

APPENDIX A

Questionnaire (English)

Attitude of Kasikornbank's Customers in Aree Area

Towards the Bank's Customer Self-Services (ATMs)

This study is part of an individual project required for a Master degree of Arts in English for Careers of Language Institute, Thammasat University. The object of this questionnaire is to study the attitude of Kasikornbank's Customers in the Aree Area towards its Customer Self-Services (ATMs). Your response will be strictly confidential and will be used for the research purposes only. Your cooperation in answering is highly appreciated.

The questionnaire consists of three sections as follow:

Part 1 : Personal Data

Part 2 : ATM Usage Data

Part 3 : Other Services of Kasikornbank's ATMs

Part 1 : Personal data

1. **Gender** Male Female

2. **Age** Years (Complete year)

3. **Status** Single Married

4. **Education**

Primary School High School Bachelor's Degree

Master's Degree Other (please specify)

5. **Occupation**

Government official State Enterprise Private Sector

Self-Employed Unemployed Other (please specify)
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6. **Income (per month, in THB)**

Below 10,000 10,001-25,000 25,001-40,000

40,001-55,000 Above 55,001

Part 3 : Other services of Kasikornbank's ATMs

Please mark ✓ in the blank that is suitable for you.

Your Evaluation	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
1. Notice of ATM crime: Screen of start menu show message 'Be careful about conducting transactions. Stand close to the ATM and hide keyboard with your hand while pressing PIN'					
2. Switch to KBank E-Savings Account : Just access 'Switch to KBank E-Savings Account' menu, your saving account can be switched to e-savings account instantly, enabling you to print out your statement of account via K-ATM					
3. Register KBank Direct Debit: Your bill payment will become easier and quicker if you register KBank Direct Debit via KBank ATMs. Account debiting will be automatically processed when your payment comes due					
4. Apply for Mobile Phone Service: A wide variety of new mobile banking services will be available if you apply for mobile phone service via KBank ATMs. They are:					
4.1. K-mAlert: Money Transfer is a value-added service for funds transfer via K-ATM. Recipient will be advised via SMS of each funds transfer with details including recipient's account number, transfer amount, and telephone number/reference number of sender. Recipient can be assured of the transaction as the SMS is sent from the Bank.					
4.2. K-mAlert: SMS alert service for spending via debit and credit cards					
4.3. K-mPay : Money transfer and purchase payment through mobile phone					

Your Evaluation	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
4.4. K-mBanking: Financial transaction service via mobile phone					
4.5. Donations to Charity					
5. Privileged Activity : Free movie ticket					

Suggestions
