

**THE ACCEPTANCE OF SOCIAL NETWORK MARKETING FOR
ADVERTISEMENT OF SERVICE BUSINESS IN THAILAND**

JUTAPORN LUANLONG

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Thesis
entitled
**THE ACCEPTANCE OF SOCIAL NETWORK MARKETING FOR
ADVERTISEMENT OF SERVICE BUSINESS IN THAILAND**

.....
Miss Jutaporn Luanlong
Candidate

.....
Asst. Prof. Adisorn Leelasantitham,
Ph.D. (Electrical Engineering)
Major advisor

.....
Lect. Supaporn Kiattisin,
Ph.D. (Electrical and Computer
Engineering)
Co-advisor

.....
Asst. Prof. Bunlur Emaruchi,
Ph.D. (Environmental Systems
Engineering)
Co-advisor

.....
Prof. Banchong Mahaisavariya,
M.D., Dip. (Thai Board of Orthopedics)
Dean
Faculty of Graduate Studies,
Mahidol University

.....
Lect. Supaporn Kiattisin,
Ph.D. (Electrical and
Computer Engineering)
Program Director
Master of Science Program in
Technology of Information
System Management
Faculty of Engineering,
Mahidol University

Thesis
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was submitted to the Faculty of Graduate Studies, Mahidol University
for the degree of Master of Science
(Technology of Information System Management)

on
April 2, 2013

.....
Miss Jutaporn Luanlong
Candidate

.....
Lect. Chanattha Thongsuk,
Ph.D. (Information Technology)
Chair

.....
Asst. Prof. Adisorn Leelasantitham,
Ph.D. (Electrical Engineering)
Member

.....
Lect. Supaporn Kiattisin,
Ph.D. (Electrical and Computer
Engineering)
Member

.....
Asst. Prof. Bunlur Emaruchi,
Ph.D. (Environmental Systems
Engineering)
Member

.....
Lect., Surapong Pongyupinpanich
Dr. Eng. (Electronic and Information)
Member

.....
Prof. Banchong Mahaisavariya,
M.D., Dip. (Thai Board of Orthopaedics)
Dean
Faculty of Graduate Studies
Mahidol University

.....
Lect. Worawit Israngkul,
M.S. (Technical Management)
Dean
Faculty of Engineering
Mahidol University

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Jutapron Luanlong

**THE ACCEPTANCE OF SOCIAL NETWORK MARKETING FOR
ADVERTISEMENT OF SERVICE BUSINESS IN THAILAND**

JUTAPORN LUANLONG 5237465 EGTI/M

M.Sc. (TECHNOLOGY OF INFORMATION SYSTEM MANAGEMENT)

THESIS ADVISORY COMMITTEE: ADISORN LEELASANTITHAM, Ph.D.
(ELECTRICAL ENGINEERING), SUPAPORN KIATTISIN, Ph.D. (ELECTRICAL
AND COMPUTER ENGINEERING), BUNLUR EMARUCHI, Ph.D.
(ENVIRONMENTAL SYSTEMS ENGINEERING)

ABSTRACT

This research aimed to study the acceptance of social network marketing for advertisement of service businesses in Thailand. In this research, we developed and extended the Enhanced Technology Acceptance Model (TAM2) to examine behavioral intention of organizations. Voluntary organizations were asked to complete a questionnaire. Analysis of the data was done by Structural Equation Modeling (SEM) to find correlated variables. The results showed factors that affect the choosing of the social network marketing for advertising were as follows: 1) the ease-of use perception which is related to the system quality, telepresence, and attractiveness; 2) the benefits related to the subjective norm, image, information quality, service quality, attractiveness, and perceived ease of use; 3) the enjoyment related to the attractiveness, and perception of ease of use; and 4) the behavioral intention formed by useful perception, enjoyment perception, and ease-of-use perception.

**KEY WORDS: TECHNOLOGY ACCEPTANCE / SOCIAL NETWORK /
ADVERTISEMENT**

104 pages

การยอมรับการใช้งาน SOCIAL NETWORK MARKETING เพื่อการโฆษณา ของธุรกิจบริการ ในประเทศไทย

THE ACCEPTANCE OF SOCIAL NETWORK MARKETING FOR ADVERTISEMENT OF SERVICE BUSINESS IN THAILAND

จุฑาพร เลื่อนถ้อง 5237465 EGTI/M

วท.ม. (เทคโนโลยีการจัดการระบบสารสนเทศ)

คณะกรรมการที่ปรึกษาวิทยานิพนธ์: อติสร ลีลาสันติธรรม, Ph.D. (ELECTRICAL ENGINEERING), สุภาภรณ์ เกียรติสิน, Ph.D. (ELECTRICAL AND COMPUTER ENGINEERING), บันลือ เอมะรุจิ, Ph.D. (ENVIRONMENTAL SYSTEMS ENGINEERING)

บทคัดย่อ

การวิจัยครั้งนี้เป็นการศึกษาปัจจัยที่มีผลต่อการยอมรับการใช้งานการตลาดเครือข่ายสังคม เพื่อการโฆษณาของธุรกิจบริการในประเทศไทย โดยได้ขยายโมเดลการยอมรับการใช้งานเทคโนโลยี 2 เพื่อตรวจสอบเจตนาเชิงพฤติกรรมของหน่วยงานที่เลือกใช้งานการตลาดเครือข่ายสังคม การศึกษาครั้งนี้เป็นการศึกษาเชิงสำรวจ โดยกลุ่มตัวอย่างคือ หน่วยงานที่มีการใช้งานการตลาดเครือข่ายสังคมในการทำโฆษณา ประชาสัมพันธ์ เก็บข้อมูลโดยรวบรวมข้อมูลจากการตอบแบบสอบถามของหน่วยงานที่สมัครใจเข้าร่วมกับงานวิจัย

การวิเคราะห์ข้อมูลใช้การวิเคราะห์โมเดลสมการเชิงโครงสร้าง เพื่อหาค่าความสัมพันธ์ของตัวแปร ผลการวิจัยพบว่า ปัจจัยที่ส่งผลต่อการเลือกใช้งานการตลาดเครือข่ายสังคมเพื่อการโฆษณามีดังนี้ 1) การรับรู้ถึงความง่ายในการใช้งาน เกิดขึ้นจากปัจจัยในด้าน คุณภาพของระบบ, ความเสมือนจริง, และ ความน่าสนใจ 2) การรับรู้ถึงประโยชน์ เกิดขึ้นจากปัจจัยในการคล้อยตามบุคคลรอบข้าง, ภาพลักษณ์ของหน่วยงาน, คุณภาพของข้อมูล, คุณภาพด้านการบริการ, ความน่าสนใจ, และ การรับรู้ความง่ายของการใช้งาน 3) การรับรู้ถึงความเพลิดเพลินในการใช้งาน เกิดขึ้นจากปัจจัยในด้าน การรับรู้ถึงความง่ายในการใช้งาน และ ความน่าสนใจ 4) ปัจจัยที่ส่งผลต่อเจตนาเชิงพฤติกรรมที่จะใช้งาน คือ ปัจจัยด้านการรับรู้ถึงความง่าย, การรับรู้ถึงความเพลิดเพลิน, และ การรับรู้ถึงประโยชน์ที่ได้รับจากการใช้งาน

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CHAPTER I

INTRODUCTION

1.1 Background and Problem Statement

At present, many forms of tools used as media in product or service advertisement and marketing have been improved. Most of these tools are used as communication channels in order to approach targeted groups relevantly and universally. For the matter of technology, nowadays, the people interested in utilizing various types of social network have been increasing so quickly. When the social network becomes popular; many agencies or organizations are also interested in utilizing each type of social network for their marketing activities. In the social network, “social network marketing (SNM) was the presentation of a product or service, which is exhibited via internet, by using social networks “site in OzerkOnder and Haluk Gumuskaya [18].

The social network marketing (SNM) is initiated by the use of internet marketing for products or services via the internet process. The internet marketing is to utilize the combination between creative ideas and internet techniques, which include the design, development, advertisement and sales. The advantages of this marketing pattern for agencies or organizations are:

1. Cost saving, the internet marketing lessens the advertising cost if compared with other media such as advertisement in newspaper, magazine, brochures as the internet marketing is cheaper and presented around the clock. It also reduces the personnel cost.
2. Time saving, this type of marketing helps shorten the working process; for example, the process of product documentation to be sent to customers is shortened and the operators can quickly present their products via email.
3. Both marketers and customers get quick responses and the products/services access to the targeted groups universally.

4. Internet marketing boosts the capacity of data collection and precise measurement. The cost-effectiveness could be checked easily. The quantity of customers visiting that internet marketing could be checked.

5. Individual marketing could be possible by presenting and selling products when the customers feel interested in them.

6. Internet marketing widens communications and markets to cover both local and international markets.

7. Electronic marketing could be done around the clock.

8. Advertising is broad, and connected with many websites to hit the intended groups.

From the advantages of internet marketing mentioned above, many organizations or agencies have now applied some favorite social networks, e.g. Facebook, Twitter and YouTube to be communication tools in marketing and advertising activities for many organizations/agencies.

Table 1.1 History of some social network websites in the world

Year	Social network websites
1995	Classmates.com
1997	Sixdegrees.com
2002	Friendster and LinkedIn
2003	MySpace and Hi5
2004	Facebook
2005	YouTube
2006	Twitter and IMEEM

Table 1.1 shows the social networks developed at the initial age, from 1995 – 2006, starting from Classmates.com, Sixdegrees.com, Friendster and LinkedIn, MySpace and Hi5, Facebook, YouTube and Twitter, and IMEEM respectively. Until in 2004, Facebook, YouTube and Twitter were so favorite as the number of registered users has been increasing considerably as shown in Table 1.2.

Table 1.2 Number of registered users on social network websites

Social network websites name	Users	Up Date
Facebook	701,096,440	7/15/2011
Twitter	175,000,000	3/31/2011
MySpace	253,000,000	7/15/2011
Friendster	95,000,000	1/27/2009
Hi5	80,000,000	3/16/2009
LinkedIn	50,000,000	10/14/2009
Bebo	40,000,000	-
Orkut	67,000,000	-
Tagged	70,000,000	-
Windows Live Space	120,000,000	-

Table 1.2 shows over 300 million registered users in social networks. This shows the favor of using many social networks nowadays.

Table 1.3 Number of social network website users in Thailand

Social network sites	Users	Up Date	Reference
Facebook	18,202,320	02/24/2013	[29]
Twitter	909,631	01/15/2012	[31]
Hi5	2,611,000	10/2011	[30]
LinkedIn	295,000	10/2011	[30]
foursquare	152,000	10/2011	[30]

Table 1.3 shows the number of registered users in social networks in Thailand. Facebook, a social network, is the most favorite one at present.

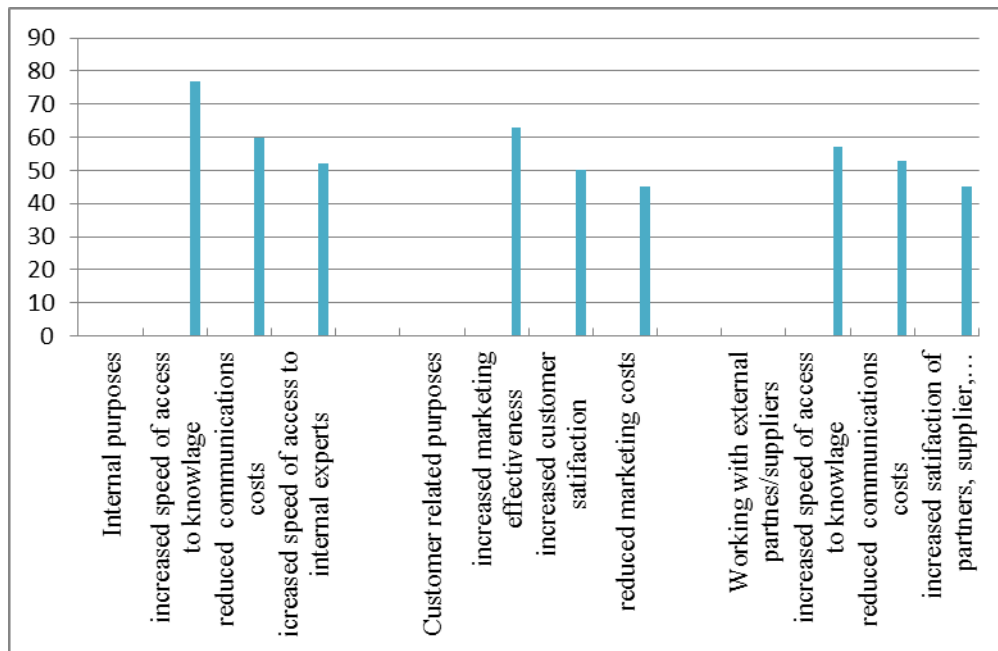


Figure 1.1 Top benefits of social media

Figure 1.1 shows the advantages on social media as surveyed in 1,598 agencies where their marketing tools in form of social media have been used for their marketing activities. When a large number of organizations or agencies as well as general people have accessed to various social networks, the Researcher feels interested in studying the acceptance on the utilization of social network. For the studies and research related to the social network, none of them dealt with the acceptance on the utilization of social network employed in marketing and advertising activities of many organizations. In this research, the social networks studied included Facebook, Twitter and YouTube used the service business, e.g. hotel, resort, restaurant, etc.

For the research on acceptance on technologies, there are several technology acceptance theories to be applied such as IS success model, Technology acceptance model, Extend Technology Acceptance Model (Extend TAM), etc. After considering the appropriateness of models to be applied in this research, the Researcher decided to apply Extend Technology Acceptance Model (Extend TAM) as proposed by Venkateshand Davis in 2000. The Researcher also studied other factors that may be applied to measure the acceptance on social network marketing for the advertisement of service business, e.g. subjective norms, image, information quality,

service quality, system quality, telepresence and attractiveness. The details about factors used in such measurement will be described in Chapter 2.

1.2 Objectives

1. To identify the factors affecting the acceptance on the utilization of social network marketing.
2. To create and confirm the model for acceptance on the utilization of social network marketing in the service business.

1.3 Scope of the research

1. The research only covered the sector of service business in Thailand that used the social network marketing.
2. The sample group included the organizations or agencies where the social network marketing has been used as their marketing and advertising tools.

1.4 Expect Results

The expected outcome of this study includes:

1. Factors this determine user to acceptance of social network marketing technology.
2. Factors that have an influence to acceptance to use social network marketing technology.

CHAPTER II

LITERATUREREVIEW

The chapter describe about the characteristics of the Social network marketing, Model of technology acceptance, IS success model, Perceived enjoyment, Attractiveness and related research

2.1 Social network marketing

2.1.1 Definition of Social network

2.1.2 Social network site

2.1.3 Social network marketing

2.1.4 Social network marketing in Thailand

2.2 Model of technology acceptance

2.2.1 Technology Acceptance Model (TAM)

2.2.2 Information System success model (IS success model)

2.3 Structural Equation Modeling (SEM)

2.4 Relate Studies

2.1 Social network marketing

2.1.1 Definition of Social network

Social network is define as “a set of social entities that include people and organizations that ate connected by a set of socially meaningful relationships and who interact with each other in sharing the value ”[2]. In web marketing, social network is the practice of interacting with and expanding the number of one’s business or social contacts by making connections typical through social networking web sites such as Myspace and Facebook [7].Social Networking can be a component of numerous business initiatives, including:

- Amplifying word-of-mouth marketing
- Market research
- General marketing
- Idea generation & new product development
- Co-innovation
- Customer service
- Public relations
- Employee communications
- Reputation management

2.1.2 Social network website

Social network website is a start from website 1.0, it is one-way communication. Like it is communication from web-master by publishing information to users. Web 1.0 have Human-computer interaction (HCI) in the less level or no response orcommentstogether. Later, it has developed from web 1.0 to web 2.0. To developed for add the sections that interaction between webmaster and user. The characteristic of websites to be two way communications, When the information or news to publish. Personal are interested to read them and to be able to inter actor comment about the site by via the area of website. As in the present reader to be able share the opinions. The dissemination of information that may come from the readers. So, the difference of web1.0 and web 2.0 about as to share the information in sites.

In this the social network website can be defined as “web sites that allow members to construct a public or semipublic profile and formally articulate their relationship to other user in a way that is visible to anyone who can access their file” [5].

Take from reference [4], type of social network website can be classified into three types: social media site, social network site, and other web sites.

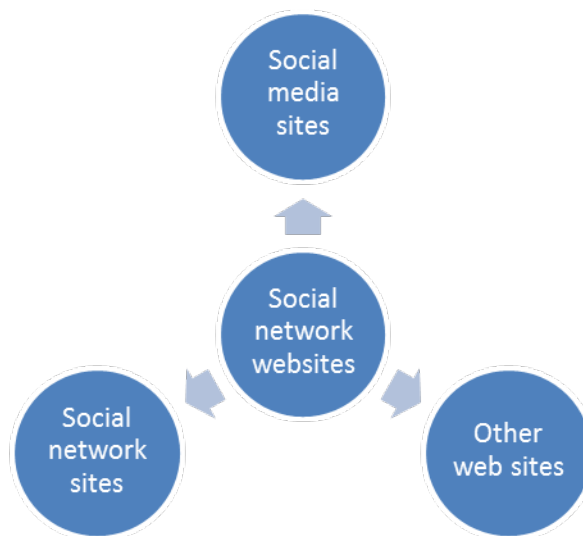


Figure 2.1 Show the type of Social network websites

- Social media site is defined “web sites that people to share user-create contents (UCCs). Some of the most widely used social media sites include YouTube, Flickr, Digg, Matacafe, etc.”
- Social network site is defined “web sites that allow people to stay connected with other people in online communalities include MySpace, Facebook , etc.”
- Other web sites is defied “web sites that allow people to post and share include Yahoo Grop, Blog, Online new site etc.”

Take from reference [4], it is result about social web site that popular by continent/region/country. In the table show a partial list of social web site that popular of the world.

Table 2.1 Show the social web sites that popular by continent/region/country

continent/region/country	Social web sites
Africa	Hi5, Facebook
America (North)	MySpace, Facebook, YouTube, Flickr, Nexopia, Netlog
America(Central and South)	Orkut, Migente, Hi5, Sonico, Facebook
Asia	Friendster, Orkut, Xianonei, Xing, Cyworld, Hi5, YouTube, Mixi
Europe	Badoo, Bebo, FriendsReunited, Facebook, Hi5, Cyprus, Tagged, Xing, Skyrock, Sudiyz, Hyves, iWiW, Nasza-klasa.pl, IRC-Galleria, LunarStorm, Netlog, Nettby, playahead, Odnoklassniki.ru, V Kontakte
Middle East	Facebook
Pacific Islands	Bebo

Source: Ozerk Onder and Haluk Gumuskaya, Architectural platform: a social network site for architects, *Procedia Computer Science* 3

From the table show the social network websites that using and popular in present. In this studies chosen to studies social network websites, that is, social media sites , social network sites and other websites in casefacebook, Hi5, YouTube, and Twitter.

Facebook

Facebook is a computer-mediated Social Networking System that has become one of the most popular means of communication which was founded by Mark Zuckerberg, Dustin Moskovitz and Chris Hughes while attending Harvard and after its successful use within the Harvard community, it quickly spread to other institutions, even Zuckerberg and Moskovitz left college in order to manage Facebook as a full-time job in 2004[5].

Facebook is the social network site, it is one of a number of tools on social network help the user about to using for create the relation of the people together.



Figure 2.2 Example of facebook page

Hi5

Hi5 is a social networking website based in San Francisco, California. The company was founded in 2003 by RamuYalamanchi. By 2008, comScore reported that hi5 had become the third most popular social networking site in terms of monthly unique visitors. Bill Gossman was appointed CEO in April 2009, and since that time, hi5 has refocused itself as a social gaming platform and opened itself to new game developers [5].

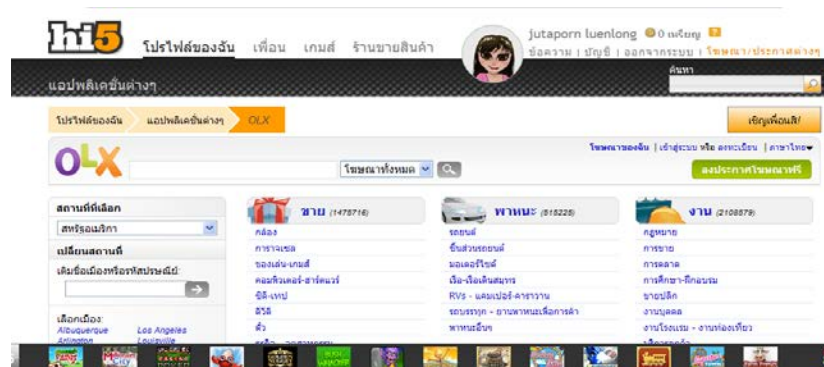


Figure 2.3 Example of Hi 5 page.

YouTube

Youtube can be defined as “a video- sharing web site” [5]. YouTube is the social media site, it is one of a number of tools on social network, that help to using about to share the multimedia file.YouTube to be measure of popular get by visitor forsupport the marketing.To using YouTube should simultaneously with another social network websites.



Figure 2.4 Example of YouTube.

Twitter

Twitter is the social network website; the character is the micro blog that show the sort message in the site. It is one of a number of tools on social network help the user about to follow to personal or organization for be informed .

