

Determinants of Continuance Intention to Use Social Networking Sites SNS's: Studying the Case of Facebook

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Abstract

The purpose of this research is to examine the effect of perceived usefulness, perceived ease of use, perceived trust, perceived enjoyment, and subjective norms on users' satisfaction and continuance intention to use Facebook in the Hashemite kingdom of Jordan. Using a structured questionnaire, the primary data was collected from 584 users' who have an active Facebook accounts. Multiple regression analysis was employed to test the research model and hypotheses. The research findings indicated that perceived usefulness, perceived ease of use, perceived trust, perceived enjoyment, and subjective norms have a positive and significant effect on users' satisfaction and continuance intention to use Facebook. The findings also indicated that the strongest predictors, based on beta values, on both users' satisfaction and continuance intention to use Facebook is subjective norms, and respectively; perceived enjoyment, perceived usefulness, perceived ease of use, and perceived trust. Research results, recommendations, and future research opportunities are also discussed.

Keywords: perceived usefulness, perceived ease of use, perceived trust, perceived enjoyment, and subjective norms, users' satisfaction, continuance intention, Facebook

1. Introduction

New information and communication technologies continue to penetrate countries in all regions of the world, as more and more people are getting connected. Countries are reaching a critical mass in terms of information and communication technologies (access and use), which accelerate information and communication technologies diffusion (Seo et al., 2008). The advancement and popularity of Internet technologies have encouraged users to widely adopt and use social technologies in their daily lives. The term 'social media', sometimes also referred to as 'consumer-generated media' (CGM), "describes a variety of new and emerging sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities and issues" (Blackshaw & Nazzaro, 2006). Social media is an umbrella term for different types of online communication channels. The most prominent forms can be divided into four categories (Kaplan & Haenlein, 2010): Collaborative projects (e.g., Wikipedia, comparison shopping sites), Blogs (e.g., Twitter), Content communities (e.g., Youtube), Social networking sites (e.g., Facebook). Social media allow consumers to share their opinions, criticisms and suggestions in public. These online channels can, in contrast, also be useful to businesses, they offer new ways of talking to customers through company-sponsored content (e.g., online advertisements or customer feedback pages). With the increased speed and technological implications of the Internet; social networking websites have developed swiftly, mostly between youths, like MySpace, Twitter, LinkedIn, Facebook etc., in recent times, the Facebook became the most fashionable site for young generation, whether to connect with relatives or friends, and as well for sharing ideas with the others. Moreover, the affluent entertainment environment such as online gaming and the variety of apps provided by Facebook make it very well-liked. Consequently, it has been ranked the biggest in terms of users' compared with other social networking sites SNSs (Praveena, 2013). In this research, Facebook is chosen as social web to identify users' satisfaction toward social networking, and the continuance intention to use it, the major reason underlying this selection is that Facebook is the most popular social networking site in Jordan.

Although researchers were examined Facebook from different angles, little researches investigated the factors that influence social networking adoption (Gangadharbatla, 2008). Users' adoption and decision to continue

social networking use primarily depends on users' satisfaction (Shi et al., 2010). This research contributes in offering the scientific knowledge related to social networking continues to use from users perspective, whereas Arabic literature lacks of studies related to this issue. On the other hand, this research helps companies who depend heavily on social networking in general and Facebook in particular, in their marketing activities planning and implementation to recognize the factors affecting both users satisfaction and continuance intention to use social networking, so they can seize on opportunities and overcome different challenges.

