

THESIS TITLE	FACTORS AFFECTING PEOPLES' SATISFACTION TOWARDS DARK FACEBOOK PAGE
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Abstract

This thesis title of factors affecting peoples' satisfaction towards dark Facebook page that has purpose which are, Study of demographic characteristics that affect satisfaction of dark Facebook page, Study of behavioral factors affecting satisfaction of dark Facebook page, Study on the characteristics of dark Facebook page that affect satisfaction and Study the public's satisfaction of dark Facebook page in role of the media.

In this case study is use by questionnaire from the example of People on the online likes on the fan page in Facebook page. At least one people are following 4 pages on each page which is e-jan page. E-jeab leab duan page,mam pho dam page and drama addict of 400 people.by using questionnaire online. The statistics used in data analysis include frequency classification, percentage, mean, standard deviation and Quantitative Analysis and test the difference by using of statistics type which is T-test and F-Test. Also use Test the relationship using statistics of Pearson's Correlation and the result of the study indicated that People use Dark Facebook pages Use on mobile phones in most applications. The most frequently used pages are 18.01 - 21.00 and the frequency is 2-5 times per day. The reason for accessing dark Facebook pages is because they have content that they are interested in. The most important factor

affecting the satisfaction of the people is the dark Facebook page site. Social assistance and the satisfaction of the followers of the Facebook page fan page is very high. Followers of the Facebook fan page have enjoyed reporting events of the most happening facts.

The results of the hypothesis test showed that demographic characteristics Different sex. The difference in age, occupation, education level also salary. It does not affect people's satisfaction. The factors of page behavior for visit to dark Facebook pages. The Frequency of page visit per day and with which they receive their own timeline information. The difference in the satisfaction of the page is different by the time and place of accessing the page. There is no effect on the satisfaction of the page also the dark Facebook side of the presentation. Work process Side of the page. Interactive communication And the social help. All of them are related to the satisfaction of the dark facebook page.