

QUESTIONNAIRE

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Standard Factors of Thai Spa Quality Award Influencing Satisfaction on Using Service towards Foreign Tourists

Please kindly answer the questions. My name is Mr. Pakdee Klunpakdee, a master student of Tourism Management Program, Faculty of Tourism and Hospitality at Dhurakij Pundit University (DPU). This study is designed to gather information about influential factors that satisfy foreign tourists in using services at Thai Spa Quality Award. Completing the questionnaire will require approximately 20 minutes. Your confidentiality as a participant in this survey will remain secure and used only for this research. Your participation is highly appreciated.

NOTE:

Definition: Thai Spa Quality Award = The Spa Establishments are certified by Department of Health Service Support. Divided into 3 categories; (Platinum, Gold, Sliver)

By completing and submitting this questionnaire, you are indicating that you understand the statements above, and consent to participate in this study. **Do not** put your name on the questionnaire; your signature acknowledging that you understand the information presented above is not required.

There are four parts to complete.

Part I : Background and General Information

Direction : Please mark for your answers

1. Gender

1. Male

2. Female

2. Age

1. 20 years old or below

2. 21 - 30 years old

3. 31 - 40 years old

4. 41 - 50 years old

5. Over 51 years old

3. Country of residence **(please specify)**

1. Asia
2. Oceania
3. Europe
4. The Americas
5. Others

4. What do you think about the spa establishment in Thailand?

.....

5. Educational Level:

- | | |
|--|---|
| 1. <input type="checkbox"/> Lower than Bachelor Degree | 2. <input type="checkbox"/> Bachelor Degree |
| 3. <input type="checkbox"/> Master Degree or higher | 4. <input type="checkbox"/> Others (please specify) |

6. Income per month (USD)

- | | |
|---|---|
| 1. <input type="checkbox"/> Less than 900 USD | 2. <input type="checkbox"/> 901-1,500 USD |
| 3. <input type="checkbox"/> 1,501-2,000 USD | 4. <input type="checkbox"/> More than 2,001 USD |

7. How often do you use Thai Spa Quality Award's service?

- | | |
|--|---|
| 1. <input type="checkbox"/> My First time | 2. <input type="checkbox"/> 1 to 3 times a month |
| 3. <input type="checkbox"/> 4 to 6 times a month | 4. <input type="checkbox"/> More than 7 times a month |

8. What kind of treatment do you get in this time?

- | | |
|--|---|
| 1. <input type="checkbox"/> Relaxation massage | 2. <input type="checkbox"/> Energy line massage |
| 3. <input type="checkbox"/> Oil massage | 4. <input type="checkbox"/> Foot reflexology / foot massage |
| 5. <input type="checkbox"/> Thai Herbal Compress | 6. <input type="checkbox"/> Facial / Body Polish |
| 7. <input type="checkbox"/> Hydrotherapy | 8. <input type="checkbox"/> Others (specify)..... |

9. Expenses per time in using Thai Spa Quality Award's service

- | | |
|--|--|
| 1. <input type="checkbox"/> Less than 500 Baht | 2. <input type="checkbox"/> 501 – 1,500 Baht |
| 3. <input type="checkbox"/> 1,501 – 2500 Baht | 4. <input type="checkbox"/> More than 2,501 Baht |

Part II: Marketing Factors to Choose Thai Spa Quality Award's Services

Direction : Please mark ✓ in the box showing the level of importance being the marketing factors to choose Thai Spa Quality Award's services, which is classified into 5 levels as follows:

| | | |
|----------|---|---|
| Highest | = | 5 |
| High | = | 4 |
| Moderate | = | 3 |
| Less | = | 2 |
| Least | = | 1 |

| SEQ. | Marketing Factors to Choose Thai Spa Quality Award's Service | Level of Importance | | | | |
|------------------------|--|---------------------|-------------|-----------------|-------------|--------------|
| | | Highest (5) | High (4) | Moderate (3) | Less (2) | Least (1) |
| Product | | | | | | |
| 1 | A variety of products and services | | | | | |
| 2 | All staff wear uniforms that impress you | | | | | |
| 3 | Extra amenities are provided such as a steam room, sauna, and etc. | | | | | |
| Price | | | | | | |
| 4 | There are several price ranges | | | | | |
| 5 | Reasonable price | | | | | |
| 6 | Service fees are clearly presented | | | | | |
| Place / Channel | | | | | | |
| 7 | Easy to access / location is convenient | | | | | |
| 8 | All information is available online/ the internet | | | | | |
| 9 | Payment can be made through several channels such as cash, credit card, and etc. | | | | | |

| SEQ. | Marketing Factors to Choose Thai Spa Quality Award's Service | Level of Importance | | | | |
|------------------|--|---------------------|-------------|-----------------|-------------|--------------|
| | | Highest (5) | High (4) | Moderate (3) | Less (2) | Least (1) |
| Promotion | | | | | | |
| 10 | Bundle Packages with the others such as co-promotion with hotel, airlines, and tour agencies | | | | | |
| 11 | Discounts are available for first time user | | | | | |
| 12 | Discount on subscriptions/Discounts for membership only | | | | | |

