Research Title >> Time New Roman, Bold, 16pt, Align Left

[Blank line 12 pt, Time New Roman]

Author Name1,\*>> Time New Roman, Bold, 12 pt, Align Left

1 Student of Master of Business Administration, Graduate School of Business and Advanced Technology Management, Assumption University of Thailand; [students@email.com](mailto:students@email.com)>> Time New Roman, Regular, 11pt, Align Left

[Blank line 12 pt, Time New Roman]

**Abstract**>> Time New Roman, Bold, 12pt, Align Left

This study proposed to determine factors influencing intention to use social media (Facebook) for travel decision. The objectives of this study were: 1). to recognize the elements that were influencing the Facebook users’ intention to use Facebook for deciding on travelling and 2). To study the effectiveness of social media (Facebook) as a promoting tool on travel intention. The questionnaire was distributed to 400 sample of who used Facebook for travel decision making. The study used quantitative research to applied Cronbach’s Alpha, Descriptive and Inferential Statistics to evaluate the reliability of the questionnaire, analyze demographic information and testing the hypotheses. The study results were 1). Four main factors influencing intention to use social media (Facebook) for travel decision, such as perceived trust, perceived enjoyment, perceived usefulness and social capital. 2). some of the travel agencies advertise their products or services through Facebook platform. Customers feel comfortable while they’re using the Facebook to contact, also help to find the information.>>Time New Roman, Regular, 12 pt, Justify, 250 -350 words

[Blank line 12 pt, Time New Roman]

**Keywords:** Perceived Trust, Perceived Enjoyment, Perceived Usefulness, Social Capital, Intention to use, Facebook, Travel, Decision-making>>Time New Roman, Regular, 12 pt, Justify, between 3 – 5 keywords, separate with comma (,)

[Blank line 12pt, Time New Roman]