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การศึกษาข้ามวัฒนธรรมของการให้คุณค่ากับการใช้งานอินเทอร์เน็ตบนมือถือ:

กรณีศึกษาเปรียบเทียบระหว่างประเทศอินโดนีเซียและประเทศไทย

A Cross-Cultural Study on the Value Structure of Mobile Internet Usage:

Comparison between Indonesia and Thailand



E077888

นาง ชลิตา ศรีนวล

สาขา.....
เลขทะเบียน 077888
ในเดือนปี 22 ก.ย. 2559

b. 1280437X
i.....

ได้รับทุนสนับสนุนงานวิจัยจากเงินงบประมาณรายได้ ประจำปีงบประมาณ ๒๕๕๗

วิทยาลัยการบริหารและจัดการ

สถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง

ชื่อโครงการ (ภาษาไทย)

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แหล่งเงิน เงินรายได้ วิทยาลัยการบริหารจัดการ

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ชื่อ-สกุล หัวหน้าโครงการ

นาง ชลิตา ศรีนวล

ตำแหน่งวิชาการ –

วิทยาลัยการบริหารและจัดการ

โทรศัพท์ 02-3298460 โทรสาร 02-3298461

E-mail:kschalit@kmitl.ac.th

บทคัดย่อ

งานวิจัยฉบับนี้มีวัตถุประสงค์เพื่อการให้คุณค่ากับการใช้งานอินเทอร์เน็ตบนมือถือระหว่างผู้ใช้บริการโทรศัพท์เคลื่อนที่ในประเทศอินโดนีเซียและประเทศไทย โดยทำการเลือกกลุ่มตัวอย่างและสำรวจในปี พ.ศ. 2556 และวิเคราะห์โดยความถดถอยเชิงพหุ ผลการศึกษาพบว่า คุณค่าของความสามารถในการทำงาน คุณค่าทางจิตใจ คุณค่าทางสังคมและคุณค่าที่เป็นตัวเงิน มีผลกระทบต่อการใช้งานอินเทอร์เน็ตบนมือถือของผู้ใช้บริการทั้งสองประเทศแตกต่างกัน ดังนี้ ผู้ใช้บริการอินเทอร์เน็ตบนมือถือในประเทศอินโดนีเซียให้ความสำคัญกับคุณค่าที่เกิดการใช้งานทั้งสี่ประเภท ในขณะที่ผู้ใช้บริการในประเทศไทยให้ความสำคัญกับคุณค่าในทุกด้านยกเว้นทางด้านจิตใจ ทั้งนี้เนื่องจากการยอมรับของผู้ให้บริการในทั้งสองประเทศแตกต่างกัน อันเนื่องมาจากความแตกต่างทางด้านวัฒนธรรมและการให้คุณค่าแก่บริการที่แตกต่างกัน

คำสำคัญ (Keywords): อินเทอร์เน็ตบนมือถือ, โครงสร้างการให้คุณค่า, ประเทศไทย, อินโดนีเซีย

Abstract

The aim of this paper is to identify the differences in value structures of mobile Internet usage between Thailand and Indonesia. Data obtained from a survey in 2013 and analysed by using a multiple regression. The results of this study indicate that functional value, emotional value, social value, and the monetary value can simultaneously affect satisfaction for both Indonesia and Thailand. From the results of multiple regression-tests for Indonesia functional value, emotional value, social value, and monetary value significantly affect satisfaction. Results for Thailand indicate that functional value, social value, and monetary value significantly affect satisfaction. The emotional value does not affect the satisfaction. The results of the t-test showed that the functional value, emotional value, social value and monetary value between Indonesia and Thailand are different. The results of these differences are influenced by the perceptions of respondents in Indonesia and Thailand to the different mobile Internet usage pattern. In this case it turns out different cultures influence the way in perceiving the use of different technologies, especially in the mobile Internet usage pattern.

Keywords: Mobile Internet, value structures, Thailand, Indonesia

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Any mistakes in this study are my sole responsibility.

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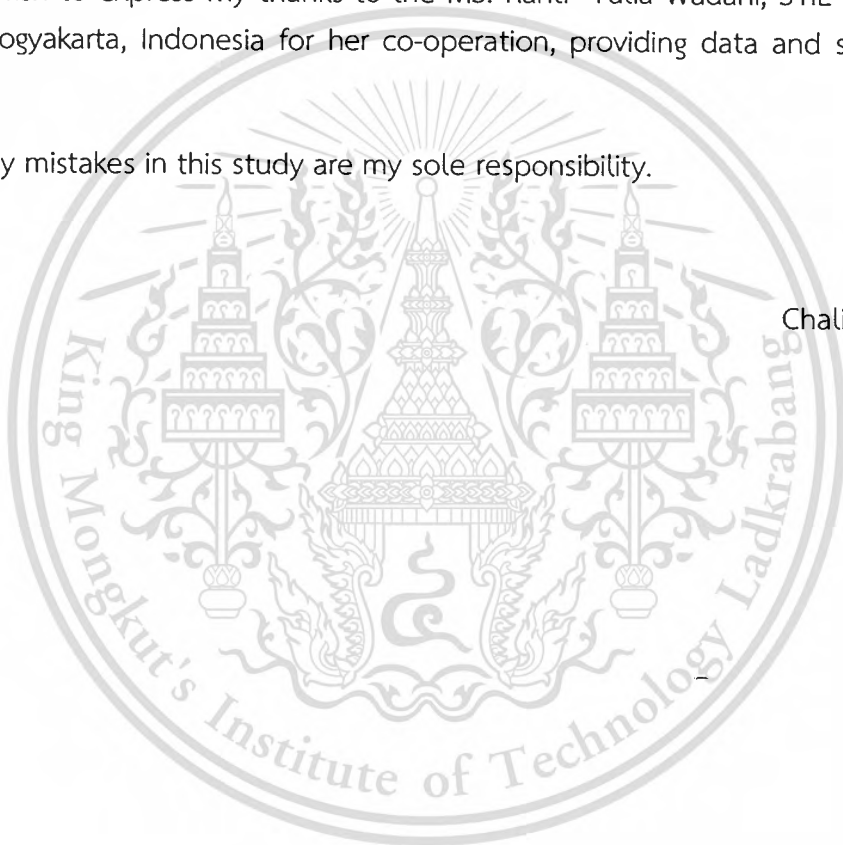


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Chapter 1

Introduction

1.1 Research Background

Over the past years, information technology (IT) and communications continue to spread throughout the world. Today Internet is one of the important tools in IT that help people doing their business, job, and many activities. Internet has a strong ability to help people find information. The Internet provides a wealth of information from thousands of online publications such as newspapers, journals, reports, entertainment, and data. In addition, there are many websites that allow us to connect with many people in our life by using social networking sites such as Facebook and Twitter. Internet is easy to access, and can assist in communicating with users around the world.

Internet has an important role in today business and IT era. It would lead people to the need of access Internet via cellular networks every time and everywhere. People who travel from place to another place to do some activities prefer to get information quickly using mobile Internet. One of the tools that people need to be able to access the Internet quickly anywhere and anytime is the mobile Internet. Based on ITU (2009) access to the Internet via mobile has been growing rapidly align with the developing availability of network infrastructure and devices, including mobile handsets and data cards that allow users to access Internet via mobile Internet devices.

ITU (2012) stated that between 2010 and 2011, mobile-cellular subscriptions registered continuous double-digit growth in developing country markets. Based on ITU (2012) the number of mobile-cellular subscriptions increased by more than 600 million, almost all of them in the developing world, to a total of around 6 billion, or 86 per 100 inhabitants, globally. In developing countries, mobile sector competition is getting stronger. This condition encourage by strong growth of mobile Internet usage. Prepaid services in

developing countries lead to communication accessible by many low-income society. Mobile services slowly change fixed lines services. More over that ITU (2012) stated that today more than 70 per cent of all mobile cellular subscriptions are prepaid (and as many as 87 per cent in developing countries).

A sharp increase in mobile broadband subscriptions growth reflects a handheld device that can access the Internet via smartphones or tablet, coupled with the launch of high-speed networks and mobile services (3G and above) in developing countries. As the network operators are working to increase and expand the scope of services, they can achieve an increase in the proportion of urban and rural population of the world.

Duncombe (2011) stated that telecommunication network coverage of mobile phone technology in developing countries is increasing and getting wider. As a universal communication device, mobile Internet become more embedded in human activities to meet the desire to communicate and to interact with others. The increasing of development mobiles (m-development) will inevitably lead to need of increased investment and resources.

Mobile phones also penetrate in some social hierarchy such as lower class, middle class, and upper class. Mobile phone is not only using middle class and upper class market but also using by lower class market. Duncombe & Boateng (2009) stated that mobile phones are becoming increasingly part of the everyday lives of the poor, it is argued that they have potential to become a low-cost accessible account or delivery channel for financial information, services and transactions, thus facilitating innovations including micro-payments (m-payments), electronic money (e-money), and a mobile banking channel (m-banking). Thus, mobile phones function becoming important in every single class society. It will encourage people in every single class society to use mobile phone function more than phone calls and integrated with Internet.

Donner (2008) stated that the total number of mobile (cellular) phones in 2002 that use worldwide exceeded the number of landlines. ITU (2003) & Larvin (2005) in Donner (2008) based their current projections suggest that the world will continue to add mobile lines faster than fixed lines; indeed, the next *billion* new phone users will use primarily

mobiles. The developed world and the developing world are participating in this trend but in different ways (Donner, 2008). This phenomenon of mobile usage in developing countries would be interesting to be investigated.

Previous studies have been conducted to investigate the cross-cultural differences in different academic fields, such as psychology, philosophy, and human resources. In some studies are little attention given to cross-cultural research in the field of IT because there are difficulties in explaining and measuring cultural concepts related to IT (Straub et al, 2002). In this study is going to examine cultural concepts related to IT. This study will use mobile Internet as one of the tool of IT and measure it with the cultural concepts. Buchanan *et al* (2001) stated that near future most Internet access will using small, wireless devices, providing "anywhere and anytime" access. Kalakota & Robinson (2001) also stated that business in the future will be mobile, integrated, and personal, with widespread rollout of a wireless infrastructure, and a new wave of consumer and business applications will begin using airwaves for much more than just phone calls. This phenomenon is happen in some countries. People from different countries will have different adoption of the mobile Internet usage pattern. Therefore it would be interesting to investigate the mobile Internet usage pattern in two different countries.

1.2 Research Questions

Research on cross-cultural patterns of mobile Internet usage have been conducted in developed countries such as Japan and Korea. Developed countries are more concerned about the advanced technology than developing countries. For example, Japan and Korea are countries that continue to develop and improving their technology to become more advanced and sophisticated. This study builds on previous research by Lee et. al. (2002) that one of his suggestions was to expand into other geographic locations. There are not many cross-cultural studies on the structure of the value of mobile Internet usage in developing countries. This study is based on the following research questions:

1. Do functional value, emotional value, social value, and monetary value affect mobile Internet service satisfaction in Indonesia and Thailand, respectively?
2. Is there any difference in value structures between Indonesia and Thailand?

1.3 Research Objective

The research objective is to investigate usage pattern differences of mobile Internet users in Indonesia and Thailand. This research will be conducted in order to interpret them within the framework of a value structure.