2. Literature Review and Hypothesis Development

2.1 Social Network Sites

Social networking websites can be defined as “services provided by certain web that permit people to; (1) create a public profile inside an encircled structure; (2) listing users with different connections; and (3) and pass through those connections via this structure” (Boyd & Ellison, 2007). Joining SNSs enable users to generate their own profiles, including their pictures, their addresses, hobbies and additional important information. A list of friends can be created by users, by means of sending, approving and refusing requests to be friends with other users; otherwise, create friends by getting involved with certain groups on one of these SNSs. The concept of SNSs provides high levels of security and privacy for users. The most important incentive behind using these sites is to communicate and retain relationships with others, using other free of charge apps and enjoy online games. A number of users are dealing with SNSs as discussion sessions or forums to articulate their thoughts, concerns, attitudes about different types of social cases, like economic conditions and political issues and so on. Currently, SNSs are of a big concern for many businesses too. Firms might utilize them to run massive marketing campaigns and activities. As being the most famous SNS; Facebook, has been launched in 2004 primarily targeting students of colleges, then it has started to reach every person, and became the greatest and biggest growing SNS ever. The main function of the Facebook not merely to get people connected, but also includes special apps, online games etc., which considerably create a center of attention for youths. According to (checkFacebook.com) Facebook penetration in Jordan reached 41.4% in (2013), Furthermore, according to the website, the greater part of users are males with (58%), while the rest are females, meanwhile, around (41%) of users are between the ages of 18 and 24, while those aged between 25 and 34 accounted for 26.4% of users. Prior researches which have been studied the Facebook; was generally related to the usage and acceptance of the Facebook (Joinson, 2008; Gangadharbatla, 2008). On the other hand, a few studies were concentrating around Facebook privacy and trust concerns (Dwyer et al., 2007; Shafie et al., 2011).

2.2 Continuance Intention

According to the prominent expectation confirmation theory (ECT) which developed by Oliver (1980); customers intention to go on with using of a certain product or service is heavily depends on their satisfaction with the past usage of those products and services. In the information technology IT context; the users' decisions to continue using an information system (IS) can be compared to the customer's intentions to repurchase (Bhattacharjee, 2001). The (ECT) has been adapted by Bhattacharjee (2001) to be consistent with the context of (IS) and suggested that “continuance intention to use specific system will be strongly affected by both users' perceived usefulness and users' satisfaction.” Moreover, the continuance usage behavior also can be explained through adding up perceived usefulness and perceived entertainment to the post acceptance model (Thong et al., 2006). In this research, perceived ease of use (PEOU), perceived trust, and subjective norms will be examined to investigate if they can be determinants of users' satisfaction and continuance intention to use Facebook.

2.3 Perceived Usefulness

According to Chiu (2009) perceived usefulness (PU) can be defined as the degree to which a customer believes that e-shopping will improve the performance of his/her deal. The significance of (PU) as a major motivating element derived from (1) theory of reasoned action (TRA) and (2) technology acceptance models (TAMs), which suggested that (PU) impacts user acceptance as a result of the supporting values of outcomes (Davis et al. 1989; Adams, Nelson and Todd 1992). In contrast, individuals form behavioral intentions towards online shopping hinges on mental assessment of how it will enhance their shopping experience (Davis et al., 1989). Furthermore, individuals are expected to take on repurchase intentions or continued behavior if using products and services were perceived to be useful and valuable (Bhattacharjee, 2001). Offering new products in a website might be favorable for those who are dissatisfied with the products in real stores (Behjati et al., 2012). In this research, (PU) feature to connect with other people, retaining relationships, and using apps provided by Facebook. The influence of (PU) on satisfaction and continuance usage has been demonstrated in prior studies (Bhattacharjee, 2001). PU were found to be linked with satisfaction and continuance intention in many studies

such as e-learning systems (Ho, 2010; Almahamid et al., 2011), e-shopping (Maghrabi et al., 2011), high maintenance information systems (Vahid et al., 2010). Thus, it can be hypothesized that:

H1: perceived usefulness positively affects users' satisfaction of Facebook.

H2: perceived usefulness positively affects the continuance intention to use Facebook.

2.4 Perceived Ease of Use

Perceived ease of use (PEOU) consider as an essential condition to determine user readiness to accept or adopt certain technology (Karjaluoto & Leppaniemi, 2008). PEOU can be defined as the free or the minimum efforts expected by users to deal with a given system (Davis et al., 1989). In this research, (PEOU) related to person believes that Facebook is easy to use and do not requires much effort. Previous researches argued found positive relationship between (PEOU) and the acceptance of information technology (Gefen et al., 2000; Venkatesh, 2000). In addition, PEOU found to extensively affect satisfaction and continuance intention to use an information system (Bhattacharjee, 2001). PEOU positive influence on continuance intention has been demonstrated in a lot of studies; such as the intention to use the website of e-government (Wangpipatwong et al., 2008), Facebook (Sibona et al., 2012). Thus, it can be hypothesized that:

H3: perceived ease of use positively affects users' satisfaction of Facebook.

