SATISFACTION OF UNIVERSITY STUDENTS TOWARD KAKAOTALK IN KOREA

MAIDUL ISLAM

Keimyung University, South Korea
E-mail: maidul@kmu.ac.kr

Abstract - The aim of this study was to examine the relationships between awareness, reliability & convenience with the satisfaction with KakaoTalk uses. A sample of 126 were collected from one of the private university of South Korea and were analyses using SPSS to explore the relationship. A significant relationship was found between awareness and satisfaction of KakaTalk use and Convenience also showed positive signification relation with user satisfaction of KakaoTalk, however, awareness doesn't show any significant relationship.

I. INTRODUCTION

As smart phones become an important part of our livesand due to the easy and cheaply availability of internet, use of internet based mobile application like facebookmessanger, whatsapp, line or KakaoTalk became more and more popular way of communication tool around the world and South Korea is not out of it. South Korea is home to one of the most worthwhile mobile app markets in the world. It has high penetration of smartphones and advanced telecom infrastructure.KakaoTalk is the biggest messaging app in South Korea and it offers games, payments taxi service and many more. As of May 2017,KakaoTalk has had 220 million registered and 49 million monthly active users and available in 15 languages (app store, 2018). Kakao application was released in March 2010 IWILAB Inc. with a different name. IWILAB Inc. has changed the name from Kakao to KakaoTalk in 2015. Since September 2015 has changed its name,KakaoTalk provides a free calls (voice and video), text messaging services, as well as a photo, video, voice mail services, and supports one-to-one and group chat features. There is also a group call function to call a group of friends with several people (up to 5 people). The benefit of this SNS can be used without charges unlike message, you can quickly and easily connect with others. Because of these advantages, including KakaoTalk, Naver messenger service LINE, free messaging services such as Facebook Messenger, Weibo are springing up much. These free messaging services are becoming increasingly developed. In particular, KakaoTalk has become a representative of the Republic of Korea SNS by extending the 19 areas. As KakaoTalk positioned as one of the representative Social Network Services(SNS), KakaoTalk is widely used by the all level of students in Korea. College students even use KakaoTalk to communicate with their professor or use for other academic activities like group project work, assignment, etc. Therefore, this study tries to understand and unveilStudents awareness, about the application and what make them to use KakaoTalk often. To do so this paper tried to see the if awareness, reliability and convenience are the important constructs to satisfy user.

II. LITERATURE REVIEW

2.1 Awareness

According to Kim and Shin (2013), utility rate of SNSs was ordered asfollows in South Korea: 1) KakaoStory; 2) Facebook; 3) Twitter; and 4) Cyworld. The outcomes were similar in 2013, with KakaoStory demonstrating a 55.4% utility rate, and a 23.9% increase from the previous year, while Cyworld had only a 5.5% utility rate, demonstrating a 5.5% decrease from the previous year.KakaoStory has become the favored SNS among all Koreans except those in their 20s (Kim & Shin, 2013). 90% of smartphone users in Korea use KakaoTalk, which allows easy access to KakaoStory through KakaoTalk profile pictures.KakaoTalk is the most generally used free in Korea it has over 145 million registered users worldwide, with 93% of smartphone users in South Korea (Khan, 2014).

2.2 Convenience

A SNS is a member-based online communitywhere users frequently start by posting simple information about themselves –referred to as ''Profiles''– and then connect with other members in a variety of means and on a variety of issues (Mahajan,2009; Pempek, Yermolayeva, & Calvert, 2009).SMS allows short messages to be sent on real-time from one mobile phone to another using the recipient's mobile phone number and the wireless cell network, at acharge.Alternatively, MIMapps(Mobile Instant Messaging applications) enable real-time multimedia communication,while not completely depending on the wireless cell network, using the recipient's screen name in place of the phone number and without charging user fees (Chung & Nam,2007; Ke & Li, 2009).Facebook's communities of connected users satisfy several key needs.Users go on to keep in touch with friends (Park & Lee,2014), to make new friends and associations, (Raacke& Bonds-Raacke, 2008) in an easy way.