1.4 Research Contribution

Contribution of this research is expected to contribute knowledge about the use of the mobile Internet in cross-cultural, especially in Indonesia and Thailand. By examining the differences between developing countries we will gain more insight about how these differences may affect the use of technology especially in mobile Internet. For the government the results of this study could support the government in order to make a policy regarding the use of mobile Internet so that the benefits can be felt evenly across society. For mobile Internet service provider, this research can provide information to support strategic management decisions that could increase the value of the company.

1.5 Research Scope

This research has limited scope. Especially related to the geographic area of research. This research limited to Indonesia and Thailand countries. Indonesia and Thailand were selected because they represent developing countries. Indonesia and Thailand are included in the group of developing countries based on data from the World Bank (2013). Each country selected for this study has different tradition, history, and level of economic development. The population for this study is the people of Indonesia and Thailand people

who are experiencing on mobile Internet usage. Samples were respondents of mobile Internet users in Indonesia and Thailand. This study used a questionnaire based on the native language of each country. A questionnaire was written in the Indonesian language and Thai language.



Chapter 2

Literature Review and Hypotheses Development

2.1 Internet and Mobile Internet

Afuah and Tucci (2003) are defined Internet is a low cost standard with fast interactivity that exhibits network externalities, moderate time, has a universal reach, acts as a distribution channel, and reduces information asymmetries between transacting parties.

Sellen and Murphy (2002) found six categories of activity types of web activities: finding, information gathering, browsing, transacting, communicating, housekeeping. Mobile Internet users are more likely using Internet for many activities, such as: downloading, games, e-mail, location, weather, news/sports news, shopping, education, reservation, banking/finance, chatting, community, reading, stock, health, family, and others. In this study respondents will be asked to check which mobile Internet services that currently use to find out preferred mobile Internet services in each country. For all the activities above people can use mobile Internet. Internet can be accessed anywhere and anytime using mobile Internet.

Tsujan & Matsumoto (2003) are defined mobile Internet as the use of the Internet and wireless via mobile devices. Kalakota & Robinson (2002) are stated that mobile mostly used to imply that the device has an "always on" connection to the Internet. More over that Kalakota & Robinson (2002) explained that mobile phones with the Internet connections are commonly called wireless, thus implying that the experience is based on a real-time live Internet connection via satellite, cellular, or radio transmitters.

In this study mobile Internet can be measured with values structure construct of different culture. A consumption values consists of several components that affect the value of consumer choice behavior, for example: functional value, conditional value, social value, emotional value and value of knowledge (Sheth et al, 1991). In this study, the purpose of

framework structure of value will be formulated in variety types of values that users try to satisfy by using the mobile Internet.

It also referred briefly penetration ratio, the amount, and the presentation of the number of Internet users and mobile Internet between two countries of the study Rao (2012) as follows:

Table 2.1: Regional Snapshots

Country	Population	Total number of mobile subscriptions / subscribers	Percentage of mobile penetration	Number / percentage of smartphones v/s feature-phones	Average ARPU	Total number of Internet users	Percentage of Internet penetration	Number / percentage of mobile Internet users
Indonesia	240 million	220 million	92%	20%	IDR 23,238	55 million	23%	29%
Thailand	67 million	77 million	115%	-	-	25 million	37.3%	1 million

Source: Rao (2012); MobileMonday chapter founders; market research reports cited by Charles Moreira

2.2 Culture and Values

Kreitner & Kinicki (2007) stated that culture is the beliefs and values about how a community should do to perform actions. Hofstede (1980) shows an empirical analysis that supports national cultures. Hofstede (1980) defines culture as "the collective programming of mind which distinguishes the members of different human groups with members of the

other group of people." The definition of culture by Hofstede will be used as the basis for the definition. This definition is a definition of the most famous and most widely applied in other studies.

Referring to the definition of culture, culture is comprised of people group or some people characteristics with shared believes, patterns of thinking, feelings, behaviors, and who live in the same social environment or that have something in common such as nationality, gender, religion or ethnicity.

The differences between Indonesia and Thailand will be summarized in the following table:

Table 2.2: Country Overview Between Indonesia and Thailand (CIA The World Fact Book , 2012)

No	Parameter	Indonesia	Thailand
1.	Nationality	Indonesia	Thai
2.	Population	248,645,008 (July 2012 est.)	67,091,089 (July 2012 est.)
3.	Population growth rate	1.03% (2012 est.)	0.543% (2012 est.)
4.	Ethnic Groups	Javanese 40.6%, Sundanese 15%, Madurese 3.3%, Minangkabau 2.7%, Betawi 2.4%, Bugis 2.4%, Banten 2%, Banjar 1.7%, other or unspecified 29.9% (2000 census)	Thai 75%, Chinese 14%, other 11%
5.	GDP	\$894.9 billion (2012 est.)	\$377 billion (2012 est.)
6.	GDP-per capita	\$5000 (2012 est.)	\$10,000 (2012 est.)
7.	Internet Users	20 million (2009)	17.483 million (2009)
8.	Telephones-mobile cellular	249.8 million (2011)	77.605 million (2011)
9.	Median Age	Total: 28.5 years	Total: 34.7 years

No	Parameter	Indonesia	Thailand
		Male: 28 years Female: 29.1 years (2012 est.)	Male: 33.7 Female: 35.6 years (2012 est.)
10.	Religion	Muslim 86.1%, Protestant 5.7%, Roman Catholic 3%, Hindu 1.8%, other or unspecified 3.4% (2000 census)	Buddhist (official) 94.6%, Muslim 4.6%, Christian 0.7%, other 0.1% (2000 census)
11.	Languages	Bahasa Indonesia (official, modified form of Malay), English, Dutch, local dialects (of which the most widely spoken is Javanese)	Thai, English (secondary language of the elite), ethnic and regional dialects
12.	Literacy: (definition: age 15 and over can read and write)	Total population: 90.4% Male: 94% Female: 86.8% (2004 est.)	Total population: 92.6% Male: 94.9% Female: 90.5% (2000 census.)

Kreitner & Kinicki (2007) define a value is an enduring belief in the model of conduct or end-state. Structure values are analytical framework that consists of different types of value provided by the mobile Internet (Lee et al, 2002). Based on previous research on the value, then that value can be recognized as a tool or a key parameter in the study to measure culture. Value not only can be used to understand human behavior, but also the value can be used to conduct business (Lee et al, 2002).

Value is a concept that consists of several sub-components that are heterogeneous (Sweeney & Soutar, 2001). There are four sub-values: functional value, emotional value, social value, and monetary value. The definition of functional value is functional or technical practical benefits that users can get from using the mobile Internet (Sweeney & Soutar, 2001). Emotional value is a mental or psychological need of mobile Internet users (Sweeney & Soutar, 2001). Social value is social benefits gained by the user when they can connect to

others via mobile Internet (Sheth et al, 1991). Monetary value should be used because the user must pay relatively high usage charges for mobile Internet services (Lee et al, 2002). Four values above are the independent variables in this study.

2.3 Four Values & Satisfaction

There are four values that will be used as independent variables in this research. Functional value can be defined as functional or technical or practical benefits that users can earn by using the mobile Internet (Sweeney and Soutar, 2001). Functional is to have activities, goals, or specific tasks, which is associated with its own way so that something can work or operate as users expected (New Oxford American Dictionary, 2007).

Emotional value associated with mental or psychological needs for mobile Internet users (Sweeney and Soutar, 2001). People tend to use mobile Internet to meet their emotional needs, either by having the device or to access the services they like.

Social value means the benefits gained when users feel that they can connect with other people using the mobile Internet (Sheth et al, 1991). Social values create a more close and intimate feeling among mobile Internet users because they can be easily connected to each other.

Monetary value means whether the mobile Internet services can be more satisfying than the cost, time or effort spent in using the mobile Internet (Sweeney and Soutar, 2001). Monetary value could not be ignored because it is related to time, cost or effort spent in using the mobile Internet. Four of these values will be explained with regard to how they affect the satisfaction of the mobile Internet.

Consumers today are becoming more demanding at products or services that they receive that they buy. Company is expected to quickly adapts and constantly evolving. Management of the company should have big orientation on their consumers in order to satisfy them.

Satisfaction is the overall experience perceived by the customer from the beginning to the end use of the product or service usage of the product or service providers (Johnson

& Fornell, 1991). Overall satisfaction using the mobile Internet is the overall value of mobile Internet service as experienced by the user. It also depends on whether the satisfaction of user needs and desires can be satisfied with the products or services offered. On the other hand it will be reflected in the reputation of the institution or company. The satisfaction felt by the user not only for user directly but also for the providers reputation. In this study satisfaction value is the dependent variable.

Oliver (1981) found that satisfaction was marked by surprise feeling that they gained from the experience of the customer after they purchase it (ie, a service encounter as expected or more) and the surprising thing is that eventually becomes an input for the loyalty of consumers. In Bolton & Drew, 1991; LaBarbera and Mazursky (1983) argue that satisfaction can be thought to affect the evaluation of the quality of customer service, purchase intentions, and behavior.

From the literature review and explanation of each theory details will be formed into some hypotheses. Several hypotheses are used to measure the effect of each structure on the value of the mobile Internet user satisfaction for each country. Then there are two hypotheses to measure all values simultaneously affect satisfaction for each country Indonesia and Thailand.

In this research satisfaction become dependent variable. There are four values will be used to be investigated and to be measured in order to know how they affect satisfaction of mobile Internet. To explore this comprehensively, it would be better to make the hypothesis that able to measure the value of all the structures that influence satisfaction simultaneously for each country Indonesia and Thailand. Then hypotheses 1 are as follows: Hipotesis1a: Functional value, emotional value, social value, monetary value simultaneously affect satisfaction for Indonesian respondents.

Hypothesis1b: Functional value, emotional value, social value, monetary value simultaneously affect satisfaction for Thailand respondents.

2.4 Functional Value

Hariss et al. (2005) classify m-commerce to distinguish more clearly about the services that synchronous and asynchronous, hedonic (just for fun) and usability. Services synchronized in this case meant that the connectivity requires the two parties to connect directly with a tool such as talk on the phone or communicate by using a video like Skype or video calls. While asynchronous is the use of mobile Internet does not require the two parties to interact simultaneously.

Classification of use of the service is in order to restrict specific functionality related to m-commerce. There are twenty types of m-commerce services that are used in their research. It is developed from extensive study of the function of the service providers and mobile Internet devices. In addition, by referring to the literature of existing m-commerce. The classification will be presented in Table 2.3:

Table 2.3: Classification of m-Commerce Services

M-commerce service	Characteristics		
Voice	Communication	Synchronous	Utilitarian/hedonic
SMS	Communication	Asynchronous	Utilitarian/hedonic
MMS	Communication	Asynchronous	Utilitarian/hedonic
Video call	Communication	Synchronous	Utilitarian/hedonic
Email	Communication	Asynchronous	Utilitarian/hedonic
Buy Ticket	Transaction	Asynchronous	Utilitarian
Mobile Payment	Transaction	Asynchronous	Utilitarian
Banking Services	Transaction	Asynchronous	Utilitarian
Lotto/betting/gambling	Transaction	Asynchronous	Hedonic
Entertainment News	Information	Asynchronous	Hedonic
Sport News	Information	Asynchronous	Hedonic
Headline News	Information	Asynchronous	Utilitarian
Traffic News	Information	Asynchronous	Utilitarian
Weather Forecast	Information	Asynchronous	Utilitarian
Local Map	Information	Asynchronous	Utilitarian
Local Information	Information	Asynchronous	Utilitarian
Game	Entertainment	Asynchronous	Hedonic

M-commerce service	Characteristics		
Ring tone	Entertainment	Asynchronous	Hedonic
Wallpaper/Screensaver	Entertainment	Asynchronous	Hedonic
Browsing Internet	Entertainment	Synchronous	Hedonic

Source: Harisset *al*, 2005

Kim et al. (2004) classify m-commerce as hedonic or utilitarian, and found similarities in the patterns of use of m-commerce between Hong Kong and South Korea. Criteria related to hedonic and emotional feelings such fun things, relaxation or pleasure. While the criteria for the benefit is associated with the quality of workmanship or delivery, fitness for purpose or ability to perform specific functions (Kim et al, 2004).

