

Independent Study Title	Success Factors of Technology Acceptance in VoIP: A Case Study of Electricity Generating Authority of Thailand (EGAT), Deputy Governor-Transmission system
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### **Abstract**

Nowadays, the voice over Internet protocol (VoIP) is a well known Internet application in Thailand. This technology is a good solution for voice communications in Electricity Generating Authority of Thailand (EGAT). Besides VoIP has many benefits such as it allows voice communications cost reduction and also provides flexibility and mobility communications for end users.

Therefore, this independent research is proposed in order to study the factors that influence an acceptance of VoIP technology. This study applies the technology acceptance model (TAM) as a framework of this research. The 360 samples are selected from Electricity Generating Authority of Thailand (EGAT) who is working with Deputy Governor-Transmission System to answer the questionnaires. These questionnaires are statistically analyzed by multiple regression analysis technique.

As a result of the analysis, the personal innovativeness factor gives influence to VoIP perceived usefulness and perceived ease of use. In addition, system characteristic factor results in only perceived usefulness of VoIP technology but it does not influence to perceived ease of use of this technology. Furthermore, the attitude toward using VoIP technology is related by perceived usefulness and perceived ease of use in this technology which leads to behavioral intention using VoIP technology. Lastly,

the results of this study will contribute applicable guidelines for EGAT to adopt the VoIP technology for its internal use.