

Intention to use parent teacher association (PTA) websites at primary schools : An information system quality perspective

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ABSTRACT

With the improved quality of school education, the operation of parent-teacher association (PTA) must meet the diverse societal needs. Majority of K-12 schools provide online PTA information to publics, however many parents are unfamiliar with it. In order to enhance parent's willingness to use PTA web site, how to improve the web quality has emerged as a critical issue for schools and PTA organizations. This study aims to investigate the factors influencing parent's intention to use PTA web site. Adopting core constructs in Technology Acceptance Model(TAM) and Information Systems Success Model(ISS) and adding perceived relevance as the antecedent of parent's intention to use PTA web site. A questionnaire as the survey tool was administered to public elementary school parents in Taichung city, 347 effective samples collected. Using a structural equation modeling (SEM) approach to test the hypotheses and path properties, results indicated: (1)information quality positively affected the user's perceived ease of use and perceived usefulness; (2)system quality positively affected perceived ease of use; (3)service quality did not affect perceived usefulness and perceived ease of use; (4)Perceived relevance and perceived ease of use have positively affect intention to use respectively, however perceived usefulness has no significant effect on intention to use. Based on the findings, a user friendly and content related to parents PTA web site as the main design factors for motivating parent's intention to use it is suggested.

Keywords : PTA Website、ISS Model、TAM、Perceived Relatedness

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