
An Investigation of Factors Affecting Intention to Comply Thailand PDPA with E-Services in Private University towards Social Media

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Abstract:

Purpose: *This study attempts to analyze the intention to comply Thailand PDPA via social media.*

Design/Methodology/Approach: *The proposed model includes seven constructs, perceived ease of use, perceived usefulness, trust to e-Services of private universities, attitude toward behavior, social media usage, permission-based acceptance, and intention to comply. The sample (n = 425) was collected from online questionnaires by using simple random sampling and stratified random sampling in probability sampling. In this research, a questionnaire contains 40 sub-items. Then, SEM is used as a research technique to analyze data.*

Findings: *Seven factors have directly influence users' intention to comply with Thailand PDPA within e-Services in private universities towards social media platforms. Perceived usefulness, permission-based acceptance, attitude toward behavior, trust in e-Services, social media usage, and perceived ease of use have a direct positive effect on the intention to comply with Thailand PDPA within e-Services. Meanwhile, permission-based acceptance plays an intermedia core role in the model, which both trust in e-Services and social media usage have a direct positive effect on permission-based acceptance toward intention to comply with Thailand PDPA within e-Services in private universities towards social media platforms.*

Practical Implications: *The study recommends that the university board including the president, vice president, dean, faculty members, managers, and social media specialists keep users in mind offering them useful information and services and have trustworthy behavior to comply with Thailand PDPA.*

Originality/Value: *This study identifies the value and degree of factors affecting intention to comply with Thailand PDPA with e-Services in private universities towards social media.*

Keywords: *Personal Data Protection Act (PDPA), attitude toward behavior, perceived ease of use, perceived usefulness, trust to e-services, social media usage, permission-based acceptance, intention to comply.*

JEL Codes: H2, H21, J54, Q13.

Paper Type: *Research study.*

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1. Introduction

Since the General Data Protection Regulation (GDPR) was obligatory through European Economic Commission on 25 May 2018, many countries jump to revise or announce the data protection Acts or Privacy Data Acts to conform to the GDPR. The main activate point is the GDPR is enforced on any business established in the European Union or organizations outside the European Union, which assembles the natural people in the European Union for offering the products or services comprised to observe the behavior of people in the European Union (Official Journal of European community, 2016). In Thailand, the Privacy Data Protection Act (PDPA) was certified by the Parliament and was issued in the Government Gazette on 27 May 2019 and enforced by 27 May 2020.

However, the Thai Government found many organizations were not ready to comply with the PDPA, then the Government announced to extends the enforcement date up to 1 year. Next, in the higher education institute, it is one of the organizations that procedure a large number of privacy identifiable information (PII) such as research data, staffing records, student data, phone records, library records, etc., (Fritsch, 2017). Moreover, the report from *zdnnet.com* in October 2020 revealed by the compulsory audit determined that the UK Department for Education (DFE) has unsuccessful to comply with its data protection requirements in managing and protecting data. One of the main grounds of this finding pointing to the internal cultural blockades and attitudes that impact the effectiveness of the information governance system (Osborne, 2020). Moreover, many academic institutions are moving their teaching almost entirely online, the need to protect data has gotten even more important.

PDPA affects international universities, lecturers, staffs, and students' personal data are collected, used, disclosed, or collected in an unlawful way. It is important to recognize in what context this blowout over to international universities working in Thailand. Therefore, universities collecting personal data on their students would be the data user, although the students who are giving out their personal data for the benefits of registration and studying online would be the data subject. PDPA also applies to universities that operate outside Thailand that are covering their services to Thai residents. Same as the GDPR, these bases include a legal requirement, agreement, legitimate attention, and public interest. The report from the National Statistical Office in 2018 found that the number of students who enrolled in Private Higher Education up to 380,000 persons Office of the permanent secretary Ministry of Education in the 2019s (Office of the permanent secretary Ministry of Education, 2019).

Data is the lifeline of any organization and not just international universities. In fact, an overly critical step in protecting your university's critical data assets; therefore, universities must know how they should be assembling, processing, conveying, and storing private data on their students. In addition to how it is used within the

university system and who is authorized to use it. With the PDPA in Thailand, the penalty covered both administrative fines and criminal penalties to the authorized person as a data controller or data processor. For the reasons mentioned above, in this study, the main objective of the researchers was to aim at the factors affecting Thailand's PDPA intent to comply with the use of e-Services at private universities via social media. The results of this study will be used as a comprehensive guideline for raising awareness, understanding, and implementation of PDPA's best practices in conjunction with the university's e-Services. In addition, the results of this research can also serve as a database to integrate PDPA's best practices and other services in other important departments of the university in the future.

