

Service Factors Influencing Decision Making Of Universal Service Obligation (Uso Net)

A Case Study of Chonburi Province, Thailand

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Abstract— The research aims to study factors influencing decision making of Universal Service Obligation (USO NET) in Chonburi province. A random sample of 400 was selected from a population of 400 people who live in Khna Pra Doo District, Klong Tum Roo, Mung Knong Preu Mueng District, Huay Yai, Bang Pra District. The results reveal that the sample was female counted as 57 percent, age 31-40 years counted as 27 percent, vocational school diploma counted as 28.75 percent, monthly income 10,001-20,000 baht counted as 51.0 percent, married counted as 49.25 percent, farmers counted as 22.25 percent, 2-4 family members counted as 55 percent, and distance from USO NET 501-900 meters counted as 27.5 percent. The respondents show most interests in the significance of USO NET in their family and community. The hypothesis results show that personal factors had an influence on decision making of USO NET in Chonburi province regarding different life styles and necessity in using the Internet.

Keywords—Rural/ USO NET

I. Introduction

Nowadays Trade and services openness a higher competition. As a result, people living in urban areas receive better service and quality and are cheaper than those living in rural areas. A significant portion of the private Internet service providers make the scope of services not broad enough to cover rural areas, resulting in disparities in access to the Internet or telecommunications and information. Providing basic telecommunication services is a matter for which countries around the world are becoming more important. The opportunities for the less fortunate in the society can communicate and get to know more information. This will be beneficial in other areas, such as increasing opportunities for education, learning, public health, professional practice.

In 2005, a Universal Service Obligation (USO) project was launched. The main objective of the project was to provide the underprivileged in society and the people in remote rural areas

with comprehensive telecommunications services. Equality with the people living in urban areas. The project was entrusted with the responsibility of the NBTC, which is responsible for overseeing and responsible for the provision of telecommunications services in the country, which has already been implemented in two phases. Phase 1, 2005 and Phase 2 of 2010 to the present, by providing comprehensive service in the country and provide basic telecommunications services in all areas, users can access the service. The service is reasonable. However, each country's implementation guidelines for universal telecommunications services will vary widely. Because of geography economic status and different social conditions. As a result, each country sets the criteria and / or conditions that are expected to suit each other. USO refers to the obligation that a telecommunications service provider must provide to the public in all countries equally. Do not discriminate that users have economic status usage condition or location. Just because of the reasons for getting better returns or lower cost of service [1].

By monitoring the operation of the Internet Center, the community has found that it has been completely completed. However, it appears that most of the delay than the plan for up to 2 years, the problem of delay, so people lose the opportunity to use the Internet and do not meet the policy. In addition, it was randomly detected that the implementation of the project was problematic. Some devices are not used, damaged device is not working, Internet speed problem And the problem of administering the Internet center of the responsible administrator.

For this reason, the researcher was interested in studying the factors influencing the decision to use the Internet Center (USO NET) in rural areas of Chonburi Province. The study and results of this research will be useful references for the Internet Service Center, the community, and the management. Those who are involved with the community internet service center. To meet the needs of the people who use the service properly. Quality and Satisfaction leads to long-term service.

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II. Problem Statement

A. Research Objectives

1. To study the personal factors affecting the Internet access of the public in Rural areas of Chonburi Province
2. To study the factors affecting the access to the Internet Network Center (USO NET) in rural areas of Chonburi Province.

B. Assumptions of Research

1. Different personal factors. Affecting the access of the community Internet Service Center (USO NET) in rural Chonburi Province.

2. Factors affecting the access of consumers in social and cultural. The psychological effect.

Access to community service center (USO NET) in rural Chonburi Province.

C. Research Framework

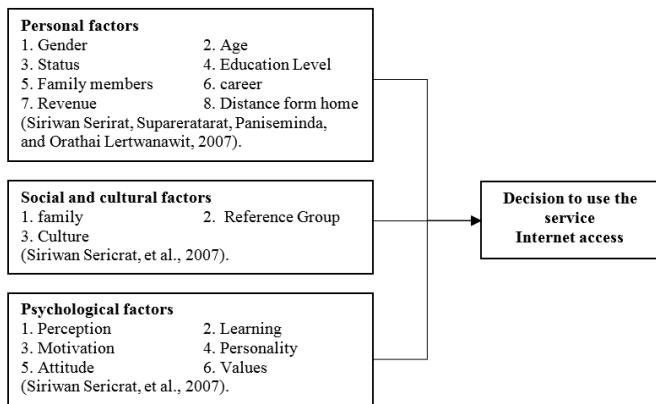


Figure 1. Conceptual framework in research. Factors affecting consumer decision-making (Kotler, 2009) [2]

D. Expected Benefits of Research

1. To determine the factors that influence the decision making process of using the Internet service community (USO NET) in Rural areas of Chonburi Province.