H4: perceived ease of use positively affects the continuance intention to use Facebook.

2.5 Perceived Enjoyment

In general, users highly expect to obtain entertainment from using Facebook, and as long as they meet up this expectation; they will probably feel satisfied in using Facebook. The impact of perceived enjoyment (PE) on user behavior was supported from prior researches (Dickinger et al., 2008). According to Hart et al. (2008) enjoyment/entertainment is a critical motivation that leads people to use social networking websites. Enjoyment in dealing with a website highly impacts the intentions to use (Davis et al., 1992; Igarria et al., 1995). Previous findings have confirmed that building fun and enjoyable conditions may help to set up constructive and favorable attitudes between Facebook users. Thus, it can be hypothesized that:

H5: perceived enjoyment positively affects users' satisfaction of Facebook.

H6: perceived enjoyment positively affects the continuance intention to use Facebook.

2.6 Perceived Trust

In on line context, a key issue that most of customers are worried about when doing e-transactions which is privacy and security, particularly regarding their personal and sensitive information. Trust considers as cornerstone of successful online interactions (Coppola, Hiltz, & Rotter, 2004) Information provided in a website during e-shopping may be abused by hackers (Behjati et al., 2012). According to Mayer, Davis, and Schoorman (1995) trust can be defined as a person readiness to be open to the actions of another party. Trust in a website was found to support website use (Gefen et al., 2003). Social networkings sites SNSs register and store all communications and interactions, and keep them for possible use in data mining in the future; a considerable number of people join Facebook, by adding profiles that expose personal information. In consequence, trust became a critical aspect in using Facebook. Gefen et al. (2003) proposed that online trust shapes the belief of site usefulness. Thus, it can be hypothesized that:

H7: perceived trust positively affects users' satisfaction of Facebook.

H8: perceived trust positively affects the continuance intention to use Facebook.

2.7 Subjective Norms

According to Ajzen (1991) subjective norms (SN) reflects the impact of social pressure to carry out or not to carry out particular behavior. SN concerns with normative beliefs about the anticipations from other people (Lee, 2009). The effect of SN on behavioral intention has shown contradictory results in preceding studies. For instance; (Chan & Lu, 2004; Lu et al., 2009) had proved that SN has both positive and direct influence on behavioral intention. Thus, it can be hypothesized that:

H9: Subjective Norm positively affects users' satisfaction of Facebook.

H10: Subjective Norm positively affects the continuance intention to use Facebook.

2.8 Satisfaction

The expectation confirmation theory (ECT) asserts that users' satisfaction with an information system (IS) positively impacts the continuance intention. Based on that, user satisfaction can be defined as "a psychological

situation derived from a mental and cognitive judgment of the expectation-performance inconsistency” (Bhattacharjee, 2001). According to the information system IS continuance model suggested by Bhattacharjee (2001); satisfaction has a direct impact on users’ continuance intention of using IS. This theoretical path has been checked up several number of IS studies (e.g., Lin, Wu, & Tsai, 2005; Cheung & Lee, 2009). Based on this line of arguments, we believe that user satisfaction with prior usage experience with Facebook will positively influence their continuance intention to use Facebook. When a user is satisfied with the usage experience with Facebook, there is a higher chance that he/she will continue to use it. Thus, it can be hypothesized that:

H11: satisfaction perceived usefulness, perceived ease of use, perceived trust, perceived enjoyment, and subjective norms positively affects the continuance intention to use Facebook through users’ satisfaction.

3. Research Model

Based on a comprehensive literature review, and a number of theoretical models developed to study the acceptance of technologies and information systems like the technology acceptance model (TAM), theory of planned behavior (TPB), innovation diffusion theory (IDT), expectation confirmation theory (ECT), and unified theory of acceptance and use of technology (UTAUT); the researchers proposed the following research model as shown in figure 1:

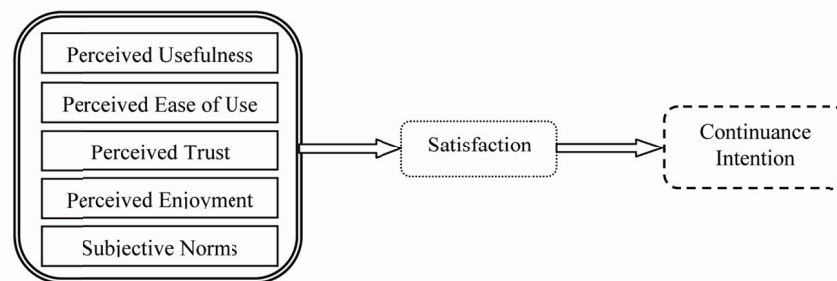


Figure 1. Proposed research model

Table 1. Studies discussed the variables of the research model

Variables	Literature review
Perceived usefulness	(Persaud and Azhar, 2012); (Akturan and Tezcan, 2012)
Perceived ease of use	(Persaud and Azhar, 2012); (Akturan and Tezcan, 2012)
Enjoyment	(Al Alak and Al Nawas, 2010); (Barnes, 2011); (Kim, 2012)
Trust	(Luxton and Ferraro, 2009); (Al Alak and Al Nawas, 2010); (Zhou, 2013)
Subjective norms	(Dickinger and Kleijnen, 2008); (Riquelme and Rios, 2010)
Satisfaction	(Deng et al. 2010); (Hoehle et al. 2012); (Kim, 2012)
Continuance intention	(Barnes, 2011); (Hoehle et al. 2012); (Zhou, 2013)

4. Research Methodology

4.1 Research Population and Sample

In this research, all Facebook users in Jordan who have active accounts were considered as a research population. Snowball sampling technique was considered in data collection, by sending the research questionnaire for colleagues, friends, peers and so on; and inviting them to resend it again for their acquaintances; in order to reach high and representative sample size. After three months of distributing the questionnaires through both electronic and conventional channels; unfortunately, 633 questionnaires were returned, whereas the valid number of questionnaires used for statistical analysis was (584).

4.2 Questionnaire and Data Collection

A quantitative research approach has been used to meet the research objectives. The research questionnaire was built up based on the appropriate literatures related to the research variables. The research questionnaire was in the beginning in English language and then has been translated into Arabic, to reach more respondents in Jordan, and to make sure that all statements in the questionnaire are easy to comprehend by the research respondents. The first section of the questionnaire was dedicated to investigate the characteristics of the research sample. Moreover, Likert five-point scale ranging from 5 (strongly agree) to 1 (strongly disagree) also has been applied.

4.3 Variables Measurement Items

The items measuring the models' variables were generated from prior researches; Table 2 demonstrates the research variables' measurements and their sources, which is modified in the present research to match the context of Facebook.

Table 2. Measurements of the research variables

Variables	Measurements
Perceived usefulness	Kim et al. (2009); Barnes (2011); Hoehle et al. (2012); Kim (2012)
Perceived ease of use	Kamis et al. (2008); Kim et al. (2009); Polites and Karahanna (2012)
Perceived Trust	McKnight et al., (2002); Gefen (2002); Pan & Zinkhan (2006); Dwyer et al. (2007); Zhou (2013).
Perceived Enjoyment	Van der Heijden (2003); Barnes (2011); Kim (2012).
Subjective Norms	Dickinger and Kleijnen, (2008); Polites and Karahanna (2012).
Satisfaction	Bhattacharjee (2001); Deng et al. (2010); Kim (2012); Zhou (2013).
Continuance Intention	Bhattacharjee (2001); Yang and Peterson (2004); Barnes (2011); Lankton and McKnight (2012); Zhou (2013).

4.4 Characteristics of the Research Sample

Table 3 clarifies the respondents' characteristics, and with the purpose of determining if each respondent is capable to continue in answering the questionnaire; a filtering question has been used in the first section of the questionnaire to make sure that all of them have an active account on Facebook

Table 3. Sample characteristics

Variable	Frequency	Percent
(Number of times using Facebook a day)		
1	141	24.1
2	133	22.8
3	140	24.0
More	170	29.1
(Gender)		
Male	240	41.1
Female	344	58.9
(Age)		
Less than 20	189	32.4
21-30	257	44.0
31-40	40	6.8
41-50	63	10.8
Over 51	35	6.0
(Educational Level)		
High school	32	5.5
College degree	172	29.5
Bachelor	300	51.4
Master	56	9.6
PhD	24	4.1
(Occupation)		
Housewife	44	7.5
Student	216	37.0
Businessman	192	32.9
Employee	36	6.2
Unemployed	68	11.6
Retired	28	4.8
Total	584	100.0