2. Literature Review

2.1 Trust and Permission-Based Acceptance

The conceptualization of trust is different broadly depending on a field of a specific study, in the business linked literature trust is noticed as the belief that the exchange party is able to fulfill its obligations, is motivated to seek mutually beneficial gains, and refrains from abusing the relationship this explanation was described (Morgan and Hunt, 1994). Trust is an underlying relationship model building block. In addition, Trust consist of one person's expectations that another will conduct yourself in a certain way which referred to the willingness to rely of an exchange partner in whom one has confidence (Deutsch, 1958; Schurr and Ozanne, 1985; Orth and Green, 2009; Moorman *et al.*, 1993). Accordingly, the study by Suh and Han explained that trust is an important predictor of attitudes toward e-banking (Suh and Han, 2002). Thus, trust can be defined as an idea that a bank from which a customer obtains a loan, accomplishes its business with a customer in a responsible, reliable, and competent manner, in addition, to behave in a way that is not harmful to its customer to track its own attention (Baumann *et al.*, 2007).

Filieri *et al.* (2015) illustrated that information systems trust can be described in two types: (1) structural assurances, which consist of the security of information and clear regulations that make users feel harmless, therefore increasing trust, and (2) situational normality, which creates the situation appears usual and decreases uncertainty when using a service. A trusted technology possibly will include features of integrity and reliability (Alambaigi and Ahangari, 2016), which may improve individuals' experience when seeking or processing information.

Permission is the commencement of two-way communications between customers, end-users, and social media players and is a "dynamic boundary produced by the combination of one's personal preferences" (Whitener *et al.*, 1998). In examining the factors that influence consumers' acceptance of mobile marketing, the authors defined mobile marketing acceptance as "consumers' willingness to provide explicit permission to use marketing or supportive offers on one's mobile phone, intention to receive offers from companies selling products, and willingness to receive

solicitations from companies” (Gao *et al.*, 2013). They alleged that permission-based acceptance has a deterrent effect on behavior. Social media applications provide businesses with a variety of methods to interact with consumers and acquire their permission to store email addresses and personal information so as to receive messages and advertising offers from them (Gao *et al.*, 2013). Permission-based acceptance ensures that customers meet more attention to the marketing content since they have given their voluntary permission to be a topic of marketing, and it urges consumers to actively obligate in a long-term of a full inquiry (Godin, 1999).

Moreover, many companies with a substantial number of compliant customers have a competitive benefit over others, meanwhile, those not permitted to keenly target customers have reduced chances to take orders had been stated (Krafft *et al.*, 2017). Thus, effective permission-based acceptance in marketing, especially in social media, companies need to understand what creates customers agreeable to give their permission. Trust is a major factor in customers’ capacity to allow permissions.

Customers declining to provide personal information principle their judgment on a lack of trust as well as a lack of control over how companies use them (Castronovo and Huang, 2012; Karjaluoto *et al.*, 2008). These connections have been recorded between trust and consumers’ decision to be responsible for personal information to marketers (Karjaluoto *et al.*, 2008; Schoenbachler and Gordon, 2002; Siau and Shen, 2003) with dynamic and potential customers, but also to connect intelligent crowdsourcing for advertising purposes.

Regarding for consumers to have the feeling of being in control and safe, businesses have to grasp social media accountable for their actions concerning consumers’ data, as the same as the GDPR in the European Union and California Consumer Privacy Act (CCPA) in California (Appel *et al.*, 2020). GDPR has key power on permission-based acceptance in marketing activities e.g., e-mail campaigns and social media in marketing on Facebook (Schweigert and Geyer-Schulz, 2019). Permission-based acceptance illustrates that advertising is only successful if the users really want it and if there is trust between marketers and their customers (Schweigert and Geyer-Schulz, 2019). Permission-based acceptance is a part of the regulation also the users to feel that the company he is dealing with is safe, honest, and protective privacy. The emphasis of permission-based acceptance under social media, the model used within this study is the trust to e-Services and permission-based acceptance, the following hypotheses were formed:

Hypothesis 1: Trust to e-Services of private universities has a positive effect on users’ intention to comply Thailand PDPA via social media.

Hypothesis 6: Permission-based acceptance has a positive effect on users’ intention to comply Thailand PDPA via social media.

Hypothesis 7: Trust to e-Services of private universities has a positive effect on permission-based acceptance.