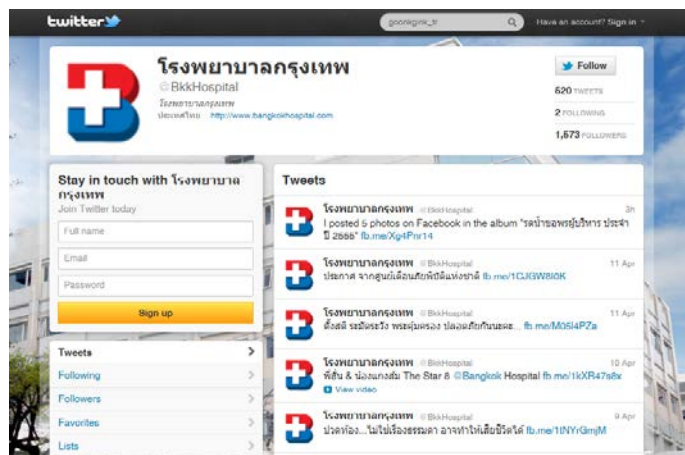


Figure 2.5 Example of Twitter

Hence, social network websites can be summary the feature:

User profiles	UCC sharing
Create online connections	Opinion sharing freture
Join online groups	Access to information
Communicate with online connection lists	Keep users

Source: OzerkOnder and HalukGumuskaya, Architectural platform: a social network site for architects; 2011

2.1.3 Social network marketing (SNM)

The marketing can be defined as “to present the products or service for response the requirements of the customers about to be satisfied withproducts or service ” .In marketing literature, the type of channels can be divided broadly into direct and indirect marketing. Recent, media about marketing that have many channels such as televisions, digital signet, newspaper, internet, and etc.

Internet marketing was the marketing via websites, so in the channel has various advantages for companies to sell directly on the Internet. Advantages can be classified into those three channels based on the functions performed [8]:

- As a communication channel: information exchange between sellers and buyer.
- As a transaction channel: sales activities.
- As a distribution channel: physical exchange of products/services

Hoffman and Novak said about internet marketing “The Internet has proven effective for advertising, marketing distributing goods, and providing information services” site in [19]. Internet marketing starts from general websites such as yahoo that have to create group of members for communicate, share information and act.

Today, many social network websites can be to create business challenge. The features of social network websites that using as personal profiles, establish online connections, sharing information, finding information and holding the user etc [4]. From attribute showed the social network website that to using in the present, generate revenues through advertising, subscription, and transaction models [7].

W.G. Mangold and D.J. Faulds said about “social media marketing is the presentation of a product or service, which is exhibited via Internet, by using social networks” site in OzerkOnder and HalukGumusKaya [9].

Teanpull D. [10]social network marketing is defined the strategy used to create relationship with customers and it is communicate about customer requirement.

In this study social network marketing can be defined the marketing through internet, by using social network websites. Social network website can be used in communication such as customer relationship, advertising, providing information services and encouragement for products or service. Each social network website, it has the different methodology. So, the organization can usesocial network marketing as:

Facebook in marketing

In facebook, to make advertise on facebook have 4 steps follow as:

1. Identification the target.
2. Definition the target.
3. Create the advertise and design the budget.
4. Understand the policy of facebook and process in approve of facebook.

The advertise of facebook have two types such as:

1. Premium
2. Marketplace

Premium

Facebook offers relevant and integrated advertising opportunities to engage your target audience. Facebook’s team can help you develop the ideal Facebook advertising solution. To determine the most relevant opportunities for you.

Marketplace

Marketplace is advertised that you were creating such as page or activities. You have the opportunity to show their support of social groups in your advertise. These ads are very tempting and it is relevance ads to your audience. This will appear

in the ads includes information about the friends that joined in the advertising page, events, and application or an ads on facebook.

Step to create Marketplace

1. Identify the target group.
2. Definition the target group.
3. Start to create advertise and set a budgets. In this process will include

3.1 Design your advertise about:

- Header of advertises. It has 25 characters
(combine space)
- Advertise, it has 135 characters. Using to
definition about your product or service.
- Image, it will be relevance of your product or
service.
- URL to terminal. Exam `www.exampel .com/
special.html`

3.2 Select the target group. Based on criteria from:

- Place such as city, state, province or country.
- demographics such as age, sex, and langrage.
- favorite and interests such as hobbies and your
customers is crazy.
- Education and work.

3.3 Plan of advertise

3.4 Set price of advertise

- Cost per Click (CPC) this plan is paid every time
if click to your advertise.
- Cost per Mille (CPM) this plan is paid by number
of people see your ads.

3.5 Budget per day

It is a maximum amount that you paid per day. If maximum amount equal the budget per day. The system will be stop your advertise.

3.6 The advertise budget

It is a maximum amount that you will spend the duration of the advertise. It covers the period of time.

3.7 Max Bid

The maximum amount that you would pay for the CPC or to one thousand visits times. Depending on whether you are priced on CPC or CPM facebook to bid based on the audience you choose. You have the option to choose different prices by using the advanced mode.

3.8 Auction System

In facebook have the pricing of the action. This means that the market price. If you set your maximum bid. It means that you agree to pay the price bid per click or visit to your ads equal one thousands.

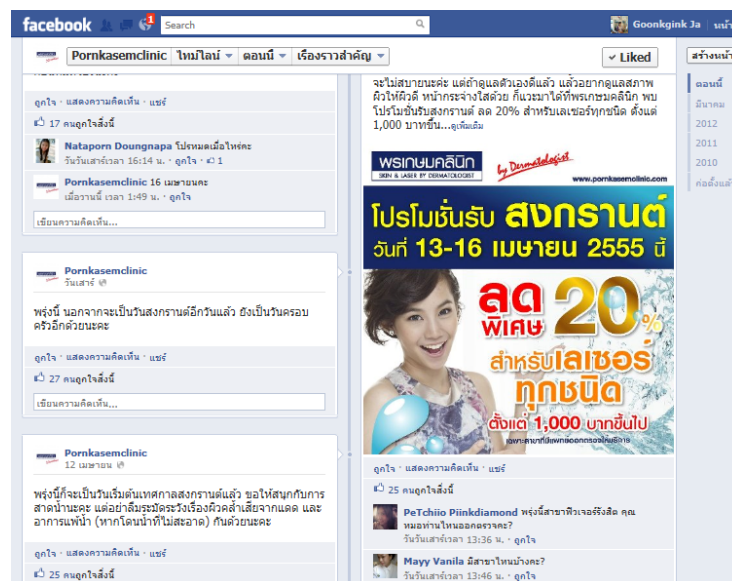


Figure 2.6 Advertise via facebook page

Measurement in facebook

Facebook insight is tool for measurement or analysis behavior and trend of customer. To using insight get by <http://www.facebook.com/insights>. So, in the page that have been divided into two sections include:

1) Users information

In this show active user that visit on your page. It will be show the number of personal that “Like” is add New Likes or number of personal “Remove Like” per day. Information in section can show about degree of popular. Including the information of those who like us (Demographic). Sort by gender, age, and country. In this section we know that the target group.

2) Insights

This can be verified that the information be posted in the Page. People press “Like” or “Unscribes” which is measure about feedback of user. Can be verified about how many people can be sure that the new activities in the page such as mentions, discussion posts, review, wall post, and upload video. So, if information is minimal this means that the people not have interaction with page. But if is higher this means the people have interested in the page. The company can us Insight that people prefer to have more than 30 people or more. For those company wants to bring this information to report. To exported data by <http://www.facebookinsightsdata.com>.

YouTube in marketing

To make YouTube in marketing can be know the information that gives advantage to decision about popularity of product or service. Process to using as follow:

1. Register account in AdWords (<http://adwords.google.co.th/>)
2. Select advertise tab.
3. Select tools for help to create advertise
4. Click on a category of audio and video. From the menu and browse for a template that has been promoted.
5. Insert your advertise.
6. Click start for using the media tool and select video.
7. Select position on YouTube. The area to show your advertise. You can select image that show combine advertise.
8. Click save advertise. For Finnish.

The cost of advertising on YouTube

The YouTube video that has been promoted into the AdWords auction model of public relations will compete for the position of your choice. Like any other AdWords ads, a combination of setting that your keywords. The budget that your select will using to identify position of advertise and frequency to show your advertise.

In May 2011, the cost of video campaign has change from cost-per-click (CPC) is a cost-per-view (CPV). When has create the promotion. Provider request about the maximum amount to be paid each time that visitor see your promotion. This campaign will be charged when the customer start to watching your video. This means that the customer watch end or not end will be charged too. This pricing format ensured that the cost of your advertise more relevant to your target group. The company just have to the price at least 0.4 Bath per view. For start promote.

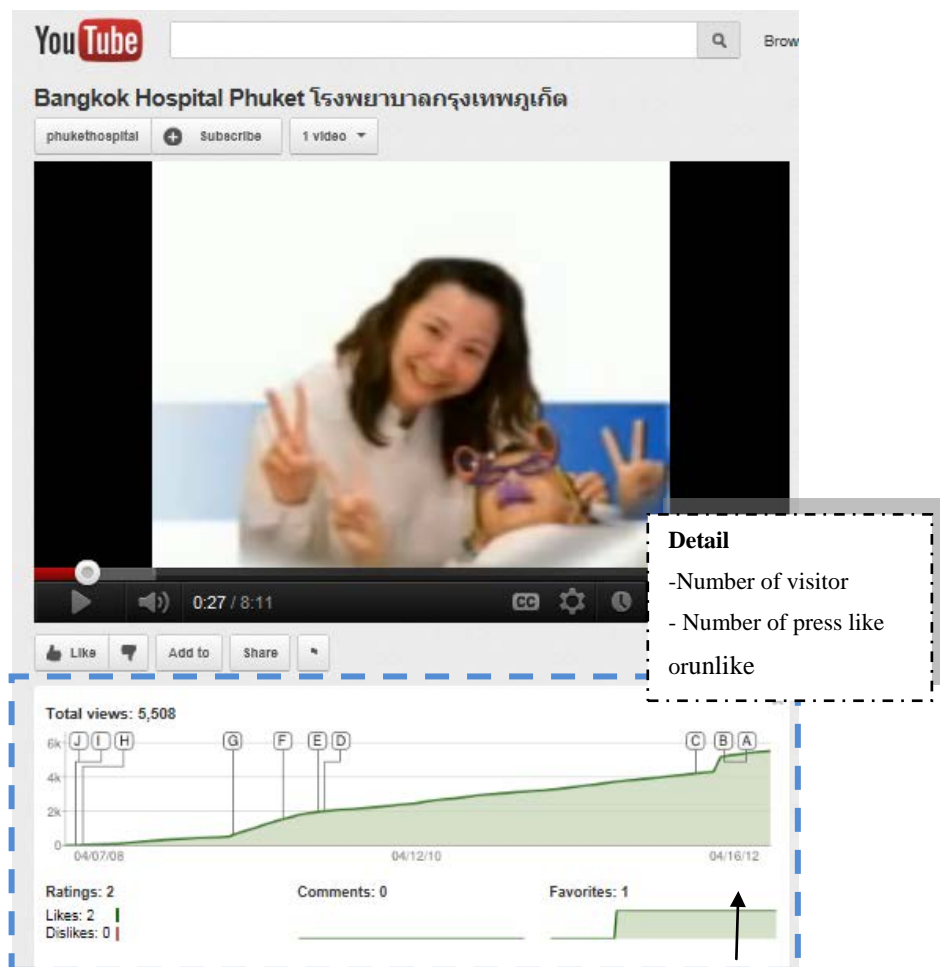


Figure 2.7 Measurements in YouTube (Bangkok Hospital Phuket)

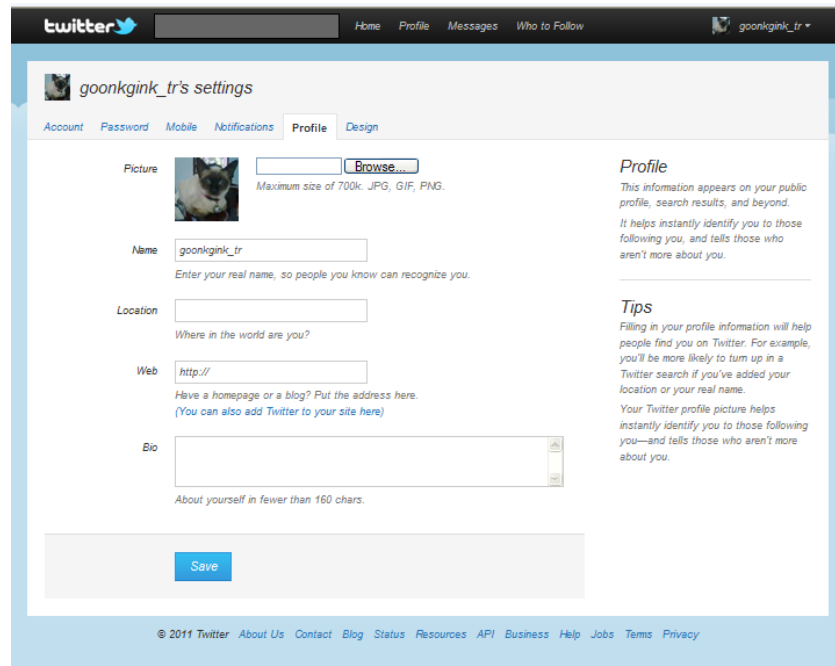


Figure 2.8 Register setting for using twitter.

1. Register for using twitter.
2. Set up your profile:
 - URL, Biography, and Location are important for use social network marketing. They are use to introduce your company.
3. Follow, the personal that you follow is a person who is associated with the target group.
4. Tweet for update your status. It is help to build interesting of your company.

Table 2.2 Measurement in YouTube

Tool	Description
http://twittercounter.com	To measurement the number of personal that follows you. It can be using compare with other personals.
http://bit.ly/	To make short URL that it track of click link in twitter.
http://tweetstats.com	To measurement the behavior of Tweet
http://www.trendrr.com	To measurement of social network about marketing such as twitter, YouTube, and Google.
http://www.twitalyzer.com	To measurement potentialities of marketing through each twitter account.

2.1.4 Social network marketing in Thailand

In Thailand many organization or companies to using the social network marketing channel choice. The functions to using as the advertising, customer relationship, promotion, activity, branding, and etc.

Social network marketing that found in service business such as:

- In hotel and resort, communicating with customer about the detail of room and promotion for each festival. And review the interest place around it.
- In restaurant, communicating with customer about promotion and present the activities of company.
- In bank, communicating with customer about information of interest rate or information of activities.
- In hospital and clinic, communicating with customer about promotion of the treatment or examination. And use for published information on health care.

Using social network marketing can be save time and cost. It's very enjoyments with customer and easy to manage information via the site because the organization or companies can manage by using internet via personal computer, laptop or the other device.

2.2 Model of technology acceptance

2.2.1 Technology acceptance model

The original technology acceptance model (TAM). TAM was purpose by Davis et al. in 1989. TAM had the developed from the theory of reasoned action (TRA) proposed by Fishbein and Ajzen. The model had to expand two variables on internal as attitudes and intentions. In the main model had to add perceived ease of use (PEOU) and perceived usefulness (PU). TAM is model to using predict about the user acceptance or reject the information technology [11].

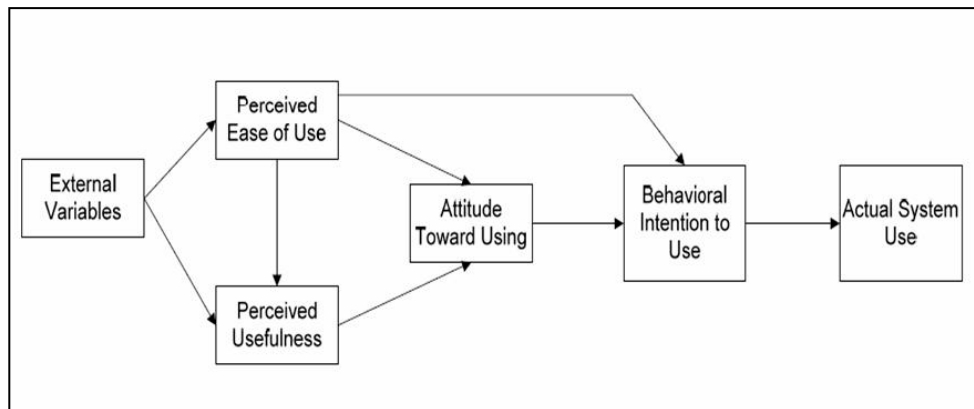


Figure 2.9 Technology Acceptance Model (TAM) by Davis et al. in 1989.

In technology research, TAM was studied by many articles published to acceptance the relation with various types of information technologies such as;

In adoption to use social network sites in Korea, Kwon [2], studied about an empirical study of the factors affecting social network service use. In this paper he has analyze how individual user's intention to use social network service. He focus on three dimensions as determinants: social identify, altruism and telepresence . And add perceived encouragement to the Technology Acceptant Model (TAM). The study found social identify is the important factor affecting perceived usefulness and perceived encouragement actual use, altruism is the important factor affecting perceived ease of use and perceived encouragement actual use, telepresence is the important factor affecting perceived ease of use and perceived encouragement actual use, and perceived encouragement that add to TAM is the most important factor

affecting perceive usefulness and important affecting actual use social network service.

In adoption and usage website, Heijden[8], studied about perceived attractiveness and perceived enjoyment to extending the TAM for usage of websites. He found perceived attractiveness is the most importance factor affecting perceived usefulness, perceived enjoyment, and perceived ease of use websites. Perceived enjoyment is the important factor affecting attitude and intention to use websites.

In 2000, the extend technology acceptance model was purposed by Venkatesh and Davis.It had the developed from Technology acceptance model. The new model is changed from original model about reject the internal variable (Attitude towards Use) out of the model.And additional variable to constructs as voluntariness, experience, subjective norm, image, job relevance, output quality, and result demonstrability.Wu and el at. [12] , studied about the difference between TAM and alternative TAM. They were find the Extend TAM showed a better model fit than the original TAM.

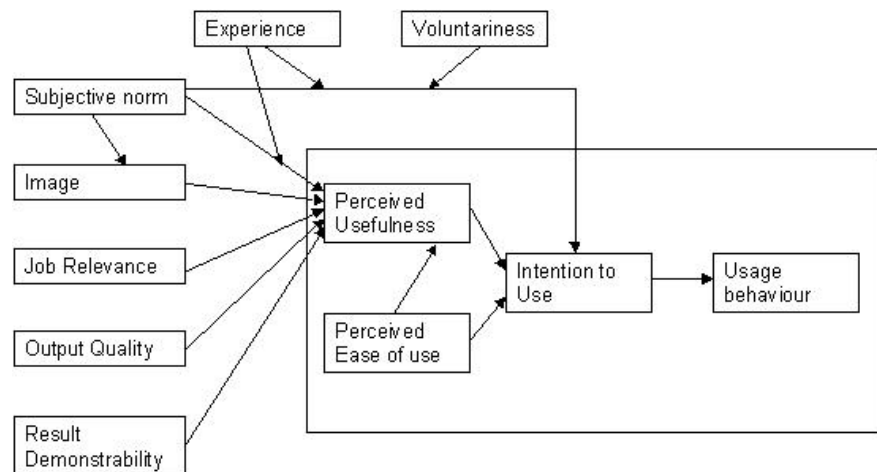


Figure 2.10 Enhanced Technology Acceptance Model (TAM2) by Venkatesh and Davis in 2000.

In technology research, TAM2 was studied by manyarticles published to acceptance the relation with various types of information technologies such as;

Ping Yu [13].Used extend TAM model to examine Health IT acceptance factors o long-term care facilities. The studies founded perceive ease of use and

perceived usefulness is positive effect to using technology. And external variable (subjective norm, image) is positive effect to perceive ease of use.

2.2.2 Information System success model (IS success model)

IS success model was first proposed by DeLone and McLean in 1992. This model has six variables. The variable include are system quality, information quality, use, user satisfaction, individual impact and organization impact. Shown figure 2.8

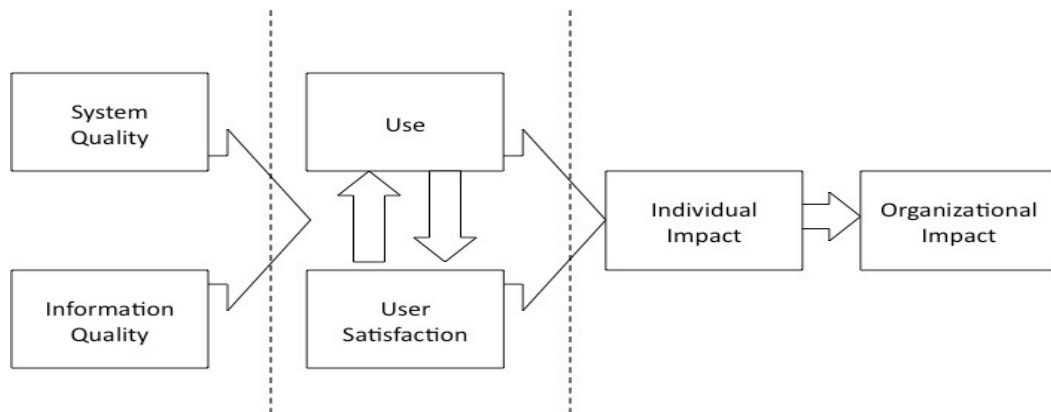


Figure 2.11 Information Systems Success Model DeLone& McLean in 1992.

