

มหาวิทยาลัยเชียงใหม่
Chiang Mai University

ภาคผนวก

แบบสอบถาม

This questionnaire is part of an Independent Study for a Masters Degree in Business Administration. The main purpose is to study service-marketing factors which effect foreigners in choosing a guesthouse in Chiang Mai and to study the problems of staying in a guesthouse.

I. PERSONAL PROFILES

1. Gender : Male Female
2. Age Group : Below 20 years old 30 – 39 years old 50 – 59 years old
 20 – 29 years old 40 – 49 years old Over 60 years old
3. Nationality :
4. Current occupation : Business employee Import / Export Retired
 Housewife Business owner Government employee Student
 Farmer Professional and technician
 Others (please specify).....
5. What is your main objective of coming to Chiangmai?
 Business Vacation Visiting family or friends
 Others (please specify).....
6. Who is travelling with you on this trip?
 Myself Family Friends Tour group
 Others (please specify).....
7. How many days will you spend in Chaing Mai on this trip?
 Less than 1 week 1 – 2 weeks 3 – 4 weeks More than 4 weeks
8. How many times have you come to Chiangmai?
 First time 1 – 2 times 3 – 4 times more than 4 times
9. You are staying in guesthouse (name).....

10. Why did you choose to stay in a guesthouse when coming to Chiang Mai?

(You may answer more than one)

- Save money Good value for the money.
- Suggested by a guide book. Suggested by taxi or tuk-tuk driver.
- Suggested by friends or other people. I want to experience staying in a guest house.
- I like the atmosphere of a guesthouse
- I like the friendliness and courtesy of the guesthouse staff.
- Guesthouse has individual characteristic, uniqueness.
- Bad economy makes you to stay in guesthouse.
- Better communication technology (I can easily contact the guesthouse through phone, fax, email)
- Staying in guesthouse is popular among people in my country.
- Guests in guesthouses are more open and friendly than those in hotel.
- Others (please specify).....

11. Why did you choose to stay in this guesthouse? (You may answer more than one.)

- Its decoration. Cleanliness.
- Many facilities. Easy to contact when booking.
- Suggested by guide book. Lower room rate than other similar guesthouse.
- Promotional program (ex. Discount, free breakfast)
- Suggested by taxi or tuk tuk driver. Suggested by friends or other people.
- Affordable, reasonable price. Friendliness & courtesy of receptionist.
- First impression at arrival. Its location.
- It is well known.
- Others (please specify).....

12. Before you decided to stay in this guesthouse, from where did you hear about this guesthouse?

- Word of mouth Travel agent Tuk Tuk / taxi driver
- Guide book Internet Newspaper, magazine, journal
- Exhibition Previous trip to Thailand Tourist Authority of Thailand
- Thai embassies, consulates
- Others (please specify).....

II. SERVICE MARKETING FACTORS AND OTHER FACTORS

No. 13 – 15, on this visit to Chiang Mai, how important was each following factor in your decision to choose a guesthouse. (Please give answer to every item – non marking item will be assumed as “not at all important.”)

	Very Important			Not at all Important	
13. Place Factor (Main product and place)					
Close to community	1	2	3	4	5
Close to shopping center	1	2	3	4	5
Close to night life	1	2	3	4	5
Close to tourist place (ex. Temple, Museum,...)	1	2	3	4	5
Security, safe	1	2	3	4	5
The design of building and layout.	1	2	3	4	5
Room decoration or room furniture	1	2	3	4	5
Room size	1	2	3	4	5
Air-conditioned Room	1	2	3	4	5
Fan Room	1	2	3	4	5
Cleanliness	1	2	3	4	5
Hot water in room	1	2	3	4	5
Bath tub in room	1	2	3	4	5
Type of bed (ex. twin or double bed)	1	2	3	4	5
Size of bed	1	2	3	4	5
24-hours Front-desk service	1	2	3	4	5
Other (please specify)	1	2	3	4	5

14. Facilities Factor (Equipment & augmented product)					
Restaurant	1	2	3	4	5
Swimming Pool	1	2	3	4	5
Garden	1	2	3	4	5
Satellite TV	1	2	3	4	5
In-Room Telephone	1	2	3	4	5
Safety Box	1	2	3	4	5
Refrigerator	1	2	3	4	5
Parking Lot	1	2	3	4	5
Internet Access	1	2	3	4	5
Oversea Fax	1	2	3	4	5
Tour & Trekking	1	2	3	4	5
Free pick-up Service	1	2	3	4	5
Traditional body massage	1	2	3	4	5
Fitness Center	1	2	3	4	5
Car, Jeep, motorcycle, bicycle rental	1	2	3	4	5
Other (please specify)	1	2	3	4	5

15. Price Factors					
Fixed room rate	1	2	3	4	5
The opportunity to negotiate room rate and bargain	1	2	3	4	5
Room rate is show clearly.	1	2	3	4	5
Meal rate in guesthouse's restaurant is reasonable	1	2	3	4	5
No charge or low rate charge for facilities and service	1	2	3	4	5
Accept major credit cards.	1	2	3	4	5
Pay before staying.	1	2	3	4	5
Pay every thing at check-out	1	2	3	4	5
Deposit requirement when booking	1	2	3	4	5
Other (please specify)	1	2	3	4	5