2.2 The Theory of Planned Behavior (TPB) and Attitude toward Behavior

Human behavior is showed by three groups of consideration, behavioral beliefs, normative beliefs, and control beliefs. Behavioral beliefs create an auspicious or unfavorable attitude to the behavior, normative beliefs cause a subjective norm, and control beliefs give increase to perceived behavioral control (Ajzen, 1991). In psychology, the theory of planned behavior (TPB) shares one's beliefs and behavior. In general, perceived behavioral control is renowned not only to affect actual behavior directly but also to affect it indirectly through behavioral intention. In the theory of planned behavior, there specifies the nature of relationships between beliefs and attitudes.

According to the theory of planned behavior models, people's appraisals of, or attitudes toward behavior has been determined by their manageable beliefs about the behavior, where a belief is defined as the subjective probability that the behavior will produce a certain outcome. Precisely, the evaluation of each outcome contributes to the attitude in direct proportion to the person's subjective possibility that the behavior crops the outcome in question. The attitude toward a behavior concerns the degree to which the performance of a behavior is positively or negatively valued (Fishbein and Ajzen, 1975). According to the expectancy-value model, the attitude toward a behavior can be predicted by studying the accessible behavioral beliefs, which involve the behavior's consequence and other attributes. The strength of each belief (b) is weighted by the evaluation (e) of the consequence or attribute, and the result is the person's belief about certain consequences that can occur if the behavior is performed. As well, behavior belief involving the behavior and the expected consequence is considered subjective probability. A person may hold several behavioral beliefs about behavior, but only a relatively small number of them are accessible. Then, the proposed model includes attitude toward behavior, and the following hypothesis is formed:

Hypothesis 3: Attitude toward behavior has a positive effect on users' intention to comply Thailand PDPA via social media.

2.3 Theory of Technology Acceptance Model (TAM), Theory of Reasoned Action (TRA), Perceived Usefulness and Perceived Ease of Use

Perceived usefulness (PU) is one of two important influences of the technology acceptance model (TAM). Perceived usefulness is drawn by Davis (Davis, 1989) as "the degree to which a person believes that using a particular system would enhance his or her performance". The definition originates from the meaning of "helpful" which is "equipped for being utilized profitably". Correspondingly, it is defined by Mathwick, Rigdon, and Malhotra (Mathwick *et al.*, 2001) as "the extent to which a person supposes a particular system to enhancement his or her job performances".

The study by Pfeffer confirmed that a system with high perceived usefulness is the one that users believe Perceived usefulness will help them to have better work performance (Pfeffer, 1982). E-services are well-known and used worldwide in many business areas including educational institutions, the theory is based on various theories in social psychology, e.g., theory of reasoned action (TRA) (Fishbein and Ajzen, 1975; Ajzen and Fishbein, 1980), and it has been considered one of the powerful framework in the fields (Davis *et al.*, 1989). Perceived usefulness can be confirmed that by increasing the usefulness of a system, the more acceptance the system would get.

Moreover, perceived usefulness is one of the significant subjects when speaking of e-services. The authors have found the impact of perceived usefulness on user acceptance of e-services of the private universities via social media. Perceived usefulness is a determinant of users' real behaviors concerning the use of e-services, which allows them to have autonomy in doing many electronic activities over the internet such as requesting online, petition online, admission online, or payment online (Pikkarainen *et al.*, 2004). However, these activities are limited by private universities as they can choose the services they want to offer to students through the internet.

Perceived ease of use (PEOU) is used to predict the tendency of the use of technology. Davis describes perceived ease of use as "the degree to which a prospective user believes that using a particular system would be free of effort" (Davis, 1989). This description develops from the definition of "ease" as "freedom from difficulty or great effort". Perceived ease of use means that an application that seems to be easier to use than others is likely to be accepted by users.

Nevertheless, some researchers claimed that perceived ease of use states to the extent to which a person perceives that using an application should be at no cost to a person (Davis *et al.*, 1989; Mathieson, 1991; Gefen and Straub, 2000; Gahtani, 2001). Furthermore, perceived ease of use also refers to the degree to which an associate innovation is considered no to be difficult to understand, to learn, or to operate (Rogers, 1962).

This research also stated that perceived ease of use involves the degree to which consumers consider a new product or service as better than its substitutes. In the study by a group of authors (Zeithaml *et al.*, 2002), the degree to which an innovation is used or learned to use easily is also considered as the perceived ease of use. This current study deliberates the likelihood that a user will comply with Thailand PDPA using a social media platform. Thus, the proposed model includes perceived ease of use and perceived usefulness, and the following hypotheses are formed:

Hypothesis 4: Perceived usefulness has a positive effect on users' intention to comply Thailand PDPA via social media.

