Appendix

CUSTOMER LOYALTY IN THE LUXURY HOTEL INDUSTRY: A CROSS CULTURAL PERSPECTIVE

Dear Sir/Madam,

This questionnaire is in partial fulfillment of the requirements for obtaining a Doctor of Philosophy in Marketing, Thammasat University, Bangkok. Please take a few minutes to complete this questionnaire. Your response will be invaluable to us in determining how customers' attitudes on brand and performance influence loyalty and purchasing behavior.

Please read each statement carefully and circle the number that best reflects your opinion. All of the data in this questionnaire will be used for educational purposes only and will be kept strictly confidential. Your cooperation is greatly appreciated.

If you have any questions about this questionnaire, please contact the office of the Ph.D. in Marketing at Thammasat University on (02) 354-1446.

Thank you very much for your time and cooperation.

Sincerely,

Nak Gulid
Doctoral Candidate,
Thammasat University

When answering the questionnaire, I am thinking about the last luxury hotel I stayed at in Thailand. The name of that hotel is : (Please fill the name in the box)

Your opinion toward your service hotel's performance

Q1. _Referring to your selected service hotel_, please indicate your level of agreement of the following statements.

Please circle one appropriate number on a scale of 1 to 5 which most closely corresponds to the way you feel and write it down next to each statement.

Statements	Strongly Disagree	Disagree	Neither Agree/ Nor Disagree	Agree	Strongly Agree
My service hotel takes a personal interest in me.	1	2	3	4	5
My service hotel treats me as an individual, not just as another customer.	1	2	3	4	5
My service hotel is never too busy to respond to my queries or concerns.	1	2	3	4	5
My service hotel takes the time to understand my specific needs before providing service.	1	2	3	4	5
My service hotel is always willing to help me whenever a problem arises.	1	2	3	4	5

Q2. _Referring to your selected service hotel_, please think about the overall performance and circle the number that best describes how much you agree or disagree with each statement.

Statements	Strongly Disagree	Disagree	Neither Agree/ Nor Disagree	Agree	Strongly Agree
As far as I am concerned, my selected service hotel's performance is excellent.	1	2	3	4	5
My selected service hotel usually does its job from the outset.	1	2	3	4	5
The recommendations made by this selected service hotel are usually the right ones.	1	2	3	4	5
Performance by this selected service hotel is free of errors.	1	2	3	4	5

Q3. Please indicate whether you agree or disagree with each statement by circling a number from scale of 1 to 7 which closely corresponds to the way you feel.

Statements	Very Strongly Disagree	Strongly Disagree	Somewhat Disagree	Neither Disagree/ Nor Agree	Somewhat Agree	Strongly Agree	Very Strongly Agree
I trust this selected hotel brand.	1	2	3	4	5	6	7
I rely on this selected hotel brand.	1	2	3	4	5	6	7
This is an honest hotel brand.	1	2	3	4	5	6	7
This hotel brand is safe.	1	2	3	4	5	6	7

Q4. Please indicate whether you agree or disagree with each statement by circling a number from scale of 1 to 7 scale which closely corresponds to the way you feel.

Statements	Very Strongly Disagree	Strongly Disagree	Somewhat Disagree	Neither Disagree/ Nor Agree	Somewhat Agree	Strongly Agree	Very Strongly Agree
I feel good when I use this hotel brand.	1	2	3	4	5	6	7
This hotel brand meets my standards.	1	2	3	4	5	6	7
This hotel brand gives me pleasure.	1	2	3	4	5	6	7

Q5. _Referring to your selected service hotel_, please read the following statements carefully and indicate the extent to which you agree or disagree with each statement by circling a number which most nearly responds to the way you feel.

Statements	Strongly Disagree	Disagree	Neither Agree/ Nor Disagree	Agree	Strongly Agree
I consider myself to be a loyal patron of my selected service hotel.	1	2	3	4	5
I am committed to this hotel.	1	2	3	4	5
We always consider this hotel as our first choice.	1	2	3	4	5
To me, my selected service hotel is the same as other service hotels.	1	2	3	4	5

Q6. Thinking about _your selected service hotel,_ how likely do you wish to use the services of this hotel based on the following statements.

Statements	Very Strongly Disagree	Strongly Disagree	Somewhat Disagree	Neither Disagree/ Nor Agree	Somewhat Agree	Strongly Agree	Very Strongly Agree
I am not looking for another hotel to replace the present one.	1	2	3	4	5	6	7
The relationship with this hotel is important to me.	1	2	3	4	5	6	7
I wish to retain my relationship with this hotel.	1	2	3	4	5	6	7
I will stay in this hotel brand the next time.	1	2	3	4	5	6	7
I intend to keep staying in this hotel brand.	1	2	3	4	5	6	7
I will do most of the service activities with this hotel.	1	2	3	4	5	6	7
I insist to stay in this hotel as long as I can.	1	2	3	4	5	6	7

Q7. Thinking about *your selected service hotel,* please indicate your level of opinion on the following statements. On a scale of 1 to 10, please circle only one number for the statements which best describes your opinion.

