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UBD SCHOOL OF BUSINESS AND ECONOMICS

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PROCEEDINGS**

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## The intention to use the event technology between manager and operation level in Thailand

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### Abstract

This empirical study aims to use factor analysis to determine the use behaviour and intention to use future technologies factors that contribute to a specific event technology with the event organisers that have a level of position in Thailand. The findings of this study could be of great use if adopted in subsequent integration of event technologies into Thai events in the Thailand event industry, as it will allow event organisers to access the effect of position to event technologies. There were a total of 329 samples after factoring out the outliers in the data collected using an online distributed survey (through relevant online networks.) After the CFA and SEM analyses, the researcher used path analysis (Figure 7 and 8) to find the relationship between the dependent and independent variables. The result of managerial levels found that the effort expectancy, the performance expectancy, intention to use future technologies, and use behaviour has a significant positive effect on level of position but social influence shows a negative effect with managerial level. However, for the result of operational levels, it showed that the performance expectancy, social influence, intention to use future technologies, and use behaviour has a significant positive effect on the level of position but the effort expectancy shows a negative effect with the operational level.

### Keywords

Event Technologies, Event industry in Thailand, Levels of position in MICE industry.



## Introduction

In Thailand, the simple answer is event organisers to search for a Meeting Incentive Convention and Exhibition (MICE) destination that is effectively dissimilar from others and offers benefits for delegates. These advantages include convenient accessibility to, from, and within the country; modern infrastructure; international standard venues, an abundant choice of quality accommodation together with a variety of entertainment and recreational activities, to name just a few along with value for money combined with excellence. Located in the heart of ASEAN and serving as a major hub of this region (Business events thailand, 2017). Thailand is one of the leading countries in event organisation and activities related to the event industry (TCEB, 2017). Given that there have been no prior studies into the determination of UTAUT factors to the adoption of Event Technologies with levels of position in organisers company, this groundbreaking study of considerable importance. Academically, it will act as a test of if the UTAUT, developed by Venkatesh et al. (2003) has application outside the adoption of computing systems in the business sector. More broadly, it will be beneficial for Thai event organisers attempting to integrate perception between level of position towards to event technologies, and possibly other event technologies, into their businesses.

## Literature review

Event Technologies is extensively driven by the need to provide new and intense experiences to attract their audiences, the event industry has been keen to adopt technologies to increase their potential

audiences. Indeed, so extensive has this uptake of new technologies by the event industry been that that are sometimes referred to as "event technologies" (Smit, 2012).

An event manager is a person responsible for the creative, technical, and logistic components who planned and executed the event. This comprises event design, brand construction, communication and marketing, audio-visual production, authoring scripts, logistics, budgeting, negotiation, and customer service (Schivinski, Langaro & Shaw, 2019).

According to Woodward Event management includes a variety of functions for executing large-scale events that include conferences, conventions, concerts, trade shows, festivals, and ceremonies. It involves handling the overall logistics of the event, working with staff, and conducting project management of the event as a whole (Woodward, 2020).

## Methods

This study will collect information on event organisers with two levels of position. Since the responses of this survey will be designed to be encoded into numerical data, this study will use a quantitative approach to interpret this data, using it for Kruskal-Wallis test as data analysis tool.

The representative sample size of event technology users in this study are 329 persons, calculated based on the confidence level. Where the population is unknown, the sample size can be derived by computing the minimum sample size required for accuracy in estimating proportions by

considering the standard normal deviation set at 90% confidence level ( 1. 645 ) , percentage picking a choice or response (50% = 0.5) and the confidence interval (0.05 = ±5). The formula is:

$$SS = |Z2p (1 - p)|/ C2$$

where,

*z* = standard normal deviation set at 90% confidence level

*p* = percentage picking a choice or response

*c* = confidence interval

Hypothesis of this study

H1: The Levels of position has a significant positive on the effort expectancy.

H2: The Levels of position has a significant positive on the performance expectancy.

H3: The Levels of position has a significant positive on the social influence.

H4: The Levels of position has a significant positive on use behaviour.

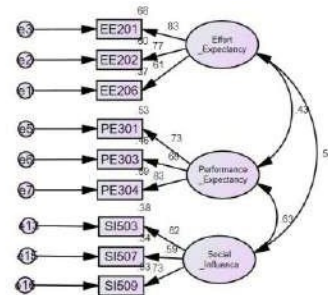
### Analysis/Discussion

A statistical assessment of the model fit is necessary to evaluate whether there is enough evidence to support the proposed causal relationships. There is a wide array of goodness-of fit indices that researchers can rely on to evaluate models produced by SEM. were used to analyse the data.