According to the descriptive analysis in table 3, results shows that 29.1% of Facebook users are using the Facebook more than 3 times a day; this finding reflects the fact of how much are Jordanian users affected of Facebook, whether to connect with friends, or to get online games or updated apps provided by Facebook. The highest percentage of users is females representing 58.9% of total sample while the males were only 41.1%, this

finding is not consistent with latest statistics provided by (checkFacebook.com) site which indicated that the majority of Facebook users are males, moreover, this could be logical since Jordanian females are more paying attention for chatting, cooking, and to follow ads concerning trendy fashion or a new lifestyles through this social network. Regarding the respondents' age, the findings show that that the highest percentage 40%, is represented by the category of (21-30 years) which is consistent with the Jordanian population in which more than 65% of its people are still young. This would be helpful for companies who are depending on Facebook in their marketing activities in the future. The findings show that around two-third of the research respondents are well educated which indicates that they would be more inclined to use Facebook for different purposes in the future, this finding supported by the fact that Jordan's literacy rate is very high approaching more than 95%. Also, table 3 shows that 37% of the research respondents are students, this finding is consistent with (checkFacebook.com), which indicated that the majority of Facebook users in Jordan are aged between 18-24 years, and that reflects the universities and college students who are more interested in such rich entertaining social network.

4.5 The Research Validity and Composite Reliability

The research questionnaires' was assessed through both content and face validity. For content validity, the researchers have reviewed the most relevant literatures and setup the broad lines for the research instruments based on that; while face validity has been achieved through presenting the research instrument to well known figures in marketing from reputable universities and corporations. On the other hand, the reliability of the research questionnaire has been evaluated by looking into the coefficient of Cronbach's alpha (Sekaran & Bougie, 2103). Fortunately, all variables ranged from (0.646 to 0.819). As a result, the research instrument and coefficient were found to be reasonable.

Table 4. Cronbach's alpha values

Variables	Number of Items	Cronbach's Alpha
Perceived Usefulness	5	0.787
Perceived ease of use	4	0.758
Perceived Trust	4	0.651
Perceived Enjoyment	5	0.646
Subjective Norms	5	0.710
Satisfaction	6	0.819
Continuance Intention	6	0.780

4.6 Testing the Research Hypothesis

To facilitate hypotheses testing, the researchers a multiple regression models have been run to inspect the interrelationships among the variables which have been discussed in the research model.

H1: perceived usefulness positively affects users' satisfaction of Facebook.

As shown in table 5, the value of $R^2 = 0.215$ is significant at 0.000; which means that there is a significant effect of perceived usefulness on users' satisfaction of Facebook, Accordingly, the overall results offer support for accepting H1. Moreover, table 5 demonstrates that 21.5% of the variation in users' satisfaction can be interpreted through the independent variables. The results point out that perceived usefulness (beta is 0.464, significant at 0.000).

Table 5. Regression model summary for H1

R	R Square	Adjusted R Square	Std. Error of the Estimate		
0.464	0.215	0.214	0.65468		
ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	68.342	1	68.342	159.45	0.000
Residual	249.445	582	0.429		
Total	317.787	583			

	Coefficients				T	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	1.844	0.176			10.478	0.000
A	0.531	0.042	0.464		12.628	0.000

H2: perceived usefulness positively affects the continuance intention to use Facebook.

As shown in table 6; the value of $R^2 = 0.203$ is significant at 0.000; which means that there is a significant effect of perceived usefulness on users' continuance intention to use Facebook, Accordingly, the overall results offer support for accepting H2. Moreover, table 6 demonstrates that 20.3% of the variation in users' continuance intention can be interpreted through the independent variables. The results point out that perceived usefulness (beta is 0.451, significant at 0.000).

Table 6. Regression model summary for H2

R	R Square	Adjusted R Square	Std. Error of the Estimate			
0.451	0.203	0.202	0.69212			
ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	
Regression	71.156	1	71.156	148.543	0.000	
Residual	278.793	582	0.479			
Total	349.949	583				
Coefficients						
	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
(Constant)	1.631	0.186			8.768	0.000
A	0.542	0.044	0.451		12.188	0.000

H3: perceived ease of use positively affects users' satisfaction of Facebook.

