

QUALITY FACTORS THAT INFLUENCE SATISFACTION OF THE FOOTBALL ASSOCIATION
OF THAILAND UNDER PATRONAGE OF HIS MAJESTY THE KING FACEBOOK FANPAGE
FOLLOWERS



A Thesis Submitted in Partial Fulfillment of the Requirements
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ปัจจัยด้านคุณภาพที่มีอิทธิพลต่อความพึงพอใจของผู้ติดตามเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์



วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาวิทยาศาสตรมหาบัณฑิต
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Thesis Title	QUALITY FACTORS THAT INFLUENCE SATISFACTION OF THE FOOTBALL ASSOCIATION OF THAILAND UNDER PATRONAGE OF HIS MAJESTY THE KING FACEBOOK FANPAGE FOLLOWERS
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ผู้ติดตามเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์. (
QUALITY FACTORS THAT INFLUENCE SATISFACTION OF THE FOOTBALL
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การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยด้านคุณภาพที่มีอิทธิพลต่อความพึงพอใจ
ของผู้ติดตามเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์ เก็บ
รวบรวมข้อมูลในการวิจัยเชิงสำรวจ (Survey Research) ผู้วิจัยใช้วิธีการเลือกตัวอย่างโดยไม่ใช้
ความน่าจะเป็น (Non-Probability Sampling) ใช้การเลือกตัวอย่างแบบบังเอิญ (Haphazard or
Accidental Sampling) ด้วยวิธีการแจกแบบสอบถามออนไลน์ (Online Questionnaire) กับ
กลุ่มตัวอย่างคือผู้ติดตามแฟนบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรม
ราชูปถัมภ์ จำนวน 400 คน การประมวลผลข้อมูลโดยใช้โปรแกรมคอมพิวเตอร์สำเร็จรูปทางสถิติ
วิเคราะห์ข้อมูลด้วยสถิติเชิงพรรณนาและเชิงอนุมาน ผลการวิจัยพบว่า กลุ่มตัวอย่างเป็นเพศชาย
จำนวน 332 คน และเพศหญิง จำนวน 68 คน ส่วนใหญ่มีอายุอยู่ในช่วง 26 – 33 ปี มีการติดตาม
เฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์ เมื่อพิจารณาผลความ
พึงพอใจของผู้ติดตามแฟนบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์
พบว่า ด้านคุณภาพการบริการ (Service Quality) มีค่าเฉลี่ยอยู่ในระดับมาก ($\bar{X} = 3.59$) ด้าน
คุณภาพข้อมูล (Information quality) มีค่าเฉลี่ยอยู่ในระดับปานกลาง ($\bar{X} = 3.40$) ด้านคุณภาพ
ระบบ (System Quality) มีค่าเฉลี่ยอยู่ในระดับปานกลาง ($\bar{X} = 3.42$) ส่วนผลการทดสอบ
สมมติฐาน พบว่า ปัจจัยด้านคุณภาพการบริการ (Service Quality) คุณภาพข้อมูล (Information
quality) และคุณภาพระบบ (Service Quality) ส่งผลต่อความพึงพอใจของผู้ติดตามเฟซบุ๊กแฟน
เพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์ อย่างมีนัยสำคัญทางสถิติที่ระดับ
0.05

สาขาวิชา วิทยาศาสตร์การกีฬา
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KEYWORD: Facebook, Service quality, Information quality, System quality, User satisfaction, DeLone and McLean Information System Success Model

Unyarat Intharaprasit : QUALITY FACTORS THAT INFLUENCE SATISFACTION OF THE FOOTBALL ASSOCIATION OF THAILAND UNDER PATRONAGE OF HIS MAJESTY THE KING FACEBOOK FANPAGE FOLLOWERS. Advisor: Assoc. Prof. TEPPRASIT GULTHAWATVICHAI

The study aims to explore how the different quality dimensions affect the social media users' satisfaction and to study quality factors that influence user satisfaction of FA Thailand Facebook fan page followers. The research was designed as quantitative study. Non-Probability Sampling (Accidental or Haphazard Sampling) was used in this study. The sample of this research is 400 who were FA Thailand Facebook fan page follower. The majority of them were male, which accounted for 332 persons and 68 respondents were female. We used a web survey tool and online surveys were created as web forms with a database to store the answers and statistical software to provide analytics. Most respondents for 196 of them were between 26 – 33 years old. The results showed that the service quality of FA Thailand Facebook fan page was perceived as “Agree” ($\bar{X} = 3.59$), the information quality of FA Thailand Facebook fan page was perceived as “general” ($\bar{X} = 3.40$) and the system quality of FA Thailand Facebook fan page was perceived as “general” ($\bar{X} = 3.42$). The results showed that information quality has the strongest influence on user satisfaction toward the use of FA Thailand Facebook fan page, followed by service quality and system quality respectively, with statistical significance at the level of 0.05.

Field of Study: Sports Science

Student's Signature

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Advisor's Signature

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CHAPTER 1

INTRODUCTION

1.1 Research Background

Academic and business has a high interest on the social media due to the rise of it over the previous decade. The global social media user population includes 2.2 billion people in 2016 and is forecasted to increase to 3 billion people by 2020 (Statista, 2016). Social media platform has a lot of active brand enthusiasts and has been favored by the large number of users. One of the most popularity social networking sites is Facebook (Alexa Internet Inc, 2018), which have more than 500 million active users (Facebook, 2019). Attracted by the vast number of users, companies have created brand communities in social media. Companies have started to introduce their fan pages on Facebook as a marketing tool for their customers interacting directly with them and following their information. It is estimated that over 15 million brands globally are registered with Facebook (Koetsier, 2013), attempting to reach more than 1 billion consumers (Stieglitz, Dang-Xuan, Bruns, & Neuberger, 2014).

As a matter of fact, Facebook is taking place as the largest social media in Thailand. As per statistics of Facebook, the community using Facebook is almost at 1,800 million accounts, becoming one of the countries with highest ratio of user engagement in Facebook community worldwide. Therefore, it has been creating a sound environment to marketers for touching with this community.

The density of usage and popularity of Facebook in Thailand has formed the new way of communications. Facebook provides advantages such as ubiquity, immediacy, convenience, and social interaction in real time manner (Zhou, Li, & Liu, 2010). Facebook is a convenient channel for effectively and timely accessing to product information and provide excellent tools to communicate with customers through “Facebook fan pages”. These Facebook fan pages contain information about the brand such as background, contact information, location, sale announcements

and product updates. In addition, brands can provide additional information about distribution, retailers, current promotions and services or special events. Facebook is used as marketing tool by companies via their Facebook fan page to advocate their brands and images to enhance the customer's relationships.

In Facebook, users choose to be fans or members of certain pages around a certain topic, such as a brand. They can do this by clicking on the button 'like', and brands then use it to broadcast information in an official, public manner to people who choose to connect with them (Zaglia, 2013). Though these pages are built around a brand, Facebook is mainly oriented toward facilitating social connectedness (Smith, Fischer, & Yongjian, 2012), and hence the success of these communities largely depends on the relationships established among its members or fans.

Due to customers' increased acceptance of online brand communities on Facebook, in line with an increased focus on research exploring customer satisfaction. The fact that many brands use social media to interact with customers is not surprising. However, many administrators have a lack of awareness and knowledge regarding effective social media strategy. Companies are increasingly competing for consumer attention, administrators are pursuing for guidance on how to build satisfaction using social media. Strategic consumer insight focusing on social media is essential for brands.

Sports has become increasingly commercialized and internationalized over the past decades (Braunstein & Ross, 2010) and more professional over the years (Bauer, Poon, Glatt-Deeley, Abrams, & Helfand, 2005). In effect, sport clubs have turned into corporations in which their brand and players are among their most important assets and investments. The literature highlights the role of a company's brand community as having the power to influence the strength of the relationship between community participants and the firm's brand (Hur, Lim, Decker, & McClements, 2011). Interaction among members, which may help the brand's supporters to feel like active participants instead of common spectators (Palazón, 2008). The team's fans are also their customers who consume the services and products (Kaynak, Salman, & Tatoglu, 2008).

In spite of the fact that players are relevant assets and investments, sports managers need to concentrate their efforts on managing the team's brand, as this is one of the company's most important assets. Moreover, the present research showed that developing a website is not enough, findings reveal that traditional websites are no longer motivating customers to return to the site. In addition, by integrating different elements of social media. Professional sport teams elevate presence and create communities to connect with consumers in real time, which influence the choice of brands and impact users' satisfaction.

Because traditional professional sport leagues and their teams face increasing competition from other sport and non-sport entertainment options (Y. K. Kim & Trail, 2011), managers must find new ways to market to potential customers and retain current customers to remain competitive. Social media and technological advancements provide channels for team administrators. Organizations that choose to utilize social media channels to connect with consumers have the opportunity in two-way communications and they are useful spaces where supporters get involved, exchange relevant information with other members, and broaden their understanding of the brand. Additionally, online communities allow teams to gain feedback from their followers. Supporter feedback is very important as it may help companies detect problems in their communication channels that may impact customer satisfaction and net benefits. Interactive customer experiences through social media act as a significant influencing factor of many consumer behavior aspects, including information acquisition, purchase behavior and post-purchase communication (Mangold & Faulds, 2009).

Sport has been mentioned as a perfect example of a strong common interest for developing successful online communities (Popp et al., 2016), given existing fan bases and their level of sport fandom (Williams & Chinn, 2010). Fans may exhibit distinct fandom levels (Hunt, Bristol, & Bashaw, 1999), ranging from attending games to assuming the successes and losses of their club as their own. Social media offers fans new landscapes of fandom with their favorite teams. Within social media, customers become co-owners and co-creators of brands (including club brands)

and play a strong, empowering role in building brand reputation and image (Williams & Chinn, 2010).

The ability to align technology with business strategies is the critical issue for companies. They can evaluate the employment of social networking sites as their social media with the purpose of satisfying their customers' needs and keep them visiting to their social media regularly. The factors such as information quality, service quality and system quality are the key determinant for success of social networking sites. Thus, DeLone and McLean Information System (D&M IS) success model has been used to determine user satisfaction resulted as the antecedents of the effectiveness.

One of most agreed and common definition of information systems (IS) evaluation, in literature, is the process of finding the worth and importance of IS by means of quantitative and/or qualitative methods (Doherty & King, 2004; Willcocks, 1992), in order to analyze the outcome of the system. The D&M IS success model has been explored by DeLone and McLean (1992) to clarify the overall of causal relationship model for information systems which can be used to identify the antecedents of IS success and their impacts. It is a process that is mostly performed after implementing new information systems. According to Davis and Jackson (2005) it is necessary for organization to evaluate system in order to analyze its effectiveness and suggest further system improvements to better meet the organizational objectives and targets. The D&M IS success model has proposed three quality dimensions as antecedents of IS success which are service quality, information quality and system quality.

Seeing that service quality is referred as the point of contact represented the image for the company (Lee & Chung, 2008). In the use of Facebook, service quality could be measured by interface design, confident in service, prompt service, and interesting service. Thus, to measure service quality, the variables are prompt service, well organized appearance, visually appealing, instills confidence in consumers. Information quality is the system outputs. As mentioned by Lee and Chung (2008), information quality is the information of products or services that system provides.

The Information quality value which is represented by completed information, accurate information, timely information, useful information, reliability. The system quality can be measured by reliable, convenient to access, easy to use and flexibility. As referred by DeLone and McLean (2003), the meaning of system quality is the desired characteristics of a system.

There has been a little research on Facebook upon D&M IS success model. Nevertheless, none recent literature has addressed the IS Success Model of social media brand management in sports context. Similar to all the other places in the world, football is popular in Thailand. This analysis has been conducted by focusing on the case of FA Thailand Facebook fan page, as it is the official Facebook fan page of the Football Association of Thailand under Patronage of His Majesty the King which is the governing body of association football, futsal and beach soccer in Thailand. The Football Association of Thailand under Patronage of His Majesty the King was founded on 25 April 1916. They joined FIFA on 23 June 1925 and AFC in 1954. The target group will focus on FA Thailand Facebook fan page followers.