In 2003 IS success model was update by DeLone and McLean. Its expanded model by add the new variable in the model, that is service quality. Service quality are affecting to user satisfaction and intention to use. And change the final result is net benefits. Show figure 2.9

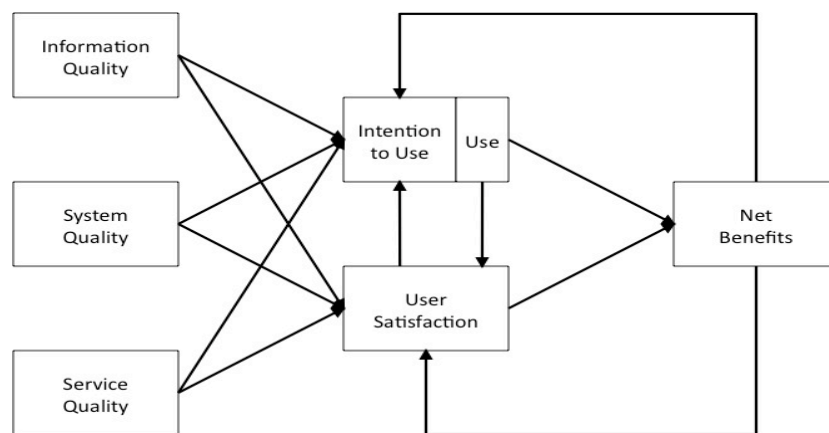


Figure 2.12 Updated Information Systems Success Model DeLone& McLean in 2003

The research in IS success model (Chang et al., 2005) [14] used TAM and IS success model to examine acceptance internet tax-filing system in Taiwan. The studies founded information system quality, information quality were significant factors to predict perceived usefulness; Information quality was significant impact on perceived ease of use. This study propose to TAM model is suitable to predict the user acceptance in the G2C context. In 2010, Fan-Yun Pai and Kia-Huang [18] propose a conceptual model, appropriate for the intention to use healthcare information system. The model used information system success model and technology acceptance model. The studies founded information, service, and system quality influence user’s intention through the constructs, perceived usefulness and perceived ease of use.

2.3 Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) is used to test complex relationships between observed (measured) and unobserved (latent) variable and also relationships between two or more latent variable. Lisrel is the first program that it was developed for SEM. Today, the program is widely used. For example of the other SEM model program, AMOS, M plus, or EQS [32].

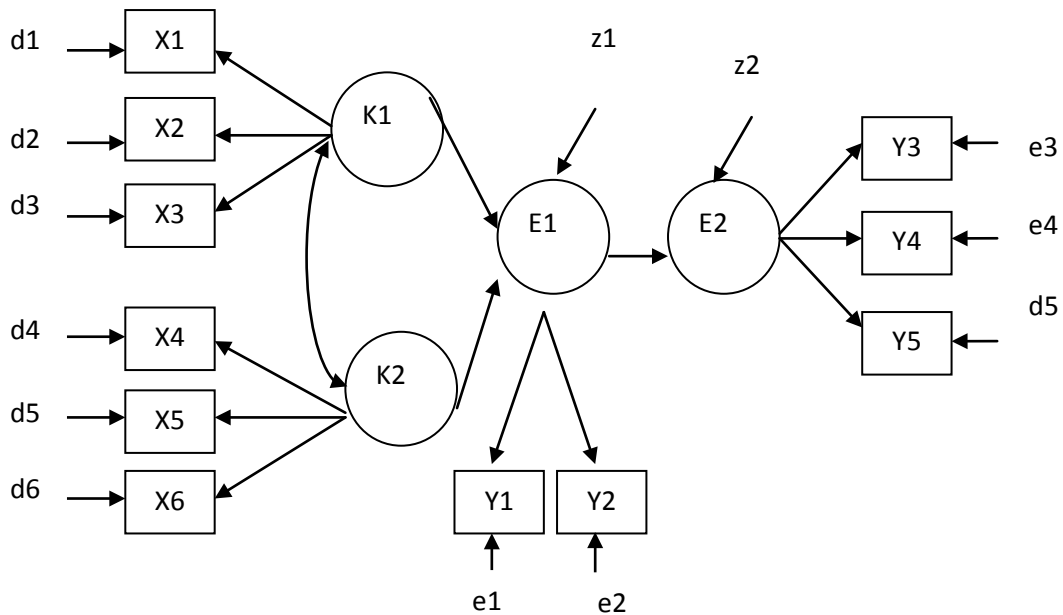

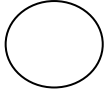




Figure 2.13 Structural Equation Modeling (SEM)

Table 2.3 Symbol picture and meaning

Symbol picture	Meaning
	Observe variable
	Latent variable
	Path analysis/Factor analysis relationship
	Covariance or Relationship of 2 variable

Latent variable in SEM is divided into two type: i) Latent cause (From Figure 2.10 is K1 and K2) is call “Exogenous variable”. The symbol is K or ξ (KSI). ii) Latent result (Form Figure 2.10 is E1 and E2) is call “Endogenous variable”. It use “E” symbol or η (ETA).

Observed variable is divided into two types: i) Observed variable for measuring exogenous variable (X symbol). ii) Observed variable for measuring endogenous variable (Y symbol).

Error of measuring observed X variable uses “d” or Θ (THETA). Then, error of measuring observed Y variable uses “e” or ε (EPSILON). And, error of measuring latent E variable uses symbol “Z” or ζ (ZETA)

From Figure 2.10, it has two exogenous variables (K1 and K2), two endogenous variables (E1 and E2). Exogenous observed variable are six variables (X1, X2, X3, X4, X5, and X6). K1 has three observed variables (X1, X2, and X3). Also, K2 has three observed variables ((X4, X5, and X6).

Endogenous observed variable is Y1, Y2, Y3, Y4, and Y5. Y1 and Y2 are observed variable of E1. Also, Y3, Y4, and Y5 are observed variable of E2. And, d1, d2, d3, d4, d5, and d6 are variable of error (X1, X2, X3, X4, X5, and X6). For e1, e2, e3, e4, and e5 are variance of error (Y1, Y2, Y3, Y4, Y5, and Y6). And last, z1 and z2 are variance of error (E1 and E2).

Structural equation modeling is consisted two parts. There are two kinds i) Measurement model, and ii) structural model. Measurement model shows linear relationship between latent and observed variable. Structural model shows linear relationship of latent variable together.

2.4 Related studies

In this studies about social network marketing. It has any research that related. The model that used to predict in acceptance of technology such as Technology Acceptance Model (TAM), Extend Technology Acceptance Model (TAM2), and Unified Theory of Acceptance and Use of Technology (UTAUT).

In adoption to use blog, Hsu [7], studied about acceptance of blog usage. The model, based on the theory of reasoned action (TRA), he develop a model involving technology acceptance, social influence and knowledge sharing motivation. The studies found technology acceptance factors (perceived ease of use and perceived enjoyment) and knowledge sharing factors (altruism and regulation) important affecting attitude toward using blog. Social influence factor (community identification) most importance affecting intention to blog.

In adoption of on-line tax, Wu and Chen [20] studied about acceptance online tax. The model base on extended TAM with TPB and adding trust to the context. The studies founded indicates that all factors have been supported citizen's intention, but the effect of perceived usefulness on intention and the effect of subjective norms on intention are not significant.

According using the social network websites, Kim [4], studies about on social network he foundthat social network website hasmanaged to communicate

many people together and found the uses and benefited of social network websites for business users.

Uses

- Marketing and customer relationship management
- Corporate intranets
- External peer networking
- Miscellaneous

Benefits

- Reduce discrepancy between customer and organization.

In this studies use extend technology acceptance model for developed the research model (show the research model in figure 3.2) Because, follow in the result of user acceptance of wireless technology in organization. The result showed, the extended technology acceptance model is better than the original technology acceptance model[13]. And adds the variable that use for explain the acceptance social network marketing follow in table 2.

Table 2.4 Relate Researches (TAM/TAM2)

Studies	Technologies	TAM	Factors
Hans van der Heijden	TAM Original	Perceived Usefulness Perceived ease of use Attitude towards use Intention to use	Perceived Attractiveness Perceived enjoyment
Vassilion P. Aggelidis	UATUT	Perceived Usefulness Perceived ease of use	Social influence Attitude Facilitation conditions Self-efficacy
Ohbyung Kwon	Extending conventional TAM	Perceived ease of use Perceived usefulness	Social Identify Altruism Telepresence

Table 2.4 Relate Researches (TAM/TAM2) (cont.)

Studies	Technologies	TAM	Factors
Ping Yu	Extended technology acceptance model (TAM2)	Perceived ease of use Perceived usefulness	Subjective norm Image Computer skill
Fan-Yun Pai, Kai Huang	TAM2	Perceived Usefulness Perceived ease of use	Service quality System quality Information quality

CHAPTER III

RESEARCH METHODOLOGY

In this chapter the research methodology is described in terms of study methods, research tools, research schedule from beginning until the end of the research.

3.1 Research Methodology

This research should have nine steps to achieve a successful of objectives. The general picture of planning can be described as figure 3.1

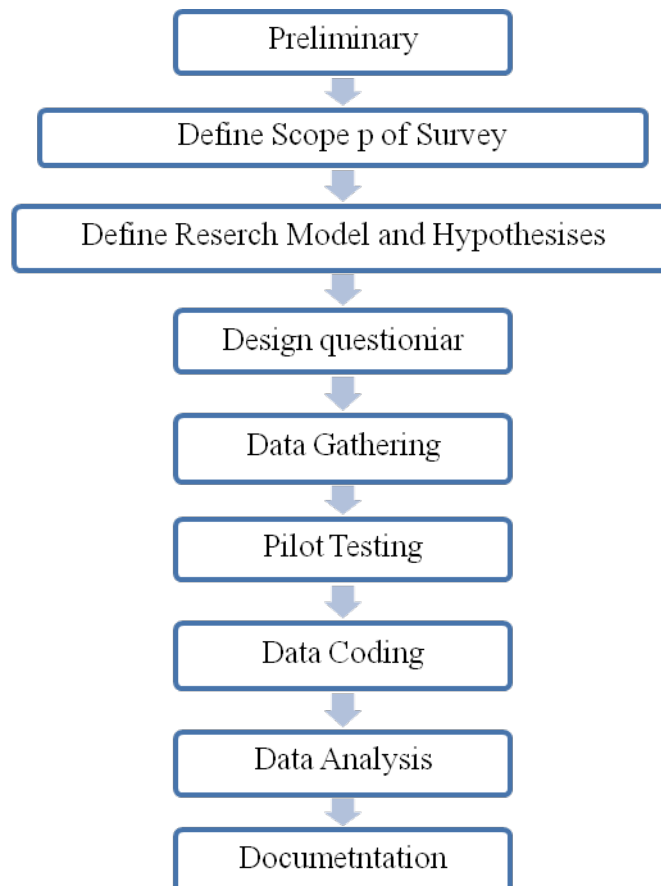


Figure 3.1 Research Methodology

3.2 Preliminary Study

1. Literature review about related data that involve this research.
2. Collect data and study related statistics theories form the study of related research, journal, thesis, survey report, and other in the internet.
3. Study data about social network marketing, type of social network websites, types of business who using marketing via social network websites, and technology acceptance model.
4. Study research about Technology Acceptance Model (TAM).

3.3 Scope of survey

1. Target group

The target group of this research is type of organizations that using social network marketing technology in Thailand. This study only limited respondents to social network marketing user's which they use social network website for marketing.

2. Population and Sample Group

The population in this research is types of business who using social network marketing in Thailand. The sampling groups have two methods: finite population (know population size) and infinite population (unknown population size). In this research use the infinite population method and use with W.G. Cochran, 1953 theoretical statistic into calculating size of sampling groups [11]

$$n = \frac{P - (1 - P)z^2}{e^2}$$

n = Number of samples.

P = Percentage of random from all of number population.

Z = Percentage of the level of confidence include 2 level

- the level of confidence 95% Z = 1.96

- the level of confidence 99% Z = 2.58

e = Percentage of the level of significance.

In this study, researcher defines value of variable follow:

$$P = 0.80$$

$$Z = 1.96$$

$$e = 0.05$$

The result number of calculate sample sizes is 245 Thai organization was used in this study. The response rate is 100 percent.

Silpjaru [11] defined about P value, to calculate sample sizes in the case of an unknown number of people. It should be set not less than 50 percent of the sample size to be the level of reliability.

3.4 Research Model and Hypotheses

The research model of this study was developed base on the extend technology acceptance model (extend TAM) and considers six external variables determinants among the individual characteristics: subjective norms, image, service quality, information quality, system quality, telepresence, attractiveness and perceived enjoyment, as show in Figure 3.2

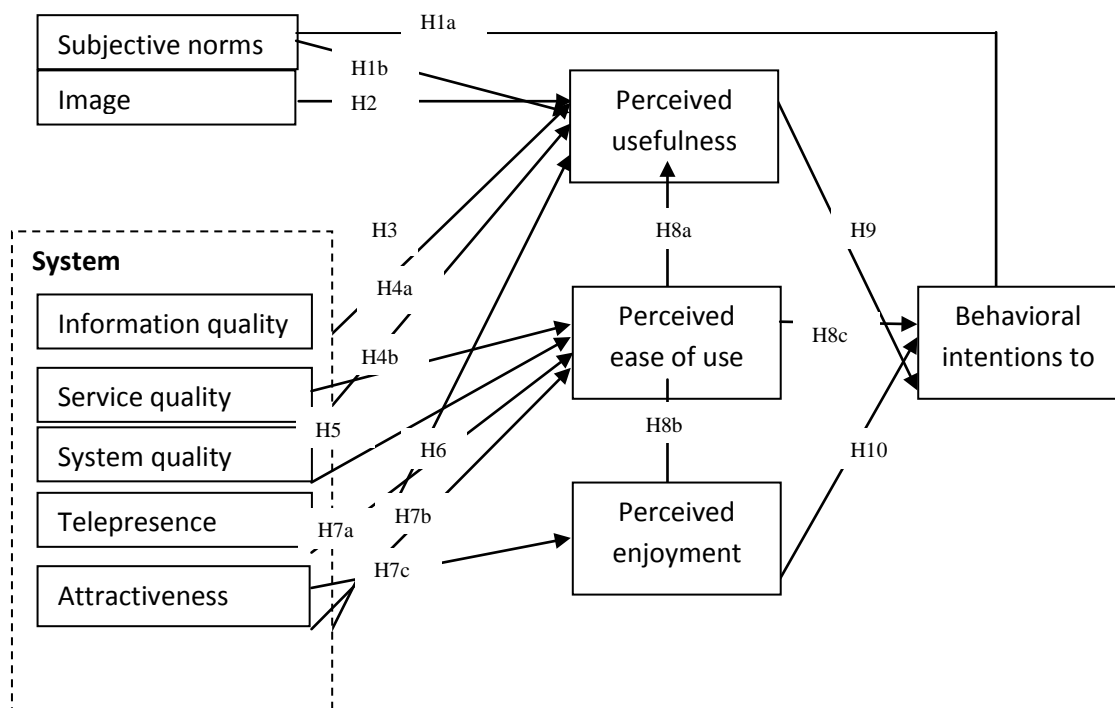


Figure 3.2 Purpose Model (adapted from Extend TAM)

The development of this research model is based on two points. First, is for the intention to use social network marketing, by adopting the system, service, and information qualities covered in the Information System Success Model proposed by DeLone and Mclean. Second is based on extend TAM, add the external variables (attractiveness, telepresence and perceived enjoyment) and integrating the dimensions of perceived usefulness, perceived ease of use, and behavioral intention to use.

Subjective norm

Finhbein and Ajzen said about Subjective norms is defined “person’s perception than most people who are important to him/her think he/she should or should not perform the behavior in question” cited in P. Vikanda [16]. It is believed about social norm, which is to be used to decision in behavior such as family, friends, associate, and manager. And the factor that used to estimate subjective norms was normative beliefs. Ping Yu [13] found that subjective norm has effect to behavior intention and perceived usefulness.

Hypothesizes about Subjective norms

H1a Subjective norm will have a positive effect on behavioral intentions to use.

H1b Subjective norm will have a positive effect on perceived usefulness.

Image

Moore and Benbasat [17], defined image as a “degree to which a person perceives that the use of an innovation enhances his/her status in his/her social system”. They found image have positive effect on perceived usefulness. Researcher think, if the organization to using technology for operate in business may be improve performance and encourage status in the organization. Ping Yu [13] found that image was a factor that significantly impact on caregiver’s perceived ease of use. He found technology will be to easy decision and believes that using an information technology application will bring in positive to her/him.

Hypothesizes about Image

H2 Image will have a positive effect on perceived usefulness.

Information quality

I-C.Chang et al. [14], defined about information quality is the degree to which user are provided with quality information with regard to their needs. Fan-Yun Pai and Kai Huang [18] use the Technology Acceptance Model to explore the introduction of healthcare information system. They found information quality was support to Information System user's perceived usefulness. Information quality can be determined by completeness, ease of understanding, personalization, relevance, and security [3].

Hypothesizes about Information quality

H3 Information quality will have a positive effect on perceived usefulness.

Service quality

Service quality can be define is the performance of service which determined from the degree of satisfaction of customer. Fan-Yun Pai and Kai Huang [18] use the Technology Acceptance Model to explore the introduction of healthcare information system. They found service quality also has a positive influence on user's perceived usefulness and perceived ease of use. Service quality can determined by assurance, empathy, and responsiveness [3].

Hypothesizes about Service quality

H4a Service quality will have a positive effect on perceived usefulness.

H4b Service quality will have a positive effect on perceived ease of use.

System quality

I-C.Chang et al. [14], defined about system quality is the degree to which the technical component. System quality can be determined by adaptability, reliability, response time, and usability[3]. Fan-Yun Pai and Kai Huang [18] use the Technology Acceptance Model to explore the introduction of healthcare information system. They found system quality is positively influences user's perceived ease of use.

Hypothesizes about System quality

H5 System quality will have a positive effect on perceived ease of use.

Telepresence

Telepresence is defined by Kim & Biocca, so they describe that “individuals feel like they are located remotely from where they currently are” , site in [2].

Ohbyung Kwon introduced [2], telepresence will have a positive effect on perceived ease of use and encouragement of a social network service; they found telepresence is supported to ease of use and encouragement of actual to use social network service.

Hypothesizes about Telepresence

H6 Telepresence will have a positive effect to perceived ease of use.

Attractiveness

Attractiveness is defined as “the degree to which a person believes that website is aesthetically pleasing to the eye” [8].

Heijden[8], introduced perceived visual attractiveness positively influences perceived usefulness, perceived ease of use and perceived enjoyment; he found perceived visual attractiveness is support to usefulness, perceived ease of use and perceived enjoyment to use websites.

Hypothesizes about Attractiveness

H7a Attractiveness will have a positive effect to perceived usefulness.

H7b Attractiveness will have a positive effect to perceived ease of use.

H7c Attractiveness will have a positive effect to perceived enjoyment.

Hypothesizes about Perceived ease of use

H8a Perceived ease of use will have of positive effect on perceived usefulness of social network market.

H8b Perceived ease of use will have of positive effect on perceived enjoyment of social network market.

H8c Perceived ease of use will have a positive effect on behavioral intentions to use the social network marketing.

Hypothesizes about Perceived usefulness

H9 Perceived usefulness will have a positive effect on behavioral intentions to use the social network marketing.

Perceived enjoyment

Perceived enjoyment is defined as “the extent to which the activity of using the computer is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated” [8]. Perceived enjoyment like the perceived playfulness, so that it’s defined as “the degree to which a current or potential user believes that the SNS will bring him/her a sense of enjoyment and pleasure” [19].

Hsu [8] introduced perceived enjoyment will positively affect users’ attitude toward participating in a blog; they found perceived enjoyment significantly affected attitude toward using blog .

Sledgianowski [19] introduced playfulness has a significant positive effect on intention to use SNSs; they found perceived playfulness is directed influence on the intention to use and actual use SNSs.

Hypothesizes about Perceived enjoyment

H10 Perceived enjoyment will have a positive effect on behavioral intention to use.

Table 3.1 Operational definitions of questionnaire construct and the number of items.

Construct	Operational definition	Number of items	Source of items
Subjective norms	To using social network marketing of organization caused social influence or personal.	4	Ping Yu.(2009)
Image	The degree of used social network marketing can be effect to the image of organization.	4	Ping Yu.(2009)
Information quality	Organization are used social network marketing with quality information can be determined by control the information of service.	3	I-Chui Chang, Yi-Chang Li, Won-Fu Hung & Hisn-Ginn Hwang.(2005)

Table 3.1 Operational definitions of questionnaire construct and the number of items.
(cont.)

Construct	Operational definition	Number of items	Source of items
Service quality	Organization are used social network marketing with quality service can be determined by interaction with customer and public relations.	4	Dong Hee Shin.(2009)
System quality	Organization are used social network marketing with quality system can be determined by ease of learning.	5	I-Chui Chang, Yi-Chang Li, Won-Fu Hung &Hisn-Ginn Hwang.(2005)
Telepresece	To using the social network marketing, a user could perceive that she/he is getting in touch simultaneously with a multiple space.	4	Ohbyong Kwon.(2010)
Attractiveness	The degree to which organization believes that the social network marketing is aesthetically pleasing to the eye.	5	Hans van der Heijden.(2003)
Perceived Enjoyment	The activity of using the social network marketing is perceived to be enjoyable.	3	Hans van der Heijden.(2003)
Behavioral intention to use	Behavioral intention to use defined is the organization is likelihood to use the social network marketing.	3	Hans van der Heijden.(2003)
Perceived ease of use	The degree of organization believe that the use of the social network marketing to be easy.	4	Ohbyong Kwon.(2010)
Perceived usefulness	The degree of organization believes that social network web marketing to benefits of the work.	5	Ohbyong Kwon.(2010)

The conceptual framework for study is Extend TAM created to incorporate additional theoretical constructs including information quality, service quality, system quality, telepresence, attractiveness and perceived enjoyment. The researcher sets research hypotheses as follows:

3.5 Research Design

The conceptual research framework and research hypotheses were defined, questionnaire for quantitative data gathering. The survey instrument was developed from many research paper and related research.

Questionnaire: It is divided in 2 parts as shown in Table 3.2

Table 3.2 Topic of Questionnaire

Part	Topic
1	Organizational characteristics and general information
2	Acceptance/Recommendation to encourage social network marketing technologies in organization

Part 1: Organizational characteristics and general information

This part will make to understand the organization profile, such as type of organization, organization size, each organization used social network marketing for.

In this part, by check list item type which contains 6 items were made. There are 2 items which require are replied more than on answer. The check-list item type used frequency and percentage approaches of which results are shown in table and graph styles.