As shown in table 7; the value of $R^2 = 0.048$ is significant at 0.000; which means that there is a significant effect of perceived ease of use on users' satisfaction of Facebook, Accordingly, the overall results offer support for accepting H3. Moreover, table 7 demonstrates that 4.8% of the variation in users' satisfaction can be interpreted through the independent variables. The results point out that perceived ease of use (beta is 0.220, significant at 0.000).

Table 7. Regression model summary for H3

R	R Square	Adjusted R Square	Std. Error of the Estimate			
0.220	0.048	0.047	0.72080			
ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	
Regression	15.410	1	15.410	29.661	0.000	
Residual	302.377	582	.520			
Total	317.787	583				
Coefficients						
	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
(Constant)	3.177	0.161			19.725	0.000
B	0.225	0.041	0.220		5.446	0.000

H4: perceived ease of use positively affects the continuance intention to use Facebook.

As shown in table 8; the value of $R^2 = 0.076$ is significant at 0.000; which means that there is a significant effect of perceived ease of use on users' continuance intention to use Facebook, Accordingly, the overall results offer support for accepting H4. Moreover, table 8 demonstrates that 7.6% of the variation in user's continuance intention can be interpreted through the independent variables. The results point out that perceived ease of use (beta is 0.275, significant at 0.000).

Table 8. Regression model summary for H4

R	R Square	Adjusted R Square	Std. Error of the Estimate			
0.275	0.076	0.074	0.74543			
ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	
Regression	26.548	1	26.548	47.777	0.000	
Residual	323.401	582	.556			
Total	349.949	583				
Coefficients						
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.	
(Constant)	2.740	0.167	Beta	16.448	0.000	
B	0.296	0.043	0.275	6.912	0.000	

H5: perceived trust positively affects user' satisfaction of Facebook.

As shown in table 9; the value of $R^2 = 0.022$ is significant at 0.000; which means that there is a significant effect of perceived trust on users' satisfaction of Facebook, Accordingly, the overall results offer support for accepting H5. Moreover, table 9 demonstrates that 4.8% of the variation in users' satisfaction can be interpreted through the independent variables. The results point out that perceived trust (beta is 0.148, significant at 0.000).

Table 9. Regression model summary for H5

R	R Square	Adjusted R Square	Std. Error of the Estimate			
0.148	0.022	0.020	0.73078			
ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	
Regression	6.980	1	6.980	13.070	0.000	
Residual	310.807	582	0.534			
Total	317.787	583				
Coefficients						
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.	
(Constant)	3.440	0.168	Beta	20.444	0.000	
C	0.154	0.042	0.148	3.615	0.000	

H6: perceived trust positively affects the continuance intention to use Facebook.

As shown in table 10; the value of $R^2 = 0.063$ is significant at 0.000; which means that there is a significant effect of perceived trust on users' continuance intention to use Facebook, Accordingly, the overall results offer support for accepting H6. Moreover, table 10 demonstrates that 6.3% of the variation in users' continuance intention can be interpreted through the independent variables. The results point out that perceived trust (beta is 0.252, significant at 0.000).

Table 10. Regression model summary for H6

R	R Square	Adjusted R Square	Std. Error of the Estimate			
0.252	0.063	0.062	0.75042			
ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	
Regression	22.211	1	22.211	39.442	0.000	
Residual	327.738	582	0.563			
Total	349.949	583				
Coefficients						
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.	
(Constant)	B	2.803	0.173	Beta	16.223	0.000
C	0.274	0.044	0.252	6.280	0.000	

H7: perceived enjoyment positively affects user' satisfaction of Facebook.

As shown in table 11; the value of $R^2 = 0.173$ is significant at 0.000; which means that there is a significant effect of perceived enjoyment on users' satisfaction of Facebook, Accordingly, the overall results offer support for accepting H7. Moreover, table 11 demonstrates that 17.3% of the variation in users' satisfaction can be interpreted through the independent variables. The results point out that perceived enjoyment (beta is 0.466, significant at 0.000).

