

FACTORS AFFECTING FOR DEVELOPMENT OF ONLINE MEETING OF ACADEMIC SERVICE DIVISION OF SUAN SUNANDHA RAJABHAT UNIVERSITY

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Abstract

This study explores the factors influencing the development and adoption of online meeting systems, with a specific focus on the use of Google Meet within the Academic Service Division of Suan Sunandha Rajabhat University. Employing a quantitative research methodology, data were collected from 30 participants, including university executives, committee members, and staff, using a validated and reliable questionnaire. The findings reveal that demographic variables and usage patterns—particularly frequency of use and perceived need—significantly impact decision-making in selecting online conferencing tools. Moreover, three key factors—perceived ease of use, perceived usefulness, and trust—demonstrated a statistically significant correlation with users' decision to adopt online meeting platforms. The study concludes that post-usage behavior plays a vital role in technology acceptance and suggests that future research should integrate qualitative approaches to enrich understanding of behavioral dynamics in technology adoption. The outcomes provide practical recommendations for enhancing the efficiency and effectiveness of virtual meetings in academic settings.

Keywords: Online Meeting, Technology Acceptance, User Satisfaction

Introduction

This study explores factors influencing the development of the online meeting system using Google Meet within the Academic Service Division at Suan Sunandha Rajabhat University. With the shift to remote communication during the COVID-19 pandemic, Google Meet became essential for maintaining academic operations. Key factors examined include users' technological readiness, ease of use, system reliability, and user satisfaction. The study aims to provide practical insights to enhance the effectiveness of virtual meetings and support digital transformation in Thai higher education.

Research Objectives

1. To assess the effectiveness of online meetings conducted via Google Meet within the Academic Service Division of Suan Sunandha Rajabhat University.
2. To investigate the key factors influencing the decision-making process in selecting online meeting platforms within the Academic Service Division of Suan Sunandha Rajabhat University.
3. To utilize the research findings as a basis for providing recommendations and strategies to overcome obstacles and improve the organization of online meetings.

Scope of the Research

1. **Content Scope:** This study focuses on factors affecting the development of the online meeting system using Google Meet, including technological readiness, IT systems, and user satisfaction.

2. **Population Scope:** The participants include 30 individuals—administrators, committee members, and meeting attendees from the Academic Service Division.

3. **Time and Place Scope:**

The research was conducted at Suan Sunandha Rajabhat University between October 1, 2021, and August 31, 2022.

Literature Review

This study is grounded in the Technology Acceptance Model (TAM), highlighting perceived ease of use, usefulness, and trust as key factors influencing the adoption of online meeting systems. Teleconferencing concepts have evolved, enabling real-time communication via audio, video, and computer technologies. Satisfaction theory indicates that user experience and fulfillment of expectations affect technology usage. Prior studies show moderate correlations between individual characteristics and the adoption of digital meeting platforms. Research by Pinsuk (2014), Kiatpong (2015), and others confirms these variables' influence. Overall, literature suggests that technology acceptance, communication efficiency, and user satisfaction are essential for effective online meeting system development.

Research Methodology

1. **Research Design:**

The study employed a quantitative research approach, utilizing a structured questionnaire to investigate factors influencing the use of online meeting systems via Google Meet.

2. **Population and Sample:**

The population consisted of 30 participants, including administrators, committee members, and meeting attendees from the Academic Services Division. A population universe method was used (entire population studied).

3. **Research Instrument:**

A Likert-scale questionnaire was developed and validated through expert review and reliability testing (Cronbach's $\alpha \geq 0.7$), covering variables related to technology acceptance and user satisfaction.

4. **Data Analysis:**

Descriptive statistics (frequency, percentage, mean, standard deviation) and inferential statistics (t-test, One-way ANOVA, and Pearson Correlation) were used to analyze the data and test the hypotheses.

Research Results

1. **Demographic Influence:**

Personal characteristics, such as frequency of use and purpose of meetings, had a significant effect on the selection of online meeting platforms. Most participants used such tools less than twice a day, primarily for communication purposes.

2. Technology Acceptance Level:

The overall acceptance of technological innovation among participants was high, particularly in terms of perceived usefulness, ease of use, and trust—with average ratings above 3.9 on a 5-point scale.

3. Decision-Making Behavior:

The decision to use online meeting platforms was influenced by factors such as post-use behavior, perceived needs, and alternative evaluation, all showing high levels of agreement among users.

4. Correlation Analysis:

There was a moderate but statistically significant correlation ($r = .702, p < 0.05$) between the acceptance of technological innovation and the selection of online meeting systems, confirming the study's hypotheses.

Discussion

The findings of this study confirm that personal characteristics and usage behavior significantly influence the selection of online meeting platforms. Participants who frequently used digital meeting tools were more likely to perceive their necessity and ease of use. Furthermore, the results show that perceived usefulness, ease of use, and trust are key factors in adopting such technology, aligning with previous studies by Pinsuk (2014), Kiatpong (2015), and Venkatesh & Davis (2000). The moderate correlation between technology acceptance and usage decisions highlights the importance of user-friendly, reliable platforms. These insights suggest that enhancing user experience and providing adequate training can significantly improve adoption rates. The results emphasize the value of developing effective online meeting systems, particularly in contexts requiring remote collaboration, such as during the COVID-19 pandemic. Future research may benefit from integrating qualitative insights to deepen understanding of user behavior.

Recommendations

1. Technical Preparation:

Prior to conducting online meetings, all related systems—including internet connection, audio, and display equipment—should be thoroughly tested to ensure maximum efficiency and minimize technical disruptions.

2. Staff Training:

Staff members responsible for managing information systems and meeting tools should receive regular training to enhance their technical skills and ability to handle digital meeting platforms effectively.

3. System Improvement:

Institutions should continuously evaluate and upgrade their online meeting platforms to improve user experience, focusing on usability, reliability, and security.

4. Future Research Integration:

Future studies should combine quantitative and qualitative research methods to gain deeper academic insights and better understand user behavior and satisfaction.

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