2.3 Reliability

Almost three quarters of online adults use social network sites like Facebook (Duggan & Smith, 2013), however they are not considered a very reliable source of information (Johnson & Kaye, 2014; Kaye & Johnson, 2014).Moreover, SNS are judged meaningfully less reliable than news sites, applicant Web sites, political blogs and YouTube (Kaye & Johnson, 2014).There are some reasons why Facebook may not be judged as very reliable. First, while Facebook is an outlet for political information and a forum for political debate, it is used mostly used to make social connections, and social sites in general are supposed as less reliable than informational ones (Flanagin& Metzger, 2000; Johnson & Kaye, 2009). Second, source reputation is a main determinant of reliability (Metzger, 2007; Sundar, 2008), however source information is frequently missing or hard to decidewhen direct links to the sources are not provided (Flanagin& Metzger, 2011). Third, Facebook lacks gatekeepers, such as editors, who check truth and add an aura of truth to the postings.Instead, information derives from a range of sources, some known and someunknown and it comes in many forms from casual status updates, group pages and wall posts to official dictates that current facts in a neutral manner or doggedly development an agenda. (Johnson & Kaye, 2014; Sundar&Limperos, 2013). Twitter is seen as less reliable than blogs and Facebook (Kaye & Johnson, 2014). Like Facebook, Twitter does not have a gatekeeping system and so depends on the reliability of its users. Twitter reliability is questionable specially when it comes to breaking events, crisis data, and news from the campaign trail (Morris, Counts, Roseway, Hoff, & Schwarz, 2012) because quickly posted tweets frequently lead to distortion and unconfirmed gossips (Java, Song, Finin, & Tseng, 2007) and are too short to decide truth and source reliability (Morris et al., 2012).KakaoTalk , may considered comparatively more reliable than Facebook or twitter as sender and receiver are known to one another. Therefore, highly likely they will share more authentic information, however, some non-reliable news or information could also be share without knowing their authenticity.

2.4 Satisfaction

Hong and Oh, (2010) found that users were very gratified with the connection aspects of Facebook, such as sharing and receiving content, while Twitter users were gratified with its debate and communication aspects, such as expressing mutual comment or communicating with acquaintances. (Kim and Eun, 2011), Facebook users, on average, had more online friends than KakaoTalkfacility was more closed than the Facebook timeline.Prior Internet-satisfaction related studies have recognized convenience as one of the main criteria of satisfaction (Ko et al., 2005; Papacharissi and Rubin, 2000). But, research performed by Papacharissi and Rubin (2000) failed to get statistical evidence to support the claim that the Internet's convenience affects attitudinal outcomes, such as Internet affinity or satisfaction with the Internet. These outcomes may be since the Internet offers limited anytime and anywhere support, which are attributes of convenience. In contrast, mobile SNSs like KakaoTalk offer anytime-anywhere benefits and an interface that can be simply used, even on small devices. Hence it is expected to exert a significant positive effect of KakaoTalkon user satisfaction.

Based on the above literature, this paper has drawn 3 hypotheses which are as follows

- H1: There is a positive significant relationship between awareness and satisfaction of KakaoTalk use.
- H2: There is a positive significant relationship between convenience and satisfaction of KakaoTalk use.
- H3: There is a significant positive relationship between reliability and the satisfaction of KakaoTalk use.

III. RESEARCH METHOD

Looking on the literature review, this paper proposed a conceptual model of user satisfaction on KakaoTalk use. As previously discussed that majority of the people are moving toward smart phone all over the world. Therefore, it is important to know how people are satisfied with the application they use daily, which gives us to know the contribution or the importance of the application in the market.

