

APPENDIX

Questionnaire

Foreign Customers' Satisfaction toward Tip-Top Restaurant at Patpong

This questionnaire is a part of a research paper as a partial fulfillment of the requirements for a Master of Arts in English for Careers, Language Institute, Thammasat University. This questionnaire aims to measure the level of foreign customer satisfaction toward Tip-Top restaurant at Patpong and find out comments and/or reasons in order to improve and develop the restaurant in the future. Your response will be used for this research purposes only and will be kept strictly confidential. Your cooperation in answering this questionnaire is highly appreciated.

Part1: Personal Information

Instructions: Please mark (X) in the blank in answer to your personal information and fill in your nationality in the provided space.

1. Gender

() Male

() Female

2. Age

() 20-29

() 30-39

() 40-49

() over 50yrs

3. Nationality

.....

Part2: Foreign Customer Satisfaction toward 3 Aspects: Appearance of the Restaurant, Staff, and Food.

Instruction: Please mark [X] in the box which best represents your opinion and give the comment about each statement.

2.1 The Appearance of the Restaurant

Items	<i>Excellent</i>	<i>Good</i>	<i>Average</i>	<i>Below Average</i>	<i>Poor</i>
1.Front of the Restaurant					
2. The Tables and Chairs					
3.Decor					
4.Atmosphere					
5.Cleanliness of the Restaurant					
6.Cleanliness of the Toilet					

Comment:.....

2.2 The Staff

Items	<i>Excellent</i>	<i>Good</i>	<i>Average</i>	<i>Below Average</i>	<i>Poor</i>
1. Politeness					
2. Service-Minded					
3. Promptness					
4. Accuracy					
5. Problem Solving					

Comment:.....

2.3 The Food

Items	<i>Excellent</i>	<i>Good</i>	<i>Average</i>	<i>Below Average</i>	<i>Poor</i>
1. Variety (Thai, Japanese, Chinese, Italian)					
2. Eye Appeal					
3. Flavor/ Aroma					
4. Quality					
5. Quantity					
6. Deliciousness					

Comment:.....

2.3.1 What do you think about the price?

() Too Expensive () Expensive () Reasonable () Cheap

2.3.2 What type of food did you choose today?

() Thai () Japanese () Chinese () Italian

Comment:.....

Part3: Foreign Customer Suggestions toward the Promotion and Other Opinions.

Instruction: Please mark (X) in the blank space which best represents your opinion and give comment on each statement.

3.1 Which type of promotions would you like us to offer?

() Food Set at a Special price

Please give the reason.....

() Membership Card*

Membership Card = Paid up to 1,000bht, Get 5% Discount Membership Card*

Please give the reason.....

☐ Special Hours**

*Special Hours** = 4pm-8pm, Get Appetizers in a half price*

Please give the reason.....

☐ Other.....(please specify)

Please give the reason.....

3.2 Do you want to come to the restaurant again?

☐ Yes

☐ No

If 'no', please give the reason.....

3.3 (If 'yes') What are the reasons for your return?

☐ Pleasant Atmosphere

☐ Tasty Foods

☐ Cleanliness

☐ Convenience of Location

☐ Service Mind of Staff

☐ Other.....

3.4 Would you recommend others to come to this restaurant?

☐ Yes

☐ No

Please give the reason

****THANK YOU VERY MUCH FOR YOUR KIND COOPERATION****