Hypothesis 5: Perceived ease of use has a positive effect on users' intention to comply Thailand PDPA via social media.

2.4 Social Media Usage

In the present day, social media (SM) has a crucial position in business-to-consumer (B2C) communication, which implemented in the traditional customer relationship management systems (CRM). Also, it was confirmed that new technologies drive operational and management processes too (Paul, 2010). They are not required to use all social media tools, but reasonably the most suitable ones depending on commercial objectives and strategies. Several attempts to explain the structure and purposes of social media, which described most social media classifications, are customer oriented. In the further customer-oriented classifications, other classifications are that consider implementation aspects of social media for businesses (Choudhury and Harrigan, 2014; Paul, 2010). The issue of social media is likewise broadly studied from among students and educators for their perspective. The research results revealed that the students' engagement through Facebook and Blogs which asserted these social media platforms enhance the students' accomplishment (Ivala and Gachago, 2012).

Moreover, the study by a group of researchers (Lin *et al.*, 2013) defined how students perceive Twitter as an educational tool. They revealed the results from the study that students are more interested in information sharing about the courses through social media platforms which indicated using Twitter supports engagement in learning (Lin *et al.*, 2013; Prestridge, 2014). Then again, the study examined the social media usage of universities (Palmer, 2013). He illustrated that universities use social media in marketing and advertising, learning, and teaching, student enrollment, alumni communication, student services, and their libraries. Recently statistics in work processes indicate that students, faculty members, support staff, academic staff, workers, as well as business managers, are among those using social media in both positive and negative techniques.

For example, staff for recruitment, enrollment, and marketing, to enhance worker productivity, and to foster industry connectivity, along with many other beneficial uses, can use digital platforms. At the same time, nevertheless, staff, faculty members, and students may be concerned that they are using social media for non-job-related purposes, or that they are posting content that may reflect poorly on the organization. In contrast, because of the ease of connectivity, they may compromise an organization's proprietary information when they login to their work accounts through an unsecured network. These concerns, and many others, have led a number of organizations to endorse workplace social media policies to rule their staff (O'Connor *et al.*, 2016). Thus, the proposed model embraces social media usage, and the following hypotheses are formed:

Hypothesis 2: Social media usage has a positive effect on users' intention to comply Thailand PDPA via social media.

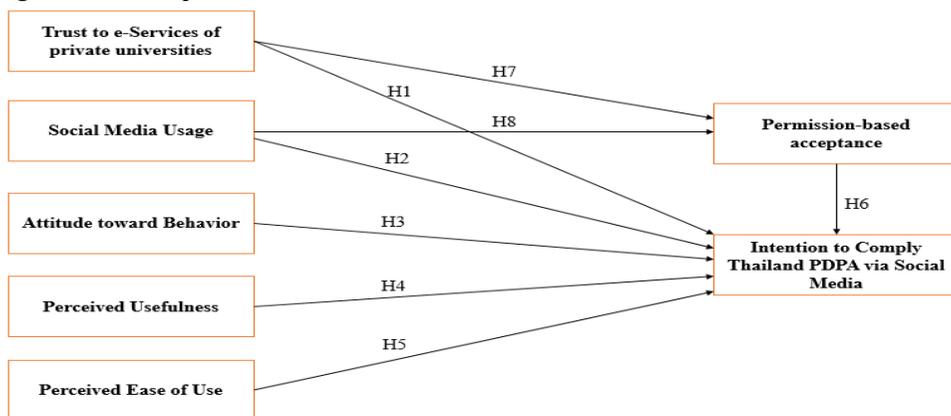
Hypothesis 8: Social media usage has a positive effect on permission-based acceptance.

3. Research Methods and Materials

3.1 Research Framework

The research conceptual framework and the hypotheses framed in the study as presented in Figure 1. From the literature discussed above, this one is proposed that factors affecting intention to comply Thailand PDPA with e-Services in a private university towards social media is based on specific factors: trust to e-Services of private universities, social media usage, attitude to behavior, perceived usefulness, perceived ease of use and permission-based acceptance. An online survey with internet and social media users was conducted to use employed to empirically test the hypotheses and certify the research conceptual framework.

Figure 1. Conceptual Framework



Source: Authors.

