

APPENDIX A

Questionnaire (English Version)

Customer Satisfaction with Ground Services Provided by Nok Air at Don Muang Airport

This questionnaire is part of a research paper as a partial fulfillment of the requirements for Master of Arts in English for Careers, Language Institute, Thammasat University. This questionnaire is used to measure the level of customer satisfaction with ground services provided by Nok Air at Don Muang Airport and find out the suggestion in order to improve and develop the service of the airline in the future. Your response will be used for this research purpose only and will be kept with strict confidentiality. Your cooperation in answering this questionnaire is highly appreciated. In case of needing more information or clarification, you can contact me at : Ms. Kulthinee Suksomtham Tel. 089-8126409

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Instruction : Please read the following statements and write down your answer that reflects your feeling and/or opinions in the

Section 1 Demographic

- 1. Gender** Male Female
- 2. Age** lower than 25 years
 25-35 years
 36-45 years
 46-50years
 More than 50 years
- 3. Average Monthly Income** Less than 10,000 B.
 10,001-30,000 B.
 30,001- 50,000 B.
 More than 50,001 B.

4. Occupation

- Government Officer
 State Enterprise Officer
 Private Sector Officer
 Business Owner
 Student
 Others _____

5. How many flights do you travel with Nok Air in one month?

- 0-2 flights 3-5 flights More than 5 flights

6. Where do you often travel to ?

- Chiang Mai Had Yai Nakorn Sri Thammarat Trang
 Udon Thani Others

Section 2: Customer Satisfaction with Ground Services provided by Nok Air at Don Muang Airport

Instruction: Please rate your satisfaction with Ground Service provided by Nok Air at Don Muang Airport by checking in the box that mostly reflects your feelings and/or opinions and to what extent.

Title	Very Satisfied	Satisfied	Moderate	Dissatisfied	Very Dissatisfied
Satisfaction on Location	5	4	3	2	1
7. Easy to find					
8. Enough space					
9. Attractive decoration					
10. Attractive product display					
11. Clean and comfortable					
12. Clear Signage					

Satisfaction on Nok Air ground Staff	5	4	3	2	1
13. Friendliness					
14. Interaction with customers					
15. Polite manner					
16. Good temperament					
17. Willingness in providing service					
13. Ability to answer customers' question					
18. Ability to solve customers' problem					
19. Proper attire					
Satisfaction On Nok Air Ground Services	5	4	3	2	1
20. Check In Service					
21. Baggage service					
22. Flight information service					
23. Ticketing service					
24. Reservation service					
25. Lost and found service					
26. Boarding service					
27. Information service					

Section 3: Suggestions

28. What aspect do you want the airline to improve most?

29. What can Nok Air do to increase your satisfaction on ground service at Don Muang Airport ?

Thank you for your time and assistance