	Very Important				Not at all Important
16. Service or People Factors					
Ability to give prompt service (access)	1	2	3	4	5
The language skill of staffs	1	2	3	4	5
Knowledge and ability in giving service (competence)	1	2	3	4	5
Courtesy / friendliness of staffs	1	2	3	4	5
Ability to convey trust and confidence (credibility)	1	2	3	4	5
Ability to give promised service dependably and accurately (reliability)	1	2	3	4	5
Responsiveness	1	2	3	4	5
Good appearance of physical facilities, equipment, personnel, and communication material (tangibles)	1	2	3	4	5
Knowing / understanding guests	1	2	3	4	5
Safety concern service.	1	2	3	4	5
First Impression at check-in.	1	2	3	4	5
Other (please specify)	1	2	3	4	5

17. Communication Material and Symbol Factors					
The name / reputation of the guesthouse.	1	2	3	4	5
The guesthouse has been opened long ago.	1	2	3	4	5
Word of mouth	1	2	3	4	5
Advertisement on internet	1	2	3	4	5
Advertisement on magazine, newspaper, journal	1	2	3	4	5
Suggestion from guide book	1	2	3	4	5
Suggestion from taxi or Tuk Tuk driver	1	2	3	4	5
Suggestion or Information from Tourist Authority of Thailand	1	2	3	4	5
Suggestion from travel agent	1	2	3	4	5
Brochure of the guesthouse	1	2	3	4	5
Special promotional program : Discount on long stay	1	2	3	4	5
Free additional night (ex. Stay three ngt get free one ngt)	1	2	3	4	5
Free pick-up from airport, bus or train station to guesthouse	1	2	3	4	5
Room included American Breakfast	1	2	3	4	5
Check-out late free of charge / No check out late charge	1	2	3	4	5
Other (please specify)	1	2	3	4	5

18. Please **rank** the following factors which effect your decision in choosing a guesthouse on this visit to Chaing Mai. (Please give order 1 = most effective \Rightarrow 6 = least effective)

.....Place

.....Facilities (Equipment)

.....Price

.....People or Service

.....Reputation (name, symbol) of guesthouse

.....Communication material or Promotion

III. PROBLEM AND SUGGESTION

19. Which problem(s) did you face when staying in a guesthouse in Chiang Mai :

	Yes	Suggestion
Room is too small.		
Bed is too small.		
Bathroom/toilet is too small.		
Room is dirty / not cleaned.		
Bed sheets or blanket is not cleaned.		
No European / American style toilet.		
No toilet papers available.		
Poor quality of room and its furniture.		
Lack of / rare furniture in room (ex. table, luggage lag,..).		
No swimming pool.		
No restaurant.		
Restaurant provides poor service.		
Not enough seats in restaurant during mealtime.		
Far from community, shopping or tourist place.		
Inconvenience to go outside the guesthouse.		
Very noisy.		
Not 24-hour Front Desk.		
Too crowded.		
My belonging was stolen from room/ safety box.		
Poor/not enough communication material (ex. Phone, mail, Email).		
Poor quality of facilities.		
Poor service.		
Staff was rude to me.		
Unable to communicate with staffs.		
Too slow when check-in or check-out.		
No helping hand with my luggage when check-in or check-out.		
Inconvenience when making reservation.		
Annoyed by tuk-tuk / taxi driver when I arrived at the airport, train or bus station.		
Tuk-tuk / taxi driver try to persuade / take you to another guesthouse.		
Fraud / fake room rate.		
Fraud price of service (ex. overcharged on phone call,..)		
Not worth the money (Expensive).		
Too high surcharge during festival or holiday.		
Not accepting major credit cards.		
Tuk-Tuk / taxi driver try to persuade you to other place by talking lies about the guesthouse.		
Found the guesthouse not to be as what you have heard.		
Other (please specify)		

Other suggestion / comments :

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More? Please feel free to turn over and write on the back of this page.

ประวัติผู้เขียน

ชื่อ	นายโกศล วัชรโรทน
วัน เดือน ปี เกิด	28 กุมภาพันธ์ 2513
ประวัติการศึกษา	<ul style="list-style-type: none"> ● มัธยมศึกษาปีที่ 6 โรงเรียนมงฟอร์ตวิทยาลัย จังหวัดเชียงใหม่ ปีการศึกษา 2531 ● ปริญญาตรี วิศวกรรมศาสตรบัณฑิต สถาบันเทคโนโลยีพระจอมเกล้า เจ้าคุณทหาร วิทยาเขตลาดกระบัง ปีการศึกษา 2534 ● ประกาศนียบัตรหลักสูตร Mini Master of Hotel Administration Program จุฬาลงกรณ์มหาวิทยาลัย และ โรงเรียนการโรงแรม และการท่องเที่ยวนานาชาติ (I-TIM) พ.ศ. 2534
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