According to Alexa.com, a leading provider of web access information, which is accessed in January 2013 Indonesian people are mostly do not access to web with utilitarian characteristic as headlines news and banking services. Websites that provide information, news headlines, weather forecasts, local news and local information, such as detiknews.com and kompas.com, are the sites which are not in the top rank in the amount of access. From this information Indonesian people may indicate that accesses website with utilitarian character does not the most favorable access.

While for Thailand according to Alexa.com, accessed in January 2013, has the same character as in Indonesia. Websites that provide headlines news, weather forecasts, news and information does not the highest rank of the most often accessed by people of Thailand.

The information above shows that the usage pattern of m-commerce for Indonesian and Thailand users are not different. Indonesia and Thailand users closely associated with hedonic usage patterns. This means that the value of the functional Indonesia and Thailand will have the same level of satisfaction.

Hypothesis 2a: Functional value will affects the satisfaction of Indonesian respondents.

Hypothesis 2b: Functional value will affects the satisfaction of Thailand respondents.

Hypothesis 2c: There is difference of functional value between Indonesia and Thailand.

2.5 Emotional Value

Indonesian society has high social network characteristics (Subagyo, 2009). Some Indonesian people tend to fulfill their social needs by interacting with their communities, as shown by their social characteristics through social networking sites. This character align with the usage pattern of website accesses by Indonesian people. Web site that most and often accessed by Indonesian people is Facebook. This fact can be seen in the ratings of alexa.com website. This websites shows that Facebook is the highest rank accesses by Indonesian people. From the classification of m-commerce services in Table 1 by Hariss, *et al.* (2005) Facebook is not one of the information websites and it has no utilitarian character.

Based on information provided by Alexa.com, in January 2013 the highest rank website that most often access by Indonesian and Thailand people is Facebook. Facebook is the largest social networking website in the world. This website can be classified as an entertainment site that could meet the needs of mental or psychological using the mobile Internet. Entertainment is the act of providing or being provided with amusement or enjoyment (New Oxford American Dictionary, 2007).

Hedonic criteria relating to feelings and emotions such as excitement, relaxation or pleasure, while the utilitarian criteria related to the quality of workmanship or delivery, fitness for purpose or ability to perform specific functions (Kim *et al.*, 2004). Zubair (1998) stated that hedonism is one behavior or character that especially happen in developing countries such as Indonesia and Thailand. This behavior shows how some people in developing countries react to modernity as priority values without fully realizing how modernity is to be treated (Zubair, 1998). According to Zubair (1998), people in developing countries interpret modernity as a prestige symbol and capture it into "end result" without fully understanding the initial process of modernity itself. They have the latest and most advanced high-tech devices as a symbol of modernity, achievement and prestige. By "having" the latest and most advanced devices are more important than understanding the essential functions of the device (Zubair, 1998).

Arambewela, et al. (2005) examined differences in personal values among Asian postgraduate international students from China, India, Indonesia and Thailand who are studying in some universities in Australia. The study was conducted based on nationality and discuss the marketing implications of each difference. Personal value is one way which insights can be obtained from the students, especially those related to the needs and preferences (Arambewela et al, 2005). Arambewla *et al* (2005) study found that Indonesia and Thailand college students have a tendency for greater importance to the values associated with hedonism.

Hypothesis 3a: Emotional value will affects the satisfaction of Indonesian respondents.

Hypothesis 3b: Emotional value will affects the satisfaction of Thailand respondents.

Hypothesis 3c: There is difference of Emotional value between Indonesia and Thailand.

2.6 Social Value

Sheth *et al*, (1991) stated that social value is social benefits gained by the user when they can connect to others via mobile Internet. Social values can create a feeling closer among mobile Internet users because they can easily connect with one another. Some people use the mobile Internet to chat with colleagues or friends using Yahoo Messenger, Black Berry Messenger, WhatsApp, or via Facebook.

Indonesian society has high social network characteristics (Subagyo, 2009). Indonesian country is said to have high expression of family value. These models may include more than two hundred million people in Indonesia. Indonesian people who live together are in a spirit of kinship (Mulder, 2000). Indonesia also has social community capital that can be found in several activities such as cooperatives, kinship, mutual cooperation, and consensus agreement (consensus aimed at achieving consensus). Social capital consists of active connections value among people: trust, mutual understanding and shared values and behaviors that bind the members of human networks and communities. That could make cooperative action becoming possible thing (Cohen and Prusak, 2001).

Based on some characteristics of Indonesian people, Indonesian people tend to have a high social value.

This is supported by the existence of the Facebook website that accesses most by Internet users in Indonesia. Facebook is a social networking website that can connect people. Most of Facebook users realize that they can easily connect with each other by using Facebook.

According to Nguyen (2005) Thai people really appreciate the friendship and tend to look for a permanent friendship. They distinguish 'eating friend' among which only appears when they are in good times and 'friends to death' is always there in good times or bad times. A good friend for Thai people is a friend who can be reliable and can be a true friend. To maintain friendship, Thailand society uses the term kinship (e.g., older brother, younger sister depending on age) to mark each other, as if they were family ties. In particular, Thai people are friendly, sensitive and considerate to the feelings of others and to respect each other's privacy. Thailand society almost has a similarity with other Asian cultures, Thailand worth more or less influenced by Confucianism. They are usually: devoted, respect for age, seniority and hierarchy, respect, dignity, ethical, true friendship, be averse to arrogance and vanity, have a preference to learn, and a belief in simplicity (Nguyen, 2005).

According to Alexa.com website accessed at January 2013, Facebook is the number one ranked website which often accessed by Internet users in Thailand. It shows that the Thai people have a high level of social value. This fact is aligns with the culture of social networking value of Thai people. Thai people tend to appreciate more friendship and looking for a permanent friendship.

Hypothesis 4a: Social values will affect the satisfaction of Indonesian respondents.

Hypothesis 4b: Social values will affect the satisfaction of Thailand respondents.

Hypothesis 4c: There is significant difference of social value between Indonesia and Thailand.

2.7 Monetary Value

Monetary value means how satisfying mobile Internet service compared to the cost or time or effort which is spend in using of mobile Internet (Sweeney and Soutar, 2001). Monetary value should not be ignored because mobile Internet user must pay relatively high charges for mobile Internet services usage (Lee et al, 2002).

Pitoyo (2012) stated that Internet rates in Indonesia are among the most expensive in the world. Internet expensive rates were not following by a good quality and speed that it should be. Pitoyo (2012) explained based on data from the Association of Indonesian Internet Service Provider (APJII), in December 2011, Indonesia recorded Internet users that reached 55 million people, or 23% from total population in Indonesia. In these figures, Indonesia registered as the country number eighth largest in the world and the fourth largest in Asia after China, India and Japan. The increasing number of Internet users would make the average speed of the Internet getting slower than before with less number of Internet users. Some Internet service providers deliver cost mobile internet with cheap price but with very low access speed. Therefore for Indonesian people monetary value will affect their satisfaction using the mobile Internet.

Telephone Organization of Thailand (TOT) and True Corporation are companies who handling the physical network in the Bangkok area. There are many broadband providers in various parts of town in Thailand. The prices change frequently and sometimes dramatically. The table below is example of packages offer by Thai mobile Internet provider for mobile Internet users in Thailand. The package prices are as follows:

Table 2.4 Internet Mobile Cost Thailand 2008

Internet Mobile Package	Monthly Cost
256K "Super cyber"	500 baht
512K "Extra cyber"	570 baht
1M "Best cyber"	590 baht
1.5M "Silver cyber"	700 baht
2M "Gold cyber"	1000 baht

Source: Prado (2010)

There are many mobile Internet providers in Indonesia. In order to have figure the mobile Internet prices in Indonesia, the following table is one of the mobile Internet prices example:

Table 2.5 Internet Mobile Cost Indonesia 2013

Internet Mobile Package	Monthly Cost
2 GB/Max speed 7,2 Mbps	60.000 IDR
3,5 GB/Max speed 7,2Mbps	100.000 IDR (45 days)
4 GB/Max speed 7,2 Mbps	225.000 IDR
8 GB/Max speed 7,2 Mbps	400.000 IDR

Source: Telkomsel (2013)

According Information Telecommunication Union (ITU) in 2012, the ICT Price Basket (IPB) is a unique global measure that provides important information related to telecommunications and information technology services. The IPB consists of three components different prices: fixed line, mobile cellular and fixed broadband services. They are then calculated as a percentage of average gross national income (GNI) per capita. The IPB is the value calculated from the sum of the price of each sub-basket (in USD) as a percentage of a country's monthly GNI per capita divided by three. Calculation results ITU (2012) study are summarized in the following table:

Table 2.6 Mobile-broadband prices in USD and as a percentage of GNI per capita, 2011, Asia and the Pacific

Country	Type of Plan	Mobile-broadband basket in USD, 2011	Mobile-broadband basket as % of GNI per capita, 2011
Indonesia	Prepaid handset-based	11.1	5.3
	Postpaid computer-based	8.3	4.0
Thailand	Prepaid handset-based	11.8	3.4
	Postpaid computer-based	27.0	7.8

Sumber: ITU (2012)

From the explanation above monetary value could not be circumvented because of mobile Internet users will consider cost of for mobile Internet services in each country. The mobile Internet cost will be needs in order to measure it with satisfaction of mobile Internet usage. Thus the monetary value will affect mobile Internet user satisfaction with the following hypotheses:

Hypothesis 5a: Monetary value will affect the satisfaction of Indonesian respondents.

Hypothesis 5b: Monetary value will affect the satisfaction of Thailand respondents.

Hypothesis 5c: There is difference of monetary value between Indonesia and Thailand.

