

ABSTRACT

The main purposes of this research were to identify the factors which attract foreigners to join an English-spoken meditation retreat at The Middle Way, to measure their satisfaction in the aspect of the place, the course, and the instructors and staff members.

The study was conducted by distributing questionnaires to 50 foreigners who were joining the meditation retreat at Suan Pa Himmawan, Loey province. The questionnaire consisted of closed-ended questions, open-ended questions, and Likert Scale, divided into four parts: personal information, influencing factors, overall satisfaction, and suggestions.

The results of the study provided crucial information describing that the sample was most concerned about the atmosphere of the meditation site, followed by the meditation technique and the instructor's credibility. Moreover, the study helped find out their expectations, satisfaction, opinions, and suggestions which could be very helpful for The Middle Way to improve the service.