

REFERENCES

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APPENDIX



**NARESUAN UNIVERSITY
BANGKOK CAMPUS**

**Master of Arts in International Tourism and Hotel Management Program
THESIS**

QUESTIONNAIRE

Topic: European Tourists' satisfaction towards Airport Rail Link in Bangkok, Thailand

Dear Respondent:

My name is Mr. Surajade Pannawong, a student in the Master of Arts in International Tourism and Hotel Management Program at Naresuan University, Bangkok Campus. I am currently doing a research entitled *European Tourists' satisfaction towards Airport Rail Link in Bangkok, Thailand*, which is a part of a THESIS.

I hereby request your kind assistance in answering this questionnaire. Rest assured, the information you provide will be treated with confidentiality and used only for this research. Your cooperation in completing this questionnaire will be greatly appreciated. There are four parts of the questionnaire as follow:

- Part I : General Information
- Part II : Experience through Airport Rail Link
- Part III : Future decision and Evaluation of service
- Part IV : Recommendations

Approved by

(Dr. Roslyn Derrett)

Advisor

Sincerely yours,

.....
(Surajade Pannawong)
Researcher

Part I : General Information**Gender**

Male Female

Age

below 18 years 18 – 30 years 31 - 40 years 41 – 50 years
 Over 50 years

Marital status

Single Married Divorced Widowed Cohabiting Other

Occupation

Self-employed Employee Manual Worker Not working

Education (end of)

Until 15 years of age 16-20 20+ Still in education

Country

Austria Belgium Denmark Finland France Germany Ireland
 Italy Netherlands Norway Russia Spain Sweden Switzerland
 United Kingdom East Europe Others

The use of Airport Rail Link

City Line Express Line

Part II: Experience

Please give your score based on the experience towards Airport Rail Link in Thailand.

1 means you strongly disagree with the statement whereas 5 mean you strongly agree with the statement.

No	Question	Very Satisfied	Satisfied	Moderately	Dissatisfied	Very Dissatisfied
1.	Trains					
1.1	Comfortable	5	4	3	2	1
1.2	Modernity	5	4	3	2	1
1.3	Punctuality and Reliability	5	4	3	2	1
1.4	Safety and Security	5	4	3	2	1
1.5	Frequency of train	5	4	3	2	1
1.6	Equipment	5	4	3	2	1
1.7	Light level	5	4	3	2	1
1.8	Sound level	5	4	3	2	1
1.9	Temperature	5	4	3	2	1
1.10	Train Cleanliness	5	4	3	2	1
1.11	Accessibility to other transport	5	4	3	2	1
1.12	Sufficient capacity for passengers in rail cars	5	4	3	2	1

No	Question	Very Satisfied	Satisfied	Moderately	Dissatisfied	Very Dissatisfied
2.	Staff					
2.1	Staff service quality	5	4	3	2	1
2.2	Staff courtesy	5	4	3	2	1
2.3	Giving information and response to questions	5	4	3	2	1
2.4	Ticketing Speed or Queue	5	4	3	2	1
2.5	English communication ability	5	4	3	2	1
3.	Facilities					
3.1	Station Facilities (escalator, elevator)	5	4	3	2	1
3.2	Ticketing Office	5	4	3	2	1
3.3	Clarity of Station announcement	5	4	3	2	1
3.4	Tourist Information Counter	5	4	3	2	1

Part III : Agree or Disagree

Please indicate how you agree or disagree with each sentence.

No	Question	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
		5	4	3	2	1
1.	Value for Money	5	4	3	2	1
2.	Value for Time	5	4	3	2	1
3.	Travelling with Airport Rail Link again	5	4	3	2	1
4.	Recommendation to friends	5	4	3	2	1
5.	The service beyond your expectation	5	4	3	2	1

Part IV : Recommendation

What would you recommend to do in order to provide the better service?

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Thank you for your assistance in completing this questionnaire
 Surajade Pannawong

BIOGRAPHY



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Name –Surname Surajade Pannawong
Date of Birth June 9, 1986
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Phrapradaeng Samutprakran 10130

Work Experiences

2011 Tourism Lecturer, Siam Business Administration
College, Bangkok
2010 Personal Assistant to K.Siwat Sanongkunvorakul,
Pai Vieng Fah Resort.

Education Background

2009 B.A. (Hotel and Tourism Management),
Bangkok University International College
Bangkok; Thailand

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