2. To develop a community Internet Service Center (USO NET) in Rural areas of Chonburi Province. To meet the needs of the people effectively.

III. Concepts and theories in research

A. Theory of demography

Sereirat noted that demographic characteristics include family, family status, occupation, income and education[3]. These are the criteria used to segment the market. Measurable population that helps define the target market. While psychological traits Society and Culture Describe the thoughts and feelings of the target audience. Demographic data will be accessible and effective to target marketing, as well as easier to measure than other variables.

B. Concepts related to consumer behavior.

Kotler (2003, p.216, cited in Siriran Serirat, 2007, p. 9) states that consumer behavior refers to the behavior consumers seek, purchase, use, evaluation, use of products and services. It is expected that it will meet the needs of consumers or the study of decision-making behavior and the actions of people involved in buying and using goods. Analysis of consumer behavior. To understand the needs and behavior of consumers and purchase.

C. Concepts related to decision-making.

Kannuruk discussed that decision was the final step of a rational decision-making process to choose the right approach to the situation, the resources and the person to implement and achieve the goal and objectives is required[4].

D. Theory and History of the USO Project

According to the National Telecommunications Commission (NTC) Announcement on the Action Plan for the provision of basic telecommunication services and social services for the year 2010, it is appropriate to set up a plan to provide basic telecommunications services. And the social services for the year 2010 to set up the mission and target areas for the provision of basic telecommunication services and social services in accordance with Clause 3.1 of the Notification of the National Telecommunications Commission on Rules, Procedures and Conditions for Providing Services Basic Telecommunications and Social Services, dated August 2, 2005, as amended by the Notification of the Board of Directors. Rules, Procedures and Conditions for Providing Basic Telecommunications Services and Social Services (No. 2), dated October 2009.

The Universal Service Obligation (USO) is a universal service for all people. Including the underprivileged in society and the people in the outback. Easy access to basic telecommunications services at reasonable rates. And access to information across the country. To reduce the gap or disparity in access to information and communication technology (Digital Divide), which is the main mission of the Office. It is responsible for supervising telecommunication operators to take responsibility. Or to allocate revenue from telecommunications services to R & D fund. Television And telecommunications for public benefit.

The provision of basic telecommunications services is thorough. It is the mission of the National Telecommunications Commission (NTC). The NBTC under the 2007 Constitution will come into force.

IV. Related Work

The efficiency of the district's internet service. Local government in Rayong Province, have been surveying the opinions of residents in Rayong Province[5]. Found that most

people 3.2 SD = 0.94), followed by staff (mean = 3.94 SD = 0.94) and mean = 3.03 SD = 0.99). This is consistent with the research.

The service of the registry office Klong Luang, Pathum Thani Province found that the satisfaction of registration services was moderate in both overall and in all aspects in the process of operating[6]. In terms of location and in public relations. But when sorting the mean from a lot to the least, it found that the process of operation. The lowest mean was the location. And public relations, respectively. Factors affecting the satisfaction of registration service of Klong Luang, District Office, Pathumthani. The sex, age, occupation, distance from district, knowledge about registration. The source of the request and time to contact the District Registration Office. Influence of satisfaction on registration services. Significant at 0.05.

V. Research Methodology

This study investigated factors influencing the decision to use the Internet Center of the Community (USO NET) in rural areas of Chonburi Province. Use quantitative research. Quantitative Research (Survey Research). The tool used to collect the questionnaire. Access to community service (USO NET) in rural areas of Chonburi Province.

A. Population

The population used in the study is the people living in rural areas of Chonburi Province. Including the head of family or family members in the community. Male or female living in the service area of the Internet Center, community-based Internet Center (USO NET)

B. Tools used in the study

Part 1 Questionnaire on the personal factors of the respondents: gender, age, education level, family member status, occupation, monthly average income, occupation, and questionnaire. Nominal scale and Ordinal scale.

Part 2: Questionnaire on business service factors in consumer behavioral processes that are related to decision making behavior of internet cafes (Kotler, 1997). A scale rating of 5 (Rating scale) and measurement of interstitial (Interval scale)

C. Reliability of research tools

1. Validity The researcher was asked to review the relevant research papers. Content validation (validity) and the appropriateness of the language (Wording) to improve and correct the question before the actual data. Each question must have an IOC of at least 0.5.

