

## REFERENCES

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## **APENDIXES**





NARESUAN UNIVERSITY  
BANGKOK CAMPUS

Master of Arts in International Tourism and Hotel Management Program  
THESIS

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**Topic:** The Effect of Customer Service Performance on Customer Satisfaction in  
Bangkok Garden Apartment, Bangkok

KEY INFORMANT INTERVIEW QUESTIONS

1. Response time

- There is a statement that says “You should not leave the customer waiting a long time”. If there is only you in the customer service office, you are talking with a customer, after 5 minutes Mr. Peter has came in to your office with bad humor. You cannot assist him immediately, so he starts to get upset. For this situation, how do you perform to the customer who has to wait for you?

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2. Communication Skills

- Mr. Zentril, he comes to your office and informs you of some problem about his air-conditioner which is too noisy and it doesn't cool. You can't catch his word and don't understand his problem. How do you deal with this communication problem to avoid misunderstanding?

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**3. Problem Solving and Decision Making**

- Mr. Jo is new customer who just stays in Bangkok Garden Apartment for 2 weeks. He has a problem with the internet system. It frustrates him, and he is so mad because he can't answer a customer's e-mail. The technician found that the internet signal is not the problem, but the problem is his program on his computer. He does not agree with this answer. How can you deal with this problem and make Mr. Jo calm down?

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**4. Leadership and Performance Management**

- In this case, there is a water pipe broken in a customer's unit, then water flood and extends to outside the room, The customer panics and is so worried with this problem. How do you solve this problem and how do you make the customer calm down and feel confident that this problem is in your control.

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**5. Adaptability**

- You have just finished dealing with an angry customer 3 minutes ago and you get mad from this incident. Then another customer comes to your office and requests many things from you. How do you control your mood and adapt yourself for another guest and satisfy him?

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NARESUAN UNIVERSITY  
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THESIS

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QUESTIONNAIRE

**Topic:** The Effect of Customer Service Staff Performance on Customer Satisfaction in  
Bangkok Garden Apartment, Bangkok

Dear Respondent:

My name is Miss Montira Intason, a student in the Master of Arts in International Tourism and Hotel Management Program at Naresuan University, Bangkok Campus. I am currently doing a research entitled *“The Effect of Customer Service Staff Performance on Customer Satisfaction in Bangkok Garden Apartment, Bangkok”*, which is a part of a THESIS.

I hereby request your kind assistance in answering this questionnaire. Rest assured, the information you provide will be treated with confidentiality and used only for this research. Your cooperation in completing this questionnaire will be greatly appreciated. There are four sections of the questionnaire as follow:

- Section I : Personal information
- Section II : Customer Expectation and Customer Perception
- Section III : Opened questions

Approved by

(Dr. Roslyn Derrett)

Advisor

Sincerely yours,

.....

(Montira Intason)



## Customer Satisfaction Questionnaire

I would appreciate if you would spend a few minutes to complete this customer satisfaction questionnaire to ensure that our customer service performance reaches expectations. This research expects to develop a model for management to improve customer services.

**Please tick ✓ the appropriate box to signify your level of satisfaction.**

## Part1: General information

**1.1 Gender:**            ☐ Male                      ☐ Female

**1.2 Age:**

( ) 18 - 28 year olds

( ) 29 – 39 year olds

( ) 40 – 50 year olds

( ) 50 – 60 year olds

( ) and over

### 1.3 Nationality:

☐ British                      ☐ Japanese                      ☐ Chinese                      ☐ Other.....

### 1.4 Occupation:

( ) Private business  
( ) Government/ State enterprise official  
( ) Teacher/ Lecturer  
( ) Other.....

### 1.5 Length of Stay:

( ) Less than 6 months  
( ) 6 months  
( ) Above 6 months

## Part 2: Customer Expectation & Customer Perceived

### a) What are your expectations as the following customer service performance?

(5=strongly agree, 4=agree, 3=neutral, 2=disagree and 1= strongly disagree)

### b) How satisfied were you with the customer service performance during your stay?

(5=very satisfied, 4=satisfied, 3= neutral, 2=slightly satisfied 1=dissatisfied)

Customer Expectation					Description	Customer Satisfaction				
5	4	3	2	1	Responsibility of staff	5	4	3	2	1
					1. Greeting the customer immediately.					
					2. To answer phone calls promptly.					
					3. To acknowledge all enquires or complaints within one day					
					4. To respond to all written enquires promptly within one day.					
					5. To respond to all written complaints within one day.					
					<b>English communication of staff</b>					
					1. Able to understand customer requirements.					
					2. Able to write responding letter to customer clearly.					
					3. Able to use English language clearly to inform customer.					
					4. Able to communicate by using telecommunication (Including e-mail and telephone).					
					5. Able to respond to questions of a tourism nature.					
					6. Able to respond to practical queries relating to living in Thailand.					
					<b>Leadership &amp; Performance Management by staff</b>					
					1. Ability to handle customer problems with confidence.					
					2. Ability to work in collaborative with other departments in order to fix customer problems.					
					3. Ability to handle customer needs confidentially.					
					4. Present professionalism to customers.					
					5. Customer service staff is polite.					
					<b>Problem Solving &amp; Decision Making by staff</b>					
					1. Able to identify appropriate solutions for each customer's problems.					
					2. Able to analyze customer problems and solve appropriately in timely manner.					

Customer Expectation					Description	Customer Satisfaction				
5	4	3	2	1	Problem Solving & Decision Making by staff	5	4	3	2	1
					3. Attention to customer problems seriously.					
					4. Follow the feedback after customer problem was solved.					
					Adaptability of staff					
					1. Flexible in solving various customer problems.					
					2. Able to generate appropriate solutions for variety customer problems.					
					3. Able to understand the characteristics of each customer's problems.					
					4. Ability to adapt to many customers' style.					

Part 3: Please respond to the question below.

3.1 Thinking of your most recent experiences with the customer service staff what is your most impressive or negative experiences?

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3.2 What do you like most about the customer service staff performance?

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3.3 What does the customer service staff need to improve?

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## **BIOGRAPHY**



