education level, job position, job status, job post by line of work, work experiences

and monthly household income and were analyzed with the use of frequency, percentage, mean, and standard deviation, as descriptive statistics.

3.9.2 Scores of work morale: once taking into consideration the average score in each item and in each aspect, the researcher compared that with the criteria by Best, (1977) and gained 3 levels of scoring category as follows:

1.00-2.33 interprets as low level of work morale

2.34-3.66 interprets as moderate level of work morale

3.67-5.00 interprets as high level of work morale

3.9.3 Chi-square was used to test the relationship between personal factors with the level of work morale.

3.9.4 Mean comparison: use of T and F values to compare the differences between personal factors and work morale (post-hoc comparison)