2. Confidence The reliability of the questionnaire was used to determine the reliability of the questionnaire. Qualified to study. After that, the questionnaires were collected and tested for reliability based on the alpha coefficient presented. The value of α was greater than and equal to 0.7.

3. Inferential statistics used to test the hypothesis is regression (multiple regression)

D. Statistics used in research

SPSS program and analysis for frequency, percentage, mean and standard deviation. For the hypothesis testing, the mean difference between the two groups was independent. The T-Test compares the difference in scores between the two groups, which are independent of each other. One-way analysis of variance (F-Test) and multiple regression analysis (F-Test)

VI. The results

Part 1 summarizes the results of data analysis on demographic characteristics.

The results of the study revealed that most of the samples were female. 57.00% had the age range of 31-40 years, or 27.00% had marital status. 49.25% of them have vocational education, 28.75% have vocational education. 22.25% had a family member of 2-4 persons or 55.00% had average income per month. 10,001-20,000 baht per month or 51.00%. There is a distance between the residence and the Internet Service Center in the range of 501-900 meters or 27.50%

Part 2 summarizes the results of the analysis of social and cultural factors influencing the decision-making behavior of the respondents.

The results of the study showed that the behavior of decision making on the internet center as a whole was found that the respondents rated high ($\bar{x} = 3.94$, SD = 0.93). Overall, the respondents rated the respondents as very important. ($\bar{x} = 3.99$, SD = 0.88), followed by the overall culture. The respondents rated high ($\bar{x} = 3.93$, SD = 0.96). Very high ($\bar{x} = 3.923$, SD = 0.94).

Part 3 summarizes the results of the analysis of psychological factors influencing the decision-making behavior of the respondents.

The research found that the behavior of decision making using the internet center as a whole found that the respondents rated high ($\bar{x} = 3.94$, S.D. = 0.88). Perceived self-efficacy ($\bar{x} = 4.03$, SD = 0.88) was found at the high level ($\bar{x} = 4.02$, SD = 0.88), followed by learning ($\bar{x} = 4.02$, SD = 0.86). Personality was found that the respondents rated at a high level ($\bar{x} = 4.00$, SD = 0.85). In terms of motivation, respondents rated high ($\bar{x} = 3.97$, SD = 0.87). The respondents rated the respondents high ($\bar{x} = 3.87$, SD = 0.89). The questionnaire was rated at a high level ($\bar{x} = 3.79$, SD = 0.95).

Part 4 Summary of Decision Analysis Factors Influencing Decision-Making Behavior Using Community Internet Center Services of Respondents

The research found that the behavior of decision making on the Internet center as a whole was found that the respondents rated high ($\bar{x} = 4.06$, SD = 0.78). In the overall

evaluation, the respondents rated high ($\bar{x} = 4.15$, $SD = 0.77$), followed by post-occupational behavior. ($\bar{x} = 4.09$, $SD = 0.70$). In terms of necessity and overall awareness, respondents rated high ($\bar{x} = 4.06$, $SD = 0.82$). The questionnaire was rated at a high level ($\bar{x} = 4.05$, $SD = 0.78$) and minimal. The respondents rated at the high level ($\bar{x} = 3.98$, $S.D. = 0.84$).

VII. Hypothesis Testing

A. Assumption 1

Different personal factors affecting the access of the community Internet Service Center (USO NET) in rural Chonburi Province. The results of the hypothesis testing showed that the respondents were male and female. The decision to use a community internet center in rural areas in Chonburi Province. There was no significant difference in 0.05. The decision to use a community internet center service requires a different. In public relations, the sex factor is not a major factor in the decision to use the internet. This is consistent with the of Tanawut Sangtong (2010) that different sex has no differences in Internet service decision.

Conclusion; The age and decision – making behavior If using community Internet center in rural areas of Chonburi Province has no difference between the respondents with different age range decided to use the Internet Center. The statistical significance was 0.05.

The status and decision – making behavior If the internet community center in rural Chonburi province has no difference between. The respondents with different status. They decided to use the internet center in rural areas of Chonburi Province. The statistical significance was 0.05.

Education Level differentiates the decision – making behavior of the community center in Chonburi Province.

The educational factors and decision – making behavior of community internet center services in rural areas of Chonburi Province has no difference between the respondents with different education levels. They decided to use the Internet center in rural areas of Chonburi Province. The statistical significance was 0.05.

Different career influence on decision making behavior of the community internet service center in rural area of Chonburi Province.

The occupational factors and decision – making behavior of the community Internet service center in rural areas of Chonburi Province has no difference between the respondents with different occupation. They decided to use the Internet center. The statistical significance was 0.05.

Number of family members differentiates the decision – making behavior of the community center in Chonburi Province.

