

APPENDIX A

Questionnaire

Customer Satisfaction with Thammasat University Bookstore: Tha Prachan Campus

This questionnaire is part of a research paper as a partial fulfillment of the requirements for Master of Arts in English for Careers, Language Institute, Thammasat University. This questionnaire is used to measure the level of customer satisfaction with Thammasat University Bookstore: Tha Prachan Campus and find out the suggestion in order to improve and develop the service of bookstore in the future. Your response will be used for this research purpose only and will be kept with strict confidentiality. Your cooperation in answering this questionnaire is highly appreciated.

In case of needing more information or clarification, you can contact me at: Miss Wannarat Charoensri: +661 414 5789 or +662 661 6677 ext. 409.

Instruction: Please read the following statements and write down your answer that reflects your feeling and /or opinions in the right-handed side blank box.

Section 1: Demographic Information

- | | | | |
|--|--|--|--------------------------|
| 1. Gender | 1. Male | 2. Female | <input type="checkbox"/> |
| 2. Age | _____ | | <input type="checkbox"/> |
| 3. Education | 1. High School
3. Bachelor's Degree
5. Doctorate's Degree | 2. Vocational School
4. Master's Degree | <input type="checkbox"/> |
| 4. Marital Status | 1. Single
3. Divorce/Separated | 2. Married
4. Other _____ | <input type="checkbox"/> |
| 5. Average Income/month from every source | | | <input type="checkbox"/> |
| | 1. No income
3. 10,001 – 15,000
5. 20,001 – 25, 000 | 2. 5,000 – 10,000
4. 15,001 – 20,000
6. Over 25,000 | |
| 6. Occupation | | | <input type="checkbox"/> |
| | 1. Governmental officials
3. Housewife
5. University Student | 2. Private employee
4. Business Owner
6. Other _____ | |

7. How often do you use the bookstore per week?

1. 1 – 2 times 2. 3 – 5 times 3. More than 5 times

8. Why do you choose Thammasat University Bookstore: Tha Prachan Campus?

1. Convenience 2. Product variety 3. Lower prices
4. Product quality

Section 2: Customer Satisfaction with Thammasat University Bookstore: Tha Prachan campus

Instruction: Please rate your satisfaction with Thammasat University Bookstore: Tha Prachan campus by checking (✓) in the box the one that mostly reflects your feelings and/or opinions and to what extent.

Titles	Satisfaction Levels				
	Very Satisfied	Satisfied	Moderate	Dissatisfied	Very dissatisfied
The service area	5	4	3	2	1
9. Overall cleanliness and atmosphere					
10. Big space					
11. Easy to find					
12. Prominent signs					
13. Convenient parking space					
14. Not too noisy					
15. Attractive store decoration					
16. Attractive product display					
Staff hospitality	5	4	3	2	1
17. Friendliness					
18. Interaction with customers					
19. Polite manner					
20. Good temperament					
21. Readiness and willingness in providing					
22. Ability to answer customers' questions					
23. Ability to help solve customers' problems					
24. Proper attire					

Titles	Satisfaction Levels				
	Very Satisfied	Satisfied	Moderate	Dissatisfied	Very dissatisfied
The service provided	5	4	3	2	1
25. Speed in providing service					
26. Turnaround time of each transaction					
27. Payment option eg. Cash or credit card					
28. Modernity of the service equipment					
29. Long opening hours Mon-Fri: 0830 – 1900 Sat-Sun: 1000 – 1600					
30. Reasonable prices					
31. All year round promotion					
32. Lucky draw promotion					
33. Many products on discount					
34. The variety of the books					
35. Books are up to date					
36. Service of bakery shop					
37. Service of coffee corner					
38. Service of magazine kiosk					

Section 3: Suggestions

39. What aspect do you want the bookstore to change the most?

40. What can the bookstore do to increase your satisfaction?

Thank you for your kind assistance