

ภาคผนวก

Questionnaire

Satisfaction of Karen Cottage's Customer toward E-Service Quality in Online Marketplace

eBay.com

Dear Respondent,

This academic survey is to examine customer satisfaction toward Karen Cottage store and eBay. I sincerely invite you to spend a few minutes completing this questionnaire. After completing the questionnaire, you will get redeem code for free shipping from Karen Cottage. Your valuable experiences of online shopping are critical to my research and will be highly appreciated. Please be assured that your answers will be kept in strict confidentiality and your personal information would be kept anonymous. Please take the time to fill out this questionnaire as accurately as possible. Your responses would be a great contribution to this research. I deeply appreciate your kind cooperation.

Yours Faithfully,

Kemiya Singlor

Researcher

Section 1: Satisfaction of e-service quality with eBay

We would like to know your satisfaction with **eBay**. Please indicate the extent to which you satisfied or dissatisfied with each of the following

Attributes	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Efficiency					
1. Information at eBay site is relevant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. eBay site is well organized.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. eBay site is simple to use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. eBay site enables me to complete a transaction quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
System availability					
1. The system of eBay site launches and runs right away.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. eBay site is always available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. This eBay site does not crash.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Pages at eBay site do not freeze after I enter my purchase information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Privacy					
1. eBay site has adequate security features.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. eBay site does not share my personal information with other sites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. eBay site protects my personal information from unauthorized access.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. eBay site protects information about my transaction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 2: Satisfaction of e-service quality with *Karen Cottage*

We would like to know your satisfaction with **Karen Cottage store**. Please indicate the extent to which you satisfied or dissatisfied with each of the following

Attributes	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Contact					
After I purchased the product,.....					
1. Karen Cottage provides e-mail account or telephone number to contact.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Karen Cottage is available to contact.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I can speak to a live person if there is a problem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Karen Cottage provides an online mode to communicate with him/her.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fulfillment					
After I pay the amount of purchase,.....					
1. Karen Cottage delivers orders when promised.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Karen Cottage makes items available for delivery within a suitable time frame.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I get what I purchase for from Karen Cottage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The order delivery is accurate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness					
After I received the product, Karen Cottage.....					
1. offers promptness of reaction to requests and meaningful guarantee.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. tells me what to do if my transaction is not processed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. take care of problem promptly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. handles products returns well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 3: Customer loyalty

We would like to know about your attitudes and behaviors toward **Karen Cottage store**. Please indicate the extent to which you agree or disagree with each of the following

Attributes	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I will recommend Karen Cottage to other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I intend to continue using Karen Cottage store.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I prefer Karen Cottage above others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 4: Demographical Characteristics

We request general demographic information to help with our analysis but it NOT be used to identify the source of responses.

What is your gender? Male Female

What is your age? _____

Where do you live? _____

How often do you **visit eBay** per month on average?

- | | |
|--|--|
| <input type="radio"/> Less than 1 time | <input type="radio"/> 11-20 times |
| <input type="radio"/> 1 -5 times | <input type="radio"/> 21-30 times |
| <input type="radio"/> 6-10 times | <input type="radio"/> More than 30 times |

How many hours **per visit** do you spend browsing or purchasing on eBay on average?

- | | |
|---|--------------------------------------|
| <input type="radio"/> Less than an hour | <input type="radio"/> 5-6 hrs |
| <input type="radio"/> 1-2 hrs | <input type="radio"/> 7-8 hrs |
| <input type="radio"/> 3-4 hrs | <input type="radio"/> 9 hrs and more |

What is the best estimate of the dollar amount monthly spent on products purchased via eBay?

- \$1-\$50
- \$51-\$100
- \$101-\$200
- \$201-\$300
- \$301-\$400
- \$401-\$500
- \$501-\$1,000
- Over \$1,000

What is your experience of online shopping?

- Less than 1 year
- 1-3 years
- 3-5 years
- More than 5 years

What is your purchasing purpose from Karen Cottage?

- For own use
- For gift/present
- For Business (ex. Beading, Reselling)
- ETC:

ประวัติผู้เขียน

ชื่อ – สกุล

นางสาวเข็มยา สิงห์ล่อ

วัน เดือน ปี เกิด

3 มีนาคม 2523

ประวัติการศึกษา

ปีการศึกษา 2545

สำเร็จการศึกษาปริญญาตรีมนุษยศาสตรบัณฑิต
มหาวิทยาลัยเชียงใหม่

ประวัติการทำงาน

พ.ศ.2548 – ปัจจุบัน

Karen Cottage (www.karencottage.com)

พ.ศ.2545 – ปัจจุบัน

Asia News Watch Co., Ltd.

พ.ศ.2545 – 2548

ห้องสมุดคณะวิศวกรรมศาสตร์ มหาวิทยาลัยเชียงใหม่