B. Assumption 2

Factors affecting the decision to access the services of consumers are the social and cultural aspects of the psychology affecting the access to the community service center (USO NET) in rural areas of Chonburi Province.

Social and Cultural Factors Influence the Decision-Making Behavior of the Internet Community Center (USO NET) in rural areas Chonburi Province.

Conclusions that social and cultural factors and decision-making behaviors of community internet service (USO NET) in rural areas Chonburi province at a significant level of 0.05.

TABLE 1: MULTIPLE REGRESSION ANALYSIS TEST THE RELATIONSHIP BETWEEN SOCIAL AND CULTURAL FACTORS AND COMMUNITY DECISION-MAKING BEHAVIOR IN THE RURAL AREAS OF CHONBURI PROVINCE.

factor	Unstandardized coefficients		Standardized coefficients				
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
constant	2.039	0.095		21.447	0.000		
Family	0.174	0.041	0.267	4.246	0.000	0.290	3.447
Reference group	0.181	0.035	0.279	5.208	0.000	0.398	2.510
Culture	0.157	0.040	0.275	3.943	0.000	0.269	3.717

R = 0.739 R Square = 0.546 Adjusted R Square = 0.543 * P-value < 0.05

decision-making behavior of using community internet center (USO NET) service in rural areas of Chonburi Province. The statistical significance of F was found that Sig. = 0.000, which is less than significance level 0.05, indicates that there is at least one variable that predicts the change in behavior based on the decision to use the Internet Center (USO NET) service in rural area of Chonburi Province.

Psychological factors Influence the decision-making behavior of using community internet center (USO NET) service in rural areas of Chonburi Province.

TABLE 2 MULTIPLE REGRESSION ANALYSIS TEST THE RELATIONSHIP BETWEEN PSYCHOLOGICAL FACTORS, DECISION-MAKING FOR USING COMMUNITY INTERNET CENTER (USO NET) SERVICE IN RURAL AREAS OF CHONBURI PROVINCE.

factor	Unstandardized coefficients		Standardized coefficients				
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
constant	1.705	0.104		16.39	0.00		
Perception	0.336	0.039	0.485	8.70	0.00	0.323	3.10
Learning	0.082	0.038	0.125	2.18	0.03	0.304	3.29
Motivation	-0.004	0.037	-0.006	-1.00	0.92	0.315	3.17
Personality	0.071	0.037	0.096	1.94	0.53	0.410	2.44
Attitude	-0.059	0.034	-0.09	-1.74	0.83	0.376	2.66
Values	0.164	0.031	0.26	5.25	0.00	0.409	2.45

R = 0.778 R Square = 0.606 Adjusted R Square = 0.600 * P-value < 0.05

Concluded that psychological factors influence the decision-making behavior of using community internet center (USO NET) service in rural areas of Chonburi Province. At a significant level of 0.05.

From Table 2, when tested Psychological factors influence on decision-making behavior of using community internet center (USO NET) service in rural areas of Chonburi Province. Multicollinearity the value of F is 0.000, which is less than significance level 0.05. There is at least one variable

that can predict the variance of the variables. Decision-making Utilization of Community Internet Center (USO NET) Services in rural areas of Chonburi Province.

VIII. Discuss the results

Hypothesis 1. Different personal factors affecting the of the community Internet Service Center (USO NET) in rural areas of Chonburi Province.

Gender. The results of the hypothesis testing showed that both males and female respondents has no differences. The decided to use the Internet Center in rural areas of Chonburi Province. This is because of the decision to use the Internet community center in rural areas of Chonburi Province. It must have other components, such as public relations. The sex factor is not a major factor in the decision to use the Internet. This is consistent with the idea of Mr.Tanawut Sangtong (2010) [7] that different sex has no differences in Internet service decision.

Age. The results of the hypothesis testing showed that respondents with different age has no differences. They decided to use the Internet Center in rural areas of Chonburi Province. The population density in the area was 0.05. Never have the access to the services at a very low level, as well as older people with no prior experience of using the internet or accessing this type of service. And never being aware of the type of new open service. this make the data come out. Both children and adults with very different age range. It does not affect the access to the community center. This is in conflict with the research conducted by Srisakdi Sri (2010) that customers of different ages value different service quality.

Status. The results of the hypothesis testing showed that the respondents had different status. The internet community center in Chonburi province is not significantly different from the community center in Chonburi Province. There are no significant difference in the use of Internet center. Mimetic behavior of neighbors or populations in the community. Controversy over the research conducted by Srisaket University (2010) shows that customers with different status attach the importance of the different quality service.

