

Surassawadee Prajugs 2014: The Influencing of Member Participation, Brand Trust and Brand Commitment: Case of Hotel Facebook Marketing in Krabi, Thailand. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr. Paitoon Chetthamrongchai, Ph.D. 157 pages.

The objectives of this present study are to 1) Explore the causal relationships between member participation and participation benefits on hotel Facebook page, and 2. Examine the causal relationships between member participation, brand trust and brand commitment to the hotel brand Facebook page, case of Hotels in Krabi, Thailand. The study used the quantitative research design and survey methodology. The questionnaires were distributed to 400 samples to find out relationships between participation benefits (functional, psychological, social, hedonic, and monetary benefits), brand trust and brand commitment. Responses that included one or more unanswered sections were removed. After deleting the invalid surveys, 393 responses were kept for further analysis by descriptive statistics technical, consisted of frequency, percentage, mean and standard deviation, and used Confirmatory Factor Analysis (CFA) to check overall fit of measurement constructs in the conceptual model and Structural Equation Model (SEM) to test hypotheses by AMOS and SPSS program.

The results showed that functional, hedonic and monetary benefits had causal relationships to member participation in Hotel brand Facebook page, whereas social and psychological benefits had not. Participation had direct effect to brand trust and brand commitment and brand trust had causal relationships to brand commitment, with the statistical significance of 0.05 ($p < 0.05$).

Student's signature

Thesis Advisor's signature