

## ผนวก ข

### แบบสอบถามภาษาอังกฤษ

#### “Comparison of BNH Hospital Image In Thai And Foreign Customer’s Perception”

This questionnaire aimed to be a part of CP.700 : Individual Project, Master of Arts in Corporate Communication Management, Faculty of Journalism and Mass Communication at Thammasat University. Thank you for your grateful cooperation.

#### Part 1 : Demographic Information

Please answer the following questions by making ✓ in the box  according to your information.

1. Gender

Male

Female

2. Age

Less than /equivalent 20 years

21- 30 years

31- 40 years

41- 50 years

51- 60 years

61 years and More

3. Highest Education

Lower than Bachelor’s Degree

Bachelor’s Degree

Master’s Degree

Doctor’s Degree

Others (Please specify) .....

4. Occupation

Government official

Company Employee

Own Business/ Self- employee

Unemployed / House Wife

Student

Retiree

Freelance

Others (Please specify) .....

5. Average Income / month (from every source) : (1 US\$ ~ 32 TH฿)

- Less than /equivalent 20,000 TH฿       20,001- 40,000 TH฿  
 40,001- 60,000 TH฿                       60,001 – 80,000 TH฿  
 80,001- 100,000 TH฿                       More than 100,001 TH฿

6. Nationality

- Thai     Others (Please Specify) .....

**Part : 2 News & Media Exposure's Behaviour regarding to BNH Hospital**

Please answer the following questions by making ✓ in the box  according to your information.

7. For the past 3 month, have you received any news or information about BNH Hospital from the following medias? And how often?

Media		Frequency of your media exposure				
		Above 6 times	From 5-6 times	From 3-4 times	From 1-2 times	Never
1. Mass Media	- Television					
	- Newspaper					
	- Radio					
	- Magazine / Journal					
	- Internet					
2. Personal Media	- BNH's Doctor					
	- BNH's Staff					
	- One of your family					
	- Your friend / Relatives					
3. BNH Hospital's Media	- Brochure / Leaflet					
	- Publication's information / Poster inside & outside of hospital area					
	- Seminar / Training / Exhibition					
	- Fairs / Special Activities					

Media		Frequency of your media exposure				
		Above 6 times	From 5-6 times	From 3-4 times	From 1-2 times	Never
3. BNH Hospital's Media	- Billboard / Out Door Advertising					
	- Telephone 02- 6862700					
	- Website www.bnhhospital.com					
	- Document / Direct Mail / e- mail					
4. Others (Please specify) : .....						

8. What kind of information do you receive about BNH Hospital? (more than 1 choice)

- General News
- Honors ex: Best of Excellence Services
- Health Care Information ex: Knowledge of self- health care
- Product & Services ex: Information about Special Health Center
- Sale Promotions ex: Check- up's Package
- Social Activity ex: Donate to Foundation
- Others (Please specify) .....

**Part : 3 Perception of BNH Hospital's Image**

Please read the following statements and check ✓ the statement that mostly reflects your feelings and/ or opinions.

9. The parts of BNH Hospital's Image in your perception

Perception of Image		Degree of your perception				
		Strongly Agree (5)	Agree (4)	Moderate (3)	Disagree (2)	Strongly Disagree (1)
<b>Reputation</b>						
1	The Leader of Hospital in Asia-Pacific					
2	Medical services with International standard more than 110 years					
3	The efficiency of high valued customer services					
4	Guarantee by Honors, Rewards					
5	Both Thai and foreigner prefer					
6	Good relationship with community & participate in social activity (CSR)					
7	A leader of general medical services					
8	A leader of specialist medical services					
<b>Trust</b>						
9	Center of well- known medical doctors					
10	A variety of medical services					
11	Ready to serve you through 24 hrs.					

Perception of Image		Degree of your perception				
		Strongly Agree (5)	Agree (4)	Moderate (3)	Disagree (2)	Strongly Disagree (1)
12	Modern, full medical equipment & technology					
13	Good maintenance in customer's data system					
	Perception of Image					
14	One of the largest hospital's provider in Asia Region					
15	Continuously expands the service network (ex: the clinic in community and overseas)					
16	Cooperate with International, well-known organization (ex: Insurance, Banking)					
17	Trust in using BNH's medical services					
	Medical Services Staff					
18	Skillful knowledge, capability, specialist					
19	Correct medical examination, treatment & diagnosis					
20	The Leader of using high technology medical treatment					
21	Clear & easily understandable in counselling, explanation of examination results & the process of treatment					

Perception of Image		Degree of your perception				
		Strongly Agree (5)	Agree (4)	Moderate (3)	Disagree (2)	Strongly Disagree (1)
22	Adheres to medical ethics / code of conduct					
23	Patient Centered : a choice of treatment					
24	Can communicate with many languages, good personality, reliable image					
25	Pays attention to your medical process					
26	Follow up after medical treatment					
<b>Services</b>						
27	Warm welcome : smiles, WAI and greets					
28	Expresses care & concern by asking about your needs before being asked					
29	Provides updates about your situation regularly					
	Services					
30	Pro- active in providing solutions whenever you have problems					
31	Professional in delivering services					
32	Convenient, quick, perfect organized					

Perception of Image		Degree of your perception				
		Strongly Agree (5)	Agree (4)	Moderate (3)	Disagree (2)	Strongly Disagree (1)
33	Services patient with equality or fairness					
34	Continuous development and improvement					
<b>Place &amp; Environment</b>						
35	Luxury, grand, modern interior design					
36	Calm, pleasant atmosphere					
37	Cleanliness, tidiness, hygiene, no germs or noise					
38	The signposts are easy to understand					
39	Uses modern office's equipment					
40	Enough, convenient car parking					
41	Located in business city area, easily visited					
42	Sufficiency of facilities inside					
<b>BNH hospital's Mission Statement</b>						
43	First Class International Medical Institution					
44	Excellent World Class Services					
45	Specialist in Medical Services					

Part 4 : Please share your comments on any aspects of your visit to BNH Hospital

10. Your comments to BNH Hospital

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11. The image of BNH Hospital in your perception

Positive .....

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Negative .....

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 Thank you very much for your kind cooperation and valuable answers 