The objective of this study is to understand customers' satisfaction with football association on social media, theoretically grounded on the IS Success Model, adapted to a sports context for a more complete perception of social media satisfaction behaviors. The survey method is used to evaluate the four determinant factors; service quality, information quality, system quality, user satisfaction. By exploring the relationships among these constructs, this study provides businesses with brand community strategies to enhance and promotes the community satisfaction. Though we are aware that sport fandom is a multisensory phenomenon that raises several responses, sometimes unfavorable and negative such as anger or frustration (Grove, Pickett, Jones, & Dorsch, 2012; Hunt et al., 1999; Wakefield & Wann, 2006), our study will not differentiate the valence of social media usage and satisfaction behaviors.

1.2 Research Objective

The objective of this study is to:

1. Study quality factors that influence user satisfaction of FA Thailand Facebook fan page followers.

1.3 Research Questions

RQ1: Is there any relationship between system quality and users' satisfaction?

RQ2: Is there any relationship between information quality and users' satisfaction?

RQ3: Is there any relationship between service quality and users' satisfaction?

RQ4: How is the difference of quality dimensions affect users' satisfaction?

1.4 Significance of the Study

The study substantially contributed to both academic and business area of social media in sports context. The benefits in detail were shown as follows;

1. To understand customers' satisfaction with football association on social media.

2. To improve the understanding between quality factors and user satisfaction of FA Thailand Facebook fan page followers.

3. The theoretical frameworks could be applied to future research on social media in sport context along with suggestions for the direction and design of forthcoming academic inquiry.

1.5 Research Hypotheses

Based on our literature review, we proposed that quality dimensions will positively relate to user satisfaction as the following hypotheses:

H1: System quality in an online brand community positively influences user satisfaction.

H2: Information quality in an online brand community positively influences user satisfaction.

H3: Service quality in an online brand community positively influences user satisfaction.

1.6 Scope of Study

The present study is quantitative research that will examine system quality, information quality and service quality that influence users' satisfaction of FA Thailand Facebook fan page followers. The target population of the present study is the FA Thailand's Facebook fan page followers. The dependent variable is user satisfaction. The three dependent variables are: service quality (prompt service, well organized appearance, visually appealing, instills confidence in consumers), information quality (completed information, accurate information, timely information, useful information, reliability) and system quality (reliable, convenient to access, easy to use and flexibility) in the use of Facebook. Survey questionnaires will distribute to participants who are FA Thailand Facebook fan page followers by post invitation to participate in the online questionnaire. The questionnaire will be conducted from September to October 2019 (2 months). The data will be used to test the relationships between three variables; system quality, information quality, service quality, and user satisfaction using the multiple regression analysis approach.

1.7 Operation Definitions

System Quality: The desirable characteristics of an information system on FA Thailand Facebook fan page. The system quality value which is represented by convenient to access, easy to use, flexibility, provides customized information.

Information Quality: The desired characteristics of the system outputs on FA Thailand Facebook fan page. The Information quality value which is represented by completed information, accurate information, timely information, useful information, reliability.

Service Quality: The quality of the support that system users receive from the organization support personnel on FA Thailand Facebook fan page. Thus, to measure service quality, the variables are prompt service, well organized appearance, visually appealing, instills confidence in consumers.

User: FA Thailand Facebook fan page followers

User Satisfaction: Users' level of satisfaction with information, Facebook fan page, and support services on FA Thailand Facebook fan page. User satisfaction could be measured by consumer's needs, consumer's expectation and creates the long-term relationship

CHAPTER 2

LITERATURE REVIEW

In this part, related articles and relevant concepts of the research have been extensively reviewed. The sections outlining below were to use as guidance in order to have an appropriate study design and define constructs linked in the study. There were seven parts which were described below;

1. Social Media, Social Networking and Facebook
2. DeLone and McLean Information System Success Model
3. System quality
4. Information quality
5. Service quality
6. User satisfaction
7. The Football Association of Thailand under Patronage of His Majesty the King

2.1 Social Media, Social Networking and Facebook

As it were mentioned by Mangold and Faulds (2009) about the word of social media, consumer-generated media, as a new sources of online information that were created by consumers intent about products, brands, services, personalities and issues, blogs, company-sponsored discussion boards, chat rooms, podcasts, social bookmarking sites and social networking sites are the application for social media (Mangold & Faulds, 2009). Social networking could define as “website that encourages social interaction though profile-based user accounts” (Keenan & Shiri, 2009). Networking website can also be defined in another way which are what Boyd and Ellison (2007) they are refer networking website as “social network sites can be defined as web-based services that allow individual to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system”.

Refer to Alexa Internet Inc (2018), Facebook is the most popular social networking sites in Thailand. Consistent with the graph below of 'Active users of key global social platforms' based on the most recently published monthly active user accounts for each platform in millions, the number of active Facebook users had surpassed 1.8 billion, making it the first social network ever to do so.

In Facebook fan page, users choose to be followers of pages such as a brand, by clicking 'like'. When someone likes a page, they're showing support for the page and that they want to see content from it. People who like a page will automatically follow it. When someone follows a page, they may receive updates about the page in their News Feed. Though these pages are built around a brand, Facebook is mainly oriented toward facilitating social connectedness (Smith et al., 2012), and hence the success of these communities largely depends on the relationships established among its members or fans.

The Global Digital 2018 reports from Kemp (2018) show that there are now more than 4 billion people around the world using the internet. Not only the number of people using the internet which has increased this year but also the amount of time that people spend on the internet has gone up over the past 12 months. The latest data from GlobalWebIndex (2018) shows that the average internet user now spends around 6 hours each day using internet-powered devices and services. Thailand takes the first place in graph of 'Time spent per day on the internet'. Average number of hours spent using the internet per day via any device (Survey based) of Thailand is 9 hours 38 minutes.

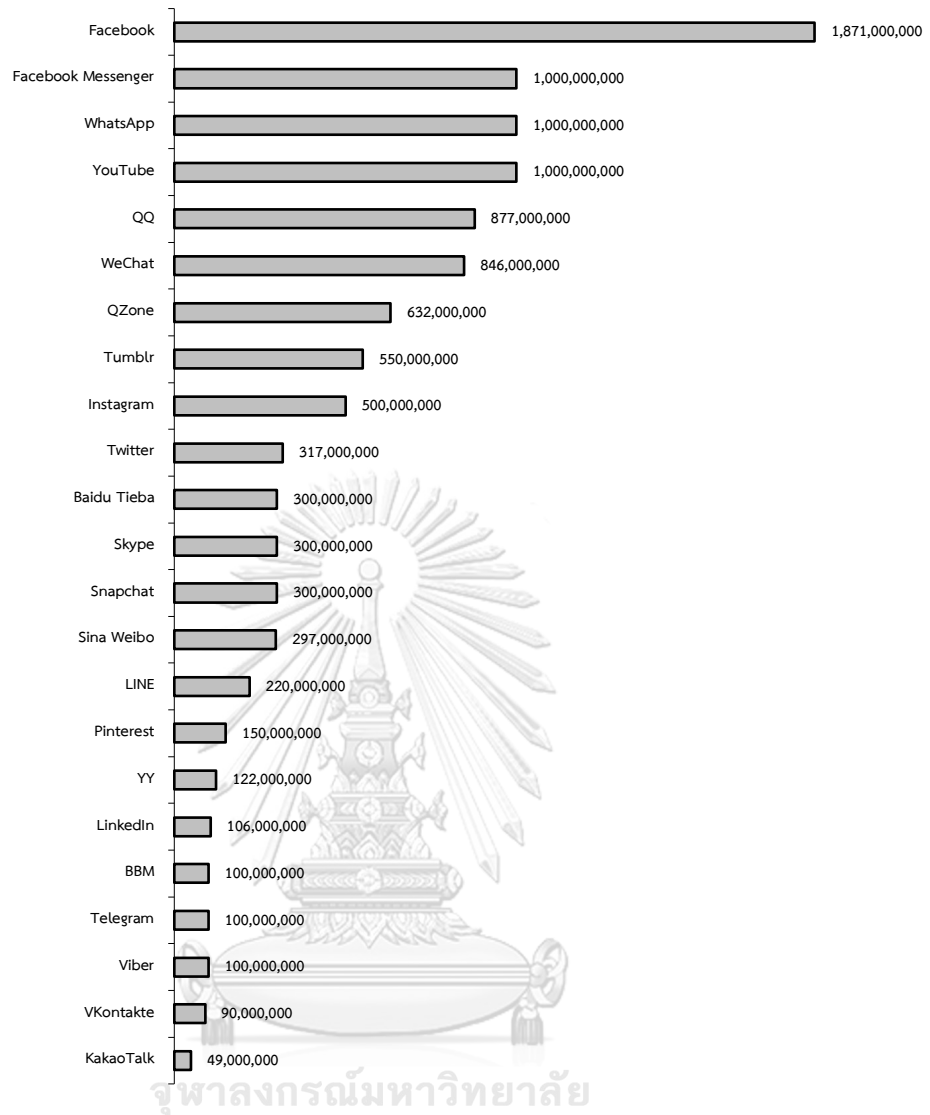


Figure 1 Active users of key global social platforms. Based on the most recently published monthly active user accounts for each platform, in millions (Kemp, 2018)

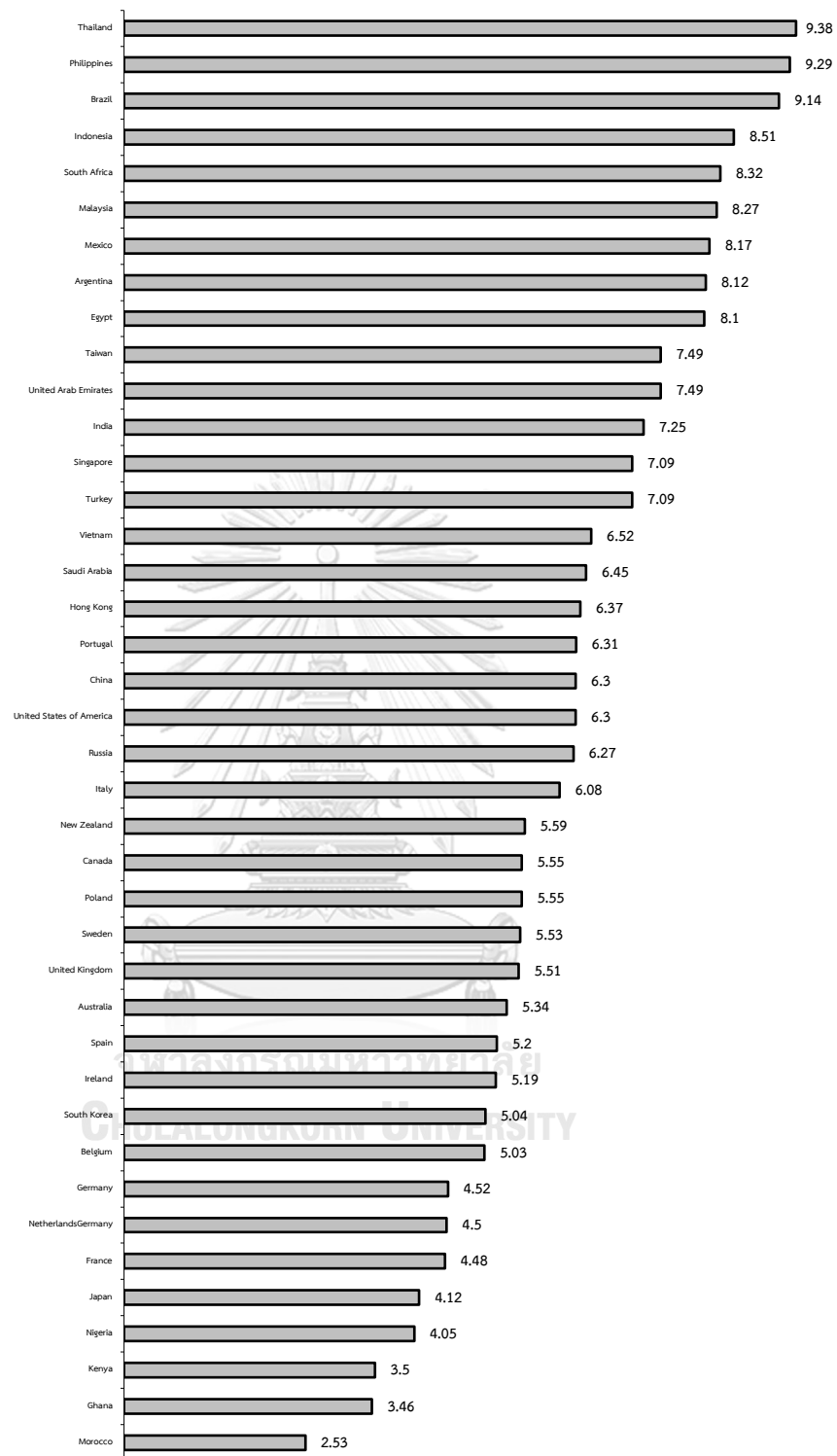


Figure 2 Time spent per day on the internet. Average number of hours spent using the internet per day via any device (Survey based) (Kemp, 2018)

