

## **APPENDIX**

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Questionnaire  
No.....



### *Survey Questionnaire*

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#### **Topic: The Service Quality of Men Spas in Bangkok Metropolis**

The survey is part of a thesis for a Master's degree in International Hotel and Tourism Management to be submitted to Naresuan University. The questionnaire was designed to elicit your responses about your expectations and perceptions about the service quality of men's spas in Bangkok. Your responses will be strictly treated with highest confidentiality.

The researcher would like to thank you for your cooperation.

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## Questionnaire

**Section 1: Personal profile:** (Please indicate your response by marking (✓) the box that best applies to you.)

**1. Age**

- |                 |                    |
|-----------------|--------------------|
| (1) 20-30 years | (2) 31-40 years    |
| (3) 41-50 years | (4) above 50 years |

**2. Your education level**

- |                       |  |
|-----------------------|--|
| (1) Primary school    | (2) High school/Diploma                        |
| (3) Bachelor's degree | (4) Master's degree and higher (post graduate) |

**3. Income per month (Baht)**

- |                      |                   |                      |
|----------------------|-------------------|----------------------|
| (1) Less than 10,000 | (2) 10,001-20,000 | (3) 20,001-30,000    |
| (4) 30,001-40,000    | (5) 40,001-50,000 | (6) more than 50,000 |

## Section 2: The tourists' expectations of service quality in men's spa's employees

(Please indicate your response by marking (✓) the box that corresponds to your opinion.)

Service quality	Level of expectation				
	Excellent	Good	Average	Fair	Poor
<b>Tangibles</b>					
1. The men's spa has modern-looking equipment.					
2. The physical facilities are visually appealing.					
3. The service room looks clean and healthy.					
4. There is a high quality of inventory and equipment in a men's spa.					
5. The service rooms look modern and luxurious.					
6. There are enough service rooms and clients do not have to wait for long.					
7. The employees of a men's spa are neat and appealing.					
8. The materials associated with the service are visually appealing.					
<b>Reliability</b>					
9. When the men's spa promises to do something by a certain time, it does so.					
10. When you have a problem, the men's spa shows a sincere interest in solving it.					
11. The men's spa performs the services right the first time.					
12. The men spa provides its services at the time it promises to do so.					
13. The men's spa insists on error-free records.					
<b>Responsiveness</b>					
14. The employees of a men's spa tell you exactly when services will be rendered.					

Service quality	Level of expectation				
	Excellent	Good	Average	Fair	Poor
15. The employees of a men's spa give a prompt service to customers during checking in/checking out.					
16. The employees of men's spa always show their willingness to help you.					
17. The employees of a men's spa are quick to respond to your request.					
<b>Assurance</b> 18. The behavior of the men's spa employees instills confidence in a customer.					
19. You feel safe in your patronage of the men's spa.					
20. The employees of the men's spa are consistently courteous with you.					
21. The employees of a men's spa have knowledge to answer your questions.					
<b>Empathy</b> 22. The men's spa employees gives\ you individual attention.					
23. The men's spa has employees who give you personal attention.					
24. The men's spa has your best interest at heart.					
25. The employees of a men's spa understand your specific needs.					

**Section 3: Tourist's perception of service quality in men's spas:** (Please indicate your response by marking (√) the box that corresponds to your opinion.)

Service quality	Level of perception				
	Excellent	Good	Average	Fair	Poor
<b>Tangibles</b>					
1. The men's spa has modern-looking equipment.					
2. The physical facilities are visually appealing.					
3. There is a clean room for service.					
4. High quality of inventory and equipment in men's spas.					
5. The room service is well-known and luxurious.					
6. There are a lot of room services and they don't keep the customers wait for long.					
7. The men's spa employees are neat appearing.					
8. Materials associated with the service are visually appealing.					
<b>Reliability</b>					
9. When the men's spa promises to do something by a certain time, it does so.					
10. When you have a problem, the employees show a sincere interest in solving it.					
11. The employees perform the services right the first time.					
12. The men's spa provides its services at the time it promises to do so.					
13. The men's spa staff insists on error-free records.					
<b>Responsiveness</b>					
14. The employees tell you exactly when services will be performed.					
15. The employees give prompt service to customers during check in/check out.					
16. The employees are always willing to help you.					

Service quality	Level of perception				
	Excellent	Good	Average	Fair	Poor
17. The employees are never too busy to respond to your request.					
<b>Assurance</b> 18. The behavior of the men's spa employees instills confidence in customers.					
19. You feel safe in your transactions with the employees.					
20. The men spas employees are consistently courteous with you.					
21. The employees have the knowledge to answer your question.					
<b>Empathy</b> 22. The men's spa employees give you individual attention.					
23. The men' spa has employees who give you personal attention.					
24. The men's spa employees have your best interest at heart.					
25. The men's spa employees understand you specific needs.					