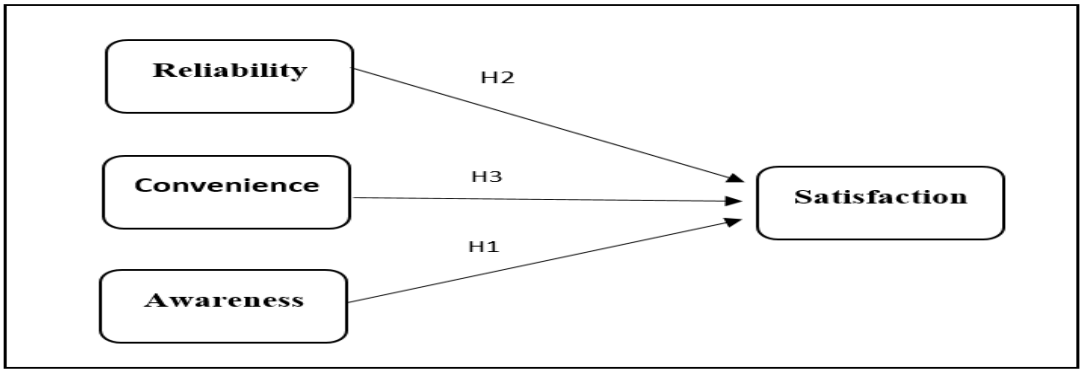


Figure 1: Conceptual Research model

Table 1: constructs and its item question with cronbatch's alpha

Constructs	Questionnaire items	C.Alpha
Awareness (AW)	1. Many people use KakaoTalk. 2. Using popular messenger among acquaintances is important among acquaintances. 3. The number of members is very important when choosing a KakaoTalk.	.769
Reliability (RE)	1. KakaoTalk will not disclose personal information. 2. KakaoTalk provides reliable service. 3. KakaoTalk delivers better information required by the customer.	.882
Convenience (CO)	1. KakaoTalk is convenient to use. 2. It is convenient as many people use KakaoTalk. 3. KakaoTalk provides various services.	.859
Satisfaction (SAT)	1. I have been actively utilizing KakaoTalk. 2. I'm wiling to recommend a KakaoTalk to others. 3. I'm generally satisfied with KakaoTalk.	.791

IV. MEASURING INSTRUMENT

Data collection and method of analysis

Sample was collected from one of the private university in South Korea, namely Suwon University. Subject was asked question on the following variable –Awareness, Reliability and Convenience. Both paper and online methods were used to collect sample for the research. The survey was conducted from 30th May to 7th June in 2018. Survey was targeted to collect sample as many as possible in short time span in campus, however only 126 valid samples were managed to collect and was used in the final analysis. Majority of the respondent were male 64.2% (81) and 35.8%(45) of the respondent were female. All constructs (awareness, reliability, convenience), were measured using multiple items on a five-point Likert scale: 1 – strongly disagree and 5– strongly agree. SPSS was used to analysis to see if there were any signification correlation between the constructs.

V. RESULTS

Regression analysis was done using SPSS to see the relationship between dependent and independent variables. To test the hypothesis regression analysis has been done. Regression result has been given in the table-2. A significant relationship between Awareness and satisfaction has been found at $p<.1$ level (.08). Convenience has showed positive significant relationship with Satisfaction, with $p<.05$ level (.03). However, reliability doesn't show any significant relation with Satisfaction (.313).Hence the result clearly support hypothesis 1 and hypothesis 3, however doesn't show any evidence to important relationship with reliability and satisfaction of KakaoTalk use.

Table 2 .construct correlation coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.462	1.205		2.043	.045		
	AW_avg	.324	.185	.203	1.752	.084	.896	1.116
	RE_avg	-.237	.234	-.117	-1.015	.313	.908	1.102
	CO_avg	.279	.127	.242	2.191	.032	.983	1.017

a. Dependent Variable: SAT_avg

CONCLUSION & DISCUSSION

This study examined the satisfaction of university student toward use of KakaoTalk. The result of this study showed that there is a significant relationship between users' awareness and satisfaction towards KakaoTalk use and also significant relationship was found between convenience and the satisfaction of KakaoTalk use.

This research also suggested that the reason of user satisfaction towards use of KakaoTalk is due the development or addition of Kakao functionality, i.e.

KakaoTaxi, KakaoNavi or even Kakao game and Kakaopay. The results of this study shows that awareness and convenience havepositive correlation to satisfaction, however, interestingly no positive significant relationship was found between reliability and satisfaction of use of KakaoTalk. This may be users already have reliable user in their KakaoTalk list so they don't pay further attention of the reliability factor.

LIMITATION

Generalization of the present study is limited because the data were collected from only one single university in South Korea. Secondly, due to lack to time this paper managed to collect only 126 sample, which is comparatively low. Bigger sample size could have given comprehensive idea about the research. This paper focused only on KakaoTalk which is the most popular messenger service in South Korea, however, diverse types of mobile messengers are emerging. Considering more mobile messenger could have given us bigger picture. Further research could have been done comparing several messenger and see their which has more impact on user satisfaction.

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