

Independent Study Title	Factors Effectuated on the Employee Acceptance of E-Booking System using Technology Acceptance Model (TAM) Case study: K Kingdom Co.,Ltd.
Author	Mr. Nawachai Athipchatsiri
Major/Faculty	Technology Management, College of Innovation Thammasat University
Advisors	Natcha Petchdakul, Ph.D.
Academic Year	2552

Abstract

The independent study of factors affecting employees' acceptance of e-booking system using Technology Acceptance Model (TAM), the case study of K Kingdom Co. Ltd., has its purposes as to study employees' attitude on e-booking system using TAM model, to study the factors that affect system acceptance, and to develop an e-booking system in order to be utilized in the company.

The factors of interest include perceived usefulness (PU) and perceived ease of use (PEOU) expected to be related with attitude (AT) and behavioral intention (BI). The study is a quantitative study which is conveyed by a survey method. A hundred and seventy one samples are employees of K Kingdom Co. Ltd. Data were collected using questionnaires and were analyzed using descriptive statistical analysis, factor analysis, and multiple regression analysis.

The research revealed that when employees perceived usefulness of e-booking system, their attitude toward the system was improved ($p < 0.001$) and when they perceived the ease of use of the system, the attitude was also improved ($p < 0.001$). Only with the employees' attitude itself would result in the intention to use the e-booking system ($p < 0.001$), not depending on the company policy. Therefore, acceptance of the e-booking system resulted from perception of usefulness and the

ease of use would bring in good employees' attitude and intention to use toward the system.