

## REFERENCES

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## **APPENDIX**



NARESUAN UNIVERSITY

BANGKOK CAMPUS

Master of Arts in International Tourism and Hotel Management Program

THESIS

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QUESTIONNAIRE

**Topic:** An Evaluation of the Service Quality and Satisfaction Levels of Chinese Tourists to SIA

Dear Respondent:

My name is Miss Qiong Xie, a student in the Master of Arts in International Tourism and Hotel Management Program at Naresuan University, Bangkok Campus. Presently, I am doing a research entitled "*An Evaluation of the Service Quality and Satisfaction Levels of Chinese Tourists to SIA*", which is a part of a THESIS.

I hereby ask for request your kind assistance to take part in answering the questionnaire. Rest assured, the information you provide in this questionnaire would be kept confidentially and used for study only. Your cooperation in answering this questionnaire will be greatly beneficial to both this research and Suvarnabhumi International Airport's further development. Thank you for your collaboration.

Sincerely yours,

Approved by

.....

Researcher: Miss Qiong Xie

Researcher

**Questionnaire Directions:**

Please finish this questionnaire according to the directions. Detailed directions are as follows:

1. Part 1: please provide your personal information.
2. Part 2: please tick in the proper box according to your own evaluation toward the facilities and equipment within Suvarnabhumi International Airport.
3. Part 3: please write down your overall evaluations of satisfaction level toward Suvarnabhumi International Airport.
4. Part 4: please give out your further suggestions to SIA

**Part 1: Personal Information**

1.1 Gender:  Male  Female

1.2 Age group:  Between 20 to 30 years old  31-40 years old  
 41-50 year old  Over 51 years old

1.3 Monthly Income:  Less than 3,000 Yuan  3,001-4,000 Yuan  
 4,001-5,000 Yuan  5,001-6,000 Yuan  More than 6,001 Yuan

1.4 Level of Education:  Under High School  High School  
 Bachelor degree  Master degree  Doctor degree

1.5 Occupation:  Teacher/Lecturer  Student  
 State Official  Private Company Staff  
 State Enterprise Staff  Businessman  
 Others (Please specify) \_\_\_\_\_

1.6: Q: How many times have you ever been SIA?

A: \_\_\_\_\_ times.

1-2 times  3-4 times  5-6 times  more than 6 times

**Part 2:****Evaluation of service quality of different factors at Suvarnabhumi International Airport**

The purpose of this part is to evaluate your expectations and satisfactions about the service quality to Suvarnabhumi International Airport (SIA). There are two columns in this part, which are divided into (1) expectations toward SIA before arriving and (2) satisfaction of SIA after arriving. Please marking (x) in the appropriate box according to your honest feeling.

Expectation (Before arriving at SIA)					Suvarnabhumi International Airport Indicators	Satisfaction (After arriving at SIA)				
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	1	1		5	4	3	2	1
<b>The Overall Environment</b>										
					1. The outward appearance of SIA is attractive.					
					2. The general design of SIA is well.					
					3. The distinctive Thai feature is impressive.					
					4. The transportation to SIA is convenient.					
					5. The number of customers at SIA does not lead to feel crowded.					
					6. The overall condition at SIA is well-controlled.					



Expectation (Before arriving at SIA)					Suvarnabhumi International Airport Indicators	Satisfaction (After arriving at SIA)				
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	1	1		5	4	3	2	1
					7. The physical layout of SIA is clear enough for passengers to find the directions.					
<i>Rest Area</i>										
					1. The amount of chairs provided at rest area is enough.					
					2. The chairs are arranged in an orderly manner.					
					2. Chairs at the rest area are comfortable.					
					3. The rest area is well-cleaned.					
					4. The chairs are put in the proper areas.					
					5. The rest area is quite for resting, reading and doing business					
					6. The specific rest area for children is provided in SIA.					
					7. Special areas are separated out for smokers.					



Expectation (Before arriving at SIA)					Suvarnabhumi International Airport Indicators	Satisfaction (After arriving at SIA)				
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		Strongly Agree Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	1	1		5	4	3	2	1
					<b>Security</b>					
					1. There are enough security personnel on duty.					
					2. There are clear introduction of emergency exit.					
					3. The safety of overall layout is good.					
					4. The installations are put in the proper place without potential danger.					
					5. The security checks for getting into the airport services are designed appropriately to guarantee the safety and not provoke passengers' patience.					
					<b>Medical Centre</b>					
					1. Fast services are provided.					
					2. The service attitude is professional.					
					3. It is easy to find the Medical Center.					
					4. The price is reasonable.					

