



ภาคผนวก ข

แบบสำรวจความพึงพอใจของผู้ใช้แอปพลิเคชัน
'Mae Kampong Tour Guide'

Satisfaction Survey Forms for ‘Mae Kampong Mobile Tour Guide’

Research Title: Creation of Tourist Information in English on the ‘Mae Kampong Mobile Tour Guide’ Application to Promote Sustainable Tourism at Baan Mae Kampong, Tambon Huai Kaew, Amphoe Mae-On, Chiang Mai Province.

This survey consists of 3 parts:

Part 1: Personal Data.

Part 2: Satisfaction towards ‘Mae Kampong Mobile Tour Guide’ app.

Part 3: Additional suggestions.

Part 1: Personal data.

Direction: Please mark / only one item.

1. Gender ☐ Male ☐ Female
2. Age ☐ 16-25 ☐ 26-35
☐ 36-45 ☐ 45
3. Nationality
☐ Chinese ☐ Japanese
☐ Singaporean ☐ Malaysian
☐ American ☐ European
☐ Others.
4. Education
☐ Secondary school ☐ High school
☐ College ☐ University

Part 2: Levels of satisfaction towards the application.

Please circle the number that corresponds with your level of agreement.

5 = extremely agree, 4 = agree, 3 = neutral, 2 = disagree, 1 = extremely disagree

Details	Levels of satisfaction				
	5	4	3	2	1
Contents					
1. History of the village is clear.					
2. Information about the temple is clear.					
3. Information about natural resources is clear.					
4. Information about culture is clear.					
5. Audio files are clear.					
Deployment of the app					
6. The app is easy to use.					
7. The app responds quickly.					
8. Fonts' size, colours, and style are appropriate.					
9. Photos are related and appropriate.					
10. The app is useful.					

Part 3: Additional suggestions.

****Thank You****

