

Ornsupak Phadwang, Prasopchai Phasunont, (2022): July-December), Quality of Electronic Service and Technology Acceptance Affecting Restaurant Decisions in Choosing In-Network POS Systems. The inner circle of restaurants in Nonthaburi province : Journal of Science and Technology 3 (2) : 39-52.

Summary of research findings on the quality of electronic services and the adoption of technology that affects the restaurant's decision to choose the Wongnai POS system in the Wongnai network of restaurants in Nonthaburi province. The sample is Restaurants in Nonthaburi province that decided to use the Wongnai POS system to manage 400 restaurants, most of which are Thai restaurants. It has a business period of 3-5 years, has fewer than 3 employees in the store, and has restaurant income per month. 100,001-300,000 baht

The results showed that Overall quality of electronic services was at the highest level. When considering each aspect, it was found that restaurants placed the highest emphasis on customer service, followed by design and reliability, respectively, and the overall technology acceptance factor was at the highest level. When considering each side, it was found that restaurants gave importance to the perception of ease rather than the perception of benefits.