SUCCESS OF IT SERVICE BUSINESS IN BANGKOK AND METROPOLITAN

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ABSTRACT

This research aimed 1) to study the level of success of IT service businesses in Bangkok and metropolitan area, and 2) to study the factors affecting the success of IT service businesses in Bangkok and metropolitan area. A questionnaire was used to collect data from 228 IT service business operators in Bangkok and metropolitan area. Statistics were used to analyze the data, including frequency, percentage, mean, standard deviation, and multiple regression analysis. The research results found that 1) the success of IT service businesses in Bangkok and metropolitan area was at the highest level of importance. When considering each aspect, internal management processes had the highest average value, followed by finance, stakeholder engagement, and learning and growth, respectively. 2) Organizational management factors, including technology acceptance, organization management, service quality, and management innovation, had an impact on the success of IT service businesses in Bangkok and metropolitan area.

Keywords: Success, IT Service Business, Bangkok and Metropolitan Area

INTRODUCTION

Nowadays, organizations have inevitably adopted information systems and various forms of modern information technology as tools for their operations. Information systems and information technology are collectively called information technology (IT). It can be said that information technology (IT) plays a significant role in business operations and is an important tool for driving businesses forward and helping to create competitive advantages (Bidgoli, 2011). In the current highly competitive environment, executives in many organizations recognize the importance of and place high expectations on technology to increase the organization's operational capabilities and improve customer service satisfaction levels at lower costs. For this reason, investment in information technology procurement is necessary for every organization. However, these investments in information technology are linked to the IT service business, which must be accompanied by the supervision of the business's information system for efficiency at all times (Gartner, 2022).

IT Services is a term used in the commercial or business world to describe an overall information technology management service. It refers to the application of business and technical expertise to enable an organization to create, manage, and optimize or access business data and processes. Types of services include: Help Desk Services: These are often aimed at providing technical assistance to the business user community regarding computers and/or equipment. This service is sometimes appropriate for larger organizations that wish to outsource this service. Infrastructure Support: This can be anything from project management to service and management support. The term infrastructure refers to all of an organization's equipment and/or devices that make up an interconnected network. This can range from wireless networking equipment to clustered databases and mainframes. Therefore, the term IT Services can also include the management, deployment, and even purchasing of such equipment. Cybersecurity Solutions: IT Services can also include security services ranging from policy implementation to vulnerability and threat management services. Remote Support Services: Increasingly, phone calls and conversations are being made using computers rather than traditional telephones in a business, so it is no surprise that telephony is being included in the IT services. Most IT service providers will partner with telecommunications companies or launch their own platforms to provide SIP trunks and Hosted PBX services as cloud telephony services. And Development Support Services: Another part of IT or an example of IT Services ranging from APPS development to IaaC deployment or Infrastructure As A Code can actually create and launch meaningful devices in the public cloud. Therefore, these devices need to have some level of code or script (Wanaporn Toprasertpong, 2022). IT service businesses will focus on the needs and outcomes that organizations or customers want to increase employee productivity and improve the top line (revenue) and bottom line (sustainability). Such services will receive deep attention from the industry to fully promote industry-specific use cases. The huge advantages for businesses that use these services range from standardization along with simplification of products and services provided, increased financial transparency along with direct cost institutions for imports, to increased IT operational efficiency resulting from the need to compare the purchase price tag of manufactured products with all the personnel available from external service providers. Transforming the internal IT company from a cost center to an ITaaS model is believed to increase the agility of your overall investment company (Weill & Ross, 2021).

Bangkok and metropolitan area is a center of information technology development. Therefore, organizations, whether small or large, have to use IT service businesses. Therefore, IT service businesses are considered to be service businesses that are important to the current information technology system. Moreover, it is a business that achieves its business goals very well. Therefore, the researcher is interested in studying "the success of IT service businesses in

Bangkok and metropolitan area" to use the information obtained from the study as a guideline for developing IT service businesses to be more successful in the future.

Research Objectives

1) To study the level of success of IT service businesses in Bangkok and metropolitan area.

2) To study the factors affecting the success of IT service businesses in Bangkok and metropolitan area.

Research Hypothesis

H1 Factors of technology acceptance, organizational management strategy, service quality and management innovation affect the success of IT service businesses in Bangkok and metropolitan area.

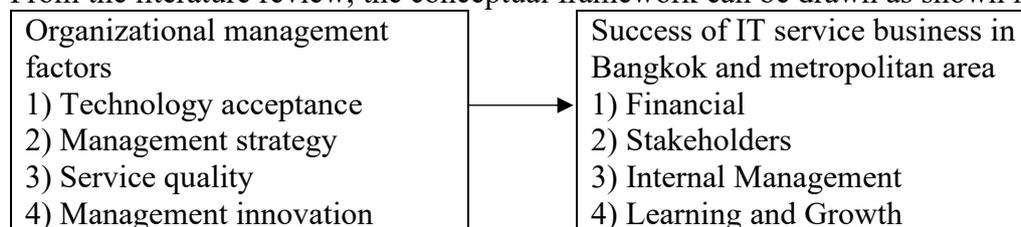From the literature review, the conceptual framework can be drawn as shown in Figure 1.