2.8 Research Model

The research model (for Indonesia and Thailand, respectively) is established as shown in Figure 1:

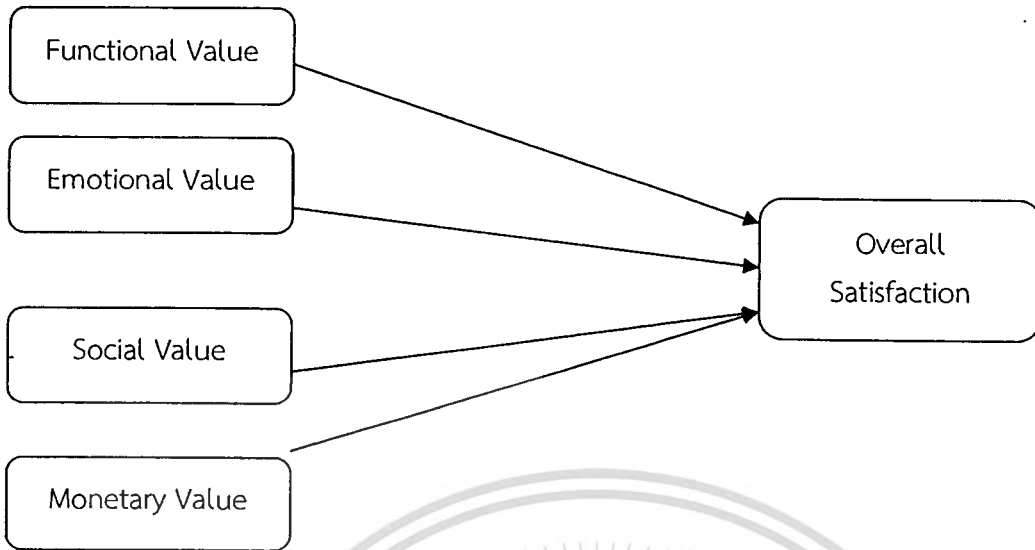


Figure 1: Research Model

Source: Lee *et al.* (2002)



Chapter 3

Research Method

3.1 Research Technique

This study is using descriptive statistic. Babbie (2004) stated that descriptive statistics provide quantitative descriptions and statistical computations describing either the characteristics of a sample or the relationship among variable in a sample. There are two variables in this study. This study measures the association or causality between independent variable and dependent variable. This technique explains the relationship between four independent variables and one dependent variable. There are four independent variables: functional value, emotional value, social value, and monetary value. The dependent variable is satisfaction.

The survey method is used in this study as a data collection technique. The questionnaire was given to respondents in Thailand and Indonesia directly. There are four parts in the questionnaire: the user's demographic questions, a question about most frequently used of mobile Internet services, questions regarding user satisfaction, those for value structures.

Lee *et al* (2002) research used 21 questions of independent variable that are considered fit with the criteria such as sufficient correlation coefficients and reliability using Cronbach's Alpha. The questionnaires are written in both mother language in Thai language and Indonesian language.

The respondents for this study are people from Indonesia and Thailand who have experienced in using mobile Internet. The population is all people in Indonesia and Thailand who are using mobile Internet. The samples of this study are people who used mobile Internet in Indonesia and Thailand. This study uses non-probability samples that are unrestricted are called convenience sampling (Cooper and Schindler, 2001). Convenience sampling is used to selects the samples. Convenience sampling is used in this study because the researchers have the freedom to choose whomever they find.

3.2 Operational Definition of Variables

There are four independent variables and one dependent variable as followed:

Functional Value Variable

Functions are things that have special activities, goals, or tasks, which relate to the way in which something can work or operate as expected (New Oxford American Dictionary, 2007). Value can be defined as functional or technical practical benefits that users can earn by using the mobile Internet (Sweeney and Soutar, 2001). For example, using mobile internet to access the website to buy tickets, mobile payments, banking services, news headlines, traffic news, weather forecast, local maps, and local information.

Emotional Value Variable

Emotional value is the mental or psychological needs of mobile Internet users (Sweeney & Soutar, 2001). For example, when the user can feel good about using the mobile service games while waiting for someone, then he will met its emotional value.

Social Value Variable

Social value means the benefits gained when users may feel that they can connect with other people using the mobile Internet (Sheth et al, 1991). Social values can provide compensation if it can be connected to or affiliated with a particular group or actively socializing through mobile Internet (Lee et al, 2002).

Variable Monetary Value

Monetary value means how much mobile Internet service could satisfy users compared to the cost, time or effort spent on mobile Internet use (Sweeney and Soutar, 2001).

Satisfaction Variable

Satisfaction of the mobile Internet is the fulfillment of one's desires, expectations, or needs, or the pleasure derived from using mobile internet. Overall satisfaction is the overall value of the use of mobile Internet services are experienced by users, and whether the service meets their needs and desires.

3.3 Instruments Survey

Based on previous studies, Lee et al (2002) using 21 questions were considered independent variables according to criteria such as sufficient correlation coefficient and reliability using Cronbach alpha. The questionnaire will be written in Thai and Indonesian. The questionnaire was written in Thai language will be given to respondents Thailand. Questionnaires were written in Indonesian. Indonesian will be given to respondents.

The independent variables in this study are:

1. Functional value: The variable consists of six questions with a seven-point scale.
2. Emotional Value: This variable consists of five questions with a seven-point scale.
3. Social Value: This variable consists of five questions with a seven-point scale.
4. Monetary value: the variable consists of four questions with a seven-point scale.

The dependent variable in this study is satisfaction, which consists of three questions with a seven-point scale. Additional variable is that culture will be treated as moderating variable.

There are five additional questions in this questionnaire. Additional questions were added in order to explore into the demographics of the respondents aspect of Indonesia and Thailand. Five additional questions in the questionnaire are nationality, age, gender, education, and monthly income. Another question is what services are most commonly used with mobile Internet use.

3.4 Data Analysis Technique

In order to test the hypotheses, this research study will follow some steps to test the hypotheses. First step is to test the validity and reliability of the data. The second step is to test the assumption in multiple regression analysis. The third step is to draw conclusion based on statistic results and hypothesis test.

3.4.1 Validity and Reliability

In assessing the degree of measurement error present in any measure Hair *et al* (2006) stated that the researcher must address two important characteristics of a measure:

1. Validity is the degree to which a measure accurately represents what it is supposed to. Validity refers to the extent to which an empirical measure adequately reflects the real meaning of the concept under consideration.

2. Reliability is the degree to which the observed variables measure the "true" value and is "error free"; thus, is the opposite of measurement error. In the abstract, reliability is a matter of whether a particular technique, applied repeatedly to the same object, yields the same result each time.

One method to test the reliability level is Cronbach's Alpha method. The Reliability level could be measured by Cronbach's Alpha base on alpha scale range from 0 to 1. There are five levels of Cronbach's Alpha in the same range.

Table 3.1: Reliability Level Base on Cronbach's Alpha

Cronbach's Alpha	Reliability Level
0.00-0.20	Less Reliable
> 0.20-0.40	Slightly Reliable
> 0.40-0.60	Reliable Enough
> 0.60-0.80	Reliable
> 0.80-1.00	Very Reliable

Source: Budi, 2006

The validity test will be used correlation of bivariate technique between each indicators score with the total constructs score. The result is valid when the output shows the correlation between each of the indicators with the total construct score significant.

3.4.2 Assumptions in Multiple Regression Analysis

The assumptions to be examined are in five areas (Hair, *et al*, 2006):

1. Linearity of the phenomenon measured

Linearity of the relationship between the dependent and independent variables represents the degree to which the change in the dependent variable is associated with the independent variable. The regression coefficient is constant across the range of values for the independent variable. The concept of correlation is based on a linear relationship, thus making it a critical issue in regression analysis.

The linearity test is used to see whether model specification in this study is correct or incorrect. By using linearity test researchers can obtain information whether the empirical model that their study used should be in linear, square, or cubic.

2. Constant variance of the error terms

The presence of unequal variances (heteroscedasticity) is one of the most assumed violations. The purpose of the Heteroscedasticity test is to test whether there is an identical variance residual from one observation to other observation in the regression model. The best regression model is if there is no Heteroscedasticity.

3. Independent of the error terms

The regression of each predicted value should be independent, which means that the predicted value is not related to any other prediction; that is, they are not sequenced by any variable. In this study multicollinearity tests are needed. The purpose of the multicollinearity test is to test whether there is correlation between independent variables in the regression model or not. A good regression model should be free from Multicollinearity. The test output results would show that there is no variable independent with a Tolerance score less than 0.10. This mean there is no correlation between independent variables with

the score of more than 95%. If the Variance Inflation Factor (VIF) shows that there is no independent variable with score more than 10 then it could be concluded that there is no Multicollinearity.

4. Normality of the error term distribution

The purpose of this test is to test whether errors or residual variables have normal distribution. If this assumption could not be reached then the statistical test would be not valid. If the graph shows a histogram graph spread over and follow the diagonal line direction it means this histogram graph shows a normal distribution pattern. If the P-P normal graph shows that the data follows the diagonal line pattern it means the model fits within the normality assumptions. Normality graphs could be incorrectly interpreted. In order to support the graph interpretation it should be complemented by the Kolmogorov-Smirnov (K-S) non-parametric statistical test by making hypothesis. If the Non-Parametric test shows that the Kolmogorov-Smirnov score is higher than 0.05 it means that the H_0 accepted and data residual is in normal distribution.

5. Autocorrelation test

There is one additional test for this study. This test is the autocorrelation test. The purpose of this test is to test whether there is a correlation between the residual in the t period with the residual in the $t-1$ period. Good multiple regressions should meet this criterion or be free from autocorrelation.

3.4.3 Hypothesis Test

There is one research objective question that will be tested by the multiple regression analysis and overviewed by general mobile usage. Multiple regression analysis will be used to identify the relationship between value structures and overall satisfaction in each country. The linear regression analyses will be conducted to identify the relationship between four factors of mobile Internet usage and satisfaction. Multiple regressions are used in this study because there are four independent variables in this study.

Multiple regression analysis is a flexible method of data analysis that may be

appropriate whenever a quantitative variable (the dependent or criterion variable) is to be examined in relationship to any other factors (expressed as independent or predictor variables). Relationships may be nonlinear, independent variables may be quantitative or qualitative, and one can examine the effects of a single variable or multiple variables with or without the effects of other variables taken into account (Cohen, Cohen, West, & Aiken, 2003).

3.5 Regression Equation

Regression analysis is a statistical technique that attempts to explore and model the relationship between two or more variables. This research study intention is to know if there is a relationship between each of the four variables. Regression analysis forms an important part of the statistical analysis of the data obtained from the respondents. This result will provide information that is useful to identify significant factors and to explore the nature of the relationship between these factors and the response.

$$Y_{THAI} = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 \dots \dots \dots (1.1)$$

$$Y_{INA} = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 \dots \dots \dots (1.2)$$

Where:

a: constant

b: regression coefficient for each of variable X

Y: Satisfaction

X1: Functional Value

X2: Emotional Value

X3: Social Value

X4: Monetary Value

Chapter 4

Data Analysis

In this section, this study aims to analyze the data and to determine the results from the existing data. Data has been collected from the survey which undertaken in Indonesia and Thailand. From 286 the amount of data collected for a sample of 131 Indonesian and 143 samples for Thailand, and 12 samples were not used in this study. The amount obtained after filtering the data that appropriate for this study. Data obtained by a convenience sample method described in section three. Data analysis will include descriptive statistics, followed by the validity and reliability, the classical assumption in multiple regressions, and multiple regressions.

4.1 Demographic Overview

Demographic data describes the statistical characteristics of the respondents in this study. Demographic data that will be presented in this study were gender, age, education, and the average monthly income.