3.2 Sample Description

The population in this study refers to staff as end-users e.g., graduate, undergraduate students, and faculty members who both used or possibly will use e-services in private universities provided over a social media platform. The researchers have conveyed the survey link to participants who have enthusiastic to participate in the survey clicked the link and answered the questionnaire. Thus, in this study, the researchers elaborated a probability sample. In terms of data collection, the researchers lasted nine months, from March to November in 2020. Students and faculty members from the Assumption University of Thailand have selected an estimated total of 3,500 as the survey unit sample.

Furthermore, the questionnaire used in this research has created by adopting constructs and scale items from prior studies in order to increase the reliability and validity of the study. The questions in the survey have used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Therefore, the questionnaire consists of seven parts: (1) Trust to e-Services of private universities, (2) Social media usage, (3) Attitude toward behavior, (4) Perceived usefulness, (5) Perceived ease of use, (6) Permission-based acceptance, and (7) Intention to comply Thailand PDPA thru social Media. Participants have been asked a series of questions in demographic, internet experience, and social media experience questions. A pilot study has conducted by administering the questionnaire for 50 social media users.

The study was conducted on 500 students at Assumption University in Thailand with 450 completed questionnaires, while 25 questionnaires were not considered due to inadequate submissions. The questionnaires were completed by 425 respondents with a response rate of 94%. The responses were tested with the conceptual model to define whether the number accepted as a sample size. The analysis was performed using structural equation modeling. Thus, 425 as the sample size is considered high compared to the unimportant requirements used to analyze the hypotheses (Chuan and Penyelidikan, 2006). As a result, 425 replies are received. Reliability is an assessment of the degree of consistency between multiple measurements of a variable (Chuan and Penyelidikan, 2006; Hair *et al.*, 2006). The studies assess the consistency of the entire scale with Cronbach's alpha and its overall reliability of each factor of efficiency values (Cohen, 1988; Westland, 2010). They indicate that one requires a minimum of 425 sample sizes (Soper, 2020) with a research model including seven or fewer constructs, modest commonalities, and no unidentified constructs for the structural equation modeling (Hair *et al.*, 2006).

4. Results and Discussion

4.1 Descriptive Statistics of Demographic Profile

The demographic profile of the target audience of 425 respondents is summarized on Table 1. Most of the respondents were male, representing 50.59%, whereas female respondents represented 49.41%. In terms of age, the largest segment in this study (32.71%) were 26-35 years old respondents; 25.18% of respondents were 18-25 years old; 22.12% were over 50 years old; 20% were 36-50 years old. For the respondents' graduate studies types, the majority was Master students, representing 39.53%, then Doctoral students (33.65%), followed by faculty members (14.59%) and graduate staff (12.24%). Level of experience of using e-Services thru social media, we use e-Services via social media every week (47.29%); we have used e-Services via social media a few times before this survey (27.29%); we use e-Services via social media a few times a month (22.12%); and we have never used e-Services via social media before this survey (3.29%).

Next, the respondents' Internet experience, from 6 to 10 years' experiences (37.18%); over 10 years (36.24%); and from 3 to 5 years' experiences (26.59%). The respondents' Social media experience (e.g., Facebook, Instagram, Twitter, Line app, LinkedIn, etc.), from 6 to 10 years' experiences (60.47%); over 10 years (24.94%); and from 3 to 5 years' experiences (14.59%). For using the Internet extensively a week, more than 20 hours a week (44.94%); 11–20 hours a week (42.35%); and 6–10 hours a week (12.71%). Lastly, using e-Services in private universities via social media a week, 6–10 hours. a week (35.06%); 11–20 hours a week (32.47%); more than 20 hours a week (26.82%); and 2–5 hours a week (5.65%).

Table 1. Demographic Profile

Demographic and Behavior Data (n=425)		Frequency	Percentage
Gender	Male	215	50.59%
	Female	210	49.41%
Age	18 – 25 years old	107	25.18%
	35 – 26years old	139	32.71%
	50 – 36years old	85	20.00%
	Over 50 years old	94	22.12%
Graduate Studies	Faculty Members	62	14.59%
	Graduate staff	52	12.24%
	Master students	168	39.53%
	Doctoral students	143	33.65%
Level of experience of using e-Services in private universities via social media	I have never used e-Services via social media before this survey	14	3.29%
	I have used e-Services via social media a few times before this survey	116	27.29%
	I use e-Services via social media a few times a month	94	22.12%
	I use e-Services via social media every week	201	47.29%
Internet experience	From 3 to 5 years' experiences	113	26.59%
	From 6 to 10 years' experiences	158	37.18%
	Over 10 years	154	36.24%
Social media experience (e.g. Facebook, Instagram, Twitter, Line app, LinkedIn, etc.)	From 3 to 5 years' experiences	62	14.59%
	From 6 to 10 years' experiences	257	60.47%
	Over 10 years	106	24.94%
Use the Internet extensively a week	6–10 hrs. a week	54	12.71%
	11–20 hrs. a week	180	42.35%
	More than 20 hrs. a week	191	44.94%
Use e-Services in	2–5 hrs. a week	24	5.65%

private universities via social media a week	6–10 hrs. a week	149	35.06%
	11–20 hrs. a week	138	32.47%
	More than 20 hrs. a week	114	26.82%

Source: Authors.