Part 2: Acceptance/Recommendation to encourage social network marketing technologies in organization

This paper will make to understand the acceptance social network marketing in organization. The operation definition of questionnaire constructs 11 functions as follows:

- Subjective norms
- Image
- Information quality
- Service quality
- System quality
- Telepresence
- Attractiveness
- Perceived usefulness
- Perceived ease of use
- Perceived enjoyment
- Behavioral intention to use

All questions in this part which consist of rating scale 35 items. Mean values $\overline{(X)}$ and Standard Deviation (S.D) were used.

The measures

The constructs defined in the theoretical model were operated by several measures. These measures were stated in the hypotheses presented earlier. Each measure was formed from two or more questionnaire items. All these items are shown in table 3.8 All the measures were formed using questionnaire items that were either developed by the authors or modified from previously published scales to the technology-oriented environment in which the instrument was utilized.

Table 3.3The sources and the items summarized

Contracts		Source
Subjective norms		Ping Yu.(2009)
SN1	Manager require to using social network - marketing.	
SN2	When the other organization use social network for marketing. Thus, we interest to using social network for marketing.	
SN3	Allow the statistic of use social network. Thus, the organization interest to using social network for marketing	
SN4	Organization believes, to using social network. Will be positive effect to organization.	
Image		Ping Yu.(2009)
IM1	Social Network Marketing is tools that have performance for public relation.	
IM2	Social Network Marketing is tools for reconcile between customer and organization.	
IM3	The organization believes Social Network Marketing that is to impress the customers.	
IM4	The organization believes Social Network Marketing is the tools for enhance the image	
Information quality		I-Chui Chang, Yi-Chang Li, Won-Fu Hung &Hisn-Ginn Hwang.(2005)
IQ1	Social Network Marketing its can be publish information via multiple formats.	
IQ2	The organization can be providing information are relevance about Information that meets customer needs.	
IQ3	The social network marketing provides the up-to- date information.	
IQ4	The social network marketing help organization get feedback from customers.	

Table 3.3The sources and the items summarized. (cont.)

Contracts		Source
Information quality		I-Chui Chang,
IQ1	Social Network Marketing its can be publish information via multiple formats.	Yi-Chang Li, Won-Fu Hung
IQ2	The organization can be providing information are relevance about Information that meets customer needs.	&Hisn-Ginn Hwang.(2005)
IQ3	The social network marketing provides the up-to- date information.	
IQ4	The social network marketing help organization get feedback from customers.	
Service quality		Dong Hee Shin.(2009)
SQ1	Social network marketing may be good to proving information about service or product reach totarget group.	
SQ2	The organization think about to using social network marketing may be better response	
SQ3	To using social network for marketing may be good value to publish information	
SQ4	Social network marketing may be customer satisfied about service or product.	
System quality		I-Chui Chang,
SYQ1	The application of social network sites can be easy to apply to using about marketing.	Yi-Chang Li, Won-Fu Hung
SYQ2	The application of social network marketing is easy to learn and applied to uses.	&Hisn-Ginn Hwang.(2005)
SYQ3	The applications of social network marketing have well time to access the sites.	
SYQ4	Social network marketing is support many operating system such as windows, ios, android.	

Table 3.3The sources and the items summarized. (cont.)

Contracts		Source
System quality		I-Chui Chang,
SYQ5	Social network marketing is tools that better than other tools	Yi-Chang Li, Won-Fu Hung &Hisn-Ginn Hwang.(2005)
Telepresece		Ohbyong
TEL1	The organization believes the area on social network site can be center of service.	Kwon.(2010)
TEL2	To usingsocial network marketing can be to opinions together.	
TEL3	When the social network marketing, the organization felt like actually met other customers.	
TEL4	The organization felt that the social network marketing create a new promotion.	
Attractiveness		Hans van der
ATT1	The population of online shopping. Make social network marketing attractive to use.	Heijden.(2003)
ATT2	Information from other customer on social network marketing. Make its attractive to use.	
ATT3	Social influence makes social network marketing attractive to use	
ATT4	The feature of the social network marketing is attractive.	
ATT5	The application of the social network marketing is attractive.	

Table 3.3The sources and the items summarized. (cont.)

Contracts		Source
Perceived usefulness		Ohbyong
PU1	The social network marketing helps to share information of organization.	Kwon.(2010)
PU2	The social network improves of service my organization.	
PU3	The social network marketing makes it easy to reach to customer.	
PU4	The social network gives me more control comment's customer.	
PU5	The social network site is add the channels in the marketing for organization.	
PU6	Overall, the social network marketing is advantageous for my organization.	
Perceived ease of use		Ohbyong
PEOU1	Learning to using the social network about marketing is easy for me.	Kwon.(2010)
PEOU2	Social network marketing is easy to share information and customer care.	
PEOU3	The process of using the social network marketing is easy to understandable.	
PEOU4	Another, I believe that the social network marketing is easy to use.	
Perceived Enjoyment		Hans van der
ENJ1	The organization believes that the social network marketing's interest to provide a fun to use.	Heijden.(2003)
ENJ2	The application on the social network marketing will get customer enjoyable.	
ENJ3	Your customer will be enjoy to using social network - marketing.	

Table 3.3 The sources and the items summarized. (cont.)

Contracts		Source
Behavioral intentions to use		Hans van der
BI1	I will use social network marketing in the future.	Heijden.(2003)
BI2	I will frequently use social network marketing.	
BI3	I will recommend others to use social network marketing.	

3.6 Data Gathering

This step is comprised of 2 methods to gather data form sample groups.

Quantitative Data Gathering by Questionnaire Instrument

Questionnaires had been distributed for 293 copies to organization by an explanatory letter with postage on returned envelope with the questionnaire for 1 month from November 2011 to December 2011. The researcher also included goes to organization by me. The attached letter which is appended in *Appendix*. The questionnaire is divided into 2 parts.

Part1: Profile of organization

This part will make to understand the organization profile, such as type of organization, member of organization, branch of organization, characteristic of their target, sources of service insocial network marketing, and type of tools that using.

This part use tools are check list questionnaire 6 items.

Part 2: The second part will determine the acceptance of the social network marketing in organization.

This part will make to understand the acceptance social network marketing in organization. And this part is also organization of rating scale. Mean value $\overline{(X)}$ and Standard Deviation (S.D) were used.

With regard to level of mean value in Likert's scales, there were 5 levels which were rearranged and translate [11] as following:

- 1 = strongly disagree 2 = disagree
 3 = neutral 4 = agree
 5 = strongly agree

3.7 Pilot Testing

After design the questionnaire, there is per-testing to 40 organization that using social network marketing list on the collected from Google Docs websites to check understanding about the questions in questionnaire. The participants were asked to complete the questionnaire and provide comments regarding the wording of the items, especially understandability about meaning. Then, the questionnaire had been improved in wording of the items will be clear and easy for respondents to understand for gathering data. The validity and reliability test were also conducted to measure the scale of reliability analysis in this study by Cronbach's alpha (α).

Table 3.4 All results of reliability analysis by Cronbach 's alpha values

Construct/indicator	Item	Cornbrash's alpha
Subjective norm	4	0.72
Image	4	0.84
Information quality	4	0.85
Service quality	4	0.87
System quality	5	0.85
Telepresence	4	0.83
Attractiveness	5	0.88
Perceived enjoyment	3	0.90
Perceived usefulness	5	0.95
Perceived ease of use	4	0.86
Behavioral intention to use	3	0.77

3.8 Data Coding

After the questionnaires had been returned, data were screened, uncompleted answers were eliminated, and code the data from each respondent 's questionnaire into Microsoft Excel then converted to Statistical Package for the Social Science for Windows (SPSS) and Linear Structure Relationship (LISREL) version 8.8 for student edition.

3.9 Data Analysis

All of respondents that received are used to describe by descriptive statistics for each question and test hypothesis. Data was analyzed by SPSS version 17.0 and LISREL version 8.8 for student edition. The acceptance statistical significant level was set at 0.05. There two steps for data analysis

There are two steps for data analysis: 1) descriptive statistics to describe a general information base on service business. 2) Analysis by LISREL version 8.8. It's can estimate a measurement and structure model, and achieve a good model fit after analysis and modification.

Part 1: This part check list typeof service business, branch of business, size of business, target group, media currently in use, and information of social network marketing currently in use. The result is shown in percentage and the standard deviation (SD) method.

Part 2: The reliability and validity of the measurement model was assessed by a confirmatory factor analysis (CFA) using the LISREL was to perform the structure modeling analysis. Model fit using the Comparative;

Table 3.5 The measurement model was assessed by a confirmatory factor analysis (CFA) using the LISREL

Model Fit Measures	Recommended Value
1. χ^2 /d.f.	< 3
2. Goodness-of-fit index (GFI)	>0.9
3. Adjusted GFI(AGFI)	> 0.8
4. Normed fit index(NFI)	> 0.9
5. Non-normed fit index (NNFI)	> 0.9
6. Relative fit index(RFI)	> 0.9
7. Incremental fit index(IFI)	> 0.9
8. Root mean square residual(RMR)	< 0.05
9. Root mean square error of approximation(RMSEA)	< 0.08
10. Critical N	> 200

This step was used to test if the empirical data conformed to the presumed model Hypothesis testing include against:

- Subjective norms
- Image
- Information quality
- Service quality
- System quality
- Telepresence
- Attractiveness
- Perceived usefulness
- Perceived ease of use
- Perceived enjoyment
- Behavioral intention to use

CHAPTER IV

RESULTS AND DISCUSSION

This chapter presents the survey results and discussion. Researcher will show analysis in two parts as follows; First part presents the survey results from questionnaires. And, seconded part present the hypothesis result on the factors influence acceptance social network marketing for advertisement of service business (hotels, resorts, restaurants, and other) Researcher used the path analysis to investigate relationships among all factors on research model.

4.1 The Survey Results

From the survey, the questionnaires were sent to target by e-mail or interview to the companies. Table 4.1 concluded characteristic of the hotel respondents. The researcher finds that hotel respondents mostly are size of companies in fifty-one to one hundred persons (51.67%), branches (66%), and social network site are mostly that facebook (100%).

Table 4.1 Characteristic of the hotel respondents

Measure	Categories	Number of Response	Percentage (%)
Total		300	100
Size of companies	1-50	47	15.67
	51-100	155	51.67
	101-150	91	30.33
	Over 151	7	2.33

Table 4.1 Characteristic of the hotel respondents. (cont.)

Measure	Categories	Number of Response	Percentage (%)
Branch	Branch	198	66.00
	Not Branch	102	34.00
Social network site using	Facebook	300	100.00
	Twitter	259	86.33
	YouTube	89	29.67
	Hi 5	38	12.66

Table 4.2 concluded characteristic of the restaurant respondents. The researcher finds that hotel respondents mostly are size of companies in one to fifty persons (40%),Not branches (72%), and social network site are mostly that facebook (100%).

Table 4.2 Characteristic of the resort respondents

Measure	Categories	Number of Response	Percentage (%)
Total		300	100.00
Size of companies	1-50	120	40.00
	51-100	95	31.66
	101-150	83	27.66
	Over 151	2	0.67
Branch	Branch	84	29.00
	Not Branch	216	72.00
Social network site using	Facebook	300	100
	Twitter	158	52.67
	YouTube	57	19.00
	Hi 5	26	8.66

Table 4.3 concluded characteristic of the restaurant respondents. The researcher finds that hotel respondents mostly are size of companies in one to fifty persons (55%), Not branches (59.67%), and social network site are mostly that facebook (100%).

Table 4.3 Characteristic of the restaurant respondents

Measure	Categories	Number of Response	Percentage (%)
Total		300	100
Size of companies	1-50	165	55.00
	51-100	87	29.00
	101-150	39	13.00
	Over 151	9	3.00
Branch	Branch	121	40.33
	Not Branch	179	59.67
Social network site using	Facebook	100	100.00
	Twitter	54	18.00
	YouTube	23	9.33
	Hi 5	38	

4.2 Descriptive Analysis of service business

4.2.1 Overall Perception of All Hotel Constructs

Table 4.4 shows the mean, standard deviation for all perceptions. The most perceptions of score were high level of agreement. The highest value of perception follow by subjective norm, information quality, image, service quality, system quality, attractiveness, perceive usefulness, behavioral intention to use, teleprecense, perceive enjoyment, and perceive ease of use.

Table 4.4 Perception of all hotels constructs

Items	Mean	Standard deviation	Interpretation
Subjective norms	3.9383	0.50700	High
Image	3.9911	0.48912	High
Information	4.0167	0.43773	High
qualities			
System qualities	4.0517	0.45380	High
Service qualities	4.0773	0.38728	High
Teleprecense	3.7133	0.41541	High
Attractiveness	3.7300	0.43733	High
Perceive enjoyment	3.6133	0.54603	High
Perceive usefulness	3.8273	0.48872	High
Perceive ease of use	3.7042	0.53959	High
Behavioral intention	3.6578	0.43695	High
to use			

4.2.2 Overall Perception of All Resort Constructs

Table 4.5 shows the mean, standard deviation for all perceptions. The most perceptions of score were high level of agreement. The highest value of perception follow by subjective norm, information quality, image, service quality, system quality, attractiveness, perceive usefulness, behavioral intention to use, teleprecense, perceive enjoyment, and perceive ease of use.

Table 4.5 Perception of all resort constructs

Items	Mean	Standard deviation	Interpretation
Subjective norms	3.8250	0.57487	High
Image	3.7989	0.47290	High
Information qualities	3.7733	0.32631	High
System qualities	3.8242	0.41868	High
Service qualities	3.7920	0.42897	High
Teleprecense	3.7283	0.46350	High

Table 4.5 Perception of all resort constructs (cont.)

Items	Mean	Standard deviation	Interpretation
Attractiveness	3.6589	0.37072	High
Perceive enjoyment	3.7167	0.44390	High
Perceive usefulness	3.7400	0.52788	High
Perceive ease of use	3.7858	0.61626	High
Behavioral intention to use	3.7867	0.35604	High

4.2.3 Overall Perception of All Restaurant Constructs

Table 4.6 shows the mean, standard deviation for all perceptions. The most perceptions of score were high level of agreement. The highest value of perception follow by subjective norm, information quality, image, service quality, system quality, attractiveness, perceive usefulness, behavioral intention to use, teleprecense, perceive enjoyment, and perceive ease of use.

Table 4.6 Perception of all restaurants constructs

Items	Mean	Standard deviation	Interpretation
Subjective norms	3.7133	0.76961	High
Image	3.7678	0.44354	High
Information qualities	3.8125	0.53713	High
System qualities	3.7283	0.53665	High
Service qualities	3.7767	0.51244	High
Teleprecense	3.7642	0.50789	High
Attractiveness	3.7078	0.53420	High
Perceive enjoyment	3.6122	0.70907	High
Perceive usefulness	3.6027	0.54275	High
Perceive ease of use	3.5867	0.64268	High
Behavioral intention to use	3.8200	0.53022	High

4.3 Hypotheses Testing

4.3.1 Structure Equation Model Testing in Hotels

In this study, researcher has conducted the following statistical analysis to test our hypotheses. Researcher used structure equation model to test and confirm the theoretical hypotheses result. In table 4.7 show over all model fit indices for measurement of hotel. The research findings on corrections between the linear data structure of the factors affecting the acceptance of use of social network marketing for advertising service businesses for hotel entrepreneurs is considered in terms of the statistical values used in examining the concurrence between the model developed by the researcher with the evidence-based practice. The findings indicate that the model for acceptance on the utilization of social network marketing in the service business concurred with the evidence-based data with a chi-square equal to 22.26, a degree of freedom equal to 8, a p-value equal to 0.0045, a GFI equal to 0.99, an AGFI equal to 0.89, an NFI equal to 0.99, an NNFI equal to 0.96, a CFI equal to 0.99, an RMR equal to 0.003 and an RMSEA equal to 0.078.

Table 4.7 Overall models fit indices for measurement hotel

Goodness-of-fit measures	Recommend Value*	Model Value
fit measure		
Chi – square	N/A	22.26
d.f. (degree of freedom)	N/A	8
Chi - square / d.f.	$\leq 3 / \leq 5$	2.78
GFI	> 0.90	0.99
AGFI	> 0.80	0.89
NFI	≥ 0.90	0.99
NNFI	≥ 0.90	0.96

Table 4.7 Overall models fit indices for measurement hotel (cont.)

Goodness-of-fit measures	Recommend Value*	Model Value
CFI	≥ 0.90	0.99
RMR	≤ 0.05	0.003
RMSEA	< 0.10	0.078

* Recommended have been adapted since value Hair et.al. 1998

Table 4.8 Correlation Matrix analysis hotel

	<i>Pu</i>	<i>PEOU</i>	<i>PE</i>	<i>BI</i>	<i>SN</i>	<i>IM</i>	<i>IQ</i>	<i>SVQ</i>	<i>SYQ</i>	<i>TE</i>	<i>AT</i>
<i>Pu</i>	1.000										
<i>PEOU</i>	0.160**	1.000									
<i>PE</i>	0.248**	0.354**	1.000								
<i>BI</i>	0.411**	0.475**	0.151*	1.000							
<i>SN</i>	0.363**	-0.009	0.510**	0.133*	1.000						
<i>IM</i>	0.422**	0.030	0.288**	0.548**	0.507**	1.000					
<i>IQ</i>	0.375**	0.271**	0.701**	0.401**	0.696**	0.588**	1.000				
<i>SVQ</i>	-0.046	0.253	0.690**	0.059	0.303**	0.325**	0.518**	1.000			
<i>SYQ</i>	0.491**	-0.056	0.282**	0.238**	0.382**	0.596**	0.376**	0.555**	1.000		
<i>TE</i>	0.149*	0.031	0.674**	0.178**	0.540**	0.369**	0.680**	0.575**	0.300**	1.000	
<i>AT</i>	0.541**	0.354**	0.444**	0.488**	0.379**	0.629**	0.641**	0.456**	0.557**	0.373**	1.000

**Correlation is significant at the 0.01 level (2-tail)

*Correlation is significant at the 0.05 level (2-tail)

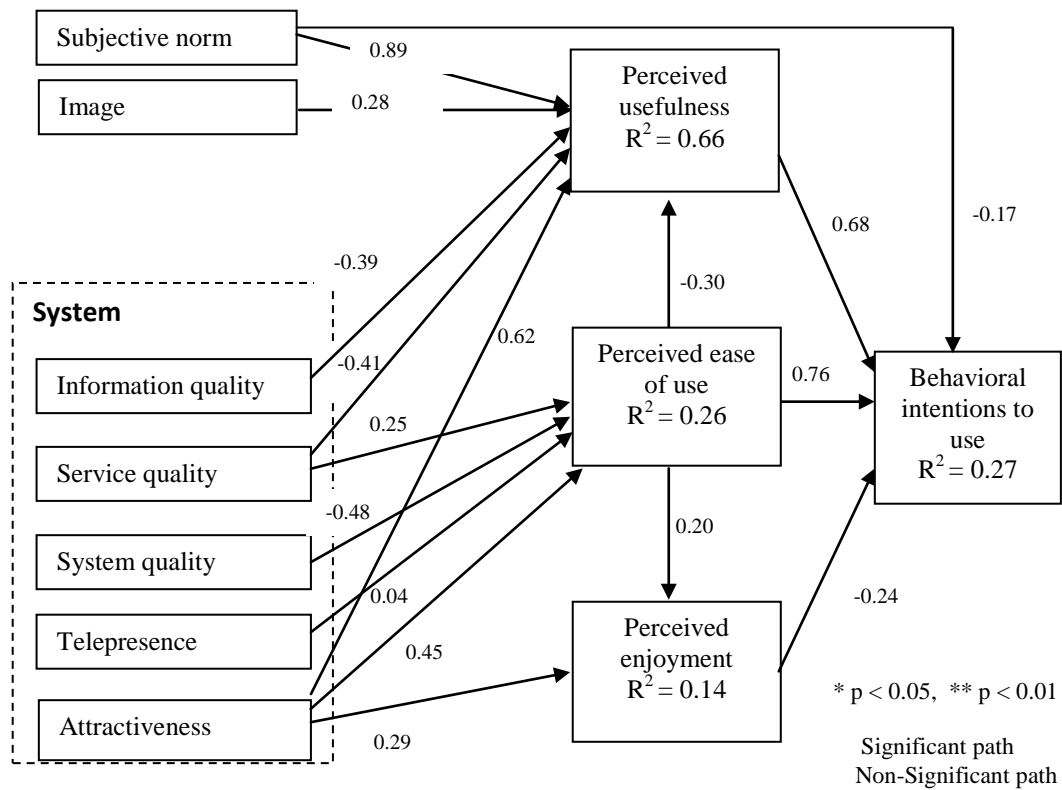


Figure 4.1 Structure model results (Hotel)

Figure 4.1 this study on the direct, indirect and aggregate influences finds the factor with direct influence on perceived usefulness with statistical significance to be conformity with the influences of surrounding groups of people, social image, data quality, service quality, attractiveness and perceived ease of use. The factor with the most influence on perceived usefulness is the factor concerned with the influences of surrounding groups of people with a value equal to 0.89, followed by factors concerned with attractiveness, social image, perceived ease of use, data quality and service quality with values equal to 0.62, 0.28, -0.30, -0.39 and -0.41, respectively.

The factor with direct influence on perceived ease of use with statistical significance are service quality, system quality, telepresence and attractiveness whereby the factors with the most influence on perceived ease of use are factors concerned with attractiveness with a value equal to 0.45, followed by service quality, telepresence and system quality with values of 0.25, 0.04 and -0.48, respectively.

The factors with direct influence on perceived enjoyment in utilization with statistical significance are perceived ease of use and attractiveness whereby

attractiveness is the factor with more influence on perceived enjoyment in utilization than factors concerned with perceived ease of use with a value equal to 0.29 and perceived ease of use with a value equal to 0.20.

The factors with direct influence on behavior intention to use with statistical significance are subjective norm, perceived usefulness, perceived ease of use and perceived enjoyment whereby the factor with the most influence on behavior intention to use is perceived ease of use with a value equal to 0.76, followed by factors concerned with perceived usefulness, subjective norm and perceived enjoyment with values equal to 0.68, -0.17 and -0.24, respectively.