Table 4.1: Gender & Age

Country	Gender	Age (Years)					Total
		15-20	21-30	31-40	41-50	>50	
Indonesia	Male	19	22	9	3	2	55
	Female	35	30	6	5	0	76
	Total	54	52	15	8	2	131
Thailand	Male	15	13	5	9	5	47
	Female	32	17	22	18	7	96
	Total	47	30	27	27	12	143

The number of overall respondents from Indonesia and Thailand amounted to 274 respondents. The number of respondents was 131 Indonesian respondents and 143 Thai respondents. The respondent number consists of 55 male respondents and 76 female respondents from Indonesia. While the number respondents of Thailand are 47 male respondents and 96 female respondents. Respondents in this study had an age range from 15 years to over 50 years.

Tabel 4.2: Age and Education

Negara	Pendidikan	Umur					Total
		15-20	21-30	31-40	41-50	> 50	
Indonesia	Senior High School	52	16	1	0	0	69
	Bachelor	1	25	10	1	0	37
	Master	0	3	3	4	0	10
	Doctoral	0	0	0	1	2	3
	Others	1	8	1	2	0	12
	Total	54	52	15	8	2	131
Thailand	Senior High School	38	14	6	4	2	64
	Bachelor	7	13	15	19	6	60
	Master	0	1	4	2	2	9
	Doctoral	0	0	1	0	0	1
	Others	2	2	1	2	2	9
	Total	47	30	27	27	12	143

In this study there are a variety of respondents with some educational background. Respondents in Indonesia; there are 69 high school-educated respondents, 37 respondents are educated in bachelor degree, 10 respondents are educated in master degree, and 3

respondents are educated in doctoral degree. Thailand respondents; there are 64 high school-educated respondents, 60 respondents are educated in bachelor degree, 9 respondents are educated in master degree, and 1 respondent educated in doctoral degree.

Table 4.3: Education& Monthly Income

Education	Indonesian Rupiah (IDR)						Total
	No Salary	< 1,000,000	1,000,001- 2,000,000	2,000,001- 3,000,000	> 3,000,000		
Senior High School	56	6	6	0	1		69
Bachelor	7	5	5	4	16		37
Master	0	0	0	3	7		10
Doctoral	0	0	0	0	3		3
Others	8	0	2	2	0		12
Total	71	11	13	9	27		131
	Thailand (Thai Bath)						Total
	No Salary	< 10,000	10,001 - 30,000	30,001- 50,000	50,001- 70,000	> 70,000	
Senior High School	3	49	9	1	1	1	64
Bachelor	2	5	37	8	7	1	60
Master	0	0	7	2	0	0	9
Doctoral	0	0	1	0	0	0	1
Others	1	3	4	0	1	0	9
Total	6	57	58	11	9	2	143

In this study there is one independent variable measurement to measure the monetary value. It is necessary to know the size of the monetary value from some various viewpoints of the respondents with variety of incomes. Income in this study is divided into two types of currency in each country. Indonesian Rupiah used to measure income in Indonesia. Thai Bath used to measure income in Thailand.

4.2 Validity and Reliability Test

Validity and reliability are set of the test tool that needs to be done in this study. Validity is a measurement of the extent to which the construct variables that can accurately represent what is supposed to be measured. While the Reliability is a measurement of the extent to which the observed variables measure the "true" value and "free from error."

Table 4.4: Functional Value Validity Test

	Pearson Correlation INA	N	Pearson Correlation Thai	N	Sig.
FV1	0.788**	131	0.746**	143	0.000
FV2	0.750**	131	0.678**	143	0.000
FV3	0.841**	131	0.813**	143	0.000
FV4	0.769**	131	0.833**	143	0.000
FV5	0.797**	131	0.825**	143	0.000
FV6	0.836**	131	0.775**	143	0.000
FVTOT	1	131	1	143	

** . Correlation is significant at the 0.01 level (2-tailed).

The validity table of the functional value variable above shows the correlation of each construct with a total functional value showed significant results with a significance value 0.00 below 0.05. Thus the measurement of the value of the functional value variable above in this study for both Indonesia and Thailand is valid.

Table 4.5: Emotional Value Validity Test

	Pearson Correlation INA	N	Pearson Correlation Thai	N	Sig.
EV1	0.810**	131	0.767**	143	0.000
EV2	0.884**	131	0.802**	143	0.000
EV3	0.879**	131	0.796**	143	0.000
EV4	0.801**	131	0.847**	143	0.000
EV5	0.840**	131	0.823**	143	0.000
EV6	0.844**	131	0.802**	143	0.000
EVTOT	1	131	1	143	

** . Correlation is significant at the 0.01 level (2-tailed).

The validity table of the emotional value variable above shows the correlation of each construct with a total emotional value showed significant results with a significance value 0.00 below 0.05. Thus the measurement of the value of the emotional value variable above in this study for both Indonesia and Thailand is valid.

Table 4.6: Social Value Validity Test

	Pearson Correlation INA	N	Pearson Correlation Thai	N	Sig
SV1	0.854**	131	0.813**	143	0.000
SV2	0.857**	131	0.801**	143	0.000
SV3	0.885**	131	0.871**	143	0.000
SV4	0.891**	131	0.405**	143	0.000
SV5	0.827**	131	0.804**	143	0.000
SVTOT	1	131	1	143	

** . Correlation is significant at the 0.01 level (2-tailed).

The validity table of the social value variable above shows the correlation of each construct with a total social value showed significant results with a significance value 0.00 below 0.05. Thus the measurement of the value of the social value variable above in this study for both Indonesia and Thailand is valid.

Table 4.7: Monetary Value Validity Test

Construct	Pearson Correlation INA	N	Pearson Correlation		Sig
				Thai	
MV1	0.884**	131	0.472**	143	0.000
MV2	0.877**	131	0.642**	143	0.000
MV3	0.866**	131	0.562**	143	0.000
MV4	0.751**	131	0.797**	143	0.000
MVTOT	1	131	1	143	

** . Correlation is significant at the 0.01 level (2-tailed).

The validity table of the monetary value variable above shows the correlation of each construct with a total value of monetary showed significant results with a significance value 0.00 below 0.05. Thus the measurement of the value of the monetary value variable above in this study for both Indonesia and Thailand is valid.

Table 4.8: Satisfaction Validity Test

Construct	Pearson Correlation INA	N	Pearson Correlation		Sig.
				Thai	
ST1	0.869**	131	0.898**	143	0.000
ST2	0.905**	131	0.913**	143	0.000
ST3	0.840**	131	0.908**	143	0.000
STTOT	1	131	1	143	

** . Correlation is significant at the 0.01 level (2-tailed).

The validity table of the satisfaction variable above shows the correlation of each construct with a total value of satisfaction showed significant results with a significance value 0.00 below 0.05. Thus the measurement of the value of the satisfaction variable above in this study for both Indonesia and Thailand is valid.

Table 4.9: Reliability Test

Variables	Cronbach's Alpha		Item (N)	Reliability
	INA	Thai		
Functional Value	0.884**	0.869**	6	Yes
Emotional Value	0.917**	0.892**	6	Yes
Social Value	0.914**	0.800**	5	Yes
Monetary Value	0.867**	0.849**	4	Yes
Satisfaction	0.841**	0.891**	3	Yes

Reliability levels can be measured on the basis of the Cronbach Alpha alpha scale range from 0 to 1. From table 3.1 in section 3 above it can be seen that the value of Cronbach's Alpha for both Indonesia and Thailand are in the range of 0.80 until 1.00, which means each of these variables is very reliable.

4.3 Classical Assumptions In Regression

4.3.1 Linearity Test

Table 4.10 Indonesian Linearity Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.038 ^a	0.001	-0.030	1.86873752

a. Predictors: (Constant), MVINASquare, SVINASquare, FVINASquare, EVINASquare

The linearity test in this research is using Lagrange Multiplier test. Estimation with this test aims to get the value of c^2 test. The results of the data table above Indonesia have Df = 131, with a probability of 0.95; tables with values $c = 158.7$. The results of R Square is 0.001. The results are multiplied by the value of c table $0001 \times 158.7 = 0.1587$. Therefore c^2 test value is smaller than c^2 table it can be concluded that the correct model is the linear model.

Table 4.11: Thailand Linearity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.044 ^a	0.002	-0.027	1.94459133

a. Predictors: (Constant), MVThaiSquare, EVThaiSquare, SVThaiSquare, FVThaiSquare

Results of the table above, the data of Thailand has Df = 143, with a probability of 0.95; R Square value is 0.002 and the value of table c : 171.9. So the result is $0.002 \times 171.9 = 0.3438$. Therefore c^2 test value is smaller than c^2 table it can be concluded that the correct model is the linear model.

4.3.2 Heteroscedastic

Figure 4.1 Indonesian Scatterplot

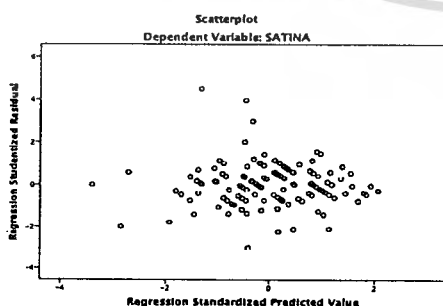
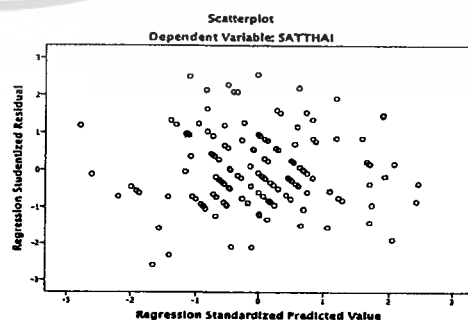


Figure 4.2 Thailand Scatterplot



The figure of scatterplot above shows that the point is not patterned or scattered above 0 value and below 0 value. It shows that the two models both for Indonesia and Thailand free from heteroscedastic.

4.3.3 Multicoleniarity Test

Table 4.12: Multicollinearity Test

Model	Collinearity Statistics		Model	Collinearity Statistics	
	Tolerance	VIF		Tolerance	VIF
FVTHAI	0.391	2.557	FVINA	0.363	2.756
EVTHAI	0.412	2.427	EVINA	0.344	2.906
SVTHAI	0.529	1.891	SVINA	0.654	1.529
MVTHAI	0.632	1.582	MVINA	0.625	1.599

The results above indicate that there are no independent variables with tolerance scores of less than 0.10. This means that there is no correlation between the independent variables with a score of more than 95%. If the Variance Inflation Factor (VIF) showed no independent variable with a score more than 10, it can be concluded that there is no Multicollinearity. Thus the two models both Indonesia and Thailand are not detected multicollinearity.

4.3.4 Normality Test

Normality test performed using image histograms, graphs P-plot and the Kolmogorov-Smirnov test.

a. Indonesia Normality Test.

Figure 4.3 Histogram

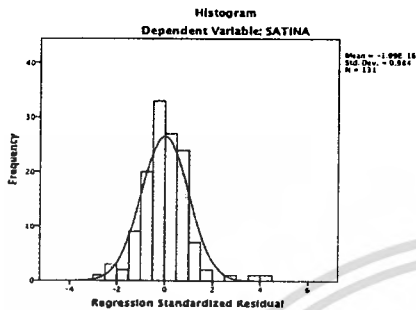
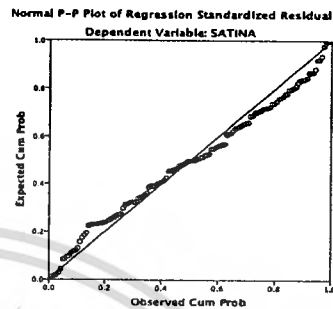


figure 4.4 P-Plot



From the picture above histogram shows a normal distribution pattern. While the P-plot picture above shows the spread of the points around the diagonal line. This indicates that the regression model to the data meet the assumptions of normality Indonesia.

