

Factors Affecting User Satisfaction for an Academic Context: an Empirical Study

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ABSTRACT

In Taiwan, the academia not only has responsibility on the academic contribution but also plays a vital role in education. And the prosperity of the Internet provides integrity and variety for academia. The website is the access to the academic institution and the computerization of the campus. If schools lack fine plans and designing, they will loose their reputation and images especially the broadband service is relatively popularized in Taiwan. This study set up a model for reference through revising Huizingh(2000) which is a commercial website and also interviewing different group of users such as students, teachers, parents, staffs and potential users to make up a deficiency for Huizingh. Besides, we also use the quantitative questionnaires to investigate users for satisfaction of the using academic websites and the quality. This study provides more improvement for the academic website through the consequence of statistics analysis.

Keywords : Academic Context ; Website Quality ; Website Design ; Information Quality

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