

Chapter Three: Research Methodology

3.1 Introduction

This chapter presents the methodology adopted for the study, including the operational definitions of the research variables, the research design, population and sampling, data collection methods, types of data, and statistical analysis procedures. The methodology ensures that the research questions and hypotheses are addressed in a systematic and reliable manner.

3.2 Operational Definitions for Research Variables

- Transformational Leadership: Refers to a leadership style characterized by idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration (Bass, 1990). For the purpose of this study, transformational leadership is measured using the Multifactor Leadership Questionnaire (MLQ) adapted to the Saudi banking context.
- Job Satisfaction: Refers to the overall level of contentment employees feel towards their job, measured across four dimensions: nature of work, pay and rewards, relationships, and promotion opportunities. A standardized job satisfaction scale is used for measurement.

3.3 Research Design (Research Onion)

The research onion model (Saunders et al., 2019) guides the methodological choices for this study:

- Philosophy: Positivism, as the study relies on quantitative data to test hypotheses.
- Approach: Deductive, testing established theories of transformational leadership and job satisfaction.
- Strategy: Survey strategy through structured questionnaires.
- Time Horizon: Cross-sectional, as data is collected at a single point in time.
- Techniques & Procedures: Statistical analysis (descriptive and inferential) using SPSS/Excel.

3.4 Research Population & Sampling Methods and Technique

- Population: All employees working in banks located in Riyadh, Saudi Arabia.
- Sampling Method: Probability sampling, specifically simple random sampling, to ensure equal chances for employees across banks to be included.
- Sample Size: The study targets approximately 150–200 employees, which is considered sufficient for quantitative analysis and to ensure generalizability.

3.5 Data Collection Method

Primary data is collected using a structured questionnaire consisting of two sections:

1. Questions related to transformational leadership (independent variable).
2. Questions related to job satisfaction (dependent variable).

The questionnaire uses a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

3.6 Types of Data

- Primary Data: Collected directly from bank employees through the questionnaire.
- Secondary Data: Obtained from academic articles, books, and previous studies on transformational leadership and job satisfaction, providing theoretical and empirical background.

3.7 Statistical Analysis Procedures

- Descriptive Statistics: Used to analyze demographic characteristics of respondents and summarize the data for each variable.
- Reliability Analysis: Cronbach's Alpha to test the internal consistency of the questionnaire items.
- Correlation Analysis: To measure the strength and direction of relationships between transformational leadership dimensions and job satisfaction.
- Regression Analysis: To test the impact of transformational leadership dimensions on job satisfaction and to confirm the study hypotheses.

3.8 Conclusion

This chapter outlined the methodological framework for the study. By applying a positivist philosophy, a deductive approach, and a quantitative survey design, the study ensures rigorous and valid results. The next chapter will present the data analysis and discussion of the results.