Part III: Your Perception related to Service Quality of Thai Spa Quality Award

Direction : Please mark ✓ in the box showing the level of Quality being the Service Quality of Thai Spa Quality Award consists of four categories as follows; 1. Place, 2. Staff, 3. Service / Process, 4 Tools, Equipment and Product, which is classified into 5 levels as follows:

Very good = 5

Good = 4

Fair = 3

Poor = 2

Very Poor = 1

| SEQ. | The Perception of Thai Spa Quality Award's Standards | Level of Perception | | | | |
|--------------|---|---------------------|-------------|-------------|-------------|---------------------|
| | | Very Good (5) | Good (4) | Fair (3) | Poor (2) | Very Poor (1) |
| Place | | | | | | |
| 1 | The place is decorated appropriately and attractively with Thai style | | | | | |
| 2 | The place is clean, tidy and well ventilated | | | | | |
| 3 | Proportionate layout, convenient and safe for usage | | | | | |

| SEQ. | The Perception of Thai Spa Quality Award's Standards | Level of Perception | | | | |
|--------------------------|--|---------------------|----------|----------|----------|---------------|
| | | Very Good (5) | Good (4) | Fair (3) | Poor (2) | Very Poor (1) |
| Place | | | | | | |
| 4 | Certificates of service providers are shown in a conspicuous position and in good condition | | | | | |
| 5 | A sufficient number of restroom, the separation of the users, availability, and cleanness. All facilities are in good condition, available, and installed in the proper position | | | | | |
| Staff | | | | | | |
| 6 | Staffs are able to communicate in foreign languages and sufficient to provide services | | | | | |
| 7 | All staffs wear uniforms that are appropriate to the operation, exhibit Thainess and/ or are attractive | | | | | |
| 8 | Spa Receptionist/ Guest Relations Officers have the ability to welcome and serve with courteous and attentive to clients | | | | | |
| 9 | Spa Therapist is able to solve the problem or in case of emergency | | | | | |
| 10 | Spa Receptionist/ Guest Relations Officers are able to provide information about the service | | | | | |
| Service / Process | | | | | | |
| 11 | Welcoming with Thai hospitality | | | | | |
| 12 | Serving Food or beverages with Thailand products | | | | | |
| 13 | To define all provided services with the details of the price and terms of service | | | | | |

| SEQ. | The Perception of Thai Spa Quality Award's Standards | Level of Perception | | | | |
|-------------------------------------|---|---------------------|----------|----------|----------|---------------|
| | | Very Good (5) | Good (4) | Fair (3) | Poor (2) | Very Poor (1) |
| Service / Process | | | | | | |
| 14 | To provide explanations or recommendations to clients about the service that they will get | | | | | |
| 15 | To inquire of the health information from clients | | | | | |
| Tools, Equipment and Product | | | | | | |
| 16 | A modern security system | | | | | |
| 17 | A clearly guideline for a service area that relates to heat such as sauna and steam, regularly checking and having attendant throughout the duration of the service | | | | | |
| 18 | Fire escape sign and plan | | | | | |
| 19 | Fire protection systems | | | | | |
| 20 | Keeping the equipment and products that relate to services in an appropriate storage | | | | | |

Part IV: Your Satisfaction on using service at Thai Spa Quality Award

Direction : Please mark ✓ in the box showing the level of satisfaction being to your satisfaction on Thai Spa Quality Award, which is classified into 5 levels as follows:

| | | |
|-------------------|---|---|
| Very satisfied | = | 5 |
| Satisfied | = | 4 |
| Unsure | = | 3 |
| Dissatisfied | = | 2 |
| Very dissatisfied | = | 1 |

| SEQ. | Satisfaction on Thai Spa Quality Award | Level of Satisfaction | | | | |
|------|--|-----------------------|------------------|---------------|---------------------|--------------------------|
| | | Very satisfied (5) | Satisfied (4) | Unsure (3) | Dissatisfied (2) | Very dissatisfied (1) |
| 1 | I have positive feeling with services | | | | | |
| 2 | I am likely to come back | | | | | |
| 3 | The service is beyond expectations at this time | | | | | |
| 4 | I feel satisfied with my decision to use the service | | | | | |
| 5 | The service is worth for my money, and time | | | | | |

Thank you very much for your co-operation.