Tabel 4.13: Kolmogorov-Smirnov Indonesia

One-Sample Kolmogorov-Smirnov Test		
N		131
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	1.84112380
Most Extreme Differences	Absolute	0.084
	Positive	0.089
	Negative	-0.084
Kolmogorov-Smirnov Z		0.963
Asymp. Sig. (2-tailed)		0.312

a. Test distribution is Normal.
b. Calculated from data.

To support the results of the image histogram and P-plot above the Kolmogorov-Smirnov test. Results of Non-Parametric tests above show that the value of the Kolmogorov-Smirnov 0.312 higher than 0.05 which means that H0 is accepted and the data residuals in a normal distribution.

b. Thailand Normality Test

Figure 4.5 Histogram

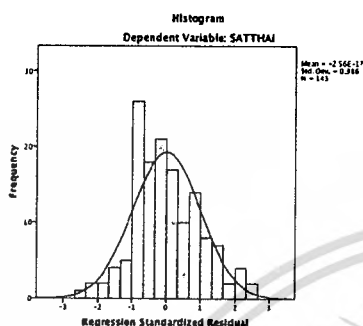
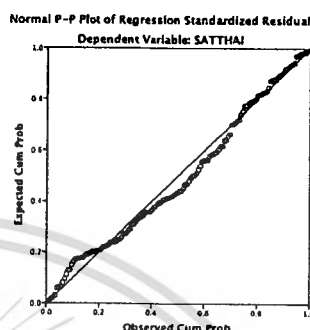


Figure 4.6 P-Plot



From the picture above histogram shows a normal distribution pattern. While the P-plot picture above shows the spread of the points around the diagonal line. This indicates that the regression model to the data meet the assumptions of normality of Thailand.

Table 4.14 Kolmogorov-Smirnov Thailand

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		143
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	1.91889232
	Absolute	0.077
Most Extreme Differences	Positive	0.077
	Negative	-0.063
Kolmogorov-Smirnov Z		0.917
Asymp. Sig. (2-tailed)		0.369

a. Test distribution is Normal.
b. Calculated from data.

Results of Non-Parametric tests above show that the value of the Kolmogorov-Smirnov 0369 higher than 0.05 which means that H0 is accepted and the data residuals in a normal distribution.

4.3.5 Autocorrelation Test

Tabel 4.15: Model Summary Indonesia

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.839 ^a	0.703	0.694	1.87012	1.905

a. Predictors: (Constant), MVINA, SVINA, FVINA, EVINA

b. Dependent Variable: SATINA

Indonesian data in this research has a number of data samples $n = 131$; with value $dl = 1.6523$ and the value of $du = 1.7780$. The results of the above test has a value of Durbin-Watson (DW) 1,905; 1,905 DW value is greater than the value of du 1.7780. The 1.905 value of du is also smaller than the value of $4 - 1.7780 = 2,222$. It can be concluded that there is no autocorrelation.

Table 4.16 Model Summary Thailand

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.811 ^a	0.658	0.648	1.94650	2.139

a. Predictors: (Constant), MVTHAI, EVTHAI, SVTHAI, FVTHAI

b. Dependent Variable: SATTHAI

Thailand data has a number of data samples $n = 143$; with value $dl = 1.6697$, and the value of $du = 1.7846$. The results of the above test has a value of Durbin-Watson (DW) is greater than the value of 2.139 du 1.7846. Values smaller than 2.139 du $4 - 1.7846 = 2.2154$. It can be concluded that there is no autocorrelation.

4.4 Multiple Regression Hypothesis Testing

This research presents the results of multiple analyzes to test several hypotheses that have been established in section two. The results of some of the data analysis for both data Indonesia and Thailand the data will be described as follows:

Table 4.17: ANOVA Indonesia

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1044.556	4	261.139	74.668	0.000 ^b
	Residual	440.666	126	3.497		
	Total	1485.221	130			

a. Dependent Variable: SATINA

b. Predictors: (Constant), MVINA, SVINA, FVINA, EVINA

From the table above shows the results of the ANOVA analysis F value of 74.668 with a P value is 0.000. From the results of the P value 0.000 is smaller than 0.05, it can be concluded that the regression model with the independent variables function value, emotional value, social value and monetary value together can affect the satisfaction of Indonesian respondents. Then the hypothesis 1a: functional value, emotional value, social value, monetary value can predict simultaneously the satisfaction of Indonesian respondents is supported.

Table 4.18: Indonesian Multiple Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.258	0.940		0.274	0.784
FVINA	0.167	0.045	0.301	3.734	0.000
EVINA	0.111	0.045	0.205	2.481	0.014
SVINA	0.082	0.032	0.153	2.549	0.012
MVINA	0.240	0.042	0.350	5.708	0.000

a. Dependent Variable: SATINA

The above table will be used to analyze the hypothesis 2a, 3a, 4a, and 5a. Column will significantly help in reaching a decision whether or not the hypothesis is supported. If the value of the significance level is below 0.05 then it can be concluded that the independent variable significantly affects the dependent variable.

Functional value of Indonesian showed a significance value 0.000 is less than 0.05. This suggests that the functional value can significantly affect satisfaction. So it can be concluded that the hypothesis 2a is supported.

Emotional value of Indonesian showed a significance value 0.014 is less than 0.05. This indicates that the emotional value significantly affect satisfaction. So it can be concluded that the hypothesis 3a can be accepted.

Social value of Indonesian showed a significance value 0.012 is less than 0.05. This suggests that social values can significantly affect satisfaction. So it can be concluded that the hypothesis 4a acceptable.

Indonesian monetary value is indicates significance value 0.000 is less than 0.05. This suggests that monetary value can significantly affect satisfaction. So it can be concluded that the hypothesis 5a acceptable.

Table 4.19: ANOVA Thailand

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1006.408	4	251.602	66.405	0.000 ^b
	Residual	522.865	138	3.789		
	Total	1529.273	142			

a. Dependent Variable: SATTHAI

b. Predictors: (Constant), MVTHAI, EVTHAI, SVTHAI, FVTHAI

Table above shows the results of ANOVA analysis with F value 66.405 and a P value is 0.000. The results of the P value 0.000 is smaller than 0.05, it can be concluded that the regression model with the independent variables function value, emotional value, social value and monetary value simultaneously can affect the satisfaction of Thailand respondents. Thus hypothesis 1b: functional value, emotional value, social value, monetary value simultaneously can predict or affect satisfaction of respondents Thailand is acceptable.

Tabel 4.20: Regression- Thailand

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.022	0.943		-0.024	0.981
FVTHAI	0.215	0.046	0.371	4.667	0.000
EVTHAI	-0.022	0.045	-0.038	-0.496	0.621
SVTHAI	0.183	0.045	0.276	4.037	0.000
MVTHAI	0.246	0.042	0.367	5.865	0.000

a. Dependent Variable: SATTHAI

The table above will be used to analyze the hypothesis 2b, 3b, 4b, and 5b. Four hypotheses will be analyzed to test the regression of Thailand are as follows:

Functional value of Thailand showed a significance value 0.000 is less than 0.05. This suggests that the functional value can significantly affect satisfaction. So it can be concluded that the hypothesis 2b is acceptable.

Emotional value of Thailand showed a level significance value 0.621 is more than 0.05. This suggests that the emotional value of Thailand could not significantly affect satisfaction. So it can be concluded that the hypothesis is rejected 3b.

Social value of Thailand showed a significance value 0.000 is less than 0.05. This suggests that social values can significantly affect satisfaction. So it can be concluded that the hypothesis 4b acceptable.

Monetary value for Thailand showed a significance value of 0.000 is less than 0.05. This suggests that monetary value can significantly affect satisfaction. So it can be concluded that the hypothesis 5b acceptable.

4.5 Independent Sample T-Test

Independent samples T-test was used in this study to test the hypothesis 2c, 3c, 4c, and 5c. Test of independent samples T-test was used to test how different value structures between the two countries.

Tabel 4.21: T-Test

	Country	N	Mean	Std. Deviation	Std. Error Mean
FV	Indonesia	131	31.64	6.102	0.533
	Thailand	143	27.93	5.664	0.474
EV	Indonesia	131	33.08	6.222	0.544
	Thailand	143	27.93	5.664	0.474
SV	Indonesia	131	23.98	6.338	0.554

	Country	N	Mean	Std. Deviation	Std. Error Mean
	Thailand	143	21.85	4.948	0.414
MV	Indonesia	131	18.71	4.934	0.431
	Thailand	143	15.64	4.908	0.410
SAT	Indonesia	131	15.66	3.380	0.295
	Thailand	143	13.18	3.282	0.274

Table 4.22: Independent T-test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff.	95% Confidence Interval of the Difference	
									Lower	Upper
FV	Equal variances assumed	0.922	0.338	5.221	272	0.000	3.711	0.711	2.312	5.111
	Equal variances not assumed			5.204	265.042	0.000	3.711	0.713	2.307	5.115
EV	Equal variances assumed	0.897	0.345	7.167	272	0.000	5.146	0.718	3.733	6.560
	Equal variances not assumed			7.137	263.346	0.000	5.146	0.721	3.727	6.566
SV	Equal variances assumed	7.591	0.006	3.127	272	0.002	2.139	0.684	0.792	3.485
	Equal variances not assumed			3.094	245.603	0.002	2.139	0.691	0.777	3.500
MV	Equal variances assumed	0.223	0.637	5.153	272	0.000	3.067	0.595	1.895	4.238
	Equal variances not assumed			5.152	269.654	0.000	3.067	0.595	1.895	4.238
SAT	Equal variances assumed	0.576	0.448	6.165	272	0.000	2.482	0.403	1.690	3.275

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff.	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances not assumed			6.157	268.299	0.000	2.482	0.403	1.689	3.276

Hypothesis 2c stated that there is a functional value difference between the respondent in Indonesia and Thailand. The table above shows the results in significant column (2-tailed) functional value has a t value 5.221 and a P value 0.000. The 0.000 of P value is less than 0.05. It can be concluded that there is a functional value difference between the respondents in Indonesia and Thailand. Thus the hypothesis 2c is acceptable.

Hypothesis 3c stated that there is an emotional value difference between respondents in Indonesia and Thailand. The table shows the results in significant column (2-tailed) emotional value has a t value 7.167 and a P value of 0.000. 0.000 P value less than 0.05. It can be concluded that there is an emotional value difference between the respondents in Indonesia and Thailand. Thus the hypothesis 3c is acceptable.

Hypothesis 4c stated that there is a social value difference between respondents in Indonesia and Thailand. The table shows the results in significant column (2-tailed) social value has a t value 3.127 and a P value 0.002. The P value 0.002 is less than 0.05. It can be concluded that there is a social value differences between respondents in Indonesia and Thailand. Thus the hypothesis 4c is acceptable.