The factors with indirect influence on behavior intention to use with statistical significance are subjective norm, image, information quality, service quality, system quality, telepresence and attractiveness. The factors with indirect influence on behavior intention to use influence through factors concerned with perceived usefulness, perceived ease of use and perceived enjoyment. The factors with influence through factors concerned with perceived usefulness are subjective norm, attractiveness, image, perceived ease of use, information quality and service quality, followed by factors influencing through the following factors concerned with perceived ease of use: attractiveness, service quality, telepresence and system quality the factors influencing through perceived enjoyment are attractiveness and perceived ease of use.

4.3.1 Structure Equation Model Testing in Resort

In table 4.9 show over all model fit indices for measurement of resort. The results of the analysis of the linear correlation structure of the factors with influence on acceptance of the utilization of social network marketing for advertising service provision enterprises in the resort business takes into account the statistics used in checking for concurrence between the model developed by the researcher and the evidence-based data, finding the model for acceptance of the utilization of social network marketing for advertising service provision enterprises to concur with the evidence-based data with a chi-square equal to 11.23, a degree of freedom equal to 5, a GFI equal to 0.99, an AGFI equal to 0.91, an NFI equal to 1.00, an NNFI equal to 0.98, a CFI equal to 1.00, an RMR equal to 0.022 and an RMSEA equal to 0.065.

Table 4.9 Overall models fit indices for measurement resort

Goodness-of-fit measures	Recommend Value*	Model Value
fit measure		
Chi - square	N/A	11.23
d.f. (degree of freedom)	N/A	5
Chi - square / d.f.	$\leq 3 / \leq 5$	2.246
GFI	> 0.90	0.99
AGFI	> 0.80	0.91
NFI	≥ 0.90	1.00
NNFI	≥ 0.90	0.98
CFI	≥ 0.90	1.00
RMR	≤ 0.05	0.022
RMSEA	< 0.10	0.065

* Recommended have been adapted since value Hair et.al. 1998

Table 4.10 Correlation Matrix analysis resort

	<i>Pu</i>	<i>PEOU</i>	<i>PE</i>	<i>BI</i>	<i>SN</i>	<i>IM</i>	<i>IQ</i>	<i>SVQ</i>	<i>SYQ</i>	<i>TE</i>	<i>AT</i>
<i>Pu</i>	1.000										
<i>PEOU</i>	0.491**	1.000									
<i>PE</i>	0.384**	0.685**	1.000								
<i>BI</i>	0.587**	0.595**	0.331**	1.000							
<i>SN</i>	0.428**	0.297**	0.245**	0.273**	1.000						
<i>IM</i>	0.755**	0.324**	0.172**	0.795**	0.357**	1.000					
<i>IQ</i>	0.522**	0.478**	0.316**	0.362**	0.242**	0.437**	1.000				
<i>SVQ</i>	0.054	0.299**	0.572**	0.044	0.376**	0.083	0.414**	1.000			
<i>SYQ</i>	0.737**	0.404**	0.158**	0.865**	0.355**	0.915**	0.477**	0.087	1.000		
<i>TE</i>	0.671**	0.539**	0.516**	0.860**	0.292**	0.818**	0.466**	0.273**	0.819**	1.000	
<i>AT</i>	0.826**	0.609**	0.670**	0.559**	0.441**	0.647**	0.485**	0.293**	0.617**	0.733**	1.000

**Correlation is significant at the 0.01 level (2-tail)

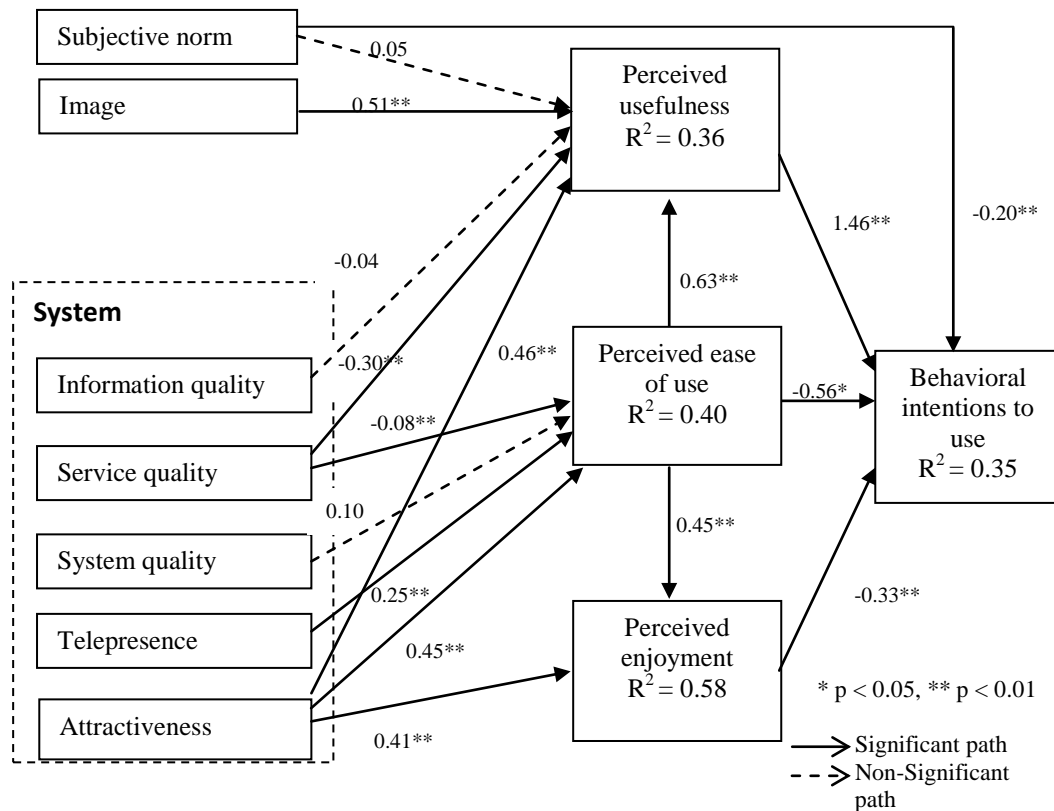


Figure 4.2 Structure model results (Resort)

This study on the factors with direct, indirect and aggregate influence finds the factors with direct influence on perceived usefulness with statistical significance to be image, service quality, attractiveness and perceived ease of use whereby the factor with the most influence on perceived usefulness is perceived ease of use with a value of 0.63, followed by image, attractiveness and service quality with values of 0.51, 0.46, and -0.30, respectively.

The factors with direct influence on perceived ease of use with statistical significance are service quality, telepresence and attractiveness whereby the factor with the most influence on perceived ease of use is attractiveness with a value of 0.45, followed by telepresence and service quality with values of 0.25 and -0.08, respectively.

The factors with direct influence on perceived enjoyment in utilization with statistical significance are perceived ease of use and attractiveness with values of 0.45 and 0.41, respectively.

The factors with direct influence on behavior intention to use with statistical significance are subjective norm, perceived usefulness, perceived ease of use and perceived enjoyment whereby the factor with the most influence on behavior intention to use is perceived usefulness with a value of 1.46, followed by subjective norm, perceived enjoyment and perceived ease of use with values of -0.20, -0.33 and -0.56, respectively.

The factors with indirect influence on behavior intention to use with statistical significance are image, service quality, telepresence and attractiveness whereby the factor with the most influence on behavior intention to use through factors concerned with perceived usefulness, perceived ease of use and perceived enjoyment can be explained separately by the following factors: The factors influencing through perceived usefulness are image, service quality, attractiveness and perceived ease of use, followed by factors influencing behavior intention to use through factors concerned with perceived ease of use, namely, service quality, telepresence and attractiveness with factors influencing by behavior intention to use through factors concerned with perceived enjoyment, namely, perceived ease of use and attractiveness.

4.3.1 Structure Equation Model Testing in Restaurant

In table 4.11 show over all model fit indices for measurement of restaurant. The results of the analysis of the linear correlation structure for the factors with influence on the acceptance of the utilization of social network marketing for advertising service provision enterprises in the food and beverage business sector by considering the statistical values used in checking the concurrence between the model developed by the researcher with evidence-based data finds the model for acceptance of the utilization of social network marketing for advertising service provision enterprises concur with the evidence-based data to with a chi-square equal to 23.31, a degree of freedom equal to 9, a GFI equal to 0.99, an AGFI equal to 0.90, an NFI equal to 1.00, an NNFI equal to 0.98, a CFI equal to 1.00, an RMR equal to 0.023 and an RMSEA equal to 0.038.

Table 4.11 Overall models fit indices for measurement restaurant

Goodness-of-fit measures	Recommend Value*	Model Value
fit measure		
Chi - square	N/A	23.31
d.f. (degree of freedom)	N/A	9
Chi - square / d.f.	$\leq 3 / \leq 5$	2.59
GFI	> 0.90	0.99
AGFI	> 0.80	0.90
NFI	≥ 0.90	1.0
NNFI	≥ 0.90	0.98
CFI	≥ 0.90	1.00
RMR	≤ 0.05	0.023
RMSEA	< 0.10	0.038

* Recommended have been adapted since value Hair et.al. 1998

Table 4.12 Correlation Matrix analysis restaurant

	<i>Pu</i>	<i>PEOU</i>	<i>PE</i>	<i>BI</i>	<i>SN</i>	<i>IM</i>	<i>IQ</i>	<i>SVQ</i>	<i>SYQ</i>	<i>TE</i>	<i>AT</i>
<i>Pu</i>	1.000										
<i>PEOU</i>	0.642**	1.000									
<i>PE</i>	0.650**	0.492**	1.000								
<i>BI</i>	0.265**	0.516**	0.566**	1.000							
<i>SN</i>	0.577**	0.522**	0.633**	0.629**	1.000						
<i>IM</i>	0.496**	0.370**	0.340**	0.376**	0.659**	1.000					
<i>IQ</i>	0.654**	0.636**	0.693**	0.587**	0.733**	0.500**	1.000				
<i>SVQ</i>	0.371**	0.245**	0.404**	0.416**	0.592**	0.677**	0.403**	1.000			
<i>SYQ</i>	0.454**	0.093	0.530**	0.302**	0.614**	0.706**	0.469**	0.675**	1.000		
<i>TE</i>	0.527**	0.341**	0.684**	0.534**	0.751**	0.672**	0.723**	0.660**	0.822**	1.000	
<i>AT</i>	0.705	0.559**	0.742**	0.430**	0.640**	0.525**	0.569**	0.540**	0.485**	0.547**	1.000

**Correlation is significant at the 0.01 level (2-tail)

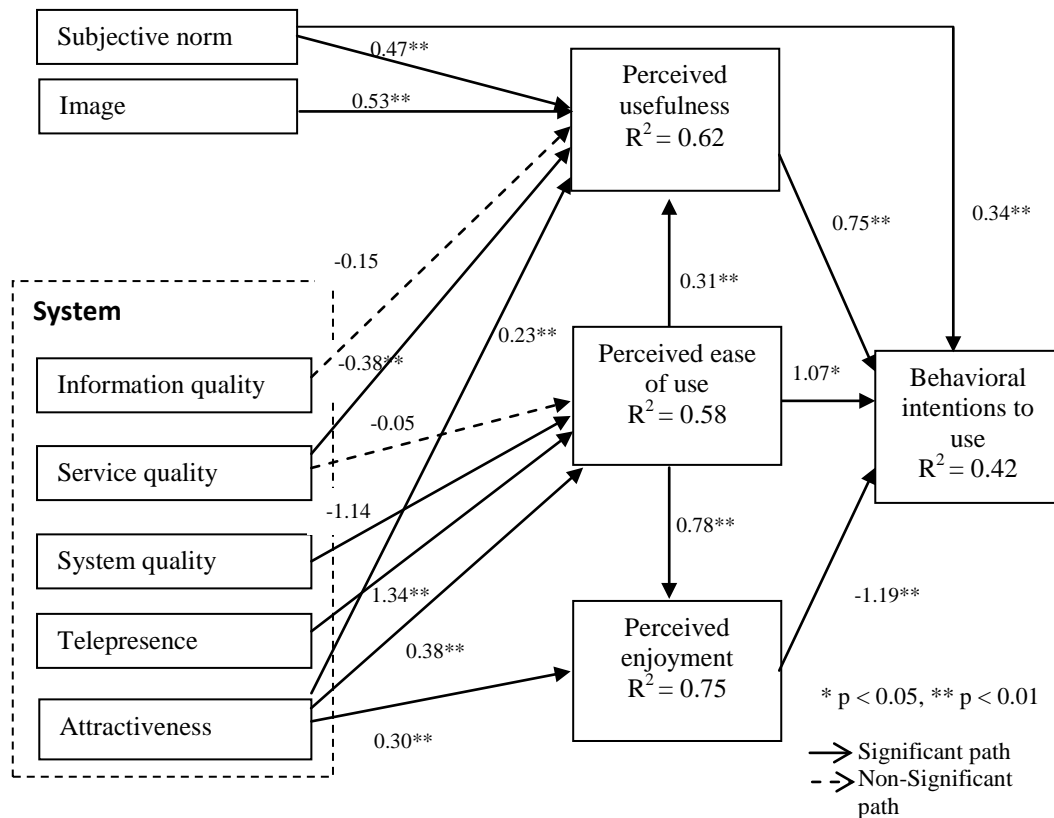


Figure 4.3 Structure model results (Restaurant)

This study on the factors with direct, indirect and aggregate influence finds the factors with direct influence on perceived usefulness with statistical significance to be subjective norm, image, service quality, attractiveness and perceived ease of use whereby the factor with the most influence on perceived usefulness is image with values equal to 0.53, followed by subjective norm, perceived ease of use, attractiveness and service quality with values equal to 0.47, 0.31, 0.23 and -0.38, respectively.

The factors with direct influence on perceived ease of use with statistical significance are system quality, telepresence and attractiveness whereby the factors with the most influence on perceived benefits to be derived from use are telepresence with a value equal to 1.34, followed by attractiveness, and system quality with values equal to 0.38 and -1.14, respectively.

The factors with direct influence on perceived enjoyment in utilization with statistical significance are perceived ease of use and attractiveness with values of 0.78 and 0.30, respectively.

The factors with direct influence on behavior intention to use with statistical significance are subjective norm, perceived usefulness, perceived ease of use and perceived enjoyment whereby the factor with the most influence on behavior intention to use is perceived ease of use with values at 1.07, followed by perceived usefulness, subjective norm and perceived enjoyment with values of 0.75, 0.31 and -1.19, respectively.

The factors with indirect influence on behavior intention to use with statistical significance are subjective norm, image, service quality, system quality, telepresence and attractiveness whereby the above-mentioned factors on behavior intention to use through factors concerned with perceived usefulness, perceived ease of use and perceived enjoyment can be explained separately. The factors with influence through perceived usefulness are subjective norm, image, service quality, attractiveness and perceived ease of use, followed by factors influencing through behavior intention to use through factors concerned with perceived ease of use as follows: system quality, telepresence and attractiveness. Furthermore, the factors influencing behavior intention to use through perceived enjoyment factors are perceived ease of use and attractiveness.

4.3.4 Structure Equation Model Testing in service business

In table 4.13 show over all model fit indices for measurement of service business. The results of the analysis of the linear correlation structure for the factors with influence on the acceptance of the utilization of social network marketing for advertising service provision enterprises in the service business sector by considering the statistical values used in checking the concurrence between the model developed by the researcher with evidence-based data finds the model for acceptance of the utilization of social network marketing for advertising service provision enterprises concur with the evidence-based data to with a chi-square equal to 19.63, a degree of freedom equal to 7, a GFI equal to 1.00, an AGFI equal to 0.99, an NFI equal to 1.00, an NNFI equal to 0.99, a CFI equal to 1.00, an RMR equal to 0.017 and an RMSEA equal to 0.045.

Table 4.13 Overall models fit indices for measurement service business

Goodness-of-fit measures	Recommend Value*	Model Value
fit measure		
Chi - square	N/A	19.63
d.f. (degree of freedom)	N/A	7
Chi - square / d.f.	$\leq 3 / \leq 5$	2.804
GFI	> 0.90	1.00
AGFI	> 0.80	0.99
NFI	≥ 0.90	1.00
NNFI	≥ 0.90	0.99
CFI	≥ 0.90	1.00
RMR	≤ 0.05	0.017
RMSEA	< 0.10	0.045

* Recommended have been adapted since value Hair et.al. 1998

Table 4.14 Correlation Matrix analysis service business

	<i>Pu</i>	<i>PEOU</i>	<i>PE</i>	<i>BI</i>	<i>SN</i>	<i>IM</i>	<i>IQ</i>	<i>SVQ</i>	<i>SYQ</i>	<i>TE</i>	<i>AT</i>
<i>Pu</i>	1.000										
<i>PEOU</i>	0.458**	1.000									
<i>PE</i>	0.443**	0.501**	1.000								
<i>BI</i>	0.357**	0.502**	0.387**	1.000							
<i>SN</i>	0.484**	0.325**	0.498**	0.376**	1.000						
<i>IM</i>	0.571**	0.245**	0.257**	0.490**	0.519**	1.000					
<i>IQ</i>	0.529**	0.459**	0.593**	0.428**	0.608**	0.523**	1.000				
<i>SVQ</i>	0.186**	0.266**	0.501**	0.162**	0.471**	0.408**	0.470**	1.000			
<i>SYQ</i>	0.566**	0.156**	0.337**	0.356**	0.494**	0.745**	0.476**	0.512**	1.000		
<i>TE</i>	0.453**	0.319**	0.626**	0.511**	0.542**	0.599**	0.611**	0.487**	0.643**	1.000	
<i>AT</i>	0.673**	0.497**	0.626**	0.462**	0.515**	0.581**	0.570**	0.444**	0.527**	0.542**	1.000

**Correlation is significant at the 0.01 level (2-tail)

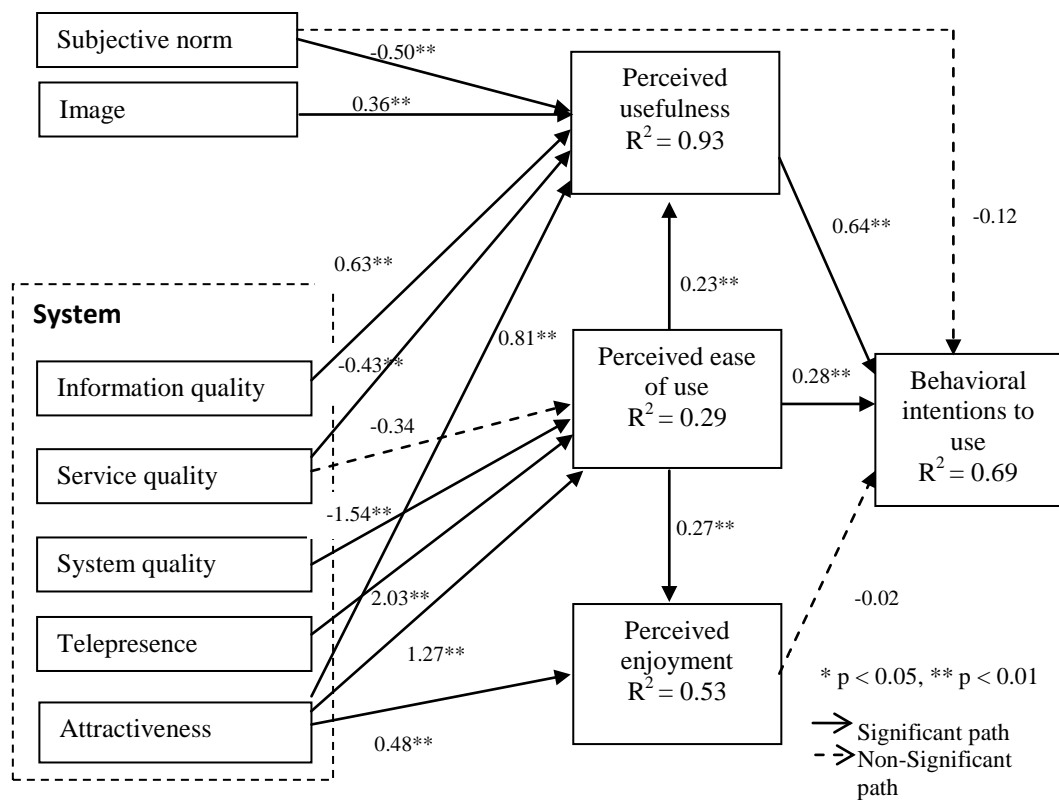


Figure 4.4 Structure model results (Service business)

This study on the factors with direct, indirect and aggregate influence finds the factors with direct influence on perceived usefulness with statistical significance to be subjective norm, image, service quality, attractiveness and perceived ease of use whereby the factor with the most influence on perceived usefulness is attractiveness with values equal to 0.81, followed by information quality, image, perceived ease of use, service quality and subjective norm with values equal to 0.63, 0.36, 0.23, -0.43 and -0.50 respectively.

The factors with direct influence on perceived ease of use with statistical significance are system quality, telepresence and attractiveness whereby the factors with the most influence on perceived ease of use to be derived from use are telepresence with a value equal to 2.03, followed by attractiveness, and system quality with values equal to 1.27, and -1.54 respectively.

The factors with direct influence on perceived enjoyment in utilization with statistical significance are attractiveness and perceived ease of use with values of 0.48 and 0.27, respectively.

The factors with direct influence on behavior intention to use with statistical significance are perceived usefulness and perceived ease of use whereby the factor with the influence on behavior intention to use is perceived usefulness with values at 0.64 and perceived ease of use with values at 0.28.

The factors with indirect influence on behavior intention to use with statistical significance are subjective norm, image, service quality, system quality, telepresence and attractiveness whereby the above-mentioned factors on behavior intention to use through factors concerned with perceived usefulness, perceived ease of use and perceived enjoyment can be explained separately. The factors with influence through perceived usefulness are subjective norm, image, service quality, attractiveness and perceived ease of use, followed by factors influencing through behavior intention to use through factors concerned with perceived ease of use as follows: system quality, telepresence and attractiveness.