4.2 Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is developed by Karl Jöreskog in the 1960s. CFA tests whether a set of items defines a constructor not (Jöreskog, 1978). The path model tests more complex relationships among factors in the combination of correlation coefficients and regression analysis. SEM that is developed by Karl Jöreskog, Ward Keesling, and David Wiley is the integration of path and confirmatory analysis (Jöreskog, 1969; Jöreskog, 1973; Wiley, 1973; Keesling, 1972). The model is known as JKW and becomes more popular with the development of the linear structural relations model that is also known as the first program to test SEM.

In accordance with Hair in the 2010s, SEM has three different characteristics when it is compared with other multivariate techniques (Hair *et al.*, 2006). Firstly, SEM constructs separate and interrelated multiple regression equations simultaneously. Secondly, SEM dealings unobserved variables known as latent constructs by evaluating consistency among multiple indicators known as observed variables. The last difference is that research theory including a set of relationships and hypotheses is in a model. SEM analysis has two parts: measurement and structural model validity (Anderson and Gerbing, 1988). The study includes the results of CFA to assess measurement model validity.

In order to compute CFA, the maximum likelihood estimation (MLE) technique was used. MLE procedure finds the most likely estimates for the coefficients in an iterative manner (Hair *et al.*, 2006). Factor loadings of the indicators should be at least 0.5 and ideally 0.70 or greater (Hair *et al.*, 2006). At least 0.5 of factor loadings were significant when factor loadings ought to explain half of the variable. Composite reliability measure composite reliabilities (CR) was taken to determine reliability. It performed in the same way as the earlier mentioned determinants. It gave accurate values with the help of factor loadings, and they were used in the given formula. The Average Variance Extracted (AVE) can show the latent construct, which is the average amount of difference or variations in each variable. AVE can be applied when there is discriminate validity, and it is greater than one factor.

According to Table 2, the aftermath of consequence and the questionnaire reliability and convergent validity have surpassed the requirements. Table 2 indicates the basic requirements for the reliability and validity from the questionnaire are presented and the findings acquired for each factor are illustrated by the variables obtained from

the questionnaire. To predict the convergent validity, certain specific indicators were used including factor loadings, variance extracted, and reliability. Internal consistency among the different recordings of a construct (using Cronbach's Alpha) is demonstrated when the reliability coefficient and composite reliability for all constructs exceed 0.7 (Hair *et al.*, 2006). Table 2 illustrates the range of Cronbach's Alpha score was from value 0.700 to 0.950, and the range of CR was from 0.690 to 0.970. The AVE was from 0.560 to 0.940 thereby satisfying the criteria and explained at least 50% of the variance extracted from the set of items under each latent construct (Gefen *et al.*, 2000; Taber, 2018; Falk and Miller, 1992).

Table 2. *Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)*

Latent Variables	No. of Items	Factor Loading	Cronbach's Alpha	CR	AVE
(1) Trust to e-Services of private universities (TeS) (O'Cass and Carlson, 2012)	6	0.888 – 0.679	0.918	0.926	0.678
(2) Social media usage (SMU) (Akar and Topçu, 2011)	6	0.781 – 0.565	0.949	0.971	0.560
(3) Attitude toward behavior (ATB) (Pew Research Center, 2019)	6	0.940 – 0.765	0.921	0.926	0.716
(4) Perceived usefulness (PU) (Davis, 1989)	5	0.959 – 0.784	0.733	0.760	0.940
(5) Perceived ease of use (PEOU) (Davis, 1989)	6	0.902 – 0.604	0.910	0.923	0.575
(6) Permission-based acceptance (PBA) (Gao <i>et al.</i> , 2013)	6	0.919 – 0.699	0.912	0.920	0.660
(7) Intention to comply Thailand PDPA via social Media (IC) (Gao <i>et al.</i> , 2013)	5	0.948 – 0.496	0.754	0.690	0.938

Note: Factor loading, Cronbach's Alpha, $CR \geq 0.70$ & $AVE > 0.5$.