Organizational management factors	Success of IT service business in Bangkok and metropolitan area
1) Technology acceptance	1) Financial
2) Management strategy	2) Stakeholders
3) Service quality	3) Internal Management
4) Management innovation	4) Learning and Growth

Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

The population in this study consisted of 525 IT service business operators in Bangkok and metropolitan area, and the sample group of 228 was obtained from the Yamane sample calculation formula (Taro Yamane, 1973) with a reliability value at 95 percent using the stratified sampling method.

The research instrument is a questionnaire consisting of Part 1: Personal factors of the respondents, including gender, age, education level, average monthly income, and duration of business operation. The questionnaire is a multiple-choice type. Part 2: Organizational management factors. The questionnaire is a Likert scale with 5 levels of scoring: the highest equal to 5 points, the high equal to 4 points, the moderate equal to 3points, the slight equal to 2 points, and the least equal to 1 point. Part 3: Success of IT service businesses in Bangkok and metropolitan area. The questionnaire is a Likert scale with 5 levels of scoring: the highest equal to 5 points, the high equal to 4 points, the moderate equal to 3points, the slight equal to 2 points, and the least equal to 1 point.

Before using the data collection instruments, the objective consistency test (IOC) and the questionnaire reliability test via Cronbach's alpha were systematically conducted. The examination found that the IOC value was 0.839 and the Cronbach's alpha value was 0.965, indicating that the research instruments were of sufficient quality (Polit & Beck, 2006; Hair et al., 2012). To obtain data, this study sent questionnaires to IT service business operators in Bangkok and metropolitan area. Descriptive statistics were used for data analysis, including frequency, percentage, mean, standard deviation, and multiple regression analysis.

RESEARCH RESULTS

1) Personal factors of the questionnaire, most of the respondents were between 41-50 years old, equal to 33.19 percent, most of them graduated with a bachelor's degree, equal to 48.65 percent, most of them had an average monthly income between 300,001-400,000 baht or more, equal to 68.95 percent, and most of them had been in business for 6-10 years or more, equal to 65.39 percent, respectively.

2) The success of IT service businesses in Bangkok and metropolitan area as an overall was found to be of the highest level of importance. When considering each aspect, it was found that

internal management processes had the highest average value, followed by finance, stakeholder, and learning and growth, respectively.

Table 1 Mean and standard deviation of IT service business success in Bangkok and metropolitan area

Aspect	Description	$\bar{X}$	S.D.	Result
1)	Financial	4.42	0.88	Very much
2)	Stakeholders	4.27	0.79	Very much
3)	Internal Management	4.25	0.85	Very much
4)	Learning and Growth	4.26	0.80	Very much
Total		**4.35**	**0.51**	**Very much**

3) The factor of technology acceptance has a β value of 0.279, organizational management has a β value of 0.268, service quality has a β value of 0.249, and management innovation has a β value of 0.242, which shows that it has a positive influence on the success of IT service businesses in Bangkok and metropolitan area with statistical significance at the 0.05 level, with Sig. values of 0.002, 0.002, 0.010, and 0.000, which is consistent with the hypothesis. When analyzing the correlation coefficient (R), it is equal to 0.729, which shows that the group of independent variables has a high relationship with the dependent variable, and the prediction coefficient is equal to 0.605, which shows that the group of independent variables affects the success of IT service businesses in Bangkok and metropolitan area by 60.5 percent, with details as shown in Table 2.

In order, the equation can be written as follows.

$$Y = 0.793 + 0.279X_1 + 0.268X_2 + 0.249X_3 + 0.242X_4$$

Table 2 Multiple regression analysis of factors influencing the success of IT service businesses in Bangkok and metropolitan area

Factors	Unstandardized (b)	SE	Standardized (β)	t	Sig.
(Fixed value)	0.793	0.072		7.615	0.000
Technology acceptance	0.234	0.023	0.279	5. 816*	0.002
Management strategy	0.172	0.103	0.268	2.314*	0.007
Service quality	0.134	0.056	0.249	2.223*	0.010
Management innovation	0.190	0.034	0.242	3.168*	0.000
R = 0. 729		Adjusted R^2 = 0.605			
R^2 = 0.530		SE = 0.075			

*Statistical significance at the 0.05 level

DISCUSSION & CONCLUSION

In the study of the success of IT service businesses in Bangkok and metropolitan area, the researcher has discussed the important issues according to the research objectives as follows:

1) The success of IT service businesses in Bangkok and metropolitan area as a whole was found to be at the highest level of importance. When considering each aspect, it was found that the internal management process had the highest average value, followed by finance, stakeholder, and learning and growth, respectively. This may be because entrepreneurs accept technology, have good management, place importance on service quality, and apply management innovations to their business operations, leading to greater success. This is consistent with the research results of the study by Yaowapha Pathomsirikul (2018), who studied the model of success in IT service business management in Thailand. The results of the study found that the success of healthcare business management in private hospitals in Thailand was at a high level.

2) Organizational management factors in terms of technology acceptance, organizational management, service quality, and management innovation influence the success of IT service businesses in Bangkok and metropolitan area. This may be due to the influence of technology acceptance, organizational management, service quality, and management innovation. This is consistent with the research results of Pinruthai Suthiraphong (2021), who studied the causal relationship model of the success of SMEs in Bangkok. It was found that technology acceptance, organizational management, service quality, and management innovation influence the success of SMEs in Bangkok.

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