2.2 DeLone and McLean Information System Success Model

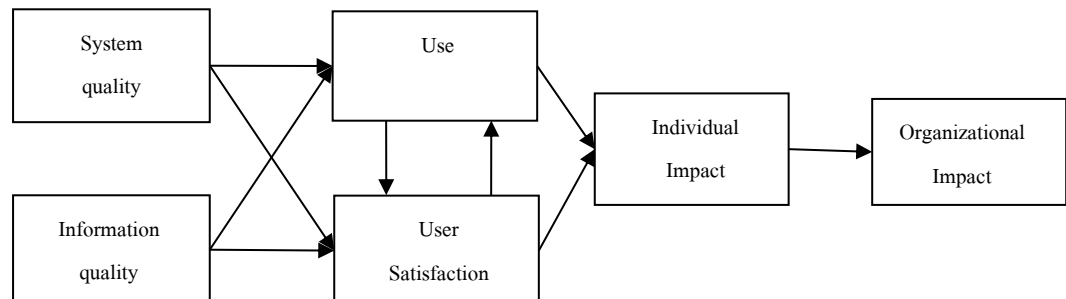


Figure 3 DeLone and McLean Information System Success Model

(DeLone & McLean, 1992)

The DeLone and McLean Information System success model (D&M IS success model) has been explored by DeLone and McLean (1992) to clarify the overall of causal relationship model for information systems which can be used to identify the antecedents of IS success and their impacts, in order to analyze the outcome of the system. One of most agreed and common definition of information systems (IS) evaluation, in literature, is the process of finding the worth and importance of IS by means of quantitative and/or qualitative methods (Doherty & King, 2004; Willcocks, 1992). It is a process that is mostly performed after implementing new information systems. According to Davis and Jackson (2005) it is necessary for organization to evaluate system in order to analyze its effectiveness and suggest further system improvements to better meet the organizational objectives and targets.

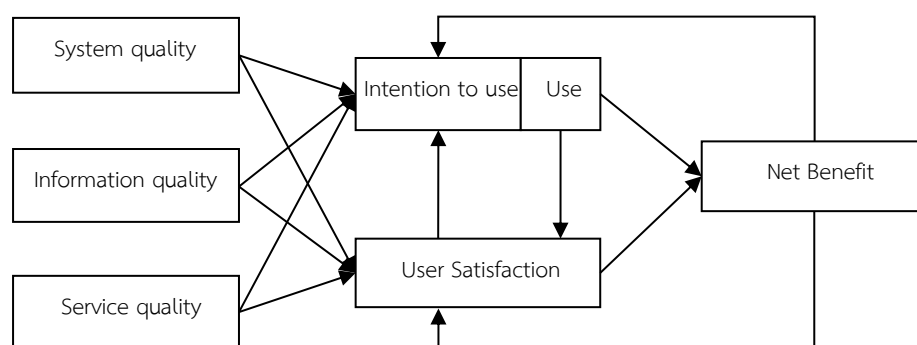


Figure 4 the updated D&M IS success model (DeLone & McLean, 2003)

Consequently, the updated model from DeLone and McLean (2003) has been called “the updated D&M IS success model”.

“System Quality”, “Information Quality”, “Service Quality”, “Use”, “User Satisfaction”, and “Net Impacts” are defined as:

System Quality: The desirable characteristics of an information system. For example, ease of use, system flexibility, system reliability, and ease of learning, as well as system features of intuitiveness, sophistication, flexibility, and response times.

Information Quality: the desirable characteristics of the system outputs: i.e., management reports and Web pages. For example, relevance, understandability, accuracy, conciseness, completeness, understandability, currency, timeliness, and usability.

Service Quality: the quality of the support that system users receive from the information systems organization and IT support personnel. For example, responsiveness, accuracy, reliability, technical competence, and empathy of the IT personnel staff. SERVQUAL, adapted from the field of marketing, is a popular instrument for measuring IS Service Quality (Pitt, Watson, & Kavan, 1995).

Use: the degree and manner in which employees and customers utilize the capabilities of an information system. For example, amount of use, frequency of use, nature of use, appropriateness of use, extent of use, and purpose of use.

User Satisfaction: users’ level of satisfaction with reports, Web sites, and support services.

Net Impacts: the extent to which information systems are contributing (or not contributing) to the success of individuals, groups, organizations, industries, and nations. For example: improved decision-making, improved productivity, increased sales, cost reductions, improved profits, market efficiency, consumer welfare, creation of jobs, and economic development (DeLone & McLean, 2003).

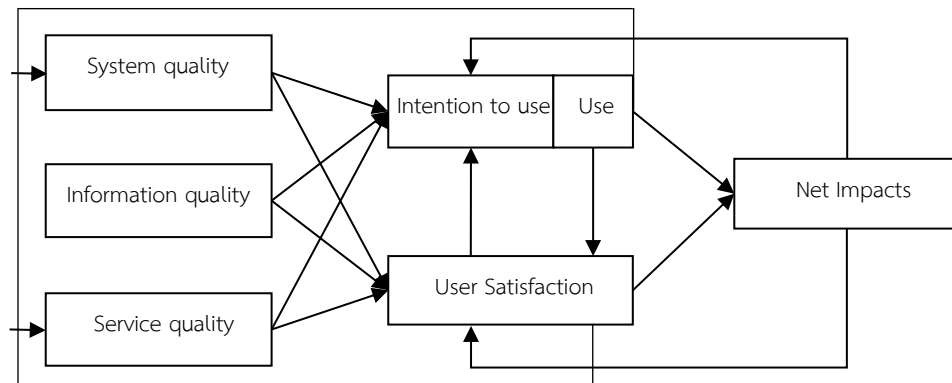


Figure 5 Updated DeLone and McLean (2003) IS Success Model

(DeLone & McLean, 2003)

In 2003, the new factors "Service Quality" and "Net Benefit" have been added to the model. The updated D&M IS success model has been contributed to the context of e-commerce in order to evaluate the success of their e-commerce systems. However, there are past researches about the updated D&M IS Success Model in several IS fields (Lee & Chung, 2008; Lin & Lee, 2006). In online communities, Lin and Lee (2006) have been investigated the key success in online community. "Member loyalty" has been included as key success factor instead of "net benefit" which is used to measure the involvement in an online community regarding to the perception in quality. Lee and Chung (2008) has been researched the D&M IS Success model for users' interface design for mobile banking industry in Korea. Lee and Chung (2008) are working on the main contact of the customers' trust in and satisfaction which is the main important part from the interface design quality measures. However, it is created in regards of the social media background.

Table 1 provides some representative definitions of IS success. Generally, "IS success is an IS theory that attempts to provide a comprehensive understanding of IS success by identifying, describing, explaining the relationships among the important dimensions of success along which IS are commonly evaluated". Currently, the IS success model has been cited in thousands of papers, and is referred as the most influential model in contemporary IS research. (Nguyen, Nguyen, & Cao, 2015)

Table 1 Some representative definitions of IS success

Authors	Definition
Bailey and Pearson (1983)	“Measuring and analyzing computer user satisfaction is motivated by management’s desire to improve”
Byrd, Thrasher, Lang, and Davidson (2006)	“... the effects of IS along a path can lead to better organizational performance, in this case, lower overall costs”
Gatian (1994)	“If an effective system is defined as one that adds value to the firm, any measure of system effectiveness should reflect some positive change in user behavior, e.g., improved productivity, fewer errors or better decision making”
Goodhue and Thompson (1995)	“...Management Information Systems success ultimately corresponds to what DeLone & McLean label individual impact or organizational impact. For our purposes, the paper focuses on individual performance impacts as the dependent variable of interest”
Lucas (1978)	“Because of the extreme difficulty of measuring implementation success through cost/benefit studies, some other indicator of success is needed. The most appealing indicator for this purpose from a measurement standpoint is system use”
Rainer and Watson (1995)	“An Executive Information System should be developed in response to a specific business need, such as a need to be more responsive to changing customer desires, to improve product quality, or to improve organizational communications. Systems that do not support business objectives are unlikely to succeed”

In spite of the fact that D&M IS success model was first published since 1992, to our way of thinking, the model provides a valuable framework for understanding the multi-dimensionality of IS success. The model evaluates the effective creation, distribution, and use of information via technology. The way of evaluation the success of an information system has changed over time as the context, purpose, impact of information technology, internet, social media and communication devices have developed. Information technology has improved, information has become more voluminous, more ubiquitous, and more accessible by all. This progress in information availability has changed the power dynamics of relationships between businesses and customers, between organizations and consumers, and between administrators and users. If we believe in information power, thus the measurement of IS success has become ever more complex while still simple. Timeliness and accuracy of information are still key to IS success. We chose the model as the framework due to the model's utility, comprehensiveness and popularity.

The table 2 illustrates that user satisfaction is the most extensively used dimensions for information systems. "User satisfaction" is under increasing use and proof to evaluate firms' value and contribution to the productivity, quality and competitiveness of organizations. User satisfaction is the most extensively and inclusively used single measure for IS evaluation. Consistently, Gatian's research in the topic of "Is user satisfaction a valid measure of system effectiveness?" wrote that user satisfaction is often used as a surrogate measure of information system effectiveness. There is surprisingly little information systems research linking user satisfaction with user behavior. In this study, measure of user satisfaction and system affected behavior are taken for an indirect and a direct user group. Results indicate that a relationship does exist between satisfaction and behavior for both user groups (Gatian, 1994).

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. It is spot as a key performance indicator (KPI) within business. In a competitive marketplace, customer satisfaction has become a key element of business strategy. Sport consumer satisfaction has been shown to have a positive

Table 2 The conceptual/non-empirical and empirical studies of IS success (Continued)

Authors	Type	IS success elements								
		System quality	Information quality	Service quality	Use intention	Use	User satisfaction	Individual impact	Organizational impact	Net benefits
Ghobakhloo and Tang (2015)	Empirical	•	•	•		•	•			•
Mohammadi (2015)	Empirical	•	•	•	•	•	•	•		
Rana, Dwivedi, Williams, and Lal (2015)	Empirical		•		•		•			
Isaias and Issa (2015)	Review	•	•	•	•	•	•	•	•	•
Ghobakhloo and Tang (2015)	Empirical	•	•	•		•	•			•
Mohammadi (2015)	Empirical	•	•	•	•	•	•	•		
Rana et al. (2015)	Empirical		•		•		•			
Renzel, Klamma, and Jarke (2015)	Empirical	•	•				•	•		•
Snead, Magal, Christensen, and Amadi (2015)	Empirical						•			•
Xinli (2015)	Empirical	•	•			•	•			•
Sharma and Sharma (2019)	Empirical	•	•	•	•				•	•

We reviewed journal articles published in English-language sport management journals by limited searching to sport management journals. Journals in related fields such as sport events and tourism are not incorporated in this review, but social media research in sports sector. Some selected paper comprising sport and social media is now shown in table 3. Within the table, the following details are provided: author, year, theoretical and sport context (geographic). Nevertheless, none recent literature has addressed the IS Success Model of social media brand management in sports context.