Table 4.15 Test result of social network marketing for advertisement of service business

	Beta (β)	R²
(1) Perceive usefulness (PU)		0.69
PU = SN+IM+IQ+SVQ+AT		
SN	-0.50**	
IM	0.36**	
IQ	0.63**	
SVQ	-0.43**	
AT	0.81**	
PEOU	0.23**	
(2) Perceive ease of use(PEOU)		0.29
PEOU=SVQ+SYQ+TE+AT		
SYQ	-1.54**	
TE	2.03**	
AT	1.27**	
(3) Behavioral intention to use (BI)		0.69
BI = PU + PEOU		
PU	0.64**	
PEOU	0.28**	

*0.05 Significant level

**0.01 Significant level

Table 4.16 Direct, indirect, and total effects of the research model.

Outcome	Determinant	Standardised estimates		
		Direct	Indirect	Total
Perceive usefulness $R^2 = 0.93$	Subjective norm	-0.50	-	-0.50
	Image	0.36	-	0.36
	Information quality	0.63	-	0.63
	Service quality	-0.43	-	-0.43
	Attractiveness	0.81	-	0.81
	Perceive ease of use	0.23	-	0.23
Perceive ease of use $R^2 = 0.29$	Service quality	-0.34	-	-0.34
	System quality	-1.54**	-	-1.54**
	Telepresence	2.03**	-	2.03**
	Attractiveness	1.27**	-	1.27**
Perceive enjoyment	Attractiveness	0.48**	-	0.48**
	Perceive ease of use	0.27**	-	0.27**
Behavior intention to use $R^2 = 0.69$	Subjective norm	-0.12	-0.50**	-0.50**
	Image	-	0.36**	0.36**
	Information quality	-	0.63**	0.63**
	Service quality	-	-0.43**	-0.43**
		-	-0.34	-0.34**
	System quality	-	-1.54**	-1.54**
	Telepresence	-	2.03**	2.03**
	Attractiveness	-	0.81**	0.81**
		-	1.27**	1.27**
		-	0.48**	0.48**
	Perceive enjoyment	-0.02	-	-0.02
	Perceive usefulness	0.64**	-	0.64**
	Perceive ease of use	0.28**	-	0.28**

Note 1: *Significant at $p < 0.05$, ** Significant at $p < 0.01$

Note2: Parentheses () = Standard Error (SE)

From the table shows the direct and indirect influence. Subjective norm, image, information quality, service quality, attractiveness, and perceive ease of use have direct influence to perceive usefulness. System quality, telepresence, and attractiveness have direct influence to perceive ease of use. And, perceive usefulness and perceive ease of use have direct influence to behavior intention to use.

Table 4.17 Summary of hypothesis testing

Hypothesis	Hypothesis path	Result			
		Hotel	Resort	Restaurant	Over all
H1a	SN → BI	Supported	Supported	Supported	Unsupported
H1b	SN → PU	Supported	Unsupported	Supported	Supported
H2	IM → PU	Supported	Supported	Supported	Supported
H3	IQ → PU	Supported	Unsupported	Unsupported	Supported
H4a	SVQ → PU	Supported	Supported	Supported	Supported
H4b	SVQ → PEOU	Supported	Supported	Unsupported	Unsupported
H5	SYQ → PEOU	Supported	Unsupported	Supported	Supported
H6	TE → PEOU	Supported	Supported	Supported	Supported
H7a	AT → PU	Supported	Supported	Supported	Supported
H7b	AT → PEOU	Supported	Supported	Supported	Supported
H7c	AT → PE	Supported	Supported	Supported	Supported
H8a	PEOU → PU	Supported	Supported	Supported	Supported
H8b	PEOU → PE	Supported	Supported	Supported	Supported
H8c	PEOU → BI	Supported	Supported	Supported	Supported
H9	PU → BI	Supported	Supported	Supported	Supported
H10	PE → BI		Supported	Supported	Unsupported

4.4 Discussion Findings

4.4.1 Discussions of Hotel Findings

Concerning the test results on the part of target groups who are hotel entrepreneurs, the factors with influence on acceptance of the use of social network marketing technology to advertise consist of four factors comprising subjective norm, perceived usefulness, perceived ease of use and perceived enjoyment. The results can be explained as follows:

Subjective norm

Test results are able to identify factors concerned with the subjective norm to be factors with direct influence on acceptance of the use of social network marketing for advertising. Entrepreneurs are interested in implementing this technology in advertisement from the perception that other entrepreneurs have implemented social network marketing technology for hotel public relations. Another reason stems from the current popularity of using social networks. Therefore, entrepreneurs target large groups by causing target groups to perceive news and information about hotels to create recommendations and word-of-mouth in the societies of social network users.

Perceived Usefulness

Test results can identify factors concerned with perceived usefulness as factors with direct influence on acceptance of the use of social network marketing for marketing by hotel business entrepreneurs from the fact that agencies perceive the usefulness of this type of media concerning selecting use in line with the marketing models of other agencies. From the perspective of social image, if this type of media is selected for business, marketing can relate to target groups for acknowledgement of the development of modern hotel services. Furthermore, perceived usefulness can occur from the hotel's ability to provide news and information or public relations and promotions for target groups to quickly acknowledge information and increase capacity concerning communications channels, which will enable target groups to inquire about additional information more conveniently.

Perceived Ease of Use

Test results are able to identify factors concerned with perceived ease of use as factors with direct influence on acceptance of the use of social network marketing for marketing. Hotel entrepreneurs are interested in using social network marketing due to factors concerned with service quality, which are views concerned with the ability to answer the inquiries of customers with convenience because using social networks enables acknowledgement of information entering the system at all times. Social network services will notify service users whenever any information or movements occur. The qualities that make social attractive are system functions, such as clicking on “Like” or “Share”. These types of actions can disseminate interesting information which the hotel wants to convey quickly.

Perceived Enjoyment

The test results are able to identify factors concerned with perceived enjoyment as factors with direct influence on acceptance of the use of social network marketing for marketing by hotel businesses because the current characteristics of using social networks allow users can use various functions, such as the creation of applications with social networks, to increase the attractiveness of activities prepared by hotels or to present data in the form of multimedia presentations in the social network areas of hotels, so customers find it enjoyable to search for information about hotels whether in terms of data of service provision forms or activities hosted by hotels for customers, etc.

4.4.2 Discussion of Resort Findings

Concerning test results on the part of target groups who are resort business entrepreneurs, the factors with influence on acceptance of the use of social network marketing technology for advertisements consist of four aspects concerning the subjective norm, perceived usefulness, perceived ease of use and perceived enjoyment. The results can be explained as follows:

Subjective Norm

The test results can identify factors on the topic of subjective norm as factors with direct influence on acceptance of the use of social network marketing for advertising by resort businesses with interest in using social network marketing as resort advertising instruments in line with popularity waves in using social networks among ordinary people. Therefore, resorts hold the opinion that social network users are a large group capable of quickly disseminating information.

Perceived Usefulness

Test results can identify factors concerned with perceived usefulness as factors with direct influence on acceptance of the use of social network marketing for marketing by resort business entrepreneurs. Resort businesses are interested in using social network marketing as an instrument in advertising resorts due to perceived usefulness in using social networks to create modern images for resorts and a belief that the use of social network marketing can impress customers. Both issues can create good social images for resorts. Another reason is benefits concerned with interest in using social networks, which can be explained in that the use of social network marketing as a channel is interesting with various basic functions, such as clicking on “Like” or “Share” various stories and generating benefits from quick dissemination of information. Social networks do not require much effort in learning how to use social networks and, in terms of data quality, resorts are able to present service provision data and quickly learn answers from customers in target groups, which can be measured from the “Likes”, “Shares” or comments of customer groups.

Perceived Ease of Use

The test results are able to identify factors concerned with perceived ease of use as factors with direct influence on acceptance of the use of social network marketing for marketing by resort businesses. Resort businesses are interested in using social network marketing as an instrument in advertising resorts due to perceived ease of use, which can be measured from factors involved with building service attraction via social network media, which can be done easily by updating information about promotions for each festival and answering inquiries concerning promotion details in

the same area, thereby offering ease in the provision of information services for customers or target groups.

Perceived Enjoyment

The test results are able to identify factors concerned with perceived enjoyment as factors with direct influence on acceptance of the use of social network marketing for marketing by resort businesses. Resort businesses are interested in using social network marketing as an instrument for advertising resorts due to perceived enjoyment in using social networks. Resort entrepreneurs give primary importance to ease in generating enjoyment for users, which can be explained in that using social networks makes it easy to present various types of information whether in the form of images or multimedia, which will attract customer interest in using resort services.

4.4.3 Discussion of Restaurant Findings

Concerning the test results on the part of target groups who are restaurant and beverage business entrepreneurs, the factors influencing acceptance of the use of social network marketing technology for advertisements is concerned with four aspects of factors, namely, subjective norm, perceived usefulness, perceived ease of use and perceived enjoyment. The results can be explained as follows:

Subjective Norm

The test results are able to identify that factors concerned with subjective norm as factors with direct influence on acceptance of the use of social network marketing for marketing. Entrepreneurs are interested in implementing this technology in advertisement due to the perception that other entrepreneurs have implemented social network marketing technology for the public relations of famous food menus or recommended menus during each festival. Another reason is due to the current popularity of using social networks. Therefore, entrepreneurs target large groups by causing target groups to perceive news and information about restaurants to create recommendations and word-of-mouth in the society of social network users.

Perceived Usefulness

The test results can identify factors concerned with perceived usefulness as factors with direct influence on acceptance of the use of social network marketing for marketing by restaurant business entrepreneurs from the fact that business owners offer a variety of perspectives concerning the benefits of using social network marketing technologies, such as the aspect of modern agency images, ability to select communication channels capable of impressing target groups or quick provision of information about service provision by using social network areas to answer customer inquiries so customers will be satisfied with service provision.

Perceived Ease of Use

The test results are able to identify factors concerned with perceived ease of use as factors with direct influence on acceptance of the use of social network marketing for marketing. Entrepreneurs choose to use social network marketing because of the fact that using social networks makes it easy to use the system while the system is also able to remind entrepreneurs of constantly updated information. In addition, social networks are interesting networks in terms of characteristics of use, such as presentation of images or multimedia information via social network areas of restaurants to provide information for customers or target groups or attract the attention of target groups.

Perceived Enjoyment

The test results are able to identify factors concerned with perceived enjoyment as factors with direct influence on acceptance of the use of social network marketing for marketing by restaurant businesses because the fact that entrepreneurs can present promotion forms conveniently without requiring much learning effort in use can assess interest from various functions existing in social networks, such as by clicking “Like” and “Share”, etc. Another issue is the fact that images or multimedia information can be presented in social network areas to create enjoyment and trigger interest in the products or services of restaurants among customers or target groups.

4.4.4 Discussions of overall Finding (Hotel, Resort, Restaurant)

The topic presents discussion finding of service business. Testing result showed that entrepreneur acceptance for social network marketing in service business. The research result of finding was that perceive usefulness and perceive ease of use, both main factors were positive effect on behavioral intentions to use the social network marketing. In addition, the modulators also are direct effect to the main factors. The direct effect of perceive usefulness such subjective norm, image, information quality, service quality, attractiveness, and perceive ease of use. The direct effect of perceive ease of use such service quality, system quality, telepresence, and attractiveness. The research discussions are shown as follow:

H1a Subjective norm will have a positive effect on behavioral intentions to use.

H1b Subjective norm will have a positive effect on perceived usefulness.

The research reveals that subjective norm significantly affect perceive usefulness (H1b). But not significantly affected behavioral intention to use (H1a). This is again consistent with the result previous studies Ping Yu, Haocheng, and Marie-Pierre Gagnon[13] found in health IT acceptance factor in long-term care facilities. Their study concluded that subjective norm has significant relationship with perceive usefulness of health IT application. It was measured from other people will encourage to use IT. According in this research, entrepreneur agrees with using social network marketing for advertisement. They recognize social influence and popular application in time.

H2 Image will have a positive effect on perceived usefulness.

The researches reveals that image significantly affect perceive usefulness (H2). This is again consistent with the result previous studies Ping Yu, Haocheng Li, and Maria-Pierre Gagnon [13] found in health IT acceptance factor in long-term care facilities. Their study concluded that image has significant relationship with perceive usefulness of health IT application. It was to measure about innovation that company

using for service customer. According in this research, researcher can be determined entrepreneur agrees with using social network marketing for advertisement. They recognize innovation that effect to image of company.

H3 Information quality will have a positive effect on perceived usefulness.

The research reveals that information quality significantly affects perceive usefulness (H2). This is again consistent with the result previous studies Fan Yun Pai [18] found in acceptance information systems. Their study concluded that information quality has significant relation with perceive useful. It was measured from the information system can provide correct information. According in this research, entrepreneur agrees with information quality. They recognize, multimedia, up-to-date about promotion, and receive feedback information from customer.

H4a Service quality will have a positive effect on perceived usefulness.

H4b Service quality will have a positive effect on perceived ease of use.

The research reveals that service quality significantly affects perceive usefulness (H4a) and not significantly affects perceive ease of use (H4b). This is again consistent with the result previous studies Fan Yun Pai [18] found in acceptance information systems. Their study conclude that service quality has significant relation with perceive ease of use and perceive useful. Service quality can be determined when user feel more satisfied with healthcare information center. According in this research, entrepreneur agrees with service quality. They recognize, ease to access, facility, and satisfied about information service.

H5 System quality will have a positive effect on perceived ease of use.

The research reveals that system quality significantly affects perceive ease of use (H2). This is again consistent with the result previous studies Fan Yun Pai [18] found in acceptance information systems. Their study concluded that system quality has

a significant relation with perceive ease of use. System quality can be determined by response time and accessibility. According in this research, entrepreneur agrees with system quality. They recognize form response time, cross-platform, and ease to apply.

H6 Telepresence will have a positive effect to perceived ease of use.

The research reveals that telepresence significantly affects perceive ease of use (H2). This is again consistent with the result previous studies Ohbyung Kwon and Yixing Wen[3] found in affecting social network service use. Their study concluded that telepresence has a significant relationship with perceive ease of use. Telepresence can be determined by virtual environment, to make the user feel human-relationship building with the persons who are located remotely. According in this research, entrepreneur agrees with telepresence. They recognize form exchange ideas between customer and company, to manage customer service, new channel to communicate, and completely communicate.

H7a Attractiveness will have a positive effect to perceived usefulness.

H7b Attractiveness will have a positive effect to perceived ease of use.

H7c Attractiveness will have a positive effect to perceived enjoyment.

The research reveals that attractiveness significantly affects perceive usefulness (H2), perceives ease of use (H7b), and perceive enjoyment (H7c). This is again consistent with the result previous studies Hans van der Heijden [8] found in factors influencing the usage of websites. Their study concluded the information on the site is interesting, lay-out of the site is attractive, and the site looks attractive for them. It was effect to agree or disagree to using website. Thus, perceive attractiveness of social network such as application or communication style may be effect to entrepreneur agree or disagree to use the social network website for advertisement. Another, researcher may be reject hypothesis H7c because perceive enjoyment (H10) not significant affect behavioral intention to use.

H8a Perceived ease of use will have of positive effect on perceived usefulness of social network marketing.

H8b Perceived ease of use will have of positive effect on perceived enjoyment of social network marketing.

H8c Perceived ease of use will have a positive effect on behavioral intentions to use the social network marketing.

The research reveals that perceive ease of use significantly affects perceive usefulness (H8a), perceive enjoyment (H8b), and behavioral intention to use (H8c). This is again consistent with the result previous studies Tae Goo Kim, Jae Hyoung Lee, and Rob Law [28] found in acceptance behavioral of hotel front office system. Their study concluded that perceived ease of use through perceived usefulness and behavioral intention to use. Another, researcher may be reject hypothesis (H8b) because perceive enjoyment (H10) not significant affect behavioral intention to use.

H9 Perceived usefulness will have a positive effect on behavioral intentions to use the social network marketing.

The research reveals that perceive use fullness significantly affects behavioral intention to use (H9). This is again consistent with the result previous studies Tae Goo Kim, Jae Hyoung Lee, and Rob Law [28] found in acceptance behavioral of hotel front office system. Their study concluded that perceived usefulness through behavioral intention to use.

H10 Perceived enjoyment will have a positive effect on behavioral intention to use.

The research reveals that perceive enjoyment not significantly affects behavioral intention to use (H10; t value = -0.50). Researcher may be rejects perceived enjoyment without construct acceptance model because t -value less than 1.96.

4.5 Evaluating the Effects of Implementing Social Network Marketing

From interviews with the agencies who have implemented social network marketing, it was found that, after implementing the currently popular social network marketing to advertise products or services for the agency, efficiency was increased in public relations for the target groups who receive information about promotions and service details. Hence, the findings of the interviews can be summarized as follows:

1. In terms of adding customers, the rate increased after implementing social networks in marketing whereby the rate of increase is calculated at 10%.
2. The popular social network marketing most frequently used was Facebook, followed by Twitter and You Tube.

In addition, the findings of a survey by thumbsup site in Wishpond companies [31] found that choosing Facebook with building a website, which will help increase the number of customers in the business group in the form of B2C (Business to Customer) by as much as 77% and (Business to Business) at 43%. Furthermore, Facebook has a significant influence on decision-making when it comes to purchasing goods. For the most part, people popularly buy the brands they like (click on “like”) at as much as 51% and over 67% still believe the information and advice shared on Facebook is reliable and influential in buying goods, too.

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

This study aimed to analyze which factors are acceptances of social network marketing technology for advertisement. Base on the results in previous chapter, researcher will present conclusion of this study. Limitation and recommendation for future research also will present in this chapter.

5.1 Conclusions

At present, the social network marketing attracts much interest and has been favorably and widely used in many organizations or agencies providing service businesses, e.g. hotel, resort, and restaurant and beverage, etc. In the service business, serving the customers' need is the first priority, including answering questions about products or services, service specifications, promotion packages in each festival, service rates, etc. This research was conducted on the Technology Acceptance Model 2 (TAM2), which has been developed by Venkatesh, and Davis in 2000. The main theoretical structure of TAM2 consists of perceiving usefulness, and perceiving ease of use. In this research, other external factors were also added in TAM2, which included the information quality, service quality, system quality, telepresence, attractiveness, and perceive enjoyment. These external factors were used to testify which factors influenced the organizations or agencies in the service business to accept the use of social network marketing for their advertising. The survey result showed that there were 900 organizations or agencies that responded the questionnaire. They were in businesses of hotel, resort, and restaurant. The targeted groups that the organizations or agencies were interested in using the social network media with them would be the old customers who accessed to their service earlier. The organizations also expected to publicize their business in new customers. The favorite social network marketing tools at present are Facebook, Twitter and YouTube.

The results showed that the service business such as hotel, resort, and restaurant and beverage, accepted the use of social network marketing for advertising due to their perception of usefulness and perception of the ease of using the social network marketing for advertising. The perception of usefulness on using the social network marketing came from some external factors, which included the subjective norm, image, information system, service quality, attractiveness and perception of the ease of use. The factor regarding the perception of the ease of use came from the following external factors: system quality, telepresence and attractiveness. For the perception of enjoyment added in the main theoretical structure, the research result showed that the perception of enjoyment did not provoke the acceptance on the use of social network for advertising. Thus, Hypothesis 10 had to be rejected, as well as H8b and H7c, which were the hypotheses taking effect through the perception of enjoyment factor to result to the acceptance on the use of social network marketing for advertising.

For factors affecting the perception of usefulness in using the social network marketing for advertising, the direct factors were the subjective norm, image, information system, service quality, attractiveness, and perception of the ease of use. The factors directly affecting the perception of the ease of using the social network marketing for advertising were the system quality, telepresence, and attractiveness. The factors directly affecting the acceptance on the use of social network marketing for advertising (behavior intention to use) included the perception of usefulness and perception of the ease of use. The factor indirectly affecting the acceptance on the use of social network marketing for advertising was the perception of the ease of use, which took effect through the perception of usefulness factor.

For the subjective norm affecting the perception of usefulness in the use of social network marketing for advertising, it was the outcome that such organization or agency foresaw the usefulness that other agencies have got when they advertised their products or services through the social network marketing, and that there are more social network service users now.

For the image factor affecting the perception of usefulness in the use of social network marketing for advertising, it was the outcome that such organization or agency valued the organization image. It could be considered that the technological

innovation made that organization or agency have good social image; so the service users felt impressed in it.

The information quality factor affecting the perception of usefulness in the use of social network marketing for advertising, it was the outcome that such organization or agency could select a variety of information presentation forms, either image, sound or video. Also, the use of social network marketing could make the information update at all times. In addition, the organization could receive some responses from the service users showing interest in products or services.

For the service quality factor affecting the perception of usefulness and the perception of the ease of using the social network marketing for advertising, it was the outcome that such organization or agency could provide its service information conveniently, and any queries about those services could be clarified more quickly.

For the system quality factor affecting the perception of ease of using the social network marketing for advertising, it was the outcome that such organization or agency could use such social network easily, and the social network could be run in several operating systems, e.g. Windows, Android, IOS, etc.

For the telepresence factor affecting the perception of ease of using the social network marketing for advertising, it was the outcome that such organization or agency could communicate so conveniently that the service providers and service users felt that they had conversations in the same area. Thus, the service users could be cared more universally.

For the attractiveness factor affecting the perception of usefulness and the perception of ease of using the social network marketing for advertising, it was the outcome that such organization or agency could attract the service users' interest more easily; for example, joining via the service provider's social network by clicking "like" or expressing opinions in any matters for prizes. If clicking "like" for the service, the organization could perceive the consumers' favor on the service pattern presented.

