



DSPACE

<https://dspace.org/>

The effect of personality and culture in client/provider interactions and its effect on customer relationships

Croll, Jennifer Anne

2014

<http://hdl.handle.net/10539/18183>

Biographical Information

Great support service to graduate students is a vital part of the overall student experience, but providing this service remains a challenge. As a student here at WBS, you are in close contact with all the support staff, and WBS would like to understand your interaction with the various support staff - faculty support staff, academic support staff, library staff - so that we can provide the best possible student experience for you and all future students.

As a result, we are engaged in research in order to understand the student perception of the support staff at WBS. At the same time, the research forms part of my Masters in Management (Strategic Marketing), and your valuable responses will enable me to offer constructive suggestions to the management of the Business School for both the School's and your benefit.

This questionnaire is completely anonymous and any information obtained from the survey will only be used for my research. No individual person will be affected in any way by your responses. I hope, however, at the end of the research, to be able to derive an 'ideal model' of a university support person in a multi-cultural, multi-ethnic society, and I should really appreciate your help in constructing this 'ideal' person.

You can, however, opt out if you feel unable to continue with this survey.

Thank you in anticipation for your time and attention.

This survey is anonymous and the information obtained is confidential. Please indicate your acceptance, or refusal, to complete the survey

- ☐ I agree to continue with this survey
- ☐ No, I do not agree to continue with this survey

Questions

Please indicate how well the following statements describe your personality, by clicking anywhere along the slider scale between 0 (strongly disagree) and 100 (strongly agree).

I see myself as someone who...

	0	10	20	30	40	50	60	70	80	90	100
...is reserved											
...is generally trusting											
...tends to be disorganised at times											
...is relaxed, handles stress well											
...has few artistic interests											

...is outgoing, sociable	
...tends to find fault with others	
...does a thorough job	
...gets nervous easily	
...has an active imagination	

Block 5

This section considers your personal background and the way you see the world in which you live. Please reflect on what you would consider be to your dominant cultural frame of reference. This could be a specific cultural people group (e.g. 'Traditional Zulu', 'Afrikaans'), a broader cultural stance (e.g. 'generally Westernised', 'corporate', etc.). Please only use one or two key words here

Consider again what you take to be your dominant cultural reference point. Please click *anywhere* on the sliding scale below for each item to indicate the extent to which you believe the following is true of that *cultural reference point* as a whole (regardless of your personal views of the item).

In my cultural background ...

[illegible]

- ... know the relevant procedures
- ...be available at times convenient to me
- ...will get back to me when he/she finds the answer to my question
- ... listen and be prepared to spend time solving my problem
- ...the work area is pleasant and I feel comfortable asking questions
- ...be friendly and personal
- ...should behave professionally at all times
-

Block 3

What would you like the response from the support staff member to be when you ask, for example, about marks or the availability of books....

What is your general experience of support staff (WBS faculty staff, administrative staff and library staff)...

Block 2

Please answer the following descriptive questions, which are used strictly for aggregate research purposes.

Your gender:

Your year of birth

Your race:

Are you currently classified as an international student at Wits?

From what country did you come (are you a citizen)?

For what programme are you currently registered (e.g. PDM, MM(Innovation), MM(Envc), MM(BEC), MM(SM), MBA, MMR, PhD)? Full-time/Part-time?

In what year did you first register for this programme?

Block 7

This is the end of the survey. If you choose to exit below and click next, you cannot return to the survey. If you want to go back and review/ change answers, please do so now by pressing the back buttons. If you wish to exit, thank you so much for your time and effort, we hope to improve support services constantly and specifically based on your feedback.

☐ Yes, I want to exit the survey.