Table 3 Social media research in sports sector

Author(s) (Year)	Theoretical	Sport context
Browning and Sanderson (2012)	Uses and gratifications theory	National Collegiate Athletic Association, Basketball, Baseball (United States)
Frederick et al. (2013)	Agenda setting	Olympics (London 2012)
Frederick et al. (2014)	Parasocial interaction and uses and gratifications theory	Major League Baseball, National Basketball Association, National Hockey League, National Football League Athletes (North America)
Havard et al. (2012)	Social capital	National Collegiate Athletic Association Athletics (United States)
Hull (2014)	Self-presentation theory	Producers Guild of America (United States)
Kassing and Sanderson (2010)	Parasocial interaction	Cycling (Italy)
Lebel and Danylchuk (2012)	Presentation of self-theory	US Open Tennis Championship (United States)
Reichart Smith and Smith (2012)	Social identity theory and team identification	National Collegiate Athletic Association Baseball (United States)

Table 3 Social media research in sports sector (Continued)

Author(s) (Year)	Theoretical	Sport context
Hambrick et al. (2010)	Uses and gratifications theory	National Football League, National Basketball Association, National Hockey League, Major League Baseball, Women's National Basketball Association, Major League Soccer, Producers Guild of America/Ladies Professional Golf Association, auto sports, minor league baseball, Ultimate Fighting Championship, tennis (North America)
Sanderson (2009)	Audience labour	National Basketball Association & National Football League (North America)
Blaszka et al. (2012)	Uses and gratifications theory	Major League Baseball (North America)
Clavio and Kian (2010)	Uses and gratifications theory	Ladies Professional Golf Association (North America)

Table 3 Social media research in sports sector (Continued)

Author(s) (Year)	Theoretical	Sport context
Clavio and Walsh (2013)	Uses and gratifications theory	National Collegiate Athletic Association Athletics (United States)
Clavio (2008)	Uses and gratifications theory	National Collegiate Athletic Association Athletics (United States)
Clavio (2011)	Theory of planned behavior	National Collegiate Athletic Association Football (United States)
Gibbs et al. (2014)	Uses and gratifications theory	Canadian Football League (Canada)
Kwak et al. (2010)	Information-processing perspective	National Collegiate Athletic Association Basketball (United States)
Mahan (2011)	Technology acceptance model	General Sport Consumption (Geographic Location Not Specified)
Reichert Smith and Smith (2012)	Social identity theory and team identification	National Collegiate Athletic Association Baseball (United States)
Witkemper et al. (2012)	Relationship management perspective	General Sport Fanship (North America)

2.3 Service Quality (Independent Variable I)

Service quality is the key determinant factor of online retailer success (J. Kim, Morris, & Swait, 2008; Lin & Lee, 2006). Based on computer-mediated environments, like online communities, service quality has deemed as company's core service infrastructure for company to interact with their customers (Nambisan & Watt, 2011). In general, the use of Facebook such as reading on news feed, commenting on wall post, viewing photographs or videos, commenting on photographs or videos are recognized as service quality. Service quality could be measured by interface design, confident in service, prompt service, and interesting service. Because service quality is referred as the point of contact represented the image for the company (Lee & Chung, 2008). In social media context, service quality is considered as key determinant for online success.

Table 4 Some of the system quality measures used in past research

Area of the study	Description of the measures	Author
Information system use	Frequency of use, heavy or light user	Hartwick and Barki (1994)
Online transactions via mobile commerce	Frequency of use	Wu and Wang (2005)
Microcomputer usage	Self-reported daily use, self-reported frequency of use	Igbaria, Parasuraman, and Baroudi (1996)
E-commerce system use	Nature of use, navigation patterns, number of site visits, number of transactions executed/number of use	DeLone and McLean (2003)
Use of E-learning system	Frequency of use, voluntariness, dependency	Y.-S. Wang, Wang, and Shee (2007)

Table 4 Some of the system quality measures used in past research (Continued)

Area of the study	Description of the measures	Author
Usage of spreadsheet based business analysis assignments (MS Excel)	Cognitive absorption, Deep structure usage	Jones & Straub (2006)
Quality dimensions in the actual usage of mobile banking services	easy to navigate, well structured, easy to use	Sharma and Sharma (2019)

***Hypothesis 1.** Service quality in an online brand community positively influences user satisfaction*

2.4 Information Quality (Independent Variable II)

Regarding to DeLone and McLean (2003), information quality is factor that involved with e-commerce content that can keep user to visit the site on a regular basis. The quality of information or media content that contained on Facebook's page are favorable to customer in order to visit (Keenan & Shiri, 2009). Basically, the information quality is the information of products or services that system provides (Lee & Chung, 2008). Moreover, information quality is the quality of system outputs which is important for customers for making the decisions (Gorla et al., 2010). Thus, the higher quality in information can satisfy customer by increasing the chance for keeping customer to return to the site regularly by providing accurate, timely, useful, completed, and customized information.

Table 5 Some of the information quality measures used in past research

Area of the study	Description of the measures	Author
Success of ecommerce context	Completeness, ease of understanding, personalization, relevance, and security.	DeLone and McLean (2003)
Analyzing Computer User Satisfaction	Accuracy, Timeliness, Precision, Reliability, Currency, completeness, Format of output, Volume of output, and Relevancy	Bailey and Pearson (1983)
Measure of User Information Satisfaction	Reliability of output, Relevancy of output, Accuracy of output, Precision of output, Completeness of output	Orlikowski and Baroudi (1988)
Measurement of Web Customer Satisfaction	Relevance: Applicable, Related, Pertinent Understandability: Clear in Meaning, Easy to Understand, Easy to read Reliability: Trustworthy, Accurate, Credible Adequacy: Sufficient, Complete, Necessary Topics Scope: Wide Range, Wide Variety of Topics, Different Subjects Usefulness: Informative, Valuable	McKinney, Yoon, and Zahedi (2002)

Table 5 Some of the information quality measures used in past research (Continued)

Area of the study	Description of the measures	Author
Success factors in the university's Departmental Accounting System	Output is presented in a useful format, Satisfied with the accuracy of the system, Clear information, Accurate System, Sufficient information, Up-to-date information, Information needed in time, Provide reports that needed precise information, Information content addresses needs	P. Seddon and Kiew (1996)
End users computer satisfaction	<p>Content: Relevancy of output information is useful, Does the information content meet users' needs, Output information is relevant, Completeness of output information</p> <p>Accuracy: Output information is accurate, Accuracy of output information is satisfactory</p> <p>Format: Format of output information is useful, Format of output information is clear</p> <p>Ease of Use: System is user friendly, System is easy to use</p> <p>Timeliness: Timely information, Up-to- date information</p>	Doll and Torkzadeh (1988)

Table 5 Some of the information quality measures used in past research (Continued)

Area of the study	Description of the measures	Author
Quality dimensions in the actual usage of mobile banking services	Up-to-date, easy to understand, complete	Sharma and Sharma (2019)

Research suggested that information quality affects customer satisfaction Ghasemaghaei and Hassanein (2015) and organizational efficiency (Gorla et al., 2010).

***Hypothesis 2.** Information quality in an online brand community positively influences user satisfaction*

2.5 System Quality (Independent Variable III)

System quality could define as the desired characteristics of a system (DeLone & McLean, 2003). The system quality represents the system's overall performance (Lee & Chung, 2008). Facebook's system also encourages the ease of use for users (Keenan & Shiri, 2009). According to Gorla et al. (2010), system quality also refers to the quality of information processing it is contain 2 important parts. First, the information system excellence is characterized by the state-of-the-art technology for instance, functions and features of the system. Secondly, the information system value which is represented by the user-friendly interface, easy-to-use system and easy-to-maintain system. Regarding to the Facebook system, Facebook always develops the system in terms of key functions, features, and user-friendly interface to facilitate user's lifestyle. Thus, to measure system quality, the variable such as reliability, convenient to access, easy to use and flexibility have been used in order to determine the key success for Facebook use.

A well-designed system is imperative for gaining organizational benefits such as cost reduction, enhanced process efficiency and increased revenues. Contrarily, an ill-designed system can prove to be destructive to organizations and lead to heightened product cost and inferior organizational efficiency (Ghasemaghaei & Hassanein, 2015; Gorla et al., 2010) System quality reflects user perceptions with respect to the ease of use, navigation, user friendliness and security of the system over time (Barreda, Bilgihan, Nusair, & Okumus, 2015)

Table 6 Some of the service quality measures used in past research

Area of the study	Description of the measures	Author
Success of ecommerce context	Assurance, empathy, responsiveness.	DeLone and McLean (2003)
Service quality in e-tax service in Ireland	Efficiency, System availability, Fulfilment, Privacy, Responsiveness Efficiency, Compensation, Contact, Perceived value, Loyalty intentions	Connolly and Bannister (2008)
Measuring Web based service quality	Responsiveness, Competence, Quality of information, Empathy, Web assistance, Call-back systems	Li, Tan, and Xie (2002)
Quality dimensions in the actual usage of mobile banking services	Helpful, pay personal attention, adequate knowledge	Sharma and Sharma (2019)

Table 6 Some of the service quality measures used in past research (Continued)

Area of the study	Description of the measures	Author
E-S-Qual for assessing electronic service quality	<p>Efficiency: This site makes it easy to find what I need, easy to get anywhere on the site, complete a transaction quickly, site is well organized, fast loading, simple to use, site enables me to get onto it quickly, well organized site.</p> <p>Fulfilment: It delivers orders when promised, makes items available for delivery within a suitable time frame, quick delivery, sends out the items ordered, items in stock, truthful about its offerings, accurate promises about delivery of products.</p> <p>System availability: Site is always available, site launches and runs right away, site does not crash, Pages at this site do not freeze after entering order information.</p> <p>Privacy: It protects information, does not share personal information with other sites, and protects information about my credit card.</p>	Parasuraman, Zeithaml, and Malhotra (2005)

A system that presents accurate and complete information to the members in an easy-to-interpret form is perceived to be more effective in function and helpfulness (Barreda et al., 2015) The quality of a system provides first impression to its users to respond favorably to the visible elements of the brand; ensures customer satisfaction, develops trust, and induces repeat purchases (Barreda et al., 2015; Shin, Chung, Oh, & Lee, 2013) If users perceive a system to be of high quality, they are more likely to satisfy with the system. Therefore, we posit the link between system quality and user satisfaction:

***Hypothesis 3.** System quality in an online brand community positively influences user satisfaction*

2.6 Satisfaction (Dependent Variable)

Satisfaction reflects perceptions associated with comparing pre-conceived expectations with the actual experience of using a product with positive or negative expectations directly influencing satisfaction levels (Oliver, 2010).

User satisfaction could determine as “a customer’s judgment that consumption of a particular products or services is providing a pleasurable level of fulfillment of the customers’ needs, desires and goals” (Johnson & Fornell, 1991). As Lee and Chung (2008) mention, they have found that user satisfaction is a common measure of IS success because it can be used for measuring the effectiveness of the system. It can conclude as development of relationship with service provider can also be transfer into the satisfaction such as the prolonged relationship which creates the long-term relationship (Kinard & Capella, 2006) and customer’s needs, customer’s expectation (Lin & Lee, 2006).