Source: Own study.

The square root of average variance extracted in Table 3 indicated that all the correlations are greater than the corresponding correlation values for that variable. In addition, GFI, AGFI, NFI, IFI, CFI, RMR, and RMSEA are used as indicators for a good model fit in CFA testing. The convergent validity and discriminant validity are verified, as the value of this study shown in Table 4 is greater than acceptable values.

Therefore, convergent validity and discriminant validity are assured. Moreover, these model measurement results formed discriminant validity and validation to perform the validity of subsequent structural model estimation.

4.3 Discriminant Validity

The criteria for discriminant validity are fulfilled when AVE values exceed the squared correlation among the constructs in the measurement model (Fornell and Larcker, 1981; Hair *et al.*, 2017). If the AVE value exceeds 0.5, the constructs should explain at least 50% of the measurement variance. The AVE analysis is shown in Table 3. The square roots of the AVE scores are shown by the bold diagonal elements in Table 3.

Correlations between the constructs are shown by the off-diagonal elements. The square root of AVE scores was between 0.690 and 0.970 as shown in Table 3 was thus greater than 0.5. The AVE was greater in comparison to other correlations within the constructs. It depicted the fact that there is a lot of variance of all constructs with their very own measures. The other constructs present in the model favored discriminant validity. According to the rules of discriminant validity, the loading of each of the items must be greater than the loadings of its respective equivalent variables (Gefen and Straub, 2000). As a result, discriminant validity was fully established.

Table 3. Discriminant Validity

Variables	Factor Correlations						
	PEOU	SMU	PBA	IC	PU	TeS	ATB
PEOU	0.758						
SMU	0.517	0.693					
PBA	0.391	0.621	0.812				
IC	0.414	0.569	0.551	0.969			
PU	0.426	0.638	0.612	0.811	0.970		
TeS	0.491	0.618	0.619	0.480	0.600	0.823	
ATB	0.447	0.663	0.598	0.436	0.462	0.665	0.846

Note: The diagonally listed value is the AVE square roots of the variables.

Source: Own study.

4.4 Structural Equation Model (SEM)

Structural Equation Modeling (SEM) verified the relationship between constructs in a model and covers measurement falsity in the structure coefficient (Hair *et al.*, 2010). The goodness of fit index is estimated (Table 4) for demonstration. The measurement for model fit should not be over 3 for Chi-square/degrees-of-freedom (CMIN/DF) ratio and GFI and CFI should be higher than 0.85 as recommended by (J. Hair *et al.*, 2006). Subsequent of the process in SEMs and adjusting the model by using SPSS AMOS version 23, the results of fit index were presented good fit which are CMIN/DF = 1.737, GFI = 0.851, AGFI = 0.948, NFI = 0.886, CFI = 0.934, and RMSEA = 0.059, according to the measurable criteria that mentioned in Table 4.

Table 4. Goodness of Fit

Index	Criterion	References	Statistical values obtained from analysis
CMIN/df	<3	(J. F. Hair <i>et al.</i> , 2010), (J. Hair <i>et al.</i> , 2006)	1.737
GFI	≥0.85	(Schumacker and Lomax, 2004), (Baumgartner and Homburg, 1996), (Doll <i>et al.</i> , 1994)	.851
AGFI	≥0.80	(Baumgartner and Homburg, 1996), (Doll <i>et al.</i> , 1994), (Marsh <i>et al.</i> , 1988),	.948
CFI	≥0.90	(Baumgartner and Homburg, 1996), (Bentler, 1990)	.934
NFI	≥0.85	(Browne and Cudeck, 1993), (Garson, 2015)	.886
RMSEA	<0.08	(Hu and Bentler, 1999), (McDonald and Moon-Ho, 2002), (Schermelleh-Engel <i>et al.</i> , 2003), (Thompson, 2000)	.059
Model summary		Appropriate fit coherence of the model with empirical data	

Note: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, CFI = comparative fit index, NFI = normalized fit index, and RMSEA = root mean square error of approximation.

Source: Own study.

4.5 Research Hypothesis Testing Result

The significance of each variable in the research model is assessed from its regression weights and R² variances. The result from Table 5 assumed that all hypotheses were supported with a significance at p = 0.05. Perceived usefulness support has the strongest influence toward intention to comply with Thailand PDPA which demonstrated 0.581, followed by permission-based acceptance ($\beta = 0.448$), attitude toward behavior ($\beta = 0.338$), trust to e-Services ($\beta = 0.290$) Social media usage ($\beta = 0.280$), and Perceived ease of use ($\beta = 0.208$).