5.2 Limitation and recommendation for future research

Limitation, the data were gathered from respondents: Researcher can access collect data in company but it needs to collect from online questionnaire (Google doc.) The researcher will not know what respondents you want. And, it also takes a long time. Thus, in the future researcher should collect with service business, who the administrator for using social network marketing.

5.3 Recommendations

In the research result, there are two main factors supporting acceptance of using social network marketing for advertisement: perceive usefulness and perceive ease of use. Perceive usefulness have important more than perceived ease of use. This result demonstrates that social influence (subjective norm and image), information quality, service quality, attractiveness, and perceive ease of use helps to perceive usefulness of service business company. Therefore, social network marketing for advertisement should support in good quality: information and service.

5.4 Direction for Future Research

In this research, based on the survey and case studies of service business (hotel, resorts, restaurant, and other) in Thailand. In the future, case studies should new service business such hospital, academy, or airline. It may be founds different result of acceptance social network marketing for advertisement.

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APPENDIX



สาขาเทคโนโลยีการจัดการระบบสารสนเทศ
คณะวิศวกรรมศาสตร์ มหาวิทยาลัยมหิดล
ต.ศาลายา อ.เมืองนครปฐม จ.นครปฐม

แบบสอบถาม ปัจจัยที่ส่งผลต่อการยอมรับการใช้งาน Social Network Marketing เพื่อการโฆษณา
ของธุรกิจบริการในประเทศไทย

เรียน ท่านผู้ตอบแบบสอบถาม

แบบสอบถามนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ในระดับปริญญาโท สาขาวิชา
เทคโนโลยีการจัดการระบบสารสนเทศ คณะวิศวกรรมศาสตร์ มหาวิทยาลัยมหิดล โดยมี
วัตถุประสงค์เพื่อที่จะสำรวจปัจจัยที่มีผลต่อการยอมรับการใช้งาน Social Network Marketing ของ
องค์กร ซึ่งผลการวิจัยครั้งนี้จะทำให้ทราบถึงข้อมูลเกี่ยวกับปัจจัยที่จะทำให้องค์กรยอมรับ Social
Network Marketing และนำไปสู่การใช้เป็นเครื่องมือด้านให้บริการ การติดต่อสื่อสาร และการ
ประชาสัมพันธ์แก่ผู้ใช้บริการ คำตอบของท่านมีคุณค่าอย่างยิ่งต่องานวิจัย ผู้วิจัยจะเก็บข้อมูลที่ได้รับ
จากท่านไว้เป็นความลับ ข้อมูลที่ตรงความเป็นจริงและสมบูรณ์จะช่วยให้การวิจัยดำเนินไปด้วย
ความถูกต้อง ผู้วิจัยจึงใคร่ขอความอนุเคราะห์จากท่าน โปรดตอบแบบสอบถามความคิดเห็นของ
ท่านอย่างรอบคอบให้ครบทุกข้อ แบบสอบถามที่ครบสมบูรณ์เท่านั้นที่จะสามารถนำไปใช้ในการ
วิจัยได้

ตอนที่ 1 เป็นแบบสอบถามข้อมูลเกี่ยวกับสถานภาพทั่วไปของผู้ตอบแบบสอบถาม ลักษณะ

แบบสอบถามเป็นแบบตรวจสอบรายการ (Check List) มีจำนวน 9 ข้อ

ตอนที่ 2 เป็นแบบสอบถามข้อมูลปัจจัยที่มีผลต่อการยอมรับการใช้งาน Social Network Marketing

ลักษณะแบบสอบถามเป็นแบบมาตราส่วนประเมินค่า (Rating Scale) มีจำนวน 49 ข้อ

ขอขอบพระคุณในความกรุณาของท่านมา ณ โอกาสนี้

นางสาวจุฑาทพร เลื่อนล่อง

นักศึกษาปริญญาโท สาขาวิชาเทคโนโลยีการจัดการระบบสารสนเทศ

คณะวิศวกรรมศาสตร์

มหาวิทยาลัยมหิดล

คำนิยาม Social Network Marketing (SNM) คือ การตลาดที่นำเทคโนโลยีระบบสารสนเทศเข้ามาเป็นเครื่องมือเพื่อให้บริการในด้าน การบริการ การติดต่อสื่อสาร การประชาสัมพันธ์ แก่ผู้ใช้บริการ ซึ่งการใช้งานในรูปแบบนี้จะมีความรวดเร็วในด้านการตอบสนองความต้องการของผู้ใช้บริการ รูปแบบของ SNMที่มีการนำมาใช้งานในปัจจุบัน ได้แก่ YouTube, Face book , Twitter , Hi 5 และ Blog ฯลฯ

ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงในช่อง หน้าคำตอบที่ตรงตามความเป็นจริงเพียง 1 ข้อ ถ้าไม่มีการระบุไว้เป็นอย่างอื่น และหากท่านเลือกคำตอบที่ระบุว่า อื่นๆ กรุณาระบุรายละเอียดเพิ่มเติมในช่องว่าง

1. ประเภทของธุรกิจ

- 1) โรงพยาบาล
- 2) ร้านอาหารและเครื่องดื่ม
- 3) สถาบันการเงิน
- 4) โรงแรม
- 5) รีสอร์ท
- 6) อื่น ๆ (โปรดระบุ).....

2. ประเภทธุรกิจของคุณสังกัดหน่วยงานใด

- 1) ภาครัฐ
- 2) ภาคเอกชน
- 3) รัฐวิสาหกิจ

3. องค์กรของคุณมีสาขาหรือไม่

- 1) มี
- 2) ไม่มี

4. ขนาดขององค์กร

- 1) ขนาดเล็ก (พนักงาน 1-50 คน)
- 2) ขนาดกลาง (พนักงาน 51-200 คน)
- 3) ขนาดใหญ่ (พนักงาน 201 คนขึ้นไป)

5. ลักษณะของกลุ่มเป้าหมาย

- 1) กลุ่มลูกค้ารายเก่า
- 2) กลุ่มลูกค้ารายใหม่
- 3) ทั้งสองกลุ่ม

6. สื่อที่คุณใช้ในการทำโฆษณาในปัจจุบัน (ตอบได้มากกว่า 1 ข้อ)

- 1) แผ่นพับ
- 2) ไลน์
- 3) หนังสือพิมพ์
- 4) วิทยุ
- 5) เว็บไซต์
- 6) อื่น ๆ (โปรดระบุ).....

7. ประสบการณ์ในการใช้สื่อออนไลน์ (กรุณาระบุเป็นระยะเวลา เช่น 6 เดือน, 1 ปี เป็นต้น)

.....เดือน.....ปี

8. คุณรับทราบข้อมูลการทำการตลาดผ่านทางSocial Network Marketingจากแหล่งใด

- 1) จากเว็บไซต์
- 2) ผู้บังคับบัญชา
- 3) การเรียนรู้ของคุณเอง
- 4) อื่น ๆ (โปรดระบุ).....

9. Social Network Marketing ที่องค์กรของคุณเลือกใช้ (สามารถตอบได้มากกว่า 1 ข้อ)

- 1) Facebook
- 2) Twitter
- 3) Hi5
- 4) YouTube
- 5) อื่น ๆ (โปรดระบุ).....

ตอนที่ 2 ข้อมูลเกี่ยวกับการยอมรับการใช้งาน Social Network Marketing เพื่อการโฆษณาของธุรกิจบริการในประเทศไทย

คำชี้แจง โปรดเลือกตัวเลขที่ตรงกับความคิดเห็นของคุณมากที่สุด เรียงลำดับดังนี้

ข้อ 1 = เห็นด้วยน้อยที่สุด

ข้อ 2 = เห็นด้วยน้อย

ข้อ 3 = เห็นด้วยปานกลาง

ข้อ 4 = เห็นด้วยมาก

ข้อ 5 = เห็นด้วยมากที่สุด

โดยทำเครื่องหมาย ✓ ในช่องตัวเลือกเพียงข้อละ 1 ตำแหน่งเท่านั้น

ข้อ	ปัจจัยที่มีผลต่อการยอมรับการใช้งาน Social Network Marketing ขององค์กร	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด	เห็นด้วยมาก	เห็นด้วยปานกลาง	เห็นด้วยน้อย	เห็นด้วยน้อยที่สุด
ปัจจัยที่เกี่ยวกับอิทธิพลทางสังคม						
1	เมื่อ องค์กรอื่นๆใช้SNM เพื่อทำการตลาด ทำให้องค์กรของคุณให้ความสนใจนำSNMมาใช้เช่นกัน					
2	องค์กรของคุณให้ความสนใจในการนำ SNMมาใช้ เนื่องจากผู้คนทั่วไปนิยมใช้ Social Network ในชีวิตประจำวัน					
3	องค์กรของคุณเชื่อว่า การใช้ SNM จะส่งผลให้องค์กรของคุณได้รับความสนใจเพื่อให้มีผู้ใช้บริการมากขึ้น					
4	องค์กรของคุณเชื่อว่า SNMส่งผลดีกับองค์กร					
ปัจจัยที่เกี่ยวกับภาพลักษณ์ขององค์กร						
5	องค์กรที่ใช้ใช้งาน Social Network Marketing จะทำให้องค์กรคุณมีความทันสมัย					
6	องค์กรเชื่อว่า SNMเป็นเครื่องมือที่สร้างความประทับใจให้ผู้รับบริการได้					

ข้อ	ปัจจัยที่มีผลต่อการยอมรับการใช้งาน Social Network Marketing ขององค์กร	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด	เห็นด้วยมาก	เห็นด้วยปานกลาง	เห็นด้วยน้อย	เห็นด้วยน้อยที่สุด
7	องค์กรเชื่อว่า SNMเป็นเครื่องมือที่จะนำมาใช้ในการเสริมสร้างภาพลักษณ์ขององค์กรได้					
ปัจจัยที่เกี่ยวกับคุณภาพของข้อมูล						
8	SNMสามารถเผยแพร่ข้อมูลได้หลายรูปแบบ เช่น รูปภาพ เสียง ฯลฯ					
9	องค์กรสามารถเสนอข้อมูลข่าวสารตามที่ ผู้รับบริการต้องการ เช่น ประเภทของการให้บริการ ช่วงเวลาของการให้บริการ อัตราค่าบริการ ฯลฯ					
10	SNMเป็นเครื่องมือที่ช่วยอัปเดตข้อมูลให้ทันสมัยอยู่เสมอ					
11	SNMช่วยให้องค์กรรับรู้ ผลตอบรับ (feedback) จากผู้รับบริการ					
ปัจจัยที่เกี่ยวกับภาพคุณภาพของการบริการ						
12	กลุ่มเป้าหมายสามารถเข้าถึงข้อมูลเกี่ยวกับบริการผ่าน SNM ได้ง่าย					
13	องค์กรพบว่าการใช้งาน SNMสามารถตอบสนองความต้องการของลูกค้าได้สะดวกขึ้น					
14	กลุ่มเป้าหมายสามารถเข้าถึงข้อมูลเกี่ยวกับสินค้าหรือบริการผ่านทาง Social Network Marketing ได้รวดเร็ว					
15	การที่องค์กรใช้ SNMทำให้ลูกค้าพอใจการให้บริการด้านข้อมูลของสินค้าหรือบริการ					
ปัจจัยที่เกี่ยวกับคุณภาพของระบบ						
16	โปรแกรมประยุกต์ (Application) ในSNM สามารถนำมาประยุกต์ใช้งานได้ง่ายในการทำการตลาด					

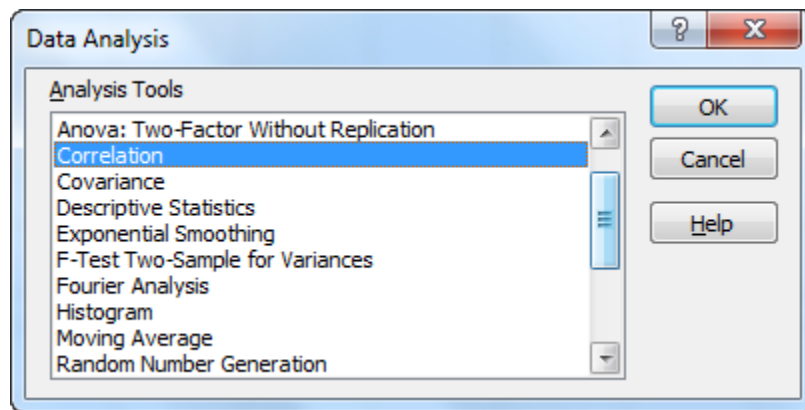
ข้อ	ปัจจัยที่มีผลต่อการยอมรับการใช้งาน Social Network Marketing ขององค์กร	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด	เห็นด้วยมาก	เห็นด้วยปานกลาง	เห็นด้วยน้อย	เห็นด้วยน้อยที่สุด
17	แอปพลิเคชันในSNMง่ายต่อการเรียนรู้					
18	แอปพลิเคชันใน SNMตอบสนองในการเข้าถึงข้อมูลได้รวดเร็ว					
19	แอปพลิเคชันใน SNM รองรับการใช้งานได้กับระบบปฏิบัติการที่หลากหลาย เช่น Windows, Android					
20	SNM เป็นเครื่องมือที่เป็นช่องทางส่งเสริมการตลาดให้กับองค์กรได้ดีกว่าการส่งเสริมการตลาดด้านอื่นๆ					
ปัจจัยที่เกี่ยวข้องกับลักษณะของการติดต่อสื่อสาร						
21	การใช้ SNMเพื่อการตลาดทำให้เกิดการแสดงความคิดเห็นร่วมกันได้ทั้งจากผู้รับบริการและบุคลากรในองค์กร					
22	การใช้ SNM ทำให้องค์กรของคุณรู้สึกเหมือนได้แลกเปลี่ยนความคิดเห็นกับลูกค้าอย่างใกล้ชิด					
23	องค์กรเชื่อว่า SNMทำให้เกิดช่องทางในการสื่อสารรูปแบบใหม่					
24	องค์กรเชื่อว่า SNM เป็นรูปแบบการสื่อสารที่เข้าถึงลูกค้าได้อย่างทั่วถึง					
ปัจจัยที่มีแรงดึงดูด ซึ่งส่งผลให้ Social Network Marketing มีความน่าสนใจในการนำมาใช้งาน						
25	โปรแกรมประยุกต์(Application) ของ SNMมีความน่าสนใจ					
26	ความนิยมด้านการใช้งาน Social Network ทำให้องค์กรของคุณสนใจที่จะนำ SNMมาใช้งาน					
27	ลักษณะของการสื่อสารแบบสองทาง (Interactive) ของ SNM สร้างความน่าสนใจให้เกิดการใช้งาน					
28	ฟังก์ชันต่างๆ ของ SNM เช่น Share, Like เป็นต้น ทำให้องค์กร					

ข้อ	ปัจจัยที่มีผลต่อการยอมรับการใช้งาน Social Network Marketing ขององค์กร	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด	เห็นด้วยมาก	เห็นด้วยปานกลาง	เห็นด้วยน้อย	เห็นด้วยน้อยที่สุด
	รู้ว่า มีผู้สนใจในสินค้าหรือบริการจากการใช้ฟังก์ชันเหล่านั้น					
29	รูปแบบการการร่วมสนุกผ่านทาง SNM จะเรียกความสนใจจาก ผู้ใช้บริการได้					
30	การใช้งานประมาณที่น้อยกว่าการทำการตลาดรูปแบบอื่น ทำให้ SNM มีความน่าสนใจ					
ปัจจัยที่เกี่ยวกับการรับรู้ถึงความสนุกสนานของการใช้งาน						
31	องค์กรของคุณ เชื่อว่า SNMก่อให้เกิดความสนุกในการใช้งาน					
32	โปรแกรมประยุกต์ (Application) ใน SNMจะช่วยให้ ผู้ใช้บริการเกิดความสนุกสนาน					
33	รูปแบบการร่วมสนุกผ่านทางSNM ซึ่งทำได้หลายรูปแบบ ทำ ให้เกิดความสนุกสนานในการใช้งาน					
ปัจจัยที่เกี่ยวกับการรับรู้ถึงประโยชน์ของการใช้งาน						
34	SNM ให้เกิดการแบ่งปันข้อมูลข่าวสารที่เกี่ยวกับองค์กร					
35	SNMช่วยพัฒนาประสิทธิภาพการให้บริการในองค์กรของคุณ					
36	SNMช่วยให้เข้าถึงผู้ใช้บริการ ได้ง่ายอย่างทั่วถึง					
37	SNMช่วยก่อให้เกิดประโยชน์สำหรับองค์กร					
38	SNMช่วยลดค่าใช้จ่ายในการการตลาดขององค์กร					
ปัจจัยที่ส่งผลต่อการรับรู้ถึงความง่ายต่อการใช้งาน						
39	SNM สามารถเรียนรู้วิธีการใช้งานได้ง่าย					
40	SNM ง่ายต่อการแบ่งปันข้อมูล (share)					
41	SNM ง่ายต่อการดูแลผู้ใช้บริการ					

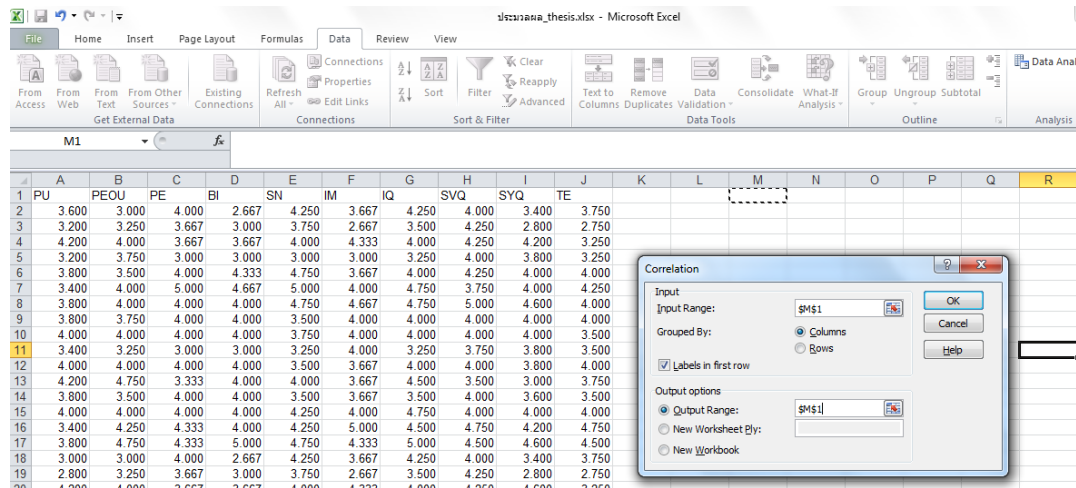
ข้อ	ปัจจัยที่มีผลต่อการยอมรับการใช้งาน Social Network Marketing ขององค์กร	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด	เห็นด้วยมาก	เห็นด้วยปานกลาง	เห็นด้วยน้อย	เห็นด้วยน้อยที่สุด
42	กระบวนการการประเมินผลการใช้งานของ SNMสามารถทำได้ง่าย					
ปัจจัยเกี่ยวกับทัศนคติที่จะใช้ Social Network Marketing						
43	คุณมีทัศนคติที่ดีต่อการใช้งานสื่อประเภท Social network เช่น facebook , twitter และ youtube เป็นต้น					
44	เทคโนโลยีในรูปแบบของ Social network จะสามารถช่วยพัฒนาการดำเนินงาน ในด้านการตลาดของคุณ					
45	เนื่องจากการใช้งาน Social network ในการทำการตลาดมีต้นทุนที่ต่ำ ทำให้คุณเลือกใช้งานช่องทางนี้					
46	โดยรวมแล้วคุณมีทัศนคติที่ดีต่อเทคโนโลยี SNM					
ปัจจัยเกี่ยวกับเจตนาที่จะใช้ Social Network Marketing						
47	องค์กรของคุณมีความตั้งใจที่จะทำการพัฒนา Feature ต่าง ๆ เพื่อใช้งานร่วมกับ SNM					
48	องค์กรของคุณมีความตั้งใจในการใช้งาน SNM เพื่อการประชาสัมพันธ์เป็นประจำ					
49	องค์กรของคุณจะแนะนำให้หน่วยงานหรือองค์กรอื่นๆ ได้ใช้ SNM เหมือนกับคุณ					

คู่มือการประมวลผล

1. เตรียมข้อมูลที่จะนำมาใช้เป็นค่า KM และ ค่า SD จากโปรแกรม Microsoft Excel
2. ทำการประมวลผลเพื่อหาค่าเฉลี่ยของแต่ละตัวแปรแต่ละตัว
3. นำเอาข้อมูลที่เป็นค่าเฉลี่ยของแต่ละตัวแปรมาจัดเรียงในคอลัมน์ที่ ซึ่งการจัดเรียงจะเรียงตามรูปแบบของแต่ละโมเดลที่สร้างไว้
4. ในโปรแกรม Microsoft Excel เลือก เมนู Data ----> เลือก Data Analysis -----> เลือก correlation ----> คลิก OK



5. หลังจากเลือก Correlation จะปรากฏหน้าต่างดังรูป เพื่อให้ทำการเลือกข้อมูลที่จะนำมาใช้หาค่า KM



6. ค่า SD ที่จะนำมาใช้ใน โปรแกรม Lisrel หาได้จากค่า Summary ของตัวแปรแต่ละตัวหารด้วยจำนวน N

ตัวอย่างการเขียน Draft model

DRAFT MODEL LINE FOR TEST in LISREL

DA NI=11 NO=293 MA=CM

LA

PU PEOU PE BI SN IM IQ SVQ SYQ TE AT

KM

1.000											
0.502	1.000										
0.486	0.487	1.000									
0.350	0.530	0.476	1.000								
0.510	0.391	0.543	0.456	1.000							
0.544	0.295	0.292	0.454	0.551	1.000						
0.551	0.527	0.612	0.497	0.651	0.518	1.000					
0.270	0.290	0.498	0.239	0.523	0.494	0.464	1.000				
0.494	0.153	0.391	0.342	0.509	0.729	0.446	0.586	1.000			
0.455	0.347	0.653	0.529	0.595	0.615	0.640	0.551	0.657	1.000		
0.662	0.489	0.647	0.461	0.543	0.556	0.550	0.455	0.486	0.538	1.000	