Table 11. Regression model summary for H7

R	R Square	Adjusted R Square	Std. Error of the Estimate			
0.466	0.173	0.172	0.67195			
ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	
Regression	55.001	1	55.001	121.813	0.000	
Residual	262.786	582	0.452			
Total	317.787	583				
Coefficients						
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.	
(Constant)	B	2.061	0.181	Beta	11.369	0.000
D	0.491	0.045	0.466	11.037	0.000	

H8: perceived enjoyment positively affects the continuance intention to use Facebook.

As shown in table 12; the value of $R^2 = 0.222$ is significant at 0.000; which means that there is a significant effect of perceived enjoyment on users' continuance intention to use Facebook, Accordingly, the overall results offer support for accepting H8. Moreover, table 12 demonstrates that 22.2% of the variation in users' continuance intention can be interpreted through the independent variables. The results point out that perceived enjoyment (beta is 0.471, significant at 0.000).

Table 12. Regression model summary for H8

R	R Square	Adjusted R Square	Std. Error of the Estimate			
0.471	0.222	0.220	0.68417			
ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	
Regression	77.521	1	77.521	165.612	0.000	
Residual	272.428	582	0.468			
Total	349.949	583				
Coefficients						
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.	
	B		Beta			
(Constant)	1.523	0.185		8.252	0.000	
D	0.584	0.045	0.471	12.869	0.000	

H9: perceived subjective norms positively affects user' satisfaction of Facebook.

As shown in table 13; the value of $R^2 = 0.611$ is significant at 0.000; which means that there is a significant effect of perceived subjective norms on users' satisfaction of Facebook, Accordingly, the overall results offer support for accepting H9. Moreover, table 13 demonstrates that 61.1% of the variation in users' satisfaction can be interpreted through the independent variables. The results point out that perceived subjective norms (beta is 0.782, significant at 0.000).

Table 13. Regression model summary for H9

R	R Square	Adjusted R Square	Std. Error of the Estimate			
0.782	0.611	0.611	0.46061			
ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	
Regression	194.308	1	194.308	915.837	0.000	
Residual	123.479	582	0.212			
Total	317.787	583				
Coefficients						
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.	
	B		Beta			
(Constant)	1.041	0.101		10.317	0.000	
E	0.754	0.025	0.782	30.263	0.000	

H10: perceived subjective norms positively affect the continuance intention to use Facebook.

As shown in table 14; the value of $R^2 = 0.446$ is significant at 0.000; which means that there is a significant effect of perceived subjective norms on users' continuance intention to use Facebook, Accordingly, the overall results offer support for accepting H10. Moreover, table 14 demonstrates that 44.6% of the variation in users' continuance intention can be interpreted through the independent variables. The results point out that perceived subjective norms (beta is 0.668, significant at 0.000).

Table 14. Regression model summary for H10

R	R Square	Adjusted R Square	Std. Error of the Estimate			
0.668	0.446	0.445	0.57729			
ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	
Regression	155.993	1	155.993	468.084	0.000	
Residual	193.956	582	0.333			
Total	349.949	583				
Coefficients						
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.	
(Constant)	1.185	0.126	Beta	9.371	0.000	
E	0.675	0.031	0.668	21.635	0.000	

H11: perceived usefulness, perceived ease of use, perceived trust, perceived enjoyment, and subjective norms positively affects the continuance intention to use Facebook through users' satisfaction.

Table 15 shows the test of multiple regression, where the $R^2 = 0.448$, is significant at 0.000; which means that there is a significant and positive effect of all independent variables on users' continuance intention to use Facebook through users' satisfaction. Accordingly, the overall results offer support for accepting H11. Table 15 demonstrates that 44.8% of the variation in users' continuance intention can be interpreted through the independent variables. Moreover, based on the weighted least square regression test (WLS) it's clear that subjective norms (beta is 0.668, significant at 0.000), and perceived enjoyment (beta is 0.220, significant at 0.000) are the highest and strongest predictors of variations respectively.

