

ABSTRACT

This research was to find out the degree of foreign tourists' satisfaction with the Personal Audio Guide (PAG) at the Grand Palace and the Temple of the Emerald Buddha. The researcher also looked for the suggestions of the customers which can help the PAG provider improve the quality of the product and service.

The subjects of this study were 120 foreign tourists who visited the Grand Palace and the Temple of the Emerald Buddha and used the PAG. The design of this study was a cross-sectional descriptive design, and this research was conducted by using self-administered questionnaires including both closed-ended and open-ended questions. Data collection period was from January 11 to February 1, 2009. The Likert Scale was used to interpret the data, and the Statistical Package for Social Sciences program version 16 was used to analyze the data.

The results of the study showed that the foreign tourists were extremely satisfied with the PAG in terms of the ease of using the machines, the cleanliness of the machines, the clear pronunciation, the availability of their native languages, the friendliness of the staff, the clear explanation about the terms and conditions of the staff, the sufficiency of the machines, and the one-stop service. Similarly, they were satisfied with the PAG in terms of the weight of the machines, the rental cost, the explanation of unfamiliar words, the ease of understanding the map, the length of the description, the ease of noticing the rental booth, and the rental duration.