Hypothesis 5c stated that there is a monetary value difference between respondents in Indonesia and Thailand. The table shows the results in significant column (2-tailed) monetary value has a t value 5.153 and a P value 0.000. The P value 0.000 is less than 0.05.

It can be concluded that there is a monetary value difference between respondents in Indonesia and Thailand. Thus the hypothesis 5c is acceptable.

4.6 Mobile Internet Services

One of the research questions in the questionnaire asked about the mobile Internet services most frequently accessed in each country. The results of these questions will be presented in the following table:

Table 4.23: Most Frequently Mobile Internet Services Access in Indonesia

	Services	Frequency	Percent
	Social Network	73	51.0
	Download	13	9.1
	Chatting	12	8.4
Valid	e-mail	11	7.7
	News	9	6.3
	Information	6	4.2
	Game	5	3.5
	Location	1	0.7
	Others	1	0.7
	Total	131	91.6

From the results in the table above can be explained that the mobile Internet services most frequently used by users in Indonesia is social networking. It was followed by the download, chat, e-mail, news, information, games, locations, and other.

Table 4.24: Most Frequently Mobile Internet Services Access in Thailand

	Services	Frequency	Percent
	Social Networking	52	36.4
	Chatting	31	21.7
	News	14	9.8
	Game	13	9.1
	Information	12	8.4
	Download	5	3.5
	e-mail	5	3.5
	Reservation	5	3.5
Valid	Banking	2	1.4
	Others	2	1.4
	Location	1	0.7
	Stock	1	0.7
	Total	143	100.0

From the results in the table above can be explained that the mobile Internet services most frequently used by users in Thailand is social networking. That was followed by a chat, news, games, information, downloads, e-mail, reservation, banking, other, locations, and stock.

Chapter 5

Discussion and Summary

In this section will discuss the results of the data that has been analyzed, to answer some of the questions in the first section, then it will be followed by conclusions, limitations and suggestions. The results of the data analysis in this research will be discussed in light of previous research. This study will provide suggestion on the limitation of this study for future research consideration.

5.1 Discussion

In this study there were fourteen hypotheses that have been analyzed. There are two hypotheses to test four values simultaneously structures each for Indonesia and Thailand. There are four hypotheses were used to test the four values structure of respondents in Indonesia and four hypotheses were used to test the four values structure of respondents in Thailand. In this study also tested four hypotheses to measure differences in the four values structure between Indonesia and Thailand.

The results of testing hypothesis 1a above states that the functional value, emotional value, social value, monetary value simultaneously affect satisfaction for Indonesian respondents acceptable. It shows that four variables can be used to measure the affect of four independent variables of value structure on satisfaction for Indonesia. The results of the test hypothesis 1b states that the functional value, emotional value, social value, monetary value simultaneously affect satisfaction of Thailand respondents acceptable. It also means that all four values structure of independent variables can affect on satisfaction for Thailand.

The hypotheses 2a and 2b in each of the above multiple regression tests have been concluded that the second hypothesis can be accepted. This suggests that the functional value significantly affect satisfaction both in Indonesia and in Thailand.

Kim et al, (2004) define the benefit meaning related to the quality of workmanship or delivery, fitness for purpose or ability to perform certain functions. Functional value for the users of mobile Internet will remain attached as a tool that can be used to serves to access the Internet. The functional value affect satisfaction for mobile Internet users both in Indonesia and Thailand. The function of the mobile Internet from multiple regression test results can be interpreted that the mobile Internet functions well perceived by mobile Internet users in Indonesia and Thailand so that the mobile Internet users functional value can affect satisfaction.

Emotional value can significantly affect the satisfaction of respondents in Indonesia. In a multiple regression test for Indonesia over the results concluded that the hypothesis 3a is accepted. The Thailand multiple regression test results indicate that emotional value does not affect satisfaction. So from this result it can be concluded that the hypothesis 3b is rejected.

Sweeney and Soutar (2001) define emotional value means associated with mental or psychological needs for mobile Internet users. Indonesian respondents shows that there is a tendency to use mobile Internet to meet their emotional needs, either by having the device or to access Internet services that they like. Hedonic criteria related to feelings and emotions such as excitement, relaxation or pleasure (Kim et al, 2004). Research Arambewela et al, 2005 found Indonesian respondents have a tendency to greater interest to the values associated with hedonism. This is consistent with the results of multiple regression-test. The results in the study showed that the emotional value trigger by the emotional value that correlated with pleasure or relaxation affect satisfaction respondents in Indonesia.

While for the Thai respondents this 3b hypothesis inconsistent with results or rejected. From this result it can be interpreted that the emotional value for the respondents in Thailand did not affect satisfaction. For respondents in Thailand emotional value in mobile Internet use does not significantly affect satisfaction. From this result means that there are other things that will influence satisfaction in the use of mobile. Internet in addition to the

emotional value. For respondents in Thailand another value structure is more significant to influence satisfaction in using the mobile Internet.

The result of Indonesian Social value shows that significantly affect satisfaction. From this result then it can be concluded that the hypothesis 4a is acceptable. Sheth et al, (1991) define social values means that the benefits gained when users feel that they can connect with other people by using the mobile Internet. More over that by creating social value mobile Internet users have more close and intimate feeling among them because they can be easily connected to each other.

The test results of Indonesian social value align with the explanation of Subagyo (2009) that the people of Indonesia have high social network characteristics. In addition, the Indonesian people also have social capital that can be found in several activities such as cooperatives, kinship, mutual cooperation, and consensus agreement (consensus aimed to reach consensus). These results are also supported by explanation that the Indonesian society has a high social capital. Theory of Cohen and Prusak (2001) explains that social capital consists of value of active connections among people: the trust, mutual understanding and shared values and behaviors that bind the members of human networks and communities that could make cooperative action can be possible to form. It can also be seen from the most frequently access or mobile Internet service accessed by Indonesian people that is social networking.

Results of the test of social value for Thailand indicate that social values can significantly affect satisfaction. From this result then it can be concluded that the hypothesis 4b is acceptable. This is consistent with Nguyen (2005) which states that the Thai people really appreciate the friendship and tend to look for a permanent friendship. Friend that is good for Thailand people is a friend who can be reliable and can be a true friend. To perpetuate friendship, kinship society Thailand uses the term (eg, brother, sister depending on age) to mark each other, as if they were brothers consanguinity. In addition, the mobile Internet services most frequently and widely used by respondents in Thailand in this study is social networking. It is also align with the information from Alexa.com website ranked first most often accessed by people of Thailand is a social networking website.

Indonesian monetary value result indicates that it can significantly affect satisfaction. From this result then it can be concluded that the hypothesis 5a is acceptable. While the monetary value for Thailand suggest that the monetary value significantly affect satisfaction. This suggests that monetary value can significantly affect satisfaction of Thai respondents. From this result then it can be concluded that the hypothesis 5b is acceptable.

The results of the monetary value can not be circumvented because of mobile Internet users will not be separated from the costs that must be spend to obtain mobile Internet services in each country. These costs will be very important to be considered by consumers of mobile Internet, they are hoping to get the best services in accordance with costs that they have to spend. Monetary value means how satisfactory mobile Internet services compared with the cost, time or effort to be spent in using the mobile Internet (Sweeney and Soutar, 2001).

Pitoyo (2012) states that the average cost of the Internet services in Indonesia is among expensive cost of Internet services in the world. According Pitoyo (2012) the high cost of an average Internet services in Indonesia is not followed by adequate-quality and speed. One reason for the high cost of Internet in Indonesia is that the Indonesian Internet service provider requires a high investment for their business. Some Internet service providers deliver mobile Internet costs at a low price but with very low speed access.

The results of the hypothesis 2c test states that there is a value functional difference between of the respondent Indonesia and Thailand. It can be concluded that there is a functional difference between the values of respondents in Indonesia and Thailand. 3c hypothesis test result stated that there is difference between the emotional value of the respondent in Indonesia and Thailand. It can be concluded that there is an emotional value difference between respondents in Indonesia and Thailand. The results of hypothesis 4c test states that there is a social value difference between the respondents in Indonesia and Thailand. It can be concluded that there is a difference in social values among respondents in Indonesia and Thailand. Test results of hypothesis 5c states that there is a monetary value difference between the respondents in Indonesia and Thailand. It can be concluded

that there is a monetary value difference between the respondents in Indonesia and Thailand.

5.2 Conclusions and Implications

In this study usage patterns of mobile Internet from the perspective of intercultural suggest a framework structure consisting of four dimensions of value. The study also focused on identifying the differences in value structures between the two countries. Research based on the value approach can help us in obtaining more knowledge about the use of mobile Internet on cultural differences. In this study, there are two research questions as follows:

1. Do functional value, emotional value, social value, and monetary value affect mobile Internet service satisfaction in Indonesia and Thailand, respectively?

The results of this study indicate that functional value, emotional value, social value, and the monetary value can simultaneously affect satisfaction for both Indonesia and Thailand.

From the results of multiple regression-test for Indonesia functional value, emotional value, social value, and monetary value significantly affect satisfaction. Results for Thailand indicate that functional value, social value, and monetary value significantly affect satisfaction. The emotional value does not affect the satisfaction.

2. Is there any difference in value structures between Indonesia and Thailand?

From the data that has been analyzed by independent sample T-Test of the four value structures for both Indonesia and Thailand. The results showed that there is value structures difference. The results of the t-test showed that the functional value, emotional value, social value and monetary value between Indonesia and Thailand are different. The results of these differences are influenced by the perceptions of respondents in Indonesia and Thailand to the different mobile Internet usage pattern. In this case it turns out different cultures influence the way in perceiving the use of different technologies, especially in the mobile Internet usage pattern.

The results of this research can provide us more knowledge about cultural

differences in the usage patterns of mobile Internet, especially in Indonesia and Thailand. In the results of this study indicate that statistically there are differences in usage patterns of mobile Internet that is influenced by the culture of the measured value.

The results of this study can contribute to the government in order to assist in giving the communications department policies related to tariff policy in order to give more wisely tariff policy. Communication is essential for a country that tariff policy considerations more sensible would be helpful to be more affordable for the whole society and its stakeholders. With the more affordable mobile Internet rate then it will help for the entrepreneurs with lowering capital to be able to widen its sales network more broadly either by advertising using a website, blog, or social networking.

This research can provide information that is related and give more support to strategic managerial decisions for mobile Internet service providers and mobile phone companies. The results of this study suggests that cultural influences mobile Internet usage patterns. For mobile Internet service providers may consider service rates, because the rates of mobile Internet services is very influential on satisfaction. This suggests that the rate is a sensitive and important for the users of the mobile Internet. Mobile Internet users expect mobile Internet cost is affordable. At least they pay the cost in accordance with acceptable quality and speed. For companies who produce mobile phone can be better informed about what kind of features are needed with the mobile phone users in each country. Multinational companies should aware with the condition in each country in order to know the right strategies to be used. Multinational companies should not only be satisfied with a global view in perspective, but they also must be able to consider the competitive advantage that is applied to the culture and needs in different countries.

