

UNITED AIRLINES CUSTOMER

SATISFACTION QUESTIONNAIRE

I am a student from the University of Greenwich. I am doing my graduation project by conducting survey on customer satisfaction in United Airlines .The survey seeds to understand the elements which customer satisfaction is based on from an air- passenger's view. All the information required by this questionnaire would be used for academic research purposes only. Please answer the questions honestly, accurately and accordingly.

1. How many times have you travelled with United Airlines within past 3 months?

- Less than 2 times
- 2- 3 times
- 4-6 times
- More than 6 times

2. What is your purpose of travelling with United Airlines?

- Business
- Entertainment
- Education
- Immigrant

3. Please answer the following questions that have a significant impact on customer satisfaction at United Airlines in Viet Nam. Please choose your satisfaction degree by cycling suitable number that follows these sentences:

- 1: Extremely disagree
- 2: Rather disagree
- 3: Neutral
- 4: Rather agree
- 5: Extremely agree

*Compulsory

Liên hệ Nhóm MBA ĐH Bách Khoa HCM : Viber/zalo 0903 39 66 88 Chat
<http://facebook.com/hoidapSPSS/>. Email: hotrospss@gmail.com . Website:
<http://phantichspss.com/lien-he-gioi-thieu> **Đề được:**

1. Tư vấn mô hình nghiên cứu/bảng câu hỏi/ training trực tiếp về các bước làm luận văn như là: phân tích hồi quy, phân tích nhân tố, Cronbach's Alpha... trong SPSS, và mô hình SEM, CFA, AMOS.
2. Cung cấp/chỉnh sửa số liệu khảo sát phù hợp với bảng câu hỏi của bạn để chạy ra kết quả có ý nghĩa thống kê.

No.	Statement	Extremely disagree	Rather disagree	Neutral	Rather agree	Extremely agree
Tangible Factors *						
1	Appearance of the staff is tiny and beautiful	1	2	3	4	5
2	United Airlines' equipments are modern and useful	1	2	3	4	5
3	High speed Internet Wi-Fi is always available	1	2	3	4	5
4	Seat and leg room are comfortable	1	2	3	4	5
5	Space for over-head cabin is good for hand carry luggage	1	2	3	4	5
Reliability Factors *						
6	United Airlines' time of Departure is on time	1	2	3	4	5
7	United Airlines' time of Arrival is as schedule	1	2	3	4	5
8	Baggage service deliver to you soon at final destination	1	2	3	4	5
9	United Airlines' staff serve professionally	1	2	3	4	5
10	Price of the ticket is suitable and competitive	1	2	3	4	5
Responsiveness Factors *						
11	United Airlines provide fast and accurate service	1	2	3	4	5
12	United Airlines 'staff serve you quickly	1	2	3	4	5
13	United Airlines' services are diversiform	1	2	3	4	5
14	United Airlines' staffs are willing to give advices about services	1	2	3	4	5
15	United airlines' staffs are willing to meet assist customer	1	2	3	4	5
Assurance Factors *						
16	United Airlines' staffs are friendly with you	1	2	3	4	5
17	United Airlines' staffs have a good knowledge about aviation service	1	2	3	4	5

18	Promotional offer of the frequent member program is interesting	1	2	3	4	5
19	Security procedure of United Airlines is professional	1	2	3	4	5
20	It is a safety and security way when flying with United Airlines	1	2	3	4	5
Empathy Factors *						
21	United Airlines' operating time is convenience for you	1	2	3	4	5
22	United Airlines' staff listening and understanding your need and want	1	2	3	4	5
23	The excess baggage fee is reasonable for you	1	2	3	4	5
24	United Airlines' payment methods are convenience for you	1	2	3	4	5
25	You receive a best service from United Airlines' staff	1	2	3	4	5
Customer Satisfaction Factors *						
26	You feel satisfy about United Airlines' staff serving behavior	1	2	3	4	5
27	You feel satisfy about United Airlines 's staff serving ability	1	2	3	4	5
28	You feel satisfy about United Airlines' material equipments (easy check-in machine, aircraft reliability, etc.)	1	2	3	4	5
29	You feel satisfy about United Airlines' services quality	1	2	3	4	5
30	You feel satisfy about the convenience that United Airlines bring to you (operating time, excellent service)	1	2	3	4	5

4. What is your gender?

- Male
 Female

5. What age of group are you in?

- Under 20
 20 – 30
 30 – 40
 Over 40

6. What is your monthly income?

- Less than 3 million VND
 From 3 to less than 8 million VND
 From 8 to less than 15 million VND
 More than 15 million VND

Please provide:

Your Email Address:

Your Phone Number:

END