

Appendix B

English Survey Questionnaire



Doctoral Program in Marketing

Thammasat University

This questionnaire is a partial fulfillment of Mr. Teerasak Jindabot's
dissertation entitled "SERVTRUST: A Development of a Scale to
Measure Consumer's Trust in Service Providers
in South-East Asia"
(The First Version)

**SERVTRUST: A Development of a Scale to Measure Consumer's Trust in Service Providers
in South-East Asia**

Introduction: The main purpose of this research study is to develop a trust scale for measuring consumer relationships with their service providers in South-East Asia (Thailand). The research is conducted by Mr. Teerasak Jindabot, a Ph.D. candidate in marketing at Thammasat University, and is funded by Prince of Songkla University. The questionnaire will take you approximately 20-30 minutes to complete. All information collected from you will be kept strictly confidential and will be presented as summary numbers based on answers from all those who are helping me. Although information will be used and presented in the report and publications, your personal information will be anonymous. A summary report will be sent to you if you would like to receive one. Thank you for your cooperation.

Part I: Screening Question

Direction: Please check in the box which is the most appropriate to you.

1. Do you have your main doctor?

☐ Yes

☐ No (Finish the interview)

If yes, please give more detail.

What is his/her name and department?

What is the hospital/ clinic he/she working for?

When was the last time you visit your doctor?

☐ Within the last 6 months

☐ More than 6 months ago (Finish the interview)

2. Do you have your main bank?

☐ Yes

☐ No (Finish the interview)

If yes, please give more detail.

What is the bank's name?

When was the last time you used the bank's services?

☐ Within the last 3 months

☐ More than 3 months ago (Finish the interview)

Part II: Trust Scale for Doctor and Bank

Direction: Following is a list of statements that may apply to the service providers like doctors and banks that you mentioned in part one. For each statement please circle one number to show the degree of your disagreement or agreement with the statement by using the following scale: 1=Strongly Disagree, 2=Disagree, 3=Somewhat Disagree, 4=Neither Agree nor Disagree, 5=Somewhat Agree, 6=Agree, 7=Strongly Agree.

Statement	My Main Doctor							My Main Bank						
	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
• My service provider has made sacrifices for me in the past.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I prefer to provide my personal information on confidential basis.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My decision to do business is based on the service provider's guarantee.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has been frank in dealing with me.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I will rely on a service provider with whom I have ever dealt before.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider is very knowledgeable.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I am familiar with this service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• Information sharing on important issues has become a critical element to any partnership.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has a great deal of integrity.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has enough control over his/her company's resources to fulfill my needs.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider performs services as promised.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has a good reputation for his/her services.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider always accommodates my last minute request.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider cares for my welfare.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I always give the correct personal information to my service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• The service provider's guarantee shows his/her high quality of service.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• Promises made by my service provider are reliable.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I can predict what my service provider will do because of my experience with him/her.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider knows his/her service very well.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I prefer to do business with this service provider because he/she is like a friend to me.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider gives me all kinds of the information to help me.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider brings high standards to his/her work.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I think that my service provider can influence my decisions on options I have.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

Statement	My Main Doctor							My Main Bank						
	Strongly Disagree			Strongly Agree				Strongly Disagree			Strongly Agree			
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider provides his/her services at the time he/she promises to do so.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• In general, my service provider has a good reputation in the market.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider is punctual in meeting deadlines.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I feel my service provider is like a friend.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I believe my personal information is safe with my service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I believe in my service provider's guarantee.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider does not make false claims.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I continue to deal with this service provider because of the long relationship I have had with him.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider is an expert in his/her area.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I believe that if this service provider is or acts like a friend he/she would do me favors.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider shares his/her confidential information with me.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider is honest.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I tend to follow my service provider's recommendations.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider provides the service right the first time.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has the reputation for being fair.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider returns my calls promptly.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider treats me with respect.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider keeps my personal information in secret.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I expect a certain outcomes from a guaranteed service.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider is open in dealing with me.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I would continue my relationship with this service provider for similar services.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has enough authority to serve me.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I prefer doing business with this service provider if I had friends working for him or her.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider promptly provides all kinds of information that I want.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has high moral principles.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has a right to expect me to go along with his/her recommendations.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has services available when I want it.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has the reputation for being concerned about his/her customers.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

