

Factors Impact Satisfaction and Continuance Intention to Use Facebook

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Abstract : Social media is an umbrella term for different types of online communication channels. The most prominent forms can be divided into four categories: Collaborative projects (e.g. Wikipedia, comparison-shopping sites), blogs (e.g. Twitter), content communities (e.g. Youtube), social networking sites (e.g. Facebook) social media allow consumers to share their opinions, criticisms and suggestions in public. Facebook launched in 2004, initially targeted college students and later started including everyone has become the most popular sites amongst the young generation for connecting with friends and relatives and for the communication of ideas. In 2013 Facebook penetration rate reached 41.4% of the population making it the most popular social networking site in Jordan. Accordingly, the purpose of this research is to examine the impact of perceived usefulness, perceived ease of use, perceived trust, perceived enjoyment and subjective norms on users' satisfaction and continuance intention to use Facebook in Jordan. Using a structured questionnaire, the primary data was collected from 584 users who have an active Facebook accounts. Multiple regression analysis was employed to test the research model and hypotheses. The research findings indicate that perceived usefulness, perceived ease of use, perceived trust, perceived enjoyment, and subjective norms have a positive and significant effect on users' satisfaction and continuance intention to use Facebook. The findings also indicated that the strongest predictors, based on beta values, on both users' satisfaction and continuance intention to use Facebook is subjective norms and respectively, perceived enjoyment, perceived usefulness, perceived ease of us, and perceived trust. Research results, recommendations, and future research opportunities are also discussed.

Keywords : perceived usefulness, perceived ease of use, perceived trust, perceived enjoyment, perceived subjective norms, users' satisfaction, continuance intention, Facebook

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