SD

0.513	0.620	0.606	0.486	0.662	0.470	0.480	0.506	0.476	0.467	0.467
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MO NY=4 NX=7 TD=SY TE=SY BE=FU,FI GA=FU,FI TH=FU,FI TE=FU,FI TD=DI,FR

FR GA(1,1) GA(1,2) GA(1,3) GA(1,4)

FR GA(2,4) GA(2,5) GA(2,6) GA(2,7)

FR GA(3,7) GA(4,1) GA (1,7)

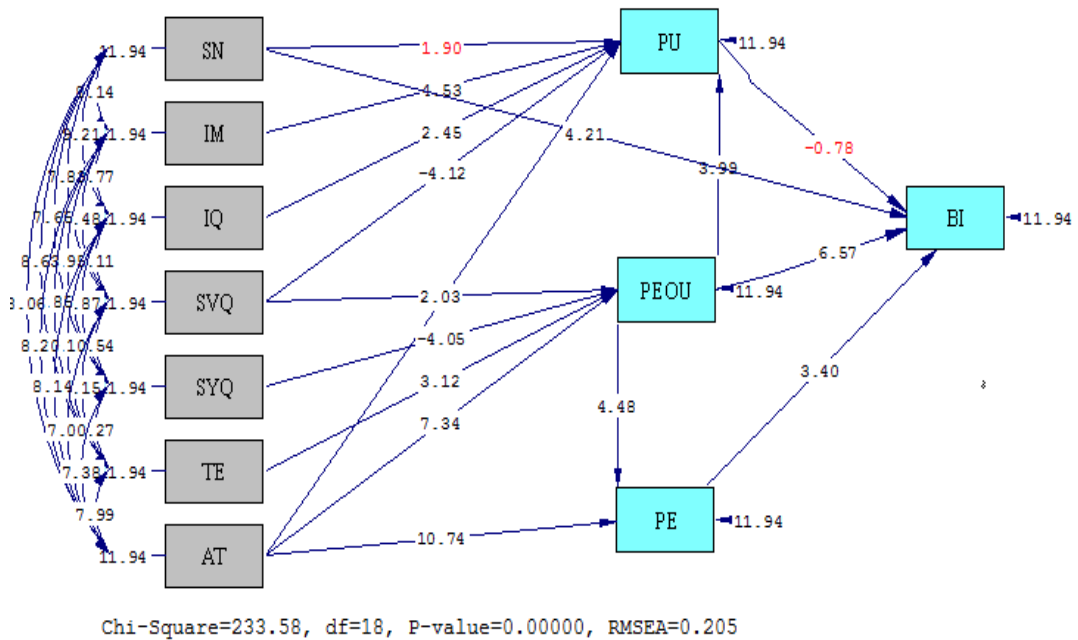
FR BE(1,2) BE(3,2) BE(4,1) BE(4,2) BE(4,3)

FR TH(6,1)TH(6,2)TD(4,5)TH(5,3) TH(2,3)TH(7,3) TE(2,3) TH(4,4) TE(3,1) TE(1,1)

PD

OU MI RS EF AD=OFF

1. รูปที่ 1 (run โมเดลครั้งแรก)



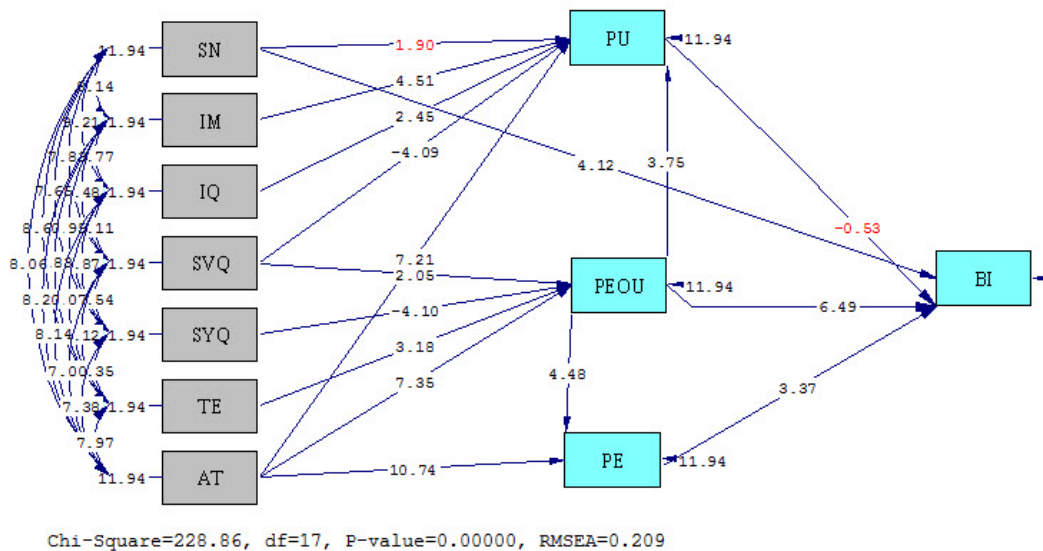
คำแนะนำในการปรับโมเดล จะปรากฏอยู่ใน หัวข้อ Modification Indices and Expected Change ซึ่งจะมี อยู่ในไฟล์ .out

การปรับโมเดลในการวิเคราะห์ห้วงค์ประกอบเชิงยืนยัน

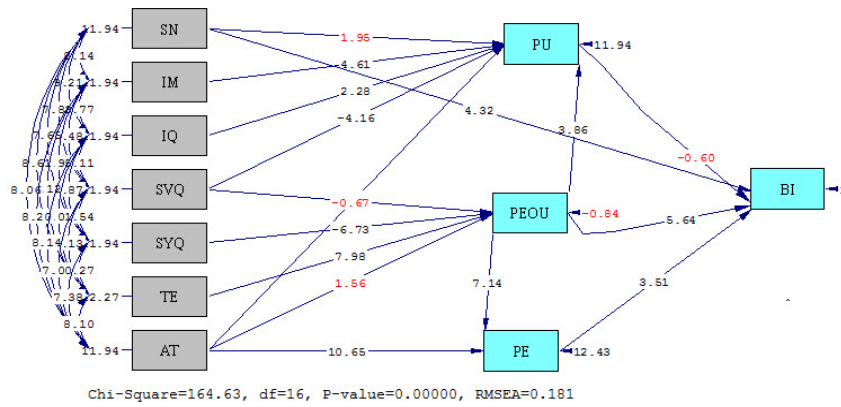
Round	Adjust	Goodness of fit statistics				
		Chi-Square	Chi-Square / degree of freedom	RMSEA	GFI	Largest Standardize residual
1	-	Chai-Square=233.58, df = 18, p=.000	18	0.00	0.87	7.81
2	TH(6,1)	Chai-Square=228.86, df=17, p=.000	13.46	0.00	0.88	7.77
3	TH(6,2)	Chai-Square=164.63, df=16 p=.000	10.28	0.00	0.91	5.32
4	TD(4,5)	Chai-Square=149.64 df =15, p=.000	9.97	0.00	0.91	5.34
5	TH(5,3)	Chai-Square=146.77, df=14, p=.000	10.48	0.18	0.92	5.29

Round	Adjust	Goodness of fit statistics				
		Chi-Square	Chi-Square / degree of freedom	RMSEA	GFI	Largest Standardize residual
6	TH(2,3)	Chai-Square=91.88, df =13, p=.000	7.06	0.14	0.95	6.97
7	TH(7,3)	Chai-Square=70.22, df =12, p=.000	5.85	0.13	0.96	5.26
8	TE(2,3)	Chai-Square=64.22, df =11, p=.000	5.83	0.13	0.96	4.90
9	TH(4,4)	Chai-Square=48.39, df =10, p=.000	4.83	0.11	0.97	4.77
10	TE(3,1)	Chai-Square=28.73, df =9, p=.000	3.19	0.08	0.98	4.21
11	TE(1,1)	Chai-Square=6.07, df =8, p=.639	0.75	0.00	1.00	0.01

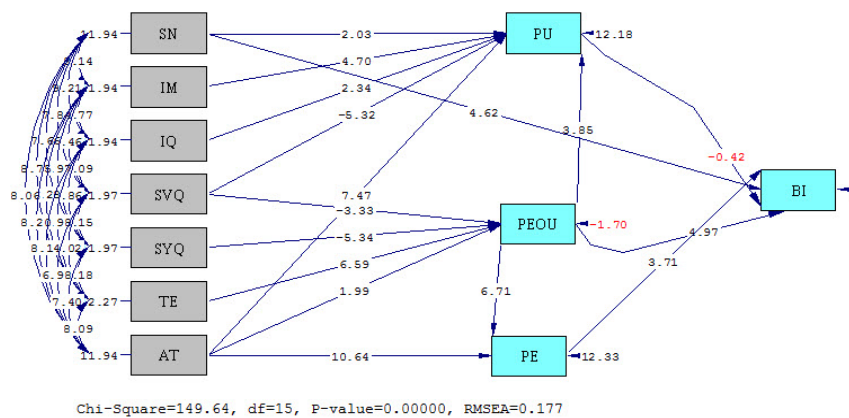
2. ผลการปรับโมเดลโดยการลากเส้น TH(6,1)



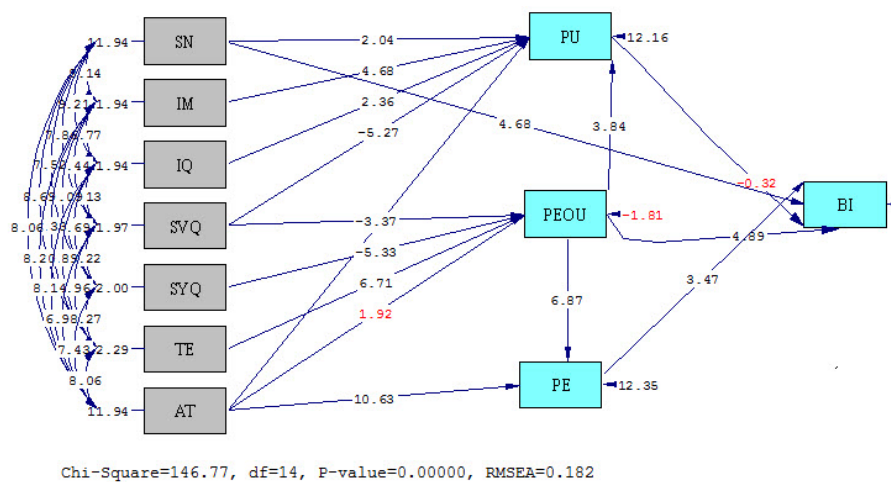
3. ผลการปรับโมเดลโดยการลากเส้น TH(6,2)



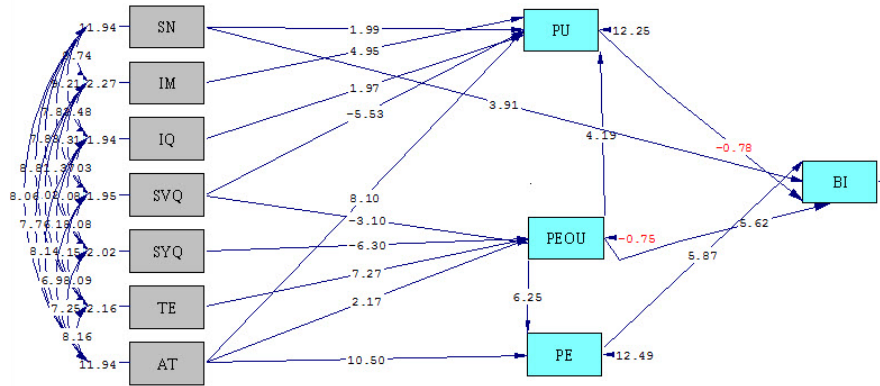
4. ผลการปรับโมเดลโดยการลากเส้น TD(4,5)



5. ผลการปรับโมเดลโดยการลากเส้น TH(5,3)

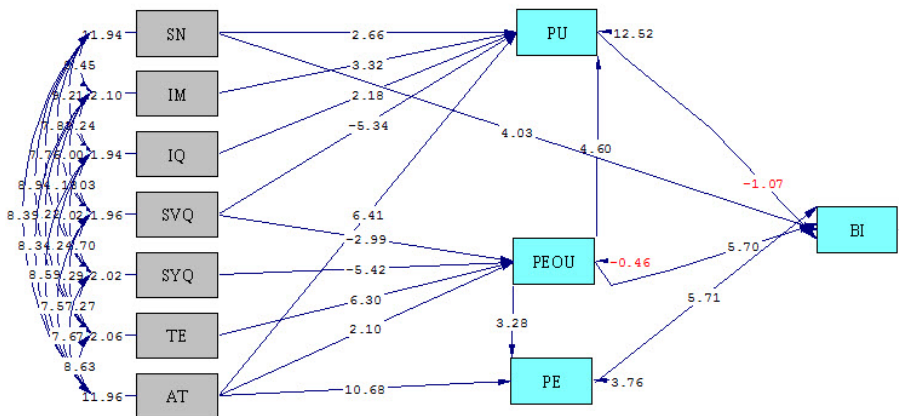


6. ผลการปรับโมเดลโดยการลากเส้น TH(2,3)



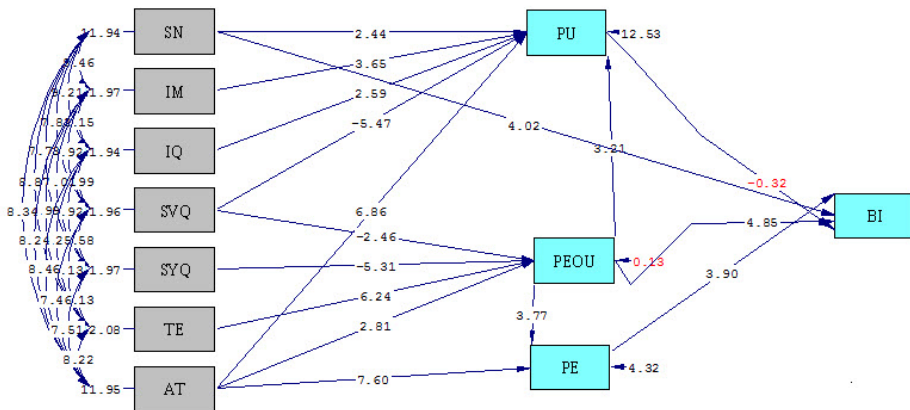
Chi-Square=91.88, df=13, P-value=0.00000, RMSEA=0.146

7. ผลการปรับโมเดลโดยการลากเส้น TH(7,3)



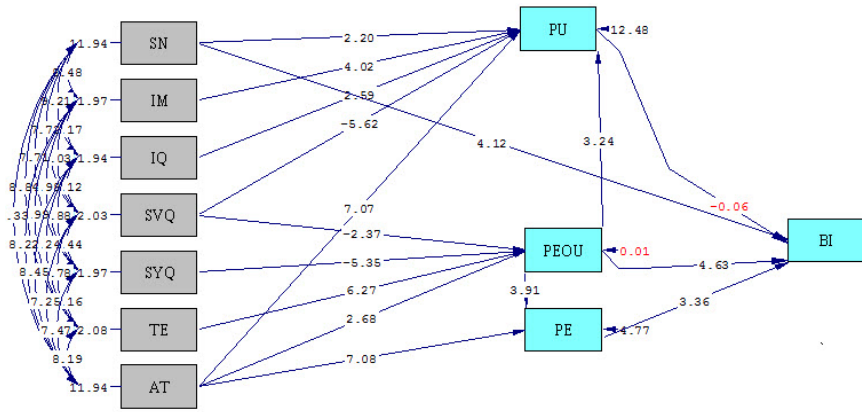
Chi-Square=70.22, df=12, P-value=0.00000, RMSEA=0.130

8. ผลการปรับโมเดลโดยการลากเส้น TE(2,3)



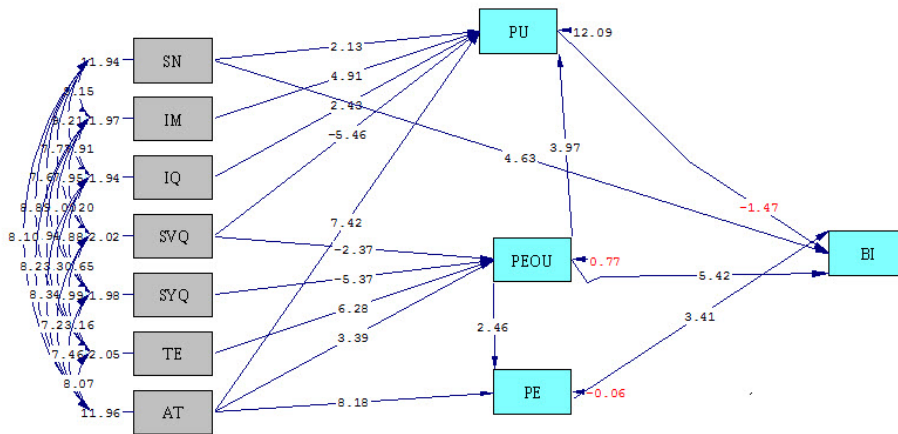
Chi-Square=64.22, df=11, P-value=0.00000, RMSEA=0.130

9. ผลการปรับโมเดลโดยการลากเส้น TH(4,4)



Chi-Square=48.39, df=10, P-value=0.00000, RMSEA=0.116

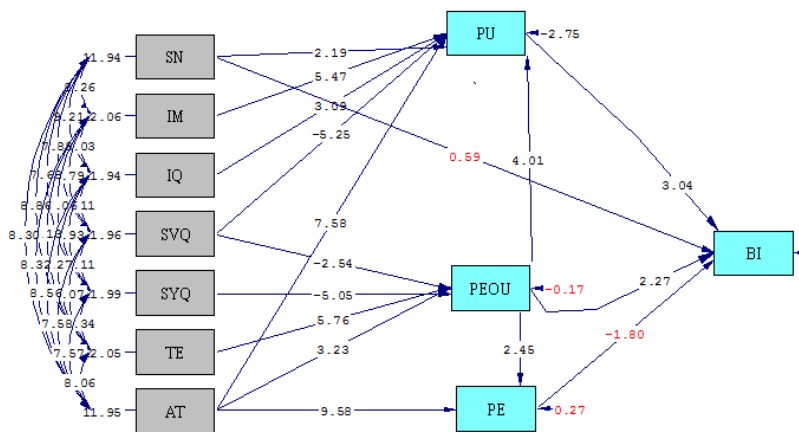
10. ผลการปรับโมเดลโดยการลากเส้น TE(3,1)



Chi-Square=28.73, df=9, P-value=0.00072, RMSEA=0.088

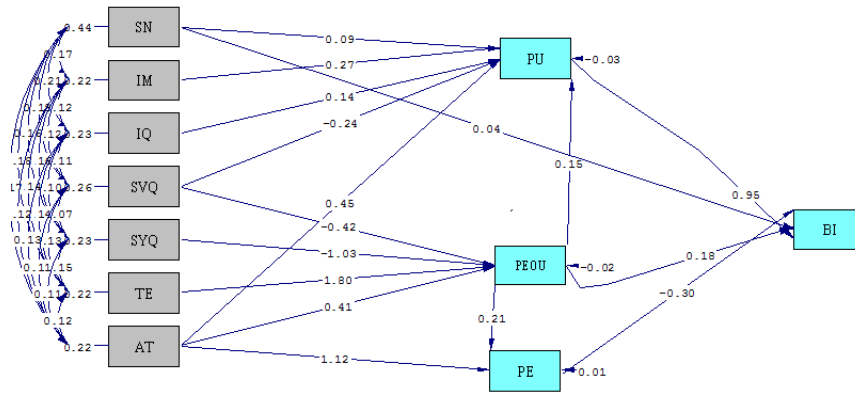
11. ผลการปรับโมเดลโดยการลากเส้น TE(1,1)

T-value



Chi-Square=6.07, df=8, P-value=0.63926, RMSEA=0.000

Estimate



Chi-Square=6.07, df=8, P-value=0.63926, RMSEA=0.000

ผลการตรวจสอบความสอดคล้องของรูปแบบความสัมพันธ์โครงสร้างเชิงเส้น

ดัชนี	เกณฑ์	ผลการพิจารณารูปแบบ	
		ค่าสถิติ	ผลการพิจารณา
Chi - square / df	≤ 3	0.083	ผ่านเกณฑ์
GFI	> 0.90	1.00	ผ่านเกณฑ์
AGFI	> 0.80	0.97	ผ่านเกณฑ์
RMSEA	< 0.5	0.0024	ผ่านเกณฑ์
NFI	≥ 0.90	1.00	ผ่านเกณฑ์
NNFI	≥ 0.90	1.00	ผ่านเกณฑ์
CFI	≥ 0.90	1.00	ผ่านเกณฑ์

BIOGRAPHY

NAME	Miss Jutaporn Luanlong
DATE OF BIRTH	18 October 1984
PLACE OF BIRTH	Trang, Thailand
INSTITUTIONS ATTENDED	Rajamangala University of technology Srivijaya, 2002-2005: Bachelor of Business Administration (Information systems) Mahidol University, 2009 – 2012: Master of Science (Technology of Information System Management)
HOME ADDRESS	69 M.2 ,Tumbol Khok- lo ,Trang-palean road, Mueang Trang, Trang 92000
E-MAIL ADDRESS	goonkgink27@gmail.com
PUBLICATIONS	Luanlong J, Leelasantitham A, Kiattisin S, and Emaruchi B. The acceptance of social network marketing for advertisement of service business in Thailand. Institutional Research Symposium 2012, Bangkok, Thailand, 13-15 December 2012.