Position					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Managerial level	55	100.0	100.0	100.0

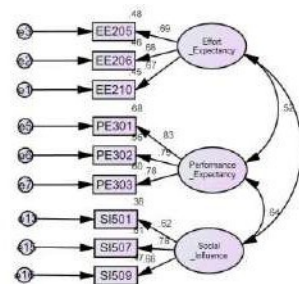
Position					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Operational Level	274	100.0	100.0	100.0

Figure 2: Frequencies of respondents



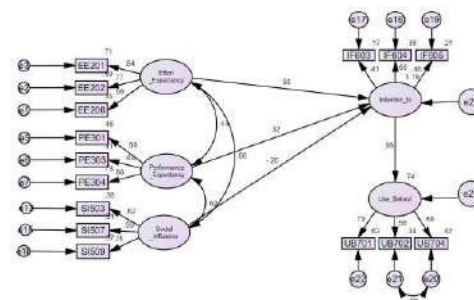
Chi-square=20.291; df=24; relative chi-square=icmindf p=.680; RMSEA=.000; RMR=.065; GFI=.928; CFI=1.000; NFI=.880;

Figure 3: CFA Model for UTAUT Model of managerial level



Chi-square=40.533; df=24; relative chi-square=icmindf p=.019; RMSEA=.060; RMR=.038; GFI=.970; CFI=.980; NFI=.953;

Figure 4: CFA Model for UTAUT Model of operational level

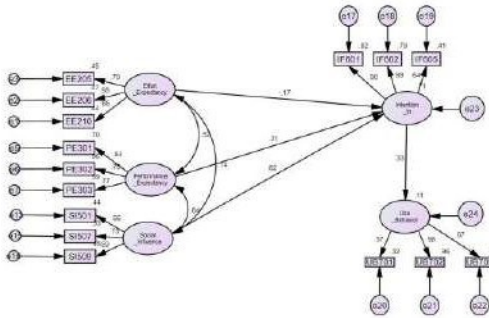




Chi-square=125.987 df= 85 p=0.003

RMSEA=0.094 RMR=0.128 GFI=0.784 CFI=0.872 NFI=0.704

**Figure 5: Analysis of the UTAUT Model of managerial level**



Chi-square=229.332 df= 83 p=0.000

RMSEA=0.080 RMR=0.082 GFI=0.908 CFI=0.920 NFI=0.882

**Figure 6: Analysis of the UTAUT Model of operational level**

Despite to 329 cases identified using Mahalanobis Distance techniques outliers (There was a significant difference between independent variables and dependent variables.), the hypothesis structural model is, if anything, an even poorer fit than the CFA measurement the indices for goodness of fit being outside acceptable levels.

Hypothesis	Hypothesis	P	Supported
Hypothesis 1	The Levels of position has a significant positive on the effort expectancy.	***	Supported

Hypothesis	Hypothesis	P	Supported
Hypothesis 2	The Levels of position has a significant positive on the performance expectancy.	0.007	Supported
Hypothesis 3	The Levels of position has a significant positive on the social influence.	0.340	Rejected
Hypothesis 4	The Levels of position has a significant positive on the intention to use event technologies.	***	Supported
Hypothesis 5	The Levels of position has a significant positive on use behaviour.	***	Supported

**Figure 7: Results of structural path analysis of managerial level**

Hypothesis	Hypothesis	P	Supported
Hypothesis 1	The Levels of position has a significant positive on the effort expectancy.	0.151	Rejected
Hypothesis 2	The Levels of position has a significant positive on the performance expectancy.	0.012	Supported
Hypothesis 3	The Levels of position has a significant positive on the social influence.	***	Supported
Hypothesis 4	The Levels of position has a significant positive on the intention to use event technologies.	***	Supported
Hypothesis 5	The Levels of position has a significant positive on use behaviour.	***	Supported

**Figure 8: Results of structural path analysis of operational level**

## Conclusion

This study has two objectives. First to determine The UTAUT model results contribute to use and the use of event technologies the result showed some hypothesised are significant and second to investigate the factors that influence event technologies adoption in Thailand. the result showed event organisers with management level and operational level in Thailand have a high extensive on event technologies. The UTAUT model showed a positive of construct that independent variables have a significant positive effect on dependent variables. Managerial level that showed a positive on effort expectancy in contrast the effort expectancy has a negative with operational level because they have a low degree of ease associated with the use of the system. The performance expectancy has a positive with the intention to use future technologies so both levels of position had a high degree to belief that using event technology will help them to attain gains in job performance. The social influence has a negative with the managerial level because the decision-making power belongs on the way of the company more than the environment around them for experience of event technologies were positive significant of two levels of position so in part of patch analysis show event organiser base on level of position study in Thailand have a high degree of to the task of accepting and using new technologies when they have a positive intention to use them.

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