Sport consumer satisfaction has been shown to have a positive impact on behavioral intentions, related to future purchase intentions, the re-use of stadium services or re-attending sport events (Biscaia et al., 2012; B. Chen et al., 2013; Theodorakis et al., 2013). The notion of satisfaction can reflect a response associated with attaining pleasurable fulfillment in regard to experiencing sport attributes (Yoshida & James, 2010). Indeed, a significant relationship between the satisfaction

experienced and subsequent behavioral intention of a person to undertake some further activity has been well established (Biscaia et al., 2012). Social media use by consumers can lead to satisfaction and subsequent loyalty in regard to products, a service or brand (Oliveira, Huertas, & Lin, 2016). Several sport-related social media studies have indirectly examined satisfaction through the personal attitude construct which has subsequently shaped behavioral intention to undertake future actions (Mahan, 2011; X. Wang, 2015).

2.7 The Football Association of Thailand under Patronage of His Majesty the King: FA Thailand

Similar to all the other places in the world, football is popular in Thailand. Statistic under the topic of “Thailand: What sports do you regularly participate in?” shows the results of a survey on the kind of participated in sports in Thailand in 2018. During the survey, 7.37 percent of respondents in Thailand stated they play soccer/football regularly (The Statistics Portal, 2018)

King Rama VI established the Football Association of Siam under the Royal Patronage of His Majesty the King on 25 April 1916. They joined FIFA on 23 June 1925 and AFC in 1954. The purpose of the Football Association was to organize and manage the football competitions in Thailand. The early objectives of the program were to promote sportsmanship, unity, endurance, courage and physical strengthens. The first formal public football competitions organized and managed in Thailand were established in 1900 during the region of King Rama V by The Ministry of Public Instruction & Religion. Trophies were rewarded to the winner since 1983. There had been other competitions such as: the Thailand Cup, Thailand Soccer League, Toyota Cup and Maha Vajiralongkron Cup which had monetary prizes for the winner, which increased each year to develop greater performance. Later on, in 1991 and 1992, the Football Association and private sectors organized and managed semi-professional football competitions. In 1996, the Football Association organized and managed a football competition to develop the professional play of the game.

Table 7 List of presidents of the Football Association of Thailand under Patronage of His Majesty the King

Presidency	President	Took office	Left office
1	Fuang Puengboon	1916	1919
2	Chatwarid Kasemsan	1919	1922
3	Anura Kanejohn	1922	1925
4	Fuen Puengboon	1925	1928
5	Chalern Chenakool	1928	1931
6	Tetsuthorn Kanjanasap	1931	1934
7	Samakhom Kittiyakorn	1934	1938
8	Jiam Jiarakool	1953	1955
9	Pachern Nimitbutr	1955	1956
10	Jampen Jarusatian	1960	1961
11	Torsak Yommanart	1961	1973
12	Prachoom Rattanapian	1976	1977
13	Anu Romyanont	1975 1978	1976 1988
14	Chalor Kerdthes	1988	1995
15	Vijit Ketkaew	1995	2008
16	Worawi Makudi	2008	2015
17	Somyot Poompanmoung	2016	Present

League competitions in Thailand include Thai League 1 (Toyota Thai League), Thai League 2 (M-150 Championship), Thai League 3 (Omsin League Pro), Thai League 4 (Omsin League) and Thailand Amateur League. Cup competitions in Thailand include Thai FA Cup, Thai League Cup, Thailand Champions Cup, King's Cup, Queen's Cup.

FA Thailand Facebook fan page is the official Facebook fan page of the Football Association of Thailand under Patronage of His Majesty the King which is the governing body of association football, futsal and beach soccer in Thailand. The target population of the present study is the FA Thailand Facebook fan page followers. There are 243,063 users who followed the FA Thailand Facebook fan page (as of 1st August 2019).

Table 8 Thai Premier League 2018 table (as of 24th October 2018)

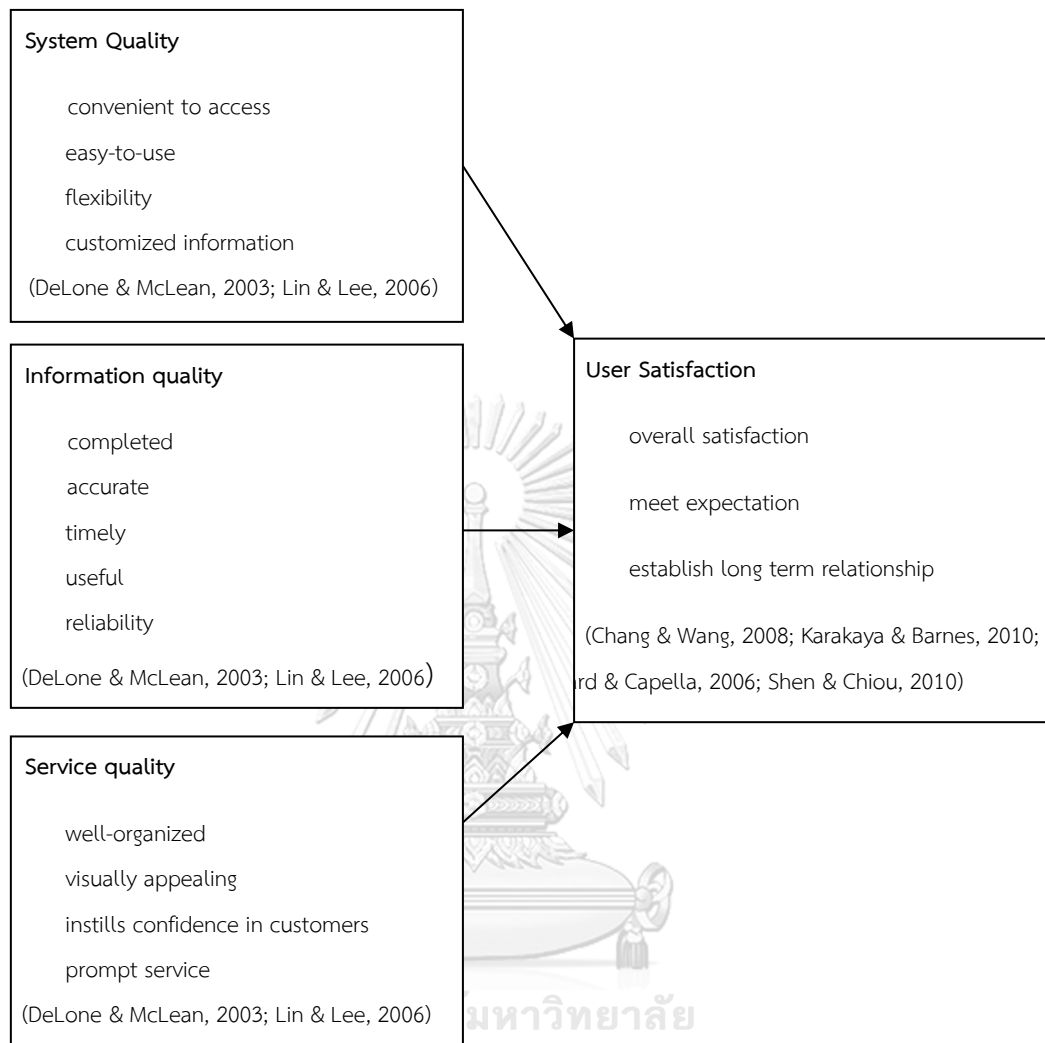
<i>Pos</i>	<i>Club</i>	<i>Pld</i>	<i>W</i>	<i>D</i>	<i>L</i>	<i>GF</i>	<i>GA</i>	<i>GD</i>	<i>Pts</i>
1	Buriram United Football Club	34	28	3	3	76	25	51	87
2	Bangkok United	34	21	8	5	68	36	32	71
3	Port FC	34	19	4	11	73	45	28	61
4	SCG Muangthong United	34	16	11	7	65	53	12	59
5	Chiangrai United	34	15	10	9	52	36	16	55
6	PT Prachuap FC	34	15	8	11	56	46	10	53
7	Nakhonratchasima FC	34	13	8	13	36	44	-8	47
8	Suphanburi FC	34	13	7	14	50	62	-12	46
9	Chonburi FC	34	11	13	10	43	35	8	46
10	Ratchaburi Mitr Phol FC	34	13	7	14	45	53	-8	46
11	Sukhothai FC	34	12	7	15	53	63	-10	43
12	Pattaya United	34	12	7	15	50	53	-3	43
13	Bangkok Glass FC	34	11	9	14	46	52	-6	42
14	Chainat Hornbill Football Club	34	11	9	14	55	47	8	42
15	Police Tero FC	34	10	6	18	53	66	-13	36
16	Rajchanavy football club	34	7	9	18	44	85	-41	30
17	Ubon UMT United	34	6	8	20	39	58	-19	26
18	Air Force Central	34	4	4	26	32	78	-46	16

Note: Pos denotes position; Pld denotes played; W denotes wins; D denotes draws; L denotes losses; GF denotes goals for; GA denotes goals against; GD denotes goal difference; Pts denotes points.

Table 9 Official club fan page followers (as of 24th October 2018)

<i>Pos</i>	Club	Facebook	Total Likes	Total follows
1	SCG Muangthong United	Muangthong United FC.	2,299,749	2,295,536
2	Buriram United Football Club	BURIRAM UNITED	1,563,330	1,558,003
3	Chonburi FC	Chonburi Football Club	1,082,544	1,072,750
4	Chiangrai United	Chiang Rai United FC	716,594	714,575
5	Bangkok United	True Bangkok United	388,451	389,665
6	Police Tero FC	Police Tero FC	365,805	374,033
7	Suphanburi FC	Suphanburi FC	319,542	316,337
8	Bangkok Glass FC	Bangkok Glass FC	226,613	229,169
9	Port FC	Port FC	164,982	166,299
10	Ratchaburi Mitr Phol FC	Ratchaburi Mitr Phol FC	112,915	114,044
11	Chainat Hornbill Football Club	CHAINAT Football Club	100,287	102,147
12	Pattaya United	Pattaya United	70,291	70,636
13	Sukhothai FC	Sukhothai FC	58,872	61,575
14	Ubon UMT United	UBON UMT UNITED FANCLUB	57,583	58,261
15	Nakhonratchasima FC	Nakhonratchasima FC	55,136	56,024
16	PT Prachuap FC	PT Prachuap FC	52,514	53,828
17	Air Force Central	Air Force United FC	38,657	38,981
18	Rajchanavy football club	Rajchanavy footballclub	27,098	27,116

2.8 Conceptual framework



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Figure 6 Conceptual framework

CHAPTER 3

RESEARCH METHODOLOGY

In this chapter, the methodological approach for the purpose of this empirical testing will be explained, including:

1. Research Design
2. Data Collection Procedure
 - Population
 - Sampling Technique and Method
3. Research tools
4. Data Collection & Data Analysis Methods
 - Data collection
 - Data Analysis

3.1 Research Design

The study aims to explore how the different quality dimensions affect the social media users' satisfaction and to study quality factors that influence user satisfaction of FA Thailand Facebook fan page followers. The research was designed as quantitative study. The channel was the official fan page of the Football Association of Thailand under Patronage of His Majesty the King (FA Thailand), for social media marketing the chosen platform was Facebook. We chose Facebook as the social media platform in this study as it was the most widely adopted social media site in Thailand with activities on the site being much higher than the global average (Vichienwanitchkul, 2015). The dependent variable is user satisfaction. The three dependent variables are: system quality, information quality and service quality.

Steps of our research process

Step 1: Identify the problem: The first step in the process is to identify a problem and develop a research question which the intensity of usage and popularity of social media, and necessity of system evaluation in order to analyze

effectiveness and improvements to better meet the organizational targets and users' expectations.

Step 2: Review the literature: Since the problem has been identified, we have learned more about the topic under investigation. We reviewed the literature related to the research problem such as social media usage and platforms, communication theories, D&M IS success model and research in sport context. This step provides foundational knowledge about the problem area.

