

# **FACTORS AFFECTING PERCEIVED SATISFACTION WITH FACEBOOK IN EDUCATION**

## **ABSTRACT**

The aim of this study is to explore the impact of perspectives on Facebook in education and relational commitment towards perceived satisfaction with Facebook. The sample included 157 students of two private universities in Bangkok and Pathum Thani province of Thailand during April to May of academic year 2015 to 2016 who use Facebook in their education. People around the world cannot live without Internet connections. Social networking sites (SNS) have become psychological needs for people's daily lives. People join SNS to create profiles, connect with existing friends, or maintain communication and interpersonal relationships. The top SNS around the world and in Thailand in 2015 was Facebook. If popular SNS such as Facebook play important roles in people's lives, how can they be used for higher education? Many universities around the world have used Facebook in their learning environment. While many researches have proven Facebook to be an effective tool for learning and sharing of knowledge, several studies pointed out lesser degrees use of Facebook for education. The results of this study confirmed that there was a positive impact of perspectives on Facebook in education and relational commitment towards perceived satisfaction with Facebook with a high total variance of 53.20%. The relative strength of the explanatory power of perspectives on Facebook in education is higher than relational commitment towards perceived satisfaction with Facebook. It is recommended that instructors, university administrators, or Facebook developers should implement the findings of this study into the learning environment. Limitations and future studies are proposed in this research.