

The Quality Factors Influencing Satisfaction of Thailand Volleyball Association Facebook Fanpage Followers

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Abstract: The objective of this research is to study quality factors that influence user satisfaction of Thailand Volleyball Association Facebook fan page followers. The research was designed as quantitative study (Survey Research). Non-Probability Sampling (Accidental or Haphazard Sampling) was used in this study. 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. The sample of this research is 1000 who were Thailand Volleyball Association Facebook fan page followers. The majority of respondents were female, which 549 or 54.90%, 451 respondents were male for another 45.10%. Most of them were between 26 – 35 years old and the most-followed Facebook fan page is Volleyballthailand from the list of Volleyball fan pages in Thailand. The results showed that the satisfaction of information quality, system quality, service quality, and satisfaction of Thailand Volleyball Association Facebook fan page followers are at a high level. Information quality has the strongest influence on user satisfaction toward the use of Thailand Volleyball Association Facebook fan page, followed by system quality and service quality respectively, with statistical significance at the level of 0.05. The results suggested that information quality, system quality, service quality have positive impact on user satisfaction of Thailand Volleyball Association Facebook fan page followers.

Keywords: Information quality, System quality, Service quality, Satisfaction, Facebook fan page

Introduction

Facebook is emerging as the largest social media networks 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. Academic and business has a high interest on the social media due to the rise of it over the previous decade. Social media platform has a lot of active brand enthusiasts and has been favored by the large number of customers. Companies have started to introduce their fan pages on Facebook as a marketing tool for their customers following their

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information and interacting directly with them (Jermsittiparsert, Sutduean, & Sriyakul, 2018, 2019). 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).

The intensity 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 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.

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 looking for guidance on how to build satisfaction using social media. Strategic consumer insight focusing on social media is essential for brands.

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.

This analysis has been conducted by focusing on the case of Thailand Volleyball Association Facebook fan page, as it is the official Facebook fan page of the Thailand Volleyball Association which is the national regulating body for volleyball in Thailand, and a member of the International Federation of Volleyball. It organizes and sponsors the country's national teams in both Thailand men's national volleyball team and Thailand women's national volleyball team. The Thailand Volleyball Association was founded in 1959. The Thailand Volleyball Association has also provided teams with the opportunities to take part in both Zonal and Continental Championships since 1984. The results of the Thai teams have improved year by year with men and women teams winning medals at different competitions including the FIVB Volley Masters, Summer Universiades, Asian Games and Asian Championships. Thailand Volleyball Association organises international competitions in Thailand every year and has secured a number of official sponsors and TV partners for all the Championships. This success is a proof to the work of the Thailand Volleyball Association, in addition to the work of the FIVB in helping to spread volleyball around the world, engaging and inspiring fans of all ages.

The target group of this study focused on Thailand Volleyball Association Facebook fan page followers. The objectives are to study quality factors that influence user satisfaction of Thailand Volleyball Association Facebook fan page followers and to understand customers' satisfaction with volleyball 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.

Literature Review

Social Media, Social Networking and Facebook: 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). Worldwide, there are over 2.50 billion monthly active users for December 2019 based upon Facebook's official investor relations information. Refer to Alexa Internet Inc (2018), Facebook is the most popular social networking sites in Thailand.

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, Fischer, & Yongjian, 2012), and hence the success of these communities largely depends on the relationships established among its members or fans.

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.

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. 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 impact on behavioral intentions, related to future purchase intentions, the re-use of stadium services or re-attending sport events (Biscaia, Correia, Rosado, Maroco, & Ross, 2012; Chen, Beyers, Vansteenkiste, Soenens, & Van Petegem, 2013; Theodorakis, Alexandris, Tsigilis, & Karvounis, 2013). Thus, our study focused on 'Satisfaction' as the dependent variable.

Regarding to William. H. 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). 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. Research suggested that information quality affects customer satisfaction Ghasemaghaei and Hassanein (2015) and organizational efficiency (Gorla, Somers, & Wong, 2010).

Hypothesis 1: Information quality in an online brand community positively influences user satisfaction

Service quality is the key determinant factor of online retailer success (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.

Hypothesis 2: Service quality in an online brand community positively influences user satisfaction.

System quality could define as the desired characteristics of a system (William. H. 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). 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.