Step 3: Clearly define terms and concepts: Terms and concepts are words or phrases used in the purpose statement. There are 5 operation definitions of this study; system quality, information quality, service quality, user, and user satisfaction. These items need to be specifically defined as they apply to the study to minimize confusion about what the terms and phrases mean. By defining the terms or concepts more narrowly, the scope of the study is more manageable and also makes the concepts more understandable.

Step 4: Define the population: Defining clearly the population is a fundamental component of research design because the way in which the population is defined dictates the scope and mathematical analysis of the study. There are 243,063 users who followed the FA Thailand Facebook fan page (as of 1st August 2019). The sample of this research is 400 which is calculated by using Taro Yamane (Yamane, 1973) formula with 95% confidence level & P= 5%.

Step 5: Develop the Instrumentation plan: The instrumentation plan serves as the road map for the entire study; specifying who will be participants in this study, how, when, where data will be collected, how the data will be analyzed and items of the questionnaire.

Step 6: Collect data: Data collection is the process of gathering and measuring information. This quantitative research was conducted from September to October 2019. Questionnaires were dispersed to FA Thailand Facebook fan page followers by post invitation to participate in the online questionnaire.

Step 7: Analyze the data: Data analysis is an illustrative method of applying the statistical and hypothesis testing. A multiple regression analysis approach is

adopted in our data analysis. The statistical package SPSS 18.0 will be used. The hypotheses will be tested at significance level 5.

Step 8: Discussion, conclusion, limitation and future research

3.2 Data Collection Procedure

The details of population, sampling technique and method, research tools and data analysis as mentioned as follows:

3.2.1 Population

The target population of the present study was the FA Thailand Facebook fan page followers. There were 243,063 users who followed the FA Thailand Facebook fan page (as of 1st August 2019).

3.2.2 Sampling Technique and Method

Non-Probability Sampling (Accidental or Haphazard Sampling) was used in this study. Non-probability sampling was used in studies where it was not possible to draw random probability sampling and the odds of any member being selected for a sample cannot be calculated. The sample of this research is 400 which was calculated by using Taro Yamane (Yamane, 1973) formula with 95% confidence level & P= 5%. We used a web survey tool and online surveys were created as web forms with a database to store the answers and statistical software to provide analytics. An online survey was a questionnaire that the target audience can complete over the Internet. Questionnaires were dispersed by post invitation to participate in the online questionnaire via web link collectors which allow one response per respondent. Multiple Responses must be turned off and a respondent can only take the survey once per browser or Facebook's account. Cookies must be enabled on the respondent's browser for this "one response per computer" setting. The cookie remembers the survey was already taken from that browser. In case of trying to access the survey again on the same browser using the same Web Link, they will see a notification that they have already taken the survey.

3.3 Research Tools

Service quality, information quality, system quality and user satisfaction were the four dimensions that use to investigate in this study. We developed 17 items from existing measures based on the work of (Chang & Wang, 2008; DeLone & McLean, 2003; Karakaya & Barnes, 2010; Kinard & Capella, 2006; Lin & Lee, 2006; Shen & Chiou, 2010). Three quality dimensions are developed from Lin and Lee, 2006 and DeLone and McLean, 2003. Items that ask about satisfaction was adopted from (Chang & Wang, 2008; Karakaya & Barnes, 2010; Kinard & Capella, 2006; Shen & Chiou, 2010). The 17-item questionnaire was measured by five-point Likert scale.

Survey questions were developed in English and then translated into Thai. These items were assessed for content validity. The index of item-objective congruence (IOC) developed by Rovinelli and Hambleton (1977) was a procedure used in test development for evaluating content validity at the item development stage. The questionnaire in Thai was examined and reviewed by experts. The results were integrated and evaluated based on clarify of the comments. The items were completed by experts on a scale ranging from ‘-1’ (disagree, clearly not measuring), ‘0’ (neither agree nor disagree, degree to which it measures the content area is unclear) to ‘1’ (agree, for clearly measuring). The results were calculated, and the IOC formula was described as shown below:

$$IOC = \frac{\sum R}{N}$$

IOC is the Index of Item-Objective Congruence. $\sum R$ appoints the summary of the specialist score. R represents the score of each expert’s comment for each item. The experts completed items on a scale ranging from (-1) ‘disagree’ (0) ‘neither agree nor disagree’ to (1) ‘agree’. N represents the total number of the experts. The IOC score of more than 0.5 will be considered to indicate good item validity. Theoretically, the value of the factor loading that does not pass the recommended suppress level of 0.4 should be removed from the scale (Hair, Black, Babin, Anderson, & Tatham, 2006). After generating a list of items in Thai, the items were

assessed for content validity. The results showed that the average Index of Item Objective Congruence (IOC) score was 0.98, which mean that the items had content validity (Hair, Black, Babin, & Anderson, 2014).

Furthermore, two pilot studies were conducted: (1) a check of the functionality and timing in survey format (n = 15), and (2) a preliminary questionnaire for the calculation of Cronbach's alpha coefficients (n = 30). The results showed that the average time to complete the survey questionnaire was approximately 15 minutes. Cronbach's alpha coefficient was 0.979, which meant that items had internal consistency and reliability (Hair et al., 2014).

Table 10 The 17-item questionnaire

Items
<p>Service Quality (DeLone & McLean, 2003; Lin & Lee, 2006)</p> <p>The features of FA Thailand Facebook fan page have a well-organized appearance</p> <p>Using FA Thailand Facebook fan page for social media is visually appealing</p> <p>Using FA Thailand Facebook fan page for social media instills confidence in customers</p> <p>Using FA Thailand Facebook fan page for social media gives prompt service</p>
<p>Information Quality (DeLone & McLean, 2003; Lin & Lee, 2006)</p> <p>Using FA Thailand Facebook fan page for social media provides completed information</p> <p>Using FA Thailand Facebook fan page for social media provides accurate information</p> <p>Using FA Thailand Facebook fan page for social media provides timely information</p> <p>Using FA Thailand Facebook fan page for social media provides useful information</p> <p>Using FA Thailand Facebook fan page for social media is reliability</p>

Table 10 The 17-item questionnaire (Continued)

Items
<p>System Quality (DeLone & McLean, 2003; Lin & Lee, 2006)</p> <p>Using FA Thailand Facebook fan page for social media is convenient to access</p> <p>Using FA Thailand Facebook fan page for social media is easy to use</p> <p>Using FA Thailand Facebook fan page for social media has flexibility</p> <p>Using FA Thailand Facebook fan page for social media provides customized information</p>
<p>Satisfaction (Chang & Wang, 2008; Karakaya & Barnes, 2010; Kinard & Capella, 2006; Shen & Chiou, 2010)</p> <p>Services provided by FA Thailand Facebook fan page can satisfy me</p> <p>Social media via FA Thailand Facebook fan page meets my expectation</p> <p>Overall, I am satisfied with Social Media via FA Thailand Facebook fan page</p> <p>Social media via FA Thailand Facebook fan page try very hard to establish long term relationship</p>

3.4 Data Collection & Data Analysis Methods

3.4.1 Data Collection

This quantitative research was conducted from September to October 2019. Questionnaires were dispersed to FA Thailand Facebook fan page followers by post invitation to participate in the online questionnaire. Questionnaires will be distributed by accidental sampling (non-probability sampling).

3.4.2 Data Analysis

Statistical hypothesis testing, a multiple regression analysis approach was adopted in our data analysis. The multiple regression equation is as follows:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3$$

Where,

Y = User satisfaction

X₁ = Service quality

X₂ = Information quality

X₃ = System quality

The statistical package SPSS 18.0 was used. The hypotheses were tested at significance level 5%. Interpretation of scale scores based on the five-point scale ranges measuring the degree of the characteristic of satisfaction from “Strongly satisfied” to “Strongly dissatisfied” analyzing at the average of *mean* (\bar{x}) and Standard Deviation (S.D) (Likert, 1932). The following format of a typical five-level Likert item was used.

Average	Meaning
1	Strongly Dissatisfied (Strongly Disagree)
2	Dissatisfied (Disagree)
3	General (Undecided)
4	Satisfied (Agree)
5	Strongly Satisfied (Strongly Agree)

To interpret interval scale results and calculate the class interval using the following formula: Class interval = range ÷ number of classes.

$$\text{Interval (I)} = \frac{\text{Range (R)}}{\text{Class (C)}}$$

The following criteria of scale interpretation will be used.

Average	Meaning
1.00-1.49	Strongly Dissatisfied (Strongly Disagree)
1.50-2.49	Dissatisfied (Disagree)
2.50-3.49	General
3.50-4.49	Satisfied (Agree)
4.50-5.00	Strongly Satisfied (Strongly Agree)

CHAPTER 4

RESEARCH RESULTS AND ANALYSIS

In the following chapter, data analysis for the purpose of this empirical testing will be described including:

1. Demographic data
2. Descriptive Results of Independent and Dependent Variables
3. Hypothesis Testing

4.1 Profiles of Respondents

This study is conducted by random distribution among individuals and the online questionnaire. We collected 400 questionnaires in this research from respondents who were above 18 years old and had ever visited FA Thailand Facebook Fan Page. The total study sample included 332 males and 68 females in 5 consecutive age groups: 18-25 (n=52), 26-33 (n=196), 34-41 (n=94), 42-49 (n=42), 50 and older (n=16). Information regarding the gender was collected and presented in Table 11. Information regarding the age was collected and presented in Table 12.

Table 11 Respondents' Gender

Gender	Frequency	Percentage
Male	332	83.0
Female	68	17.0
Total	400	100.0

As shown in Table 11, the majority of them were male, which accounted for 332 persons or 83%. Only 68 respondents were female for another 17%.

Table 12 Respondents' Age

Age	Frequency	Percentage
18 - 25 years old	52	13.0
26 - 33 years old	196	49.0
34 - 41 years old	94	23.5
42 - 49 years old	42	10.5
50 years old or above	16	4.0
Total	400	100.0

Most respondents for 196 of them or 49% were between 26 – 33 years old. There were 94 respondents or 23.5% who were 34 – 41 years old; 52 respondents or 13% were between 18 – 25 years old; 42 respondents or 10.5% were between 42 - 49 years old; and the remaining 16 respondents or 4% were between 50 years old or above.

4.2 Descriptive Results of Independent and Dependent Variables

4.2.1 Service Quality

Service quality was measured by four constructs, including “The features of FA Thailand Facebook fan page have a well-organized appearance”, “FA Thailand Facebook fan page is visually appealing”, “FA Thailand Facebook fan page instills confidence in users”, and “FA Thailand Facebook fan page gives prompt response to user’s comments or questions”. The descriptive statistics and mean interpretation of each construct and the average of service quality overall were demonstrated in Table 13 below.

Table 13 Descriptive Results of Service Quality

Variables	Mean	Std.	
		Deviation	Result
The features of FA Thailand Facebook fan page have a well-organized appearance.	3.47	0.85	General
FA Thailand Facebook fan page is visually appealing	3.59	0.65	Agree
FA Thailand Facebook fan page instills confidence in users.	3.76	0.69	Agree
FA Thailand Facebook fan page gives prompt response to user's comments or questions.	3.55	0.65	Agree
Service Quality	3.59	0.64	Agree

From Table 13, the results showed that the service quality of FA Thailand Facebook fan page was perceived as “Agree” (mean = 3.59, S.D. = 0.64). The highest level of agreement was for “FA Thailand Facebook fan page instills confidence in users” (mean = 3.76, S.D. = 0.69); followed by “FA Thailand Facebook fan page is visually appealing” (mean = 3.59, S.D. = 0.65), “FA Thailand Facebook fan page gives prompt response to user's comments or questions” (mean = 3.55, S.D. = 0.65), and “The features of FA Thailand Facebook fan page have a well-organized appearance” (mean = 3.47, S.D. = 0.85), respectively.

