

Chapter 3 : Research Methodology:

Introduction

This chapter outlines the research methodology employed in the study of the impact of positive encouragement on employee performance, job satisfaction, and well-being at Saudi Ground Services (SGS). The chapter provides a detailed description of the operational definitions, research design, population and sampling approach, data collection methods, data types, and statistical analysis procedures used to address the research objectives.

Operational Definitions for Research Variables

1. **Positive Encouragement:** For the purposes of this study, positive encouragement is defined as the provision of verbal and non-verbal feedback, recognition, and support from managers and colleagues that communicate appreciation, approval, and confidence in an employee's abilities and contributions.
2. **Employee Performance:** Employee performance refers to the measurable outcomes and behaviors demonstrated by individuals in their job roles, including task completion, productivity, quality of work, and achievement of key performance indicators.
3. **Job Satisfaction:** Job satisfaction is the degree to which an employee experiences positive emotional states, contentment, and fulfillment with various aspects of their work, such as the nature of the job, working conditions, compensation, and relationships with colleagues and supervisors.
4. **Employee Well-being:** Employee well-being encompasses the mental, physical, and emotional health and welfare of individuals in the workplace, including factors such as stress levels, work engagement, and overall quality of life.

1. Research Design:

This study will employ a quantitative and qualitative research design to examine the impact of positive encouragement on airport ground handling personnel's job performance, job satisfaction, and well-being

The research design for this study is based on the "research onion" framework, which consists of several layers that guide the methodological approach.

Philosophy: The underlying philosophical stance for this research is pragmatism, which focuses on the practical application of knowledge to address real-world problems.

Approach: The research follows a mixed-methods approach, combining both quantitative and qualitative data collection and analysis techniques.

Strategy: The research strategy employed is a case study, focusing on the specific context of Saudi Ground Services (SGS).

Choices: The study utilizes a combination of mono-method quantitative (survey) and mono-method qualitative (open-ended questions) data collection techniques.

Time Horizon: The research is cross-sectional, capturing the perspectives of SGS employees at a specific point in time.

Techniques and Procedures: The data collection and analysis methods include a self-administered questionnaire and various statistical and thematic analysis techniques.

2. Sampling:

- The target population for this study will be ground handling personnel working at Saudi Ground Handling in Jeddah airport. A convenience sampling approach will be utilized to select participants based on their availability and willingness to participate.

3. Data Collection:

- A structured survey questionnaire will be developed to collect data on variables such as perceived levels of positive encouragement, job performance, job satisfaction, and well-being. The questionnaire will be administered electronically using an online survey platform to ensure efficient and standardized data collection.

4. Types of Data

The study will utilize both quantitative and qualitative data. The quantitative data will be collected through the survey questionnaire, including numerical responses to Likert-type scale questions. The qualitative data will be obtained through the open-ended questions in the questionnaire with a subset of survey participants.

5. Measurement Instruments:

- Positive Encouragement: Perceived levels of positive encouragement will be measured using a validated scale, such as the Positive Encouragement Scale (PES). Participants will rate the frequency and effectiveness of positive encouragement they receive in their workplace.

- Job Performance: Job performance will be assessed using a self-report scale adapted from previous research. Participants will indicate their perceived level of performance in different aspects of their job, such as efficiency, accuracy, and customer service.

- Job Satisfaction: Job satisfaction will be measured using a well-established scale, such as the Job Satisfaction Survey (JSS). Participants will rate their satisfaction with various aspects of their job, including pay, working conditions, and opportunities for growth.

- Well-being: Well-being will be assessed using validated scales such as the Perceived Stress Scale (PSS) and the Work Engagement Scale (WES). Participants will rate their perceived stress levels and engagement at work.

6. Data Analysis:

- Descriptive statistics will be computed to examine the distribution and characteristics of the quantitative variables.

- Correlation analysis will be conducted to explore the relationships between positive encouragement, job performance, job satisfaction, and well-being.

- Regression analysis will be employed to test the direct and indirect effects of positive encouragement on job performance, job satisfaction, and well-being, while controlling for potential confounding variables.

7. Ethical Considerations:

- Ethics approval will be sought from the relevant research ethics committee prior to data collection. Participants will be provided with an informed consent form, and their responses will be treated with confidentiality and anonymity.

8. Limitations:

- The study's findings by the willingness of participants. The generalizability of the findings may also be limited to Jeddah airport and Saudi ground handling.

9. Reporting and Dissemination:

- The research findings will be reported in a comprehensive research report, including an introduction, literature review, methodology, findings, discussion, and conclusions.

Conclusion

This chapter has outlined the research methodology adopted for the study on the impact of positive encouragement on employee performance, job satisfaction, and well-being at Saudi Ground Services (SGS). The operational definitions, research design, population and sampling approach, data collection methods, data types, and statistical analysis procedures have been described in detail. This comprehensive methodological framework will guide the data collection and analysis processes to generate reliable and meaningful findings that can inform SGS's people management practices and contribute to the existing academic literature on the topic

Research onion