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

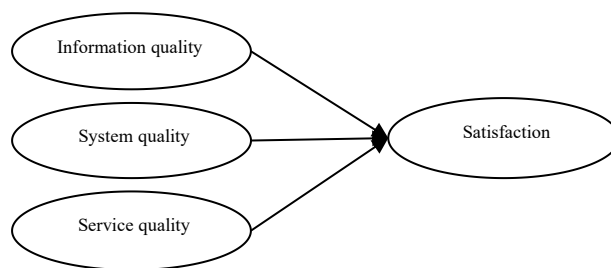


Figure 1 Conceptual framework

Research Methodology

The present study is quantitative research that will examine system quality, information quality and service quality that influence users' satisfaction of Thailand Volleyball Association 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. 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. Questionnaires were dispersed to Thailand Volleyball Association Facebook fan page followers by post invitation to participate in the online questionnaire via "Thailand Volleyball Association สมาคมกีฬาวอลเลย์บอลแห่งประเทศไทย" Facebook fan page (<https://www.facebook.com/ThailandVolleyballAssociation>) and were conducted from September 1, 2019 to October 31, 2019. The target population of the present study is Thailand Volleyball Association Facebook fan page followers. There were 183,782 users who followed Thailand Volleyball Association Facebook fan page (as of 1st August 2019) (Facebook, 2019; Thailand Volleyball Association, 2019). The sample of this research is 1,000 (Comrey & Lee, 2016). This study focuses on information quality, system quality, service quality, and satisfaction of Thailand Volleyball Association Facebook fan page followers. The data was used to test the relationships between three variables; system quality, information quality, service quality, and user satisfaction using the multiple regression analysis approach.

Research Results

Multiple linear regression analysis was used to examine the influence of service quality, information quality, and system quality of Thailand Volleyball Association Facebook fan page followers. The dependent variable is user satisfaction. The three dependent variables are service quality, information quality, and system quality in the use of Facebook. The results of analysis were demonstrated in Table 1 below.

Table 1 Results of Multiple Linear Regression Analysis

Variables (x)	β	R^2	t	p-value
Information quality	0.64	0.88	14.544	0.000**
System quality	0.20	0.88	2.818	0.005**
Service quality	0.17	0.88	2.224	0.026*

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

The results of multiple linear regression analysis are demonstrated in Table 1. Three significant predictors (three independent variables) are positively related to the criterion in the regression. Information quality has the highest regression coefficient at 0.64, followed by system quality 0.20, and service quality, 0.17. These factors are included in the multiple regression equation. Therefore, H1, H2 and H3 were accepted. The results showed that information quality has the strongest influence on user satisfaction of Thailand Volleyball Association Facebook fan page followers, followed by system quality and service quality, respectively.

Discussion and Conclusion

The results from hypothesis testing reveals 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. Information quality, system quality, and service quality in an online brand community positively influences user satisfaction in the case of Thailand Volleyball Association Facebook fan page. These basic findings are consistent with the model of W. H. DeLone and McLean (2016), showing that information quality, system quality, and service quality positively influences user satisfaction. This means that the higher level of information quality, system 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. This finding is in line with the result of the previous study by Pai and Huang (2011), information, service and system quality are mediated by perceived usefulness and perceived ease-of-use to influence user's intention to use an information system. This result is consistent with Gorla et al. (2010), the result showed the relationship between information systems' quality and organizational impact. This result is consistent with those of similar studies (Caruana, 2002; Cronin & Taylor, 1992; Johnston, 1995). Also, the relationship between service quality and satisfaction has been interested in IS success model research. Service is an identifiable, intangible activity that is the main objective of transaction that serve to meet the needs of customers. Service quality is the ability of the organization to meet or exceed customer expectations. William. H. DeLone and McLean (2003) decided to add a third dimension, "service quality," to the two original system characteristics, "systems quality" and "information quality." They have updated the original D&M IS Success Model as a foundation for framing future IS empirical research.

As noted by (Kumar & Pansari, 2016), customers who are emotionally attached to the firm contribute to the firm indirectly through customer referrals, customer influence, and customer feedback. This emotional relationship is leading to more social connections on digital and social media.

Recommendation

This study focuses on the impact of service quality, information quality, and system quality on satisfaction of Thailand Volleyball Association Facebook fan page followers, in which there might be other factors that may affect user satisfaction. The future research is recommended to apply the variables that influence users' perception, utilization and intention to use for the contribution of conceptual frameworks for understanding and the contribution of building materials in further studies.

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