Statement	My Main Doctor							My Main Bank						
	Strongly Disagree			Strongly Agree				Strongly Disagree			Strongly Agree			
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider responds to my requests immediately.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider acts as if I am always right.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I would deal with service provider who keeps my personal information confidential.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• If my service provider can deliver as guaranteed, I will certainly continue to deal with him/her.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• In general, my service provider has strong credentials.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I am very pleased with my dealing with this service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I have faith in my service provider's recommendation.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I have developed a friendship with the service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I make decisions based on the information that I receive from my service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I prefer to deal with a service provider who has high integrity.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I feel that by going along with my service provider's recommendations, I would have received very good treatment from him/her.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has insisted on error-free transaction and records.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider invests in advertising and promotion.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I always get the information I ask from my service provider in timely fashion.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I feel my service provider has been on my side.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I would listen to my service provider because of his/her expertise.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I would trust this service provider if I knew him/her personally.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I share proprietary information with my service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• By going along with my service provider's recommendations, I avoided some of the problems other customers face.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I feel that my service provider is reliable.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider belongs to national or international chain.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• When I share my problems with my service provider, I know that he/she responds with understanding.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• The building facility of a service provider shows how good his/her services are.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I can count on my service provider to consider how his/her services will affect me.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• In general, I trust my service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

Part III: Antecedences of Trust for Doctor and Bank

Direction: Following is a list of statements that may apply to service providers like doctors and banks as you mentioned in part one. For each statement please circle one number to show the degree of your disagreement or agreement with the statement by using the following scale: 1=Strongly Disagree, 2=Disagree, 3=Somewhat Disagree, 4=Neither Agree nor Disagree, 5=Somewhat Agree, 6=Agree, 7=Strongly Agree.

Statement	My Main Doctor							My Main Bank						
	Strongly Disagree							Strongly Disagree						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• In our relationship, my service provider keeps me informed of the new information.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider does not hesitate to take care of any problems I might have with using the service.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has modern-looking equipment.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My choice to do a business with my service provider was a wise one.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider provides me with clear and transparent information.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider goes out of his/her way to solve my problems.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider's physical facilities are visually appealing.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I think I did the right thing when I decided to do a business with my service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider keeps me constantly informed of new services that could be in my interest.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider is willing to bend his/her company policies to help address my needs.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has operating hours convenient to me.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I am happy about my decision to choose my service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider lets me know as soon as possible of any unexpected problems with his/her services.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider has practices that make service recovery quick and easy.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider gives me prompt service.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I am always delighted with my service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider communicates well.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider shows much concern for me.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider is consistently courteous.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• Overall, I am satisfied with my service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My service provider can answer my questions.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

Part IV: Consequences of Trust for Doctor and Bank

Direction: Following is a list of statements that may apply to the relationship with your service providers who you mentioned in part one. For each, circle one number to show the degree of your disagreement or agreement with the statement by using the following scale: 1=Strongly Disagree, 2=Disagree, 3=Somewhat Disagree, 4=Neither Agree nor Disagree, 5=Somewhat Agree, 6=Agree, 7=Strongly Agree.

Statement	My Main Doctor							My Main Bank						
	Strongly Disagree						Strongly Agree	Strongly Disagree						Strongly Agree
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• The relationship that I have with my service provider is something I am very committed to.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I consider my service provider my first choice to do a business.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• The relationship that I have with my service provider is something I intend to maintain indefinitely.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I say positive things about my service provider to others.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• The relationship that I have with my service provider deserves my maximum effort to maintain.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I encourage friends and relative to do business with my service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My relationship to my service provider is very important to me.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I will do more business with my service provider in the next few months.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• My relationship to my service provider is something I really care about.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I make an effort to do business with my service provider for all of my needs.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I have a very strong relationship with my service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
• I am loyal to my service provider.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

Part V: Demographic Information

1. Gender:

☐ Male☐ Female

2. Please tell me your year of birth.....

3. The highest qualification:

☐ Less than high school degree☐ High school degree or equivalence☐ Some college☐ Bachelor's degree or equivalence☐ Graduate degree or equivalence☐ Post graduate degree or more

4. The occupation you are doing now:

Are you presently employed?

☐ Yes☐ NoIf "no", are you retired or not employed? ☐ Retired ☐ Not employed

If "retired," what was your main occupation before your retired?

If "yes", what is your main occupation?

5. Average income per month:

☐ Less than 10,000 ₺☐ 10,000 ₺ – 19,999 ₺☐ 20,000 ₺ – 29,999 ₺☐ 30,000 ₺ or more

6. Please give me your name and address.

Name-Surname

Address

E-mail Tel

*****THANK YOU VERY MUCH*****