

# Examining the Acceptance Behavior of Using Mobile Phone Messaging as a Parent-Teacher Medium Based on TAM and UTAUT Models

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## Abstract

Adopting two different models (TAM and UTAUT), this study explores use behavior while teachers use mobile phone messaging to communicate with parents. TAM proposes that system use is determined by behavior intention to use, which is influenced jointly by attitude toward using the system and perceived usefulness. Attitude toward using the system is determined jointly by perceived usefulness and perceived ease of use, which has a direct effect on perceived usefulness; external variables influence both perceived usefulness and perceived ease of use. Determinants of IT use in TAM and UTAUT are not identical. Therefore, both models were revised to investigate teacher behavior of adopting mobile phone messaging as a parent-teacher communication medium. All constructs in the models were modified to avoid confusing substantive differences between models with measurement. The results suggest that infrastructure maturity for mobile phone messaging improves intention to use, but actual use behavior relates to school policies, not teacher intention.

Keyword : TAM, UTAUT, Mobile Phone Messaging, Parent-Teacher Medium