5.3 Limitations and Suggestions

In this study there are some limitations. First, this study was able to prove that the structure of value in mobile Internet use differ between the two countries, but the structure of value is not the only reason for the existence of differences in usage patterns. The different

uses may also be caused by differences in demographics, the infrastructure of the mobile Internet, and mobile Internet services themselves. Thus the need for further research to examine the relationship between the structure of values and behavior patterns of users. Second, this study is limited to Indonesia and Thailand. The results of this study may not necessarily be applicable to another different geographic location. Third, the limited scope of research only in Indonesia and Thailand. Therefore researcher should be able to investigate further studies in different geographic areas with a wider scope. Fourth, there are limited value structures in this research. In a subsequent study can be considered additional variables other than the value of the structures in this study in order to better equip the other variable predictors.



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Kami Mohon untuk menjawab dan memberikan tanda (X) pada setiap jawaban di bawah ini sesuai data diri dan pengalaman Anda.

1. Apakah Anda pengguna Internet *mobile*? Atau Apakah Anda memiliki pengalaman menggunakan Internet *mobile*?

- a. Iya
- b. Tidak

Jika jawaban Anda TIDAK maka Anda hanya diminta untuk menjawab pertanyaan no 1 saja. Akan tetapi jika jawaban Anda IYA, maka Anda dimohon untuk menjawab seluruh pertanyaan sampai selesai.

2. Kewarganegaraan: (1) Indonesia
(2) Thailand

3. Umur :__

4. Jenis kelamin: (1). Laki-Laki
(2). Perempuan

5. Pendidikan terakhir: a. SMU
b. S1
c. S2
d. Doctor
e. Others/Lainnya:_____

6. Pendapatan per bulan: _____/Bulan.

7. Pelayanan Internet *mobile* yang **PALING SERING** digunakan, silahkan pilih hanya salah **SATU** pelayanan Internet *mobile* di bawah ini dengan memberi tanda (X).

- a. download
- b. game/permainan
- c. e-mail
- d. location/lokasi
- e. weather/cuaca
- f. news/berita
- g. shopping/belanja

- i. reservation
- j. Perbankan
- k. chatting/percakapan
- l. Jejaring sosial (Facebook, witter, dll)
- m.stock/saham
- n. informasi (kesehata, pendidikan, dll)
- o. others/lain-lain.

Value

Pertanyaan di bawah ini adalah tentang nilai pelayanan yang diberikan oleh Internet mobile. Silahkan menjawab pertanyaan-pertanyaan di bawah ini sesuai dengan pengalaman Anda sendiri dalam menggunakan pelayanan Internet mobile. Silahkan menjawab sesuai dengan seberapa setujukah Anda dengan pertanyaan-pertanyaan yang diberikan.

FV1: Pelayanan Internet *mobile* dapat diandalkan.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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FV2: Pelayanan Internet *mobile* memiliki fungsi yang baik.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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FV3: Internet *mobile* merupakan pelayanan yang tepat waktu.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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FV4: Pelayanan Internet *mobile* dapat memenuhi kebutuhanku dengan baik.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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FV5: Internet *mobile* memberikan pelayanan dengan baik.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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FV6: Pelayanan Internet *mobile* memiliki standar yang bagus.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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EV1: Menggunakan Internet *mobile* sangat menarik.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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EV2: Menggunakan pelayanan Internet *mobile* sangat menyenangkan.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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EV3: Pelayanan Internet *mobile* membuat saya ingin menggunakannya.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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EV4: Saya merasa tenang/santai ketika saya menggunakan Internet *mobile*.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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EV5: Saya merasa nyaman ketika saya menggunakan Internet *mobile*.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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EV6: Pelayanan Internet *mobile* memberikan saya kesenangan.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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SV1: Internet *mobile* membantu saya untuk merasa lebih diterima.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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SV2: Internet *mobile* memberikan kesan yang baik pada orang lain.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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SV3: Internet *mobile* membuat saya menjadi lebih dikenal/akrab dengan orang lain.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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SV4: Internet *mobile* membuat saya diinterpretasikan oleh orang lain lebih baik.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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SV5: Menggunakan Internet *mobile* memberikan perasaan saling memiliki dengan pemakai yang lain.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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MV1: Tingkatan tarif Internet *mobile* pada saat ini cukup baik.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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MV2: Tarif Internet *mobile* pada saat ini sudah cukup rasional/wajar.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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MV3: Tarif Internet *mobile* sangat ekonomis.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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MV4: Internet *mobile* memberikan nilai pada uang (contoh: lebih murah dalam komunikasi dengan email, skype atau bisnis)

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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Satisfaction

Pertanyaan di bawah ini adalah tentang seberapa jauh kepuasan Anda dengan pelayanan yang diberikan oleh Internet *mobile* di Indonesia. Silahkan menjawab sesuai dengan seberapa setujukah Anda dengan pertanyaan-pertanyaan yang diberikan.

SAT1: Nilai keseluruhan pelayanan Internet *mobile* sangat tinggi.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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SAT2: Pelayanan Internet *mobile* dapat memuaskan kebutuhan dan keinginan saya dengan baik.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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SAT3: Menggunakan internet mobile merupakan salah satu pilihan bijak bagi saya.

Sangat tidak setuju

Sangat Setuju

1	2	3	4	5	6	7
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Untuk validitas dan reliabilitas, respondent dimohon untuk memberikan nama dan alamat e-mail. Kerahasiaan data pribadi Anda akan dijamin atas dasar kegunaan kuisisioner ini.

Nama:

E-mail:

Atas waktu dan korespondensi Anda, saya ucapkan terimakasih

Semoga Kesuksesan & Keberuntungan Selalu Menyertai Anda





แบบสอบถามสำหรับสัมภาษณ์

โครงการสำรวจพฤติกรรมการใช้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่เปรียบเทียบระหว่าง
ผู้ให้บริการในประเทศไทย

คำรับรอง

ข้อมูลที่ได้รับจากท่าน(ผู้ตอบแบบสอบถาม)ถือเป็นความลับที่สุดและ
ในการแสดงผลงานวิจัยต่อสาธารณะจะแสดงภาพรวมและค่าเฉลี่ยเท่านั้น

คำชี้แจง กรุณาตอบแบบสอบถามโดยทำเครื่องหมาย (✓) และหรือเติมช่องว่างแล้วแต่กรณี

ส่วนที่ 1 ข้อมูลเศรษฐกิจและสังคมของผู้ตอบแบบสอบถาม

1. ท่านใช้หรือเคยใช้อินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่หรือไม่?

ใช่หรือเคยใช้

ไม่เคยใช้ (สิ้นสุดการทำแบบสอบถาม)

2. สัญชาติ: (1) อินโดนีเซีย

(2) ไทย

3. อายุ :..... ปี

4. เพศ: (1) ชาย

(2) หญิง

5. วุฒิการศึกษาสูงสุด (ที่สำเร็จการศึกษา):

a. มัธยมศึกษา

b. ปริญญาตรี

c. ปริญญาโท

d. ปริญญาเอก

e. อื่นๆ(โปรดระบุ): _____

6. รายได้โดยเฉลี่ยของท่านประมาณ: _____ บาท/เดือน

7. ท่านใช้อินเตอร์เน็ตบนโทรศัพท์เคลื่อนที่เพื่อบริการดังต่อไปนี้บ่อยมากที่สุด-กรุณาเลือกเพียงหนึ่งบริการ

ดาวน์โหลด

เกม

อีเมลล์

หาตำแหน่งและเส้นทาง

พยากรณ์อากาศ

ข่าว

ซื้อสินค้าและบริการ

จองสินค้าและบริการ

ธุรกิจด้านธนาคาร

พูดคุย เช่น Line, Whatapps เป็นต้น

เครือข่ายสังคมออนไลน์ เช่น Facebook, Twitter เป็นต้น

ซื้อขายหลักทรัพย์

ค้นหาข้อมูล เช่น Google, Yahoo เป็นต้น

อื่นๆ

ส่วนที่ 2 คุณค่าของบริการอินเทอร์เน็ตบนโทรศัพท์มือถือ

คำถามในส่วนนี้เกี่ยวกับคุณค่าของบริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่ กรุณาตอบคำถามจากประสบการณ์การใช้งานของท่านและระดับของความคิดเห็นของท่านที่มีต่อคำถามต่อไปนี้

FV1: บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่ความน่าเชื่อถือ

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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FV2: บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่มีลักษณะการใช้งานที่ดี

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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FV3: บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่มีความรวดเร็ว ทันต่อความต้องการ

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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FV4: บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่ตอบสนองต่อความต้องการของท่านได้ดีมาก

1	2	3	4	5	6	7
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ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

FV5: การบริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่อยู่ในระดับดีมาก

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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FV6: การบริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่มีมาตรฐานที่ดี

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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EV1: ท่านคิดว่าการใช้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่เป็นสิ่งที่น่าสนใจ

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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EV2: ท่านคิดว่าการใช้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่เป็นสิ่งที่เพลิดเพลิน

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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EV3: ท่านคิดว่าการใช้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่เป็นบริการที่ท่านอยากใช้

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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EV4: ท่านรู้สึกผ่อนคลายเมื่อใช้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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EV5: ท่านรู้สึกดีเมื่อใช้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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EV6: ท่านรู้สึกดีเมื่อใช้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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SV1: การใช้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่ทำให้ท่านเป็นที่ยอมรับของคนรอบข้าง

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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SV2: การใช้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่ทำให้คนรอบข้างรู้สึกดีกับท่าน

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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SV3: การใช้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่ทำให้ท่านเข้ากับผู้อื่นได้ง่าย

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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SV4: การใช้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่ทำให้ท่านมีช่องทางในการรับรู้มากขึ้น

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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SV5: การใช้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่ทำให้ท่าน

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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MV1: ท่านคิดว่าอัตราค่าบริการของบริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่อยู่ในระดับที่เหมาะสม

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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MV2: ท่านคิดว่าอัตราค่าบริการของบริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่อยู่ในระดับที่เหมาะสม

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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MV3: ท่านคิดว่าอัตราค่าบริการของบริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่อยู่ในระดับที่เหมาะสม

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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MV4: ท่านคิดว่าท่านได้รับความคุ้มค่าจากการใช้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

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ส่วนที่ 3 ความพึงพอใจของการใช้บริการอินเทอร์เน็ตบนโทรศัพท์มือถือ

คำถามในส่วนนี้เกี่ยวกับความพึงพอใจของท่านที่มีต่อบริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่ กรุณาระบุระดับของความคิดเห็นของท่านที่มีต่อคำถามต่อไปนี้

SAT1: โดยรวมท่านคิดว่ากรให้บริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่ค่อนข้างสูง

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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SAT2: ท่านคิดว่าบริการอินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่ตอบสนองต่อความต้องการของท่านและความสามารถในการจ่ายของท่านได้ดี

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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SAT3: การเลือกใช้อินเทอร์เน็ตบนโทรศัพท์เคลื่อนที่เป็นการเลือกที่ฉลาดทางหนึ่ง

ไม่เห็นด้วยอย่างยิ่ง

เห็นด้วยอย่างยิ่ง

1	2	3	4	5	6	7
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รายละเอียดของผู้ตอบแบบสอบถามสำหรับในการติดต่อสอบถามเพิ่มเติม

ชื่อ-สกุล:

E-mail:

ขอขอบพระคุณอย่างมากที่กรุณาใช้เวลาในการตอบแบบสอบถามทั้งหมดนี้