Education Level. The results of the hypothesis testing showed that the respondents had different education levels. The internet center in Chonburi province has no significantly differences in the level of education in the rural areas. And nowadays, there are many Internet access available, such as smartphones, tablets, ipad and computers. That most people in rural areas have and carry around. This is because in rural areas the mean and distribution of educational attainment in the community did not differ significantly. It make the information available. This is in Conflicts with the concept of Tanawut Sangtong (2010) that different levels of education have different levels of decision making.

Number of family members. The results of the hypothesis testing showed that the respondents had different number of family members has no difference in the decision to use the internet community center in rural areas of Chonburi Province. A Significant at 0.05.

Career. The results of the hypothesis testing showed that the respondents had different career. There was no difference in the use of community center in Chonburi Province. It Significantly at 0.05. Most people in rural areas their occupations are farmers, whose everyday life spends time farming. Using internet is not very active. It is in conflict with the research conducted by Sasin (2010) that clients with different careers place a high priority on quality of service.

Revenue. The results of the hypothesis testing showed that the respondents had different income. There was no difference in the use of community center in Chonburi Province. This is because the salary or income of most people range. 10,000-20,000 Baht per month. Those who have no enough income do not spent their money to buy internet. The spent their money for their daily meals and needs. It is in line with the research conducted by Prasit Sri (2010) that customers with different income place a high priority on quality service.

The distance from home to the center. The results of the hypothesis testing revealed that respondents who differed in distance from their locations to different community service center. There was no difference in community center decision making. It Significant at 0.05.

Hypothesis 2 Factors affecting the decision to access the services of consumers are the social and cultural aspects of psychology that affect the access to the Internet Services Center (USO) in rural areas of Chonburi Province.

Family: From the hypothesis testing, it was found that the social and cultural factors influencing the decision – making behavior of the community internet center (USO NET) in rural areas of Chonburi Province. Due to the use of Internet services the family has a knowledge to develop and accepted the service. It also increases the capacity and ability of the family. It leads to better development and better quality of life.

Reference group: From the hypothesis testing, it was found that the social and cultural factors influencing the decision – making behavior of the community internet center (USO NET) in rural areas of Chonburi Province. The reference group is a group of individuals who have both direct and indirect influence on attitudes of human behavior. The study found that those respondents with their friends has the higher rate on the scale to use the Internet center.

Culture: From the hypothesis testing, it was found that the social and cultural factors influencing the decision – making behavior of the community internet center (USO NET) in rural areas of Chonburi Province. Is because of the current use of the Internet is a widespread. The source of knowledge is what the present society uses. As result, Internet users are very convenient to work. As well as updated to new social happenings. And result to better quality of life. The study found that respondents rated high on family involvement and suggested to use the community Internet center. It makes the family members aware of the benefits and importance of the community internet center. It is mote acceptable to the society. In line with the concept of Bogarbus (2010), that social factors are involved in human life everyday. The behavior of one person must be related to other people in the society.

Psychological Factors affecting Decision-making Behavior of Community Internet Center (USO NET) Services in Rural Areas of Chonburi Province.

Perception: Based on the hypothesis testing, Psychological Factors affecting the Decision-making Behavior of community Internet center (USO NET) services in rural areas of Chonburi Province. Due to the fact that respondent had been informed about the Internet center community. It will affect the decision-making behavior of the Internet center. Such as if the respondents are aware of the location of the center. This is a new advertisement and open service from Public Relations. Respondents have increased access to the service.

Learning: Based on hypothesis testing, the psychological factors affecting the decision-making behavior of USO NET in rural Areas of Chonburi Province. The Respondents learned about the access to the Internet use of service equipment. And learned the information from the Internet. As a result, respondents have more access to the service.

Values: Based on the hypothesis testing, the psychological factors affecting the decision-making behavior of using community internet center (USO NET) service in rural area of Chonburi Province. Values are based on the societies, neighbors, or people living in the same community. This effect prompted the respondents to access the Internet Center.

IX. Suggestions for applying research results

1. The study found that the reference factor influenced the decision making behavior of the community center. Therefore, the community management team or related persons. Should push the people in the community to use and appreciate the use of the Internet. When there are more people in the community center, there are more communities. This will result people in the community who have not accessed. The process of thinking and interested in continuous access to the Internet community center. This has resulted in successful public sector projects.

2. Perception Factors Influencing Decision-Making Behavior of Internet Service Centers. So the management or those involved. There should be public relations in communities where community centers are established. To stimulate interest. To motivate the decision to access the Internet Center. And disseminate information on requesting and using the Internet Center. Let the neighbors and people in the village know to take advantage of the service centers that the government has prepared for the most benefit.

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