

A STUDY OF INTENTION TO USE AND TO RECOMMEND A FILE TRANSFER SERVICES TO OTHER USERS IN THAILAND

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Abstract: *This empirical analysis evaluates the correlation among various determinants including usefulness, communication, customer value, satisfaction, reputation, trust, commitment, and intention to use and to recommend the online file transfer services in Thailand. For this work, the researcher conducted the survey method online questionnaire to obtain the primary data from participants. The details of the sample are provided in Table-2. Twelve hypotheses were tested by using Pearson Correlation Coefficient and Multiple Regression. Ten hypotheses were supported. The significance value of H1-H4 and H6-H1 appeared to have the relationships between variables and based on Multiple Regression only two hypotheses were found to have influence on the dependent variable. Only H5 has no significant relationship between variables.*

Keywords: *Intention to use, Intention to recommend, Online services, Thailand, Users*

1. INTRODUCTION

1.1 Significance of the study

Smash is a company founded by a team of developers and entrepreneurs who live in Lyon. Smash provides a unique and innovative service in order to serve and to satisfy the demand of consumers such as interactive content sharing and communication for businesses and public organizations of all sizes, which other file transfer services on the market nor by collaborative work applications could not provide suitably. This research aims to study the correlations of each factor which will affect the intention to use and to recommend the online file transfer service of Smash. The questionnaires were distributed online to people who have used the file transfer. There were 100 validated questionnaires in this research.

1.2 Statement of problems

The results of this study will be beneficial to many people such as the companies in the same industry, students, researchers, developers, and so on. In the perspectives of providers, these findings could help the company to know the insights of users and to figure out how to improve the potential of the company.

1.3 Purpose of the study

The objective of the study is to find out the factors affecting the intention to use and to recommend the file transfer of Smash. Moreover, this can promote and increase the awareness of the brand to online users.

2. LITERATURE REVIEW

Following sections briefly highlights the various studies conducted in the areas of customer services. This work is an extension of what has already been done. With the advent of new tools, technologies and eCommerce customers have now many more options than what has been available for the last century.

2.1 Customer value

Many studies have identified that customer value is an interactive and relativistic preference