4.2.2 Information Quality

Information quality was measured by five constructs, including “FA Thailand Facebook fan page provides completed information about the association”, “FA Thailand Facebook fan page for social media provides accurate information about the association”, “FA Thailand Facebook fan page provides timely information about the association”, “FA Thailand Facebook fan page provides useful information about the football competition in the country”, and “The information on FA Thailand Facebook fan page is reliable”. The descriptive statistics and mean interpretation of each construct and the average of information quality overall were demonstrated in Table 14 below.

Table 14 Descriptive Results of Information Quality

Variables	Mean	Std. Deviation	Result
FA Thailand Facebook fan page provides completed information about the association.	3.45	0.79	General
FA Thailand Facebook fan page for social media provides accurate information about the association	3.57	0.69	Agree
FA Thailand Facebook fan page provides timely information about the association	3.33	1.00	General
FA Thailand Facebook fan page provides useful information about the football competition in the country.	3.31	0.79	General
The information on FA Thailand Facebook fan page is reliable.	3.33	0.77	General
Information quality	3.40	0.71	General

From Table 14, the results showed that the information quality of FA Thailand Facebook fan page was perceived as “general” (mean = 3.40, S.D. = 0.71). The highest level of agreement was for “FA Thailand Facebook fan page for social media provides accurate information about the association” (mean = 3.57, S.D. = 0.69); followed by “FA Thailand Facebook fan page provides completed information about the association” (mean = 3.45, S.D. = 0.79), “FA Thailand Facebook fan page provides timely information about the association” (mean = 3.33, S.D. = 1.00), “The information on FA Thailand Facebook fan page is reliable” (mean = 3.33, S.D. = 0.77) and “FA Thailand Facebook fan page provides useful information about the football competition in the country” (mean = 3.31, S.D. = 0.79), respectively.

4.2.3 System Quality

System quality was measured by four constructs, including “FA Thailand Facebook fan page is convenient to access”, “FA Thailand Facebook fan page is easy to use”, “FA Thailand Facebook fan page has flexibility”, and “FA Thailand Facebook fan page provides customized information”. The descriptive statistics and mean interpretation of each construct and the average of system quality overall were demonstrated in Table 15 below.

Table 15 Descriptive Results of System Quality

Variables	Std.		Result
	Mean	Deviation	
FA Thailand Facebook fan page is convenient to access	3.40	0.61	General
FA Thailand Facebook fan page is easy to use	3.47	0.60	General
FA Thailand Facebook fan page has flexibility	3.26	0.68	General
FA Thailand Facebook fan page provides customized information	3.54	0.59	Agree
System quality	3.42	0.53	General

From Table 15, the results showed that the system quality of FA Thailand Facebook fan page was perceived as “general” (mean = 3.42, S.D. = 0.53). The highest level of agreement was for “FA Thailand Facebook fan page provides customized information” (mean = 3.54, S.D. = 0.59); followed by “FA Thailand Facebook fan page is easy to use” (mean = 3.47, S.D. = 0.60), “FA Thailand Facebook fan page is convenient to access” (mean = 3.40, S.D. = 0.61), and “FA Thailand Facebook fan page has flexibility” (mean = 3.26, S.D. = 0.68), respectively.

4.2.4 User satisfaction

User satisfaction was measured by four constructs, including “Services provided on FA Thailand Facebook fan page can satisfy me”, “Social media use for FA Thailand Facebook fan page meets my expectation”, “Overall, I am satisfied with Social Media via FA Thailand Facebook fan page”, and “FA Thailand Facebook fan page try very hard to establish long term relationship with football fans”. The descriptive statistics and mean interpretation of each construct and the average of user satisfaction overall were demonstrated in Table 16 below.

Table 14 Descriptive Results of User satisfaction

Variables	Std.		Result
	Mean	Deviation	
Services provided on FA Thailand Facebook fan page can satisfy me	3.44	0.78	General
Social media use for FA Thailand Facebook fan page meets my expectation	3.52	0.69	Satisfied
Overall, I am satisfied with Social Media via FA Thailand Facebook fan page	3.50	0.73	Satisfied
FA Thailand Facebook fan page try very hard to establish long term relationship with football fans.	3.46	0.69	General
User satisfaction	3.48	0.68	General

From Table 16, the results showed that the user satisfaction of FA Thailand Facebook fan page was perceived as “general” (mean = 3.48, S.D. = 0.68). The highest level of agreement was for “Social media use for FA Thailand Facebook fan page meets my expectation” (mean = 3.52, S.D. = 0.69); followed by “Overall, I am satisfied with Social Media via FA Thailand Facebook fan page” (mean = 3.50, S.D. = 0.73), “FA Thailand Facebook fan page try very hard to establish long term relationship with football fans” (mean = 3.46, S.D. = 0.69), and “Services provided on FA Thailand Facebook fan page can satisfy me” (mean = 3.44, S.D. = 0.78), respectively.

4.3 Hypothesis Testing

Multiple linear regression analysis was used to examine the influence of service quality, information quality, and system quality on user satisfaction toward the use of FA Thailand Facebook fan page. The results of analysis were demonstrated in Table 17 below.

Table 15 Significance of Independent Variables

Source of variation	Sum of Squares	df	Mean Square	F	p
Regression	141.515	3	47.172	419.064	.000*
Residual	44.575	396	.133		
Total	186.090	399			

Note: * Significant at $p < 0.05$

$R = 0.872$ $R^2 = 0.760$ Adjusted $R^2 = 0.759$ Std. Error of the estimate = 0.33551

From Table 17, there are multiple correlations ($R = 0.872$) of three significant predictors with the criterion (dependent variable), the quality factors that influence user satisfaction are service quality, information quality, and system quality. The three factors have a significant effect size, which explains 76 percent of the variability towards the user satisfaction.

On the same note, given the adjusted R square for the model of 0.759. The adjusted R square showed that in the population, the three factors account for 75.9 percent of the variance contributing to higher user satisfaction. It suggests that quality factors can collectively explain user satisfaction toward the use of FA Thailand Facebook fan page. Furthermore, quality factors have a significant effect ($p < .05$) on the dependent variable (user satisfaction) in this study.

Table 16 Results of Multiple Linear Regression Analysis

Variables (x)	B	β	t	p-value
(Constant)	.024			
Service quality	.283	.265	5.751	.000*
Information quality	.451	.466	9.984	.000*
System quality	.280	.217	6.058	.000*

Note: * Significant at $p < 0.05$

$R = 0.872$ $R^2 = 0.760$ Adjusted $R^2 = 0.759$ Std. Error of the estimate = 0.33551

The results of multiple linear regression analysis are demonstrated in Table 18. Three significant predictors (three independent variables) are positively related to the criterion in the regression. Information quality has the highest regression coefficient at 0.451, followed by service quality 0.283, and system quality, 0.280. These factors are included in the multiple regression equation. The multiple regression equation is as follows:

$$Y = 0.024 + 0.283X_1 + 0.451X_2 + 0.280X_3$$

From the multiple regression equation above, it can be explained that the system quality has a positive impact on user satisfaction toward the use of FA Thailand Facebook fan page ($\beta = .217$, Sig. < .05). Therefore, H1 was accepted. It confirmed that system quality in an online brand community positively influences user satisfaction in the case of FA Thailand Facebook fan page. This means that the higher level of system quality will contribute to higher level of user satisfaction, while lower level of system quality will also contribute to lower level of user satisfaction.

The results showed that the information quality has a positive impact on user satisfaction toward the use of FA Thailand Facebook fan page ($\beta = .466$, Sig. < .05). Therefore, H2 was accepted. It confirmed that information quality in an online brand community positively influences user satisfaction in the case of FA Thailand Facebook fan page. This means that the higher level of information quality will

contribute to higher level of user satisfaction, while lower level of information quality will also contribute to lower level of user satisfaction.

The results suggested that the service quality has a positive impact on user satisfaction toward the use of FA Thailand Facebook fan page ($\beta = .265$, Sig. < .05). Therefore, H3 was also accepted. It confirmed that service quality in an online brand community positively influences user satisfaction in the case of FA Thailand Facebook fan page. This means that the higher level of service quality will contribute to higher level of user satisfaction, while lower level of service quality will also contribute to lower level of user satisfaction.

The results showed that information quality has the strongest influence on user satisfaction toward the use of FA Thailand Facebook fan page, followed by service quality and system quality, respectively.



CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

In this chapter, key findings are discussed including:

1. Conclusion
2. Recommendations
3. Suggestion for Future Research

5.1 Conclusions

In Thailand, Facebook is emerging as the largest social media networks, which has been creating a sound environment to marketers for touching with this community. It is a convenient channel for effectively and timely accessing to product information and provide excellent tools to communicate with customers through “Facebook fan page”. These Facebook fan pages contain information about the brand such as contact information and website information. Moreover, firms can provide additional information about new products or services, current promotions or special events. Facebook is used as marketing tool by companies via their own fan page on Facebook to promote their brands and images to enhance the customer’s relationships. While sports have become increasingly commercialized in Thailand, the objective of this study is to understand customers’ satisfaction with football association on social media. The survey method was used to evaluate the four determinant factors; service quality, information quality, system quality, on user satisfaction. By exploring the relationships among these constructs, this study provides businesses with brand community strategies to enhance and promotes the community satisfaction.

The data was collected from 400 respondents who were above 18 years old and had ever visited FA Thailand Facebook Fan Page. The majority of them were male; and between 26 – 33 years old. The results of our measurement conformed to our hypotheses and the information systems success theory.

The results from descriptive analysis showed that service quality of FA Thailand Facebook fan page was perceived as “agree”, while information quality of FA Thailand Facebook fan page was perceived as “general”; system quality of FA Thailand Facebook Fan page was perceived as “general”; and user satisfaction of FA Thailand Facebook Fan page was perceived as “general”. The results from hypothesis testing revealed that there is no collinearity problem among independent variables, including service quality, information quality, and system quality and these independent variables were not too correlated with each other. Service quality, information quality, and system quality can collectively explain user satisfaction toward the use of FA Thailand Facebook fan page with the variance explained of 75.9%. System quality, information quality, and service quality in an online brand community positively influences user satisfaction in the case of FA Thailand Facebook fan page. This means that the higher level of system quality, information quality, and service quality will contribute to higher level of user satisfaction, while lower level of system quality, information quality, and service quality will also contribute to lower level of user satisfaction as well. Among system quality, information quality, and service quality, the results suggested that information quality has the strongest influence on the user satisfaction toward the use of FA Thailand Facebook fan page, followed by service quality and system quality, respectively.

5.2 Recommendations

There are three recommendations based on the finding of this study.

1. The results suggested that information quality has the strongest influence on user satisfaction toward the use of FA Thailand Facebook fan page with the positive association. This means that the higher level of information quality will contribute to higher level of user satisfaction, while lower level of information quality will also contribute to lower level of user satisfaction. FA Thailand should try to further improve the information quality on its Facebook fan page through providing more useful information about competitions, reliable or official information and updated information of the association.

2 . The results suggested that service quality has positive impact on user satisfaction toward the use of FA Thailand Facebook fan page with the second strongest impact. Therefore, H3 was also accepted. The higher level of service quality will contribute to higher level of user satisfaction, while lower level of service quality will also contribute to lower level of user satisfaction. To further enhance the service quality, FA Thailand should try to further focus more on the organization of information on its Facebook fan page, to give prompt response to comments or questions on its Facebook fan page, as well as to make its Facebook fan page visually appealing such as the use of weekly top player's photo or shot from the national football competitions such as Thai Premier, or others, and international competition of Thailand national football teams.

3 . Finally, the results proved that system quality in an online brand community positively influences user satisfaction in the case of FA Thailand Facebook fan page. This means that the higher level of system quality will contribute to higher level of user satisfaction, while lower level of system quality will also contribute to lower level of user satisfaction. To further enhance the system quality, FA Thailand should try to further focus more on its flexibility, convenience in accessing, information search, and customized information. For example, FA Thailand Facebook fan page should have the link to clubs' website or fan page for the customized information, or that they can buy tickets from FA Thailand Facebook.