Statements	Very Poor Deal									Very Good Deal
For the price you pay for this hotel, would you say the price you pay is	1	2	3	4	5	6	7	8	9	10

Statements	No Value at all									Very High Value
For the time you have during your stay in this hotel, would you say staying in this hotel is	1	2	3	4	5	6	7	8	9	10

Statements	Not at all Worth-while									Very Worth-while
For the effort involved in making decision on this hotel, would you say your effort is	1	2	3	4	5	6	7	8	9	10

Statements	Extremely Poor Value									Extremely Good Value
How would you rate your overall experience with this hotel?	1	2	3	4	5	6	7	8	9	10

Q8. Considering *your selected service hotel*, please indicate how likely it is that you will mention this hotel based on the following statements.

On a scale of 1 to 7, please circle the number which best describes your plan to talk about this hotel. 1 = not at all likely, 7 = extremely likely.

Statements	Not at all Likely	Moderately Unlikely	Somewhat Unlikely	Neither Unlikely/ Nor Likely	Somewhat Likely	Moderately Likely	Extremely likely
Say positive things about this hotel to other people.	1	2	3	4	5	6	7
Recommend this hotel to someone who seeks your advice.	1	2	3	4	5	6	7
Encourage friends and relatives to do business with this hotel.	1	2	3	4	5	6	7

Q9. Would you continue to use the service of this hotel if its prices increase somewhat?

Strongly Disagree				Strongly Agree
1	2	3	4	5

Q10. From the list of brand attitudes and images, how would you rate this hotel brand?

Statements	Strongly Disagree	Disagree	Neither Agree/Nor Disagree	Agree	Strongly Agree
This hotel brand has an attractive package for me.	1	2	3	4	5
This hotel brand is prestigious and suitable for me.	1	2	3	4	5
This hotel brand is good to give to others as a gift.	1	2	3	4	5
This hotel brand is an established brand.	1	2	3	4	5
This hotel brand is stylish and sophisticated.	1	2	3	4	5

Q11. Please read the following statements carefully and indicate whether you agree or disagree with each statement by circling the number which most closely corresponds to the way you personally feel.

Statements	Strongly Disagree	Disagree	Neither Agree / Nor Disagree	Agree	Strongly Agree
Individuals should sacrifice self-interest for the group (either at school or the workplace).	1	2	3	4	5
Individuals should stick with the group even through difficulties.	1	2	3	4	5
Group welfare is more important than individual rewards.	1	2	3	4	5
Group success is more important than individual success.	1	2	3	4	5
Individuals should only pursue their goals after considering the welfare of the group.	1	2	3	4	5
Group loyalty should be encouraged even if individual goals suffer.	1	2	3	4	5

Respondent Profile

Finally, we would like to obtain some information for classification purposes only. Please respond each question by circling the appropriate number.

Q12. How many times have you been in this hotel?

1.	1 time (first time)	2.	2-3 times
3.	4-5 times	4.	more than 5 times

Q13. Most of your trip:

1.	Business	2.	Leisure

Q14. Purpose of your main visit:

    1.   Holiday   2.   Business

    3.   Convention   4.   Others: (please specify).........................

Q15. Who mostly makes the decision on booking this hotel?

    1.   Yourself   2.   Your Secretary

    3.   Travel Agent   4.   Others: (please specify) ....

Q16. Gender:

    1.   Male   2.   Female

Q17. Your age:

    1. 18-24 years   2. 25-34 years   3. 35-44 years

    4. 45-54 years   5. 55-64 years   6. Over 65 years

Q18. Education:

    1.   High School or less   2.   Some College

    3.   College Degree   4.   Graduate School (Master Degree)

    5.   Doctoral Degree

Q19. Occupation:

    1. Student   2. Office worker   3. Professional

    4. Tradesman   5. Government official   6. State enterprise

    7. Home duties   8. Retired   9. Others⊗please specify) ....

Q20. Please state your nationality:

....

    Please also specify your country of residence:..

Q21. Marital status:

    1.   Single   2.   Married

    3.   Divorced/Separated   4.   Widow/Widower

Q22. Annual household income (US$):

1.	Less than $55,000	2.	$55,000-$74,999
3.	$75,000-$94,999	4.	$95,000-$114,999
5.	$115,000-$134,999	6.	$135,000 and over

Thank you very much for your cooperation