

Questionnaire

Code

Dear Visitors:

We are currently conducting a research project supported by the National Science Council, Taiwan. The purpose is to explore **the concept of customer-satisfaction attribute matrix in the lodging industry**. To help achieve this, we have designed a questionnaire and request incoming visitors to complete it. Your opinion on this questionnaire is very important to our study. Also, it will help the Taiwan's lodging industry to raise the level of service quality to meet your needs. Please read every words and mark on the proper position. This questionnaire will only be used academically and kept confidentially. Please answer it at ease.

Thank you so much for supporting this academic study. Wish you have a peaceful and wonderful life.

Sincerely yours,

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PART I

This part is discussing what are important factors when customers choose hotel, and how are customers' satisfactions. According to your own perception, please mark 「 ~ 」 on the proper .

I. External Service—Customer

(Before Service)					(After Service)				
Importance					Satisfaction				
Least				Most	Least				Most
1	2	3	4	5	1	2	3	4	5
Clear Appearance									
Price/Reasonable Rates									
(Good Value for the Money)									
Convenient Location									

Quality of Service
 Overall Security / Safety
 Name / Reputation
 Chain Affiliation
 Chain Frequency Program
 Helpful Attitudes of Employee
 Employees Knowledge and Service

II. Internal Service

This part is discussing what are important factors when customers use the hotel , and how are customers' satisfaction.

(Before Service)					(After Service)				
Importance					Satisfaction				

Leisure Center Facilities
 (Swimming Pool, Gym...)
 Meeting Facilities
 Additional Personalized Services
 (Package Tour...)

Departure

Handling Complaints
 Efficiency / Smooth Running
 Check-Out Service

III. Internal Service Quality –Employee

This part is talking about whether the employees' attitudes are important, and how are customers' satisfaction after they contact with employees.

(Before Service)

Importance

Least Most
1 2 3 4 5

(After Service)

Satisfaction

Least Most
1 2 3 4 5

Basic Skills
 Language Ability
 Neat Appearance
 Friendliness
 Understandable
 Empowerment
 Communicative Ability

Overall Satisfaction

Will you return to these hotels?

Will Return

Will Not Return

PART II: Personal Data

According to your real situation, please mark 「○」 on the proper .

1. What is your nationality?

- (1) USA (2) Japan (3) Mainland China

2. What was the main purpose of your visit to the Taiwan?

- (1) Business (2) Leisure (3) Conference & Convention
(4) Visiting Relatives or Friends
(5) Other (Please specify)_____

3. Source of information (Multiple Choices)

- (1) Travel Agencies (2) Business Associates/Companies
(3) Friends/Relatives (4) Travel Brochures/Magazines
(5) TV/Radio Commercials (6) Airlines
(7) National Tourist Organization
(8) Other (Please specify)_____

4. What type of trip is this?

- (1) Self-Arranged Tour (2) Group Packaged Tour
(3) Individual Package Tour
(4) Other (Please specify)_____

5. Where did you stay during your visit to Taiwan? (Multiple Choices)

- (1) Taipei (2) Hsinchu (3) Taichung
(4) Tainan (5) Kaohsiung
(6) Other (Please specify)_____

6. What type of hotels did you stay during your visit to Taiwan?

- (1) Luxury (2) First-Class (3) Standard (Mid-Priced)
(4) Budget (5) Other (Please specify)_____

7. No of nights spent in hotels

- (1) 1 Night (2) 2-3 Nights (3) 4-5 Nights
(4) 6-7 Nights (5) Over 7 Nights

8. No of times visit to Taiwan

- (1) First Time (2) 2-3 Times (3) 4-5 Times
(4) 6-7 Times (5) Over 7 Times

9. What is your occupation?

- | | |
|-----------------------------------|-------------------------|
| (1) Management/Administration | (2) Professional |
| (3) Self Employed | (4) White Collar Worker |
| (5) Sales | (6) Civil servant |
| (7) Blue Collar Worker | (8) Student |
| (9) Housewife/Househusband | (10) Retired |
| (11) Other (Please specify) _____ | |

10. What is your yearly income? (US\$)

- | | |
|------------------------|-------------------------|
| (1) Under \$20,000 | (2) \$20,000 - \$39,999 |
| (3) \$40,000-\$59,999 | (4) \$60,000- \$79,999 |
| (5) \$80,000- \$99,999 | (6) \$100,000 and above |

11. What is the highest level of school you attend?

- | | |
|--|------------------------|
| (1) Grade school | (2) Junior high School |
| (3) Senior high school or vocational high school | |
| (4) Junior college | (5) 4-year college |
| (6) Graduate school | |

12. Age:

- | | | | |
|--------------|-----------|-----------------|-----------|
| (1) Under 19 | (2) 19-24 | (3) 25-34 | (4) 35-44 |
| (5) 45-54 | (6) 55-64 | (7) 65 and over | |

13. Gender:

- | | |
|----------|------------|
| (1) Male | (2) Female |
|----------|------------|

14. Marital Status:

- | | | |
|-------------|-------------|-------------------------|
| (1) Single | (2) Married | (3) Separated, Divorced |
| (4) Widowed | | |

Thank you for your patient to fill it.