

## Factors Affecting Continuance Intention on Smart Farming in Thailand

**Pensri Jaroenwanit**

Faculty of Business Administration and Accountancy, Khon Kaen University, Thailand  
penjar@kku.ac.th

**Arpasri Sothonvit**

Faculty of Business Administration and Accountancy, Khon Kaen University, Thailand  
arpaso@kku.ac.th

**Jirawat Worakantak**

Faculty of Business Administration and Accountancy, Khon Kaen University, Thailand  
jirawwo@kku.ac.th

---

### Abstract

*This research is quantitative. This research aims to investigate the determinants of satisfaction and the resulting continuance intention on smart farming among farmers already on smart agriculture. The constructs of decomposed expectancy disconfirmation theory (DEDT) are evaluated from the perspective of smart farmers in relation to expectations and perceived performance. The research sample consisted of 400 samples of smart farming farmers, and the questionnaire was used as a data collection tool. Data were analyzed statistically by Structural Equation Model Analysis, a statistical data analysis technique for research aimed at simultaneous causal relationship models between multiple variables. The expected outcome of the study is the development of a model of factors affecting continuance intention on smart farming. It brings educational benefits in both theory and practice, creates knowledge of phenomena, and predicts what will happen effectively.*

**Keywords:** Continuance intention on smart farming, Operations and production management, Digitalization, Farm evaluation