While regression weights and R² variances from Table 5 of Trust to e-Services and Social media usage toward Permission-based acceptance supposed that all hypotheses were supported with a significance at p = 0.05. Trust to e-Services the strongest influence toward Permission-based acceptance which demonstrated 0.381 and Social media usage ($\beta = 0.108$).

Table 5. Hypothesis Result of the Structural Model

H	Relationship	Paths	Std. Path Coefficients (β)	S.E.	p-value	Tests Result
H1	Trust in e-Services → Intention to comply with Thailand PDPA	TeS→IC	0.290	0.046	6.583*	Supported
H2	Social media usage → Intention to comply with Thailand PDPA	SMU→IC	0.280	0.026	7.529*	Supported
H3	Attitude toward behavior → Intention to comply with Thailand PDPA	ATB→IC	0.338	0.079	7.152*	Supported
H4	Perceived usefulness → Intention to comply with Thailand PDPA	PU→IC	0.581	0.064	8.829*	Supported
H5	Perceived ease of use → Intention to comply with Thailand PDPA	PEOU→IC	0.208	0.063	4.315*	Supported
H6	Permission-based acceptance → Intention to comply with Thailand PDPA	PBA→IC	0.448	0.072	7.533*	Supported
H7	Trust in e-Services → Permission-based acceptance	TeS→PB A	0.381	0.039	9.464*	Supported
H8	Social media usage → Permission-based acceptance	SMU→P AB	0.108	0.066	2.070*	Supported

Note: * $p < 0.05$.

Source: Own study.

5. Conclusions and Recommendations

The popularity of social media is obvious among Internet users. People share and express themselves highly from these platforms this includes undergraduate students and graduate students in a private university too. In this respect, a study is conducted to analyze the factors affecting Intention to comply with Thailand PDPA with e-Services in private universities towards social media. Research is done by taking the popular social media platform e.g., Facebook, Instagram, Twitter, Line app, LinkedIn, etc., as a case study.

The proposed model of the study is based on TAM and it is expanded and revised by taking social media use into consideration. The proposed model includes seven constructs: perceived ease of use, perceived usefulness, trust to e-Services of private universities, attitude toward behavior, social media usage, permission-based acceptance, and intention to comply with Thailand PDPA via social media. These constructs are measured with an online questionnaire including 40 sub-items. The survey is distributed through the Internet and the data are collected from 425

respondents. SEM is used as a research technique to analyze the regression weights instantaneously. CFA is completed to validate the measurement model.

According to the results of CFA two indicators having fewer factor loadings are removed from the measurement model. The measurement results indicate that the indicators represent the constructs well. Additionally, all goodness of fit indices are adequate so, the measurement model is valid and acceptable. Besides, discriminant and convergent validity are measured. For this purpose, average variance and construct reliability pull-out values are calculated. All the values indicate a good model. Afterward, hypotheses are verified within the structural model. Every hypothesis has supported the model in this study. Then, correlations among constructs are added to the model along with modification indices and goodness of fit indices point to that the structural model is effective. All the hypotheses and correlations are significant.

The results figure out that intention to comply with Thailand PDPA within e-Services is positively affected by perceived usefulness, perceived ease of use, trust in e-Services, social media usage, attitude toward behavior, and permission-based acceptance. Meanwhile, trust in e-Services and social media usage has positively affected by permission-based acceptance in complying with Thailand's PDPA with e-Services in private universities as well. It is obvious that the effect of perceived usefulness is greater than the five other constructs. It reveals that if users believe that comply with Thailand PDPA within e-Services on social media platforms would enhance their own performances, and feeling safe with their data privacy, they are more intended to use those e-Services platforms that provide by university thru those social media platform also.

In addition, permission-based acceptance, attitude toward behavior, trust in e-Services, social media usage, and perceived ease of use have positive impacts on perceived usefulness. These results indicate that if students see the useful benefits, and facilitating conditions satisfy their needs and feeling confident in safe with their sensitive personal information, then students can believe that complying with Thailand PDPA within e-Services thru social media is useful and have more intention to use e-Services of the private university. Lastly, it is concluded that permission-based acceptance increases users' trustworthiness to social media platforms and their guarantee of no leaking personal data from the systems.

The validated model stretches the need for e-Services of the private universities to obtain permission from users in carrying out their admission and marketing activities. It is important for the president, vice president, dean, faculty members, managers, and social media specialists to keep users in mind, offer them useful information and services, and have trustworthy behavior in order to comply with servicing's through social media.

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