5.3 Suggestion for Future Research

This study was to explore the impact of service quality, information quality, and system quality on the user satisfaction toward the use of via FA Thailand Facebook fan page. The results, nonetheless, may not be applicable to the social media use of other organizations or brands due to difference in the nature of activities for nonprofit organizations. The future research is recommended to study the impact of service quality, information quality, and system quality on user satisfaction toward the use of professional football clubs' Facebook fan page for further comparison.

In addition, this study focuses only on the impact of service quality, information quality, and system quality on user satisfaction toward the use of via FA Thailand Facebook fan page, in which there might be other factors that may affect the user satisfaction such as marketing factors, organizational factors, or others. Hence, the influence of these factors should be examined in the future research.

Additionally, this study involved with the limitations of quantitative research as to give a clear understanding about the context of phenomenon. Therefore, the future research is recommended to apply qualitative research or even the mixed methods of both quantitative and qualitative approaches as to avoid the limitation of quantitative research.



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APPENDIX

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY



ผลการพิจารณาคุณภาพของแบบสอบถามโดยผู้ทรงคุณวุฒิ

การทดสอบค่าความตรงตามเนื้อหา (Content Validity Test)

การคำนวณค่าดัชนีความสอดคล้อง (Index Objective-Item Congruence : IOC) ของข้อคำถามกับวัตถุประสงค์ในงานวิจัย

$$\text{สูตรการคำนวณค่า IOC} = \frac{\sum R}{N}$$

IOC หมายถึง ค่าดัชนีความสอดคล้อง

$\sum R$ หมายถึง ผลรวมของคะแนนความคิดเห็นของผู้ทรงคุณวุฒิ

N หมายถึง จำนวนผู้ทรงคุณวุฒิทั้งหมด

ผู้ทรงคุณวุฒิ	คะแนนค่าเฉลี่ย
ท่านที่ 1	1
ท่านที่ 2	0.89
ท่านที่ 3	1
ท่านที่ 4	1
ท่านที่ 5	1
คะแนนรวมเฉลี่ย	0.98

สรุปผลการพิจารณาคุณภาพของแบบสอบถามโดยผู้ทรงคุณวุฒิ ด้วยวิธีการทดสอบค่าความตรงตามเนื้อหา (Content Validity Test) พบว่าค่าดัชนีความสอดคล้อง (Index Objective-Item Congruence : IOC) ของข้อคำถามกับวัตถุประสงค์ในงานวิจัย ของแบบสอบถามฉบับนี้ มีค่าเท่ากับ 0.98

ผลการทดสอบการทดสอบความน่าเชื่อถือ (Reliability Test)

โดยทำการแจกแบบสอบถามให้กับประชากรที่มีลักษณะคล้ายกับกลุ่มตัวอย่างจำนวน 30 คน เพื่อต้องการหาค่าสัมประสิทธิ์ความเชื่อมั่นของแบบสอบถาม (α -Coefficient) ของครอนบาร์ค โดยผลการทดสอบเท่ากับ 0.979

Reliability Statistics

Cronbach's Alpha	N of Items
.979	17



APPENDIX B

THE INSTITUTION REVIEW BOARD: CERTIFICATE OF APPROVAL

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY



The Research Ethics Review Committee for Research Involving Human Research
 Participants, Health Sciences Group, Chulalongkorn University
 Jamjuree 1 Building, 2nd Floor, Phyathai Rd., Patumwan district, Bangkok 10330, Thailand,
 Tel/Fax: 0-2218-3202, 0-2218-3049 E-mail: eccu@chula.ac.th

AF 02-12

COA No. 215/2019

Certificate of Approval

Study Title No. 116.1/62 : QUALITY FACTORS THAT INFLUENCE SATISFACTION OF THE FOOTBALL ASSOCIATION OF THAILAND UNDER PATRONAGE OF HIS MAJESTY THE KING FACEBOOK FANPAGE FOLLOWERS

Principal Investigator : MS. UNYARAT INTHARAPRASIT

Place of Proposed Study/Institution : Faculty of Sports Science,
 Chulalongkorn University

The Research Ethics Review Committee for Research Involving Human Research Participants, Health Sciences Group, Chulalongkorn University, Thailand, has approved constituted in accordance with Belmont Report 1979, Declaration of Helsinki 2013, Council for International Organizations of Medical Sciences (CIOM) 2016, Standards of Research Ethics Committee (SREC) 2013, and National Policy and guidelines for Human Research 2015.

Signature: *Prida Tasanapradit* Signature: *Nuntaree Chaichanawongsearoj*
 (Associate Prof. Prida Tasanapradit, M.D.) (Assistant Prof. Nuntaree Chaichanawongsearoj, Ph.D.)
 Chairman Secretary

Date of Approval : 15 July 2019

Approval Expire date : 14 July 2020

The approval documents including;

- 1) Research proposal
- 2) Participant Information Sheet
- 3) Researcher
- 4) Questionnaire



Protocol No. 116.1/62
 Date of Approval ... 15 JUL 2019
 Approval Expire Date ... 14 JUL 2020

The approved investigator must comply with the following conditions:

1. The research/project activities must end on the approval expired date of the Research Ethics Review Committee for Research Involving Human Research Participants, Health Sciences Group, Chulalongkorn University (RECCU). In case the research/project is unable to complete within that date, the project extension can be applied one month prior to the RECCU approval expired date.
2. Strictly conduct the research/project activities as written in the proposal.
3. Using only the documents that bearing the RECCU's seal of approval with the subjects/volunteers (including subject information sheet, consent form, invitation letter for project/research participation (if available).
4. Report to the RECCU for any serious adverse events within 5 working days
5. Report to the RECCU for any change of the research/project activities prior to conduct the activities.
6. Final report (AF 02-14) and abstract is required for a one year (or less) research/project and report within 30 days after the completion of the research/project. For thesis, abstract is required and report within 30 days after the completion of the research/project.
7. Annual progress report is needed for a two- year (or more) research/project and submit the progress report before the expire date of certificate. After the completion of the research/project processes as No. 6.

ชุดที่

ตัวอย่าง

แบบสอบถาม

เรื่อง ปัจจัยด้านคุณภาพที่มีอิทธิพลต่อความพึงพอใจของผู้ติดตามเฟชบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์

คำชี้แจง :

1. แบบสอบถามฉบับนี้ มีวัตถุประสงค์เพื่อศึกษาปัจจัยด้านคุณภาพที่มีอิทธิพลต่อความพึงพอใจของผู้ติดตามเฟชบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์
2. ผู้ตอบแบบสอบถามฉบับนี้ คือ ผู้ติดตามเฟชบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์ ซึ่งเป็นผู้มีอายุ 18 ปีขึ้นไป (1 บัญชีผู้ใช้ต่อแบบสอบถาม 1 ชุด)
3. แบบสอบถามนี้ แบ่งออกเป็น 3 ส่วน ประกอบด้วย

- ส่วนที่ 1 แบบสอบถามข้อมูลลักษณะประชากรและข้อมูลผู้ติดตามเฟชบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์
- ส่วนที่ 2 แบบสอบถามข้อมูลปัจจัยด้านคุณภาพของผู้ติดตามเฟชบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์
- ส่วนที่ 3 แบบสอบถามข้อมูลความพึงพอใจของผู้ติดตามเฟชบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์

หมายเหตุ: ท่านจะไม่ตอบคำถามข้อใดก็ได้หรือยุติการตอบคำถามเมื่อใดก็ได้ โดยจะไม่มีผลกระทบใดๆ ต่อสิทธิประโยชน์ที่ท่านจะได้รับ

ขอขอบคุณทุกท่านที่กรุณาสละเวลา ให้ความร่วมมือในการตอบแบบสอบถามมา ณ โอกาสนี้

อัญญารัตน์ อินทรประสิทธิ์
ผู้วิจัย

ส่วนที่ 1 แบบสอบถามข้อมูลลักษณะประชากรและข้อมูลผู้ติดตามเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์

คำชี้แจง : กรุณาทำเครื่องหมาย ✓ ลงใน ให้ตรงกับความเป็นจริงของท่านมากที่สุด

1. เพศ

- 1) ชาย 2) หญิง

2. อายุ

- 1) 18 – 25 ปี 2) 26 – 33 ปี
 3) 34 – 41 ปี 4) 42 – 49 ปี
 5) 50 ปีขึ้นไป

ส่วนที่ 2 แบบสอบถามข้อมูลปัจจัยด้านคุณภาพของผู้ติดตามเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์

คำชี้แจง : กรุณาทำเครื่องหมาย ✓ ลงในช่องด้านขวาให้ตรงกับความคิดเห็นของท่านที่มีต่อปัจจัยด้านคุณภาพของเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์

ปัจจัยด้านคุณภาพการบริการ (Service quality)	ระดับความคิดเห็นของผู้ติดตาม				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1. คุณลักษณะหรือตัวเลือกการใช้งานต่างๆ ของเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์มีการจัดการระบบที่ดี					
2. การใช้งานเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์มีความน่าดึงดูด					
3. การใช้งานเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์สร้างความมั่นใจต่อผู้ใช้งาน					
4. การใช้งานเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์ให้บริการอย่างทันท่วงที					

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เลขที่โครงการวิจัย 116.1/62

วันที่รับรอง 15 ก.ค. 2562

วันหมดอายุ 14 ก.ค. 2563

ปัจจัยด้านคุณภาพข้อมูล (Information quality)	ระดับความคิดเห็นของผู้ติดตาม				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
5. การใช้งานเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์ให้ข้อมูลที่ครบถ้วน					
6. การใช้งานเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์ให้ข้อมูลที่ถูกต้อง					
7. การใช้งานเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์ให้ข้อมูลที่ทันสมัย เป็นปัจจุบัน					
8. การใช้งานเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์ให้ข้อมูลที่เป็นประโยชน์					
9. การใช้งานเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์ให้ข้อมูลที่เชื่อถือได้					

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วันที่รับรอง... 15 ก.ค. 2562

วันหมดอายุ... 14 ก.ค. 2563

ปัจจัยด้านคุณภาพระบบ (System quality)	ระดับความคิดเห็นของผู้ติดตาม				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
10. การใช้งานเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์มีความสะดวกสบายในการเข้าใช้					
11. การใช้งานเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์มีความง่ายในการใช้งาน					
12. การใช้งานเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์ให้ความคล่องตัวในการใช้งาน					
13. การใช้งานเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์ให้ข้อมูลเฉพาะบุคคลที่ผู้ใช้งานสามารถกำหนดเองได้					

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ส่วนที่ 3 แบบสอบถามข้อมูลความพึงพอใจของผู้ติดตามเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์

คำชี้แจง : กรุณาทำเครื่องหมาย ✓ ลงในช่องด้านขวาให้ตรงกับความคิดเห็นของท่านที่มีต่อ ระดับความพึงพอใจเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์

ความพึงพอใจ (Satisfaction)	ระดับความพึงพอใจของผู้ติดตาม				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
14. บริการจากเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์สามารถทำให้ฉันพึงพอใจ					
15. การใช้งานเครือข่ายสังคมออนไลน์ผ่านเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์ตรงตามคาดหวังของฉัน					
16. โดยรวมแล้ว ฉันพึงพอใจต่อการใช้งานเครือข่ายสังคมออนไลน์ผ่านเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์					
17. เครือข่ายสังคมออนไลน์โดยเฟซบุ๊กแฟนเพจสมาคมกีฬาฟุตบอลแห่งประเทศไทย ในพระบรมราชูปถัมภ์แสดงให้เห็นถึงความตั้งใจอย่างมากต่อการสร้างเสริมความสัมพันธ์ระหว่างองค์กรกับผู้บริโภคในระยะยาว					

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ขอขอบคุณสำหรับการตอบแบบสอบถาม

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