

ภาคผนวก

Questionnaire No.....

Expected factors and actual factors in selecting an auditing firm: The view points of foreign businessmen in Phuket.

Please fill in the blank or a check ☐ in the box ☐

Client's Name.....

Tel.....Mobile Phone.....

E-mail address.....

Part 1. General information about the clients and their companies.

1. Sex ☐ Male ☐ Female

2. Age ☐ Under 35 ☐ 36-45
 ☐ 46-55 ☐ Over 55

3. Nationality.....

4. Education ☐ First Vocation Certificate/ Second Vocational Certificate
 ☐ Bachelor degree
 ☐ Over bachelor degree

5. Type of Business

- ☐ Travel
- ☐ Hotel
- ☐ Restaurant
- ☐ Consumer retail/ wholesale
- ☐ Others (Please specify).....

6. Registered capital

- ☐ Under 1,000,000 Baht
- ☐ 1,000,000-5,000,000 Baht
- ☐ 5,001,000-10,000,000 Baht
- ☐ 10,000,001-20,000,000 Baht
- ☐ Over 20,000,000 Baht

7. Number of employees

- ☐ Under 10
- ☐ 10-30
- ☐ 31-50
- ☐ Over 50

8. Year of business operation

- ☐ Under 5 years
- ☐ 5-10 years
- ☐ 11-15 years
- ☐ Over 15 years

9. Who is responsible for handling the company's all accounting affairs?

- ☐ Company's accountant
- ☐ Hire auditing agency
- ☐ Use both options

10. Who helps you find the auditing agency?

- ☐ Office of Accountancy
- ☐ Revenue Department
- ☐ Lawyer
- ☐ Others (Please specify).....

11. Your present auditing agency:

- ☐ 1. Auditing agency located in Phuket

Please specify the agency

name.....

- ☐ 2. Auditing agency located outside Phuket.

Please specify the agency

name.....

Province.....

12. Your business has used the service of the above auditing agency for :

- ☐ Less than 1 year/ beginning (skip to number 15, if you check this item)
- ☐ 1 year ☐ 2 years ☐ 3 years ☐ 4 years ☐ 5 years ☐ Over 5 years

13. Have you ever changed the auditing agency?

- ☐ No

- ☐ Yes because of:

- ☐ 1. Expensive charges
- ☐ 2. Poor service
- ☐ 3. High unreliability
- ☐ 4. Distance inconvenience
- ☐ 5. Others (Please specify).....

14. Do you think you would like to continue using the service of the above auditing agency?

- ☐ Yes because of:

- ☐ 1. Good Service
- ☐ 2. Rational service charges compared to others
- ☐ 3. High reliability
- ☐ 4. Others (Please specify).....

☐ No because of:

- | | |
|--|--|
| <input type="checkbox"/> 1. Expensive Service Charge | <input type="checkbox"/> 4. Distance inconvenience |
| <input type="checkbox"/> 2. Poor service | <input type="checkbox"/> 5. Please specify..... |
| <input type="checkbox"/> 3. Unreliability | |

Part 2. Information and factors affecting the decision of choosing an auditing agency” From the point of view of overseas businessmen in Phuket

15. What is your main decision on choosing auditing agency? (Please number from the most to the least important items, rank number 1 is the most important then 2,3,4)

- ☐ 1. Qualifications of auditing agency such as
- Reputation of auditing agency
 - Experience in using the service teams of auditing agency
 - Contact conveniences of auditing agency
 - Readiness of auditing agency
 - Communication of auditing agency
- ☐ 2. Quality in using service of auditing agency:
- High technology service
 - Immediate service when the clients have problems
 - Services up to high standards
 - Enthusiasm and helpfulness to service the clients
 - Timely information the clients of movement and new Knowledge in taxation, business policy and business law
- ☐ 3. Professional ethics in using service such as
- Be knowledgeable and capable up to good standards
 - Work in the interest of the clients
 - Keep confidential information of the clients
- ☐ 4. Rates of service fees

16. Service fees of your recent auditing agency.

- ☐ Appropriate
- ☐ Too expensive and the reasonable service fee is.....
- ☐ Too cheap and the reasonable service fee is.....

Part 3. Factors for choosing an auditing agency in view of overseas businessmen in Phuket.

Please put the check ☐ for your choice in the following table.

- 1 For lease
- 2 For small
- 3 For medium
- 4 For large
- 5 For largest

Reasons for choosing auditing agency.	Marks				
Quality of auditing agency	1	2	3	4	5
1.Reputation of auditing agency					
2. Experiences in using the service teams of auditing agency.					
3. Convenience in contact with auditing agency					
4. Readiness of auditing agency					
5. Human relationship of team service					
6.Service teams is polite					
7.Communications skills in foreign language of service team					
8. Service team provides information on business law					
9.Service team offers information on taxation					

Reasons for choosing auditing agency. Quality of Services	Marks				
	1	2	3	4	5
10.The agency uses high technology of computer and equipment					
11.Auditor can work out the difficulty for the clients immediately					
12. Auditor be careful for the clients					
13.Enthusiasm and helpfulness of auditing agency					
14.The auditors inform the manager or you about the movements and new knowledge of taxation, accounting policy and business laws					

Reasons for choosing auditing agency. Professional ethics of auditing agency	Marks				
	1	2	3	4	5
15.Be impartial and transparent agency					
16. Be knowledgeable and capable up to good standards					
17. work with high responsibility for clients					
18. Keep confidential information of clients					
19. Work in the interest of clients under the laws					

And other suggestions to develop the service of auditing concretely and efficiently (Please write in capital letter)

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