Table 15. Regression model summary for H11

R	R Square	Adjusted R Square	Std. Error of the Estimate			
0.670	0.448	0.444	1.11329			
ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	
Regression	582.439	5	116.488	93.986	0.000	
Residual	716.380	578	1.239			
Total	1298.819	583				
Coefficients						
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.	
(Constant)	0.170	0.206	Beta	0.825	0.410	
A	0.139	0.045	0.117	3.096	0.002	
B	0.018	0.037	0.017	0.484	0.629	
C	0.049	0.037	0.045	1.347	0.178	
D	0.268	0.047	0.220	5.718	0.000	
E	0.458	0.036	0.455	12.709	0.000	

5. Results Discussion

The multiple regression analyses findings indicated that there is a significant and positive effect of the (perceived usefulness, perceived ease of use, perceived trust, perceived enjoyment, and subjective norms) on users' satisfaction and continuance intention to use Facebook. As well as, users' satisfaction as a mediation variable has a crucial role in the relationship between the research independent and dependent variables. Hence, all the research hypotheses H1–H11 have been accepted. Moreover, the findings add support for the e-marketing and social networking literatures, which advocates that a useful, ease of use, trusted, and highly enjoyment social network would be able to attract and maintain a large number of delight and satisfied users' in the future,

especially if it can match the continues changes in users need and wants. Furthermore, based on beta values and significance, subjective norms found to be the most influential dimension (predictor) of both users' satisfaction and continuance intention to use Facebook, This results is consistent with previous literature review (Chan & Lu, 2004; Lu et al., 2009), and respectively; perceived enjoyment (Hart et al., 2008), perceived usefulness (Ho, 2010; Almahamid et al., 2011), perceived ease of use (Bhattacharjee, 2001), and perceived trust Gefen et al. (2003). Furthermore, the multiple regression analyses findings indicate that users' satisfaction positively affects continuance intention to use Facebook, this results is consistent with previous literature review (Bhattacharjee, 2001, Lin, Wu, & Tsai, 2005; Cheung & Lee, 2009). The information system (IS) theories of users' satisfaction and continuance intention to use literature, and our research, advocated that the more responsive social networks in dealing with all users' requirements, the higher users' satisfaction and intention to use would be perceived. Consequently, as being the crucial dimension affect users' satisfaction and continuance intention to use Facebook, subjective norms or social pressure must give high attention from the Facebook company, and companies who depends on such social network in their businesses, through tracking and monitoring the Jordanian families lifestyles, the opinion leaders or any type of reference group in Jordanian society, who might impact users choices and behaviors, and that could be achieved by investigating more about friends, peers, and colleagues demographics in each users' account. Moreover, providing users with updated apps, games, music and so on; to keep them entertained and feeling comfort all the time. However, skilful and well-experienced staff in Facebook should respond to all customers' requirements and complaints quickly and professionally, to achieve real usefulness which users are looking for. And as being entertainment social network, Facebook users are seems to have no interest about the security issues for their personal information for instance users' e-mails, phone numbers, addresses, etc., so that's why perceived trust has a little effect on both users' satisfaction and continuance intention to use Facebook. Finally, the more users satisfied with the experience and performance of the Facebook, the more they will intend to use it, and consider it as the first choice over other social networks in the future.

6. Recommendations, Limitations and future research

In order to have satisfied and lifetime users', Facebook company and companies who use Facebook in their marketing activities may give high attention for users' perceived usefulness, perceived ease of use, perceived trust, perceived enjoyment, and subjective norms as strategic factors impact users' choices between different social networks. Furthermore, to engage more and more with users' to determine their needs, wants, and interests, and then to create tailored and persuasive content to maintain the possible largest users' base. Moreover, to update all content quickly and continuously, this will let users believe that they selected a creative and collaborative social network. Besides that, invite users' and encourage them to get involved in online questionnaire related to the Facebook development and users' satisfaction, to have the opportunity to know the weakness points and handle it as soon as possible, this could let users' feel as an accountable employee to do this job, and then to be rewarded fairly. Finally, entertainment angle, Facebook might focus on providing users with scientific information for several sciences, through forums, seminars, conferences, and blogs, to make users' feel of usefulness of the Facebook.

Even though the research has achieved its purposes; research limitations and directions for future research can be summarized in: (1) the generalizability of the results is narrow to the Jordanian users, and it's tough to be generalized to other users outside Jordan. Future research can reproduce the research's model on other social networks, or carry out comparative studies between them. Furthermore, an excellent area for future researches is to discover if there are more factors that affect users' satisfaction and continuance intention to use social network in general and Facebook in particular. Furthermore, future research efforts can examine the relationship between the research variables and the financial performance of the companies who use the Facebook in their marketing efforts.

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