Expectation (Before arriving at SIA)					Suvarnabhumi International Airport Indicators	Satisfaction (After arriving at SIA)				
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	1	1		5	4	3	2	1
					<b>Food Centre</b>					
					1. There are clear directions to the Food Centre.					
					2. There are adequate seating areas for customers					
					3. The quality of food is good.					
					4. The price of the food is acceptable.					
					5. The varieties of food and snacks are opulent.					
					6. The sanitary environment of food center is good.					
					7. I prefer traditional food to other food when staying at airport.					
					8. The local cuisine in SIA is great.					
					<b>Toilet</b>					
					1. It is easy to find the toilet.					
					2. The sanitary condition is good.					
					3. There are enough available toilets.					

Expectation (Before arriving at SIA)					Suvarnabhumi International Airport Indicators	Satisfaction (After arriving at SIA)				
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	1	1		5	4	3	2	1
					4. The hand sanitizer and tissue provided in the toilet are good.					
					5. The space of toilet is convenient for customers with luggage.					
					6. Well-designed baby changing tables are included in the rest rooms.					
<b><i>Duty-Free Shop</i></b>										
					1. The layout of all duty-free shops is good.					
					2. The prices of the products are reasonable.					
					3. The types of goods are luxuriant.					
					4. Welcoming services are provided by purchasing guiders.					
					5. Correct shopping advising is provided by purchasing guiders.					

Expectation (Before arriving at SIA)					Suvarnabhumi International Airport Indicators	Satisfaction (After arriving at SIA)				
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	1	1		5	4	3	2	1
					<b>Internet</b>					
					1. The charge of internet at SIA is acceptable.					
					2. The network signal is strong.					
					3. Free of charge WIFI should be provided at SIA.					
					4. There are adequate outlets for mobile phones and laptops.					
					<b>Signposts</b>					
					1. There are many clear signposts preventing passengers from getting lost.					
					2. There are some signposts with Chinese languages.					
					3. The flight information display is provided accurately.					
					<b>Luggage Service</b>					
					1. Luggage can be transported with high efficiency.					

Expectation (Before arriving at SIA)					Suvarnabhumi International Airport Indicators	Satisfaction (After arriving at SIA)				
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		Strongly Agree Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	1	1		5	4	3	2	1
					2. The conveyance of luggage is safe.					
					3. Baggage carts are available conveniently.					
					4. It takes passengers acceptable time to get their luggage.					
					<b>Staff's Service Quality</b>					
					1. They are well trained.					
					2. They are good at speaking English.					
					3. They can speak Chinese.					
					4. They show great enthusiasm to helping passengers out.					
					5. They provide services of high quality.					
					6. The service provided by them makes customers feel warm.					
					7. They offer considerate service.					
					8. They are dressed neatly.					

Expectation (Before arriving at SIA)					Suvarnabhumi International Airport Indicators	Satisfaction (After arriving at SIA)				
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	1	1		5	4	3	2	1
					9. Specific uniforms are applied to them to let passengers understand their functions clearly.					
					10. They are familiar with SIA enough to point the direction out for passengers when being asked.					
					<b>Accommodation</b>					
					1. Detailed information about local hotels is offered at SIA.					
					2. There are enough hotels around SIA.					
					3. The hotel price is reasonable.					
					4. The hotels are conveniently and fast reachable.					

**Part 3: Please select your overall evaluations toward Suvarnabhumi International Airport.**

2.2 Would you like to use Suvarnabhumi International Airport service again?

Yes

No

2.3 Do you agree with that “Suvarnabhumi International Airport is a good airport”?

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

3.3 How satisfied or dissatisfied are you with the facilities?

Strongly satisfied

Satisfied

Neutral

Dissatisfied

Strongly Dissatisfied

**Part 4: Please write down your further suggestions to SIA.**

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## **BIOGRAPHY**

## BIOGRAPHY



**Name-surname** Qiong Xie

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