

APPENDIX

Questionnaire in English

Satisfaction of Pavilion Samui Boutique Resort's guests with using the hotel website and other online booking websites

This questionnaire is a part of a research paper as a partial fulfillment of the requirement for Master of Arts in English for Careers, Language Institute, Thammasat University. This questionnaire is used to explore the satisfaction of Pavilion Samui Boutique Resort's guests with using the hotel own website.

The questionnaire composed of 4 parts as follow.

- Part 1:** Demographic Information
- Part 2:** The behavior of Pavilion Samui Boutique Resort guests with using hotel website
- Part 3:** The factors affecting the satisfaction of Pavilion Samui Boutique Resort's guests with using hotel website and other online booking websites
- Part 4:** Suggestions to improve hotel website

Part I: Demographic Information

Instruction: Please read the following statement and mark X in the blank () on the statement which best corresponds to you or your opinion and behavior or kindly fill in the following:

1. Gender	() 1. Male	() 2. Female
2. Age (YEARS)	() 1. 18-34	() 2. 35-54
	() 3. > 55	
3. Nationality	() 1. Thai	() 2. British
	() 3. Scandinavian	() 4. German
	() 5. American	
	() 6. Other European, please specify.....	
4. Education	() 1. High School	() 2. Vocational School
	() 3. High Vocational School	() 4. Bachelor's
	() 5. Master's	() 6. > Master's
	() 7. Others, please specify.....	
1. Average income per month (USD)		
	() 1. < 1,500	() 2. 1,501-3,000
	() 3. 3,001- 4,500	() 4. 4,501 – 6,000
	() 5. 6,001 – 7,500	() 6. > 7,500
6. Occupation	() 1. Government Officer	() 2. State Enterprise
	() 3. Private Sector	() 4. Self-employed
	() 5. Other, please specify.....	

Part II: The behavior of Pavilion Samui Boutique Guests with using the hotel website

Instruction: Please mark X in the blank () that mostly reflects your opinions.

7. When do you normally travel?

() 1. 21 Dec – 15 Jan (Peak Season)

() 2. 01 Nov – 20 Dec, 16 Jan – 30 Apr, and 01 Jul – 15 Sep (High Season)

() 3. 01 May – 30 Jun and 16 Sep – 31 Oct (Low Season)

8. Who do you normally travel with?

- () 1. Family () 2. Friends
() 3. Spouse () 4. Colleague(s)

9. How long does your trip normally last?

- () 1. 1 – 3 days () 2. 4 – 7 days
() 3. 8 – 14 days () 4. more than 2 weeks

10. If you used online booking websites before, which of the following websites do you prefer most?

- () 1. www.expedia.com () 2. www.ual.com
() 3. www.travelocity.com () 4. www.agoda.com
() 5. www.booking.com () 6. www.mapquest.com
() 7. www.asiaroom.com () 8. www.asiawebdirect.com
() 9. www.tripadvisor.com () 10. www.Latestays.com

11. Which type of travel package do you prefer?

- () 1. Room only
() 2. Room and breakfast
() 3. Room and half board (ABF+ Dinner)
() 4. Room and full board (ABF + Lunch + Dinner)
() 5. Accommodation, breakfast, airport transfer
() 6. Accommodation, breakfast, airport transfer, and spa treatment
() 7. Accommodation, breakfast, airport transfer, and tour
() 8. Other benefits, please specify.....

12. Through which channel do you know about hotel website or other online booking websites?

(You can choose more than 1 choice)

- () 1. Hotel Brochure () 2. Advertising Signs
() 3. Travel Magazines () 4. Newspaper
() 5. Credit card Privilege Handbook () 5. Search engines
() 6. Companions () 7. Family Members

13. Besides using online booking websites for gaining information and reserving accommodation, for what other purposes do you visit websites?

- ☐ 1. Finding information and booking flights
- ☐ 2. Reserving airport limousine and car rental service
- ☐ 3. Find information about tourist destinations
- ☐ 4. Find the information about Spas
- ☐ 5. Other, please specify.....

14. What kind of problems do you encounter in surfing hotel websites and online booking websites?

- ☐ 1. Lack of up-to-date content and inadequate information
- ☐ 2. Readiness of computer system
- ☐ 3. Hard access to the data
- ☐ 4. Low speed
- ☐ 5. Outmoded pictures

15. What application do you want us to develop or improve the Pavilion's website?

- ☐ 1. Pictures of rooms, restaurants, and other facilities
- ☐ 2. Accurate and up-to-date information
- ☐ 3. Inventory in real time or checking the availability online
- ☐ 4. Payment Service
- ☐ 5. Room Rate and Promotion
- ☐ 6. A map presenting the hotel location
- ☐ 7. Feedback page/comment page
- ☐ 8. Other, please specify.....

Part III: The factors affecting the satisfaction of Pavilion Samui Boutique Resort guests in using hotel website and other online booking websites

Instruction: Please mark X in the box that represents your opinions of Pavilion Samui Boutique Resort website and other online booking websites.

5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

	5	4	3	2	1
16. I think the website is user friendly.					
17. I think the website is hassle free.					
18. I think the website's term of "privacy" is reliable.					
19. I think the website's e-payment service is reliable.					
20. I think room rates and promotions on the website are attractive.					
21. I think the website's physical features are attractive.					
22. I think hotel's online booking is convenient.					
23. I think review, opinions of previous guests on the website are helpful.					
24. I think the information provided on the website is adequate.					
25. Overall, I think the hotel website is efficient.					

Part IV: Suggestions

Instruction: Please write down your opinion in the spaces provided.

26. To help us improve Pavilion Samui Boutique Resort's website, are there any suggestions or comments?

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***** Thank you very much for your kind corporation *****