

## **APPENDIX A**

### **Questionnaire in English**

#### **Customer Satisfaction with the Products and Services of the Printing Houses in Bangkok**

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This questionnaire is a part of research paper as a partial fulfillment of the requirements for a Master's degree of Arts in English for Careers, Language Institute, Thammasat University. It aims to survey customer satisfaction with the printed materials and services of the printing houses in Bangkok. Your response will be kept strictly confidential, and will be used for research purposes only. Your cooperation in answering this questionnaire is highly appreciated. For further information, please kindly contact the researcher: Ms. Sansanee Boonkarnchanarat at 086-332-2242, or email me at: jeapsansanee@hotmail.com

#### **Instructions**

This questionnaire consists of 4 parts as follows:

Part 1: Personal information

Part 2: Customer's order of printing products

Part 3: The degree of customer satisfaction with the products, services, factors, and problems that customers are facing.

Part 4: Suggestion

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#### **Part 1: Personal Information**

Instruction: Please tick ✓ or X in the box provided for the answer that is suitable to you.

**1. Gender**

☐ Male

☐ Female

**2. Age**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Below 25 years old | <input type="checkbox"/> 25 –30 years old | <input type="checkbox"/> 31 – 35 years old |
| <input type="checkbox"/> 36 – 40 years old  | <input type="checkbox"/> 41 – 45years old | <input type="checkbox"/> 45 years old      |

**3. Education**

- |  |  |
|--|--|
| <input type="checkbox"/> Below Bachelor's degree | <input type="checkbox"/> Bachelor's degree or equivalent |
| <input type="checkbox"/> Master's degree         | <input type="checkbox"/> Doctoral degree                 |

**4. Status**

- |  |  |
|--|--|
| <input type="checkbox"/> Single              | <input type="checkbox"/> Married                       |
| <input type="checkbox"/> Divorced/ Separated | <input type="checkbox"/> Others (Please specify) ..... |

**5. Occupation**

- |  |  |
|--|--|
| <input type="checkbox"/> Private sectors | <input type="checkbox"/> Government sector             |
| <input type="checkbox"/> Students        | <input type="checkbox"/> Others (Please specify) ..... |

**6. Average income per month**

- |   |   |
|---|---|
| <input type="checkbox"/> Below 20,000 baht    | <input type="checkbox"/> 20,001 – 30,000 baht |
| <input type="checkbox"/> 30,001 – 40,000 baht | <input type="checkbox"/> 40,001 – 50,000 baht |
| <input type="checkbox"/> Above 50,000 baht    |   |

**7. Working Experience**

- |   |                                     |
|---|-------------------------------------|
| <input type="checkbox"/> Less than 2 years  | <input type="checkbox"/> 2-5 years  |
| <input type="checkbox"/> 6-8 years          | <input type="checkbox"/> 9-10 years |
| <input type="checkbox"/> More than 10 years |                                     |

### Parts 2: Customer's order of printed products

**Instruction:** Please tick ✓ or X in the box provided for the answer that is suitable to you.

**8. What kind of printed materials do you use most (please put it in order from the most to the least) 1= the most, 4= the least**

- ☐ Book, magazine
- ☐ Printed materials for advertising and public relation (leaflet, poster, and catalogue)
- ☐ Occasional printed materials (congratulatory card, calendar, and yearbook)
- ☐ Package (carton, paper bag)

### Part 3: The degree of customer satisfaction with the products, services, factors, and problems that customers are facing.

**Instruction:** Please tick ✓ or X in the box provided for the answer that is suitable to you.

5 = the most, strongly satisfied

4 = satisfied

3 = neutral

2 = dissatisfied

1 = the least, strongly dissatisfied

No.	Questions	Level of satisfaction				
		Strongly satisfied	Satisfied	Neutral	Dissatisfied	Strongly dissatisfied
		5	4	3	2	1
	<b>Satisfaction with Product Quality</b>					
9	The product quality affects your decision in requesting printing orders.					
10	Price of printed materials is appropriate.					
11	Location of printing house is easily					

No.	Questions	Level of satisfaction				
		Strongly satisfied	Satisfied	Neutral	Dissatisfied	Strongly dissatisfied
		5	4	3	2	1
	accessed.					
12	There are sale promotions.					
13	Lead-time is suitable.					
14	Finished products are delivered in time.					
	<b>Satisfaction with the services</b>					
15	The staff are polite and friendly.					
16	The staff are expert in printing.					
17	The staff can solve printing problems professionally.					
18	The staff can give useful advice and answers to customers.					
19	The number of staff is enough.					
	<b>Factors in choosing a printing house</b>					
20	Reputation of printing houses					
21	Word of mouth					
22	Quality of printed materials reaches the standard.					
23	The Price of printed materials is appropriate.					
24	The Location of printing house is easily accessed.					
25	Staff are knowledgeable and expert.					
26	Term of payment					
27	Printing house has modern and full-optioned machines.					

No.	Questions	Level of satisfaction				
		Strongly satisfied	Satisfied	Neutral	Dissatisfied	Strongly dissatisfied
		5	4	3	2	1
	<b>Problems you have faced</b>					
28	Quality of the products is below the specification.					
29	Products deliver delayed					
30	Price of printed materials is not appropriate.					
31	It is difficult to contact the printing house.					
32	Staff lack of knowledge expertise and manners.					
33	There is limitation of printing jobs requiring special techniques.					

#### Part 4: Suggestions

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Thank you for your kind cooperation in answering the questionnaire.