

**Research Project Title: ATTITUDES TOWARD USING WISEBUY E-
PROCUREMENT SYSTEM: A CASE OF USERS IN AN
INTERNATIONAL BANK IN BANGKOK**

Researcher/Author: Ms. Nutchari Rianjaroenkit; **Major Advisor:** Prof. Dr.Chaiyong Brahmawong; **Degree:** Master of Science in Management; **School:** College of Internet Distance Education; **Year:** 2007

ABSTRACT

The objectives of the study were (1) to identify users' attitudes toward WiseBuy system and (2) to identify the relationships among the accuracy, the user-friendliness, the security, the connectivity and the technical support of WiseBuy system and users' attitudes.

This is a survey research. The population and sample were the Bank's WiseBuy users. The research instruments were questionnaires. Data Analysis was carried out using SPSS for Windows evaluation version.

It was found that (1) the accuracy, the user-friendliness, the security, the connectivity and the technical support are related to users' attitudes; and (2) the users have positive attitudes which could imply that they are satisfy with this new e-procurement system; and also (3) the accuracy was the most important factor among the variables for the users' attitudes.

Key words: Attitude, WiseBuy, E-procurement system