

ABSTRACT

This study was an attempt to determine the willingness to pay for the establishment of website in selected private secondary schools in Cavite. It aimed specifically to describe the school-respondents profiles with respect to student population, number of years in operation, ownership, income of school, and type of school; describe the profile of key informants in terms of age, educational attainment, portion, internet exposure, years of teaching experience, and years of administrative experience. The study also compared the school-respondents' willingness to pay for the establishment of website when grouped in terms of student population, number of years in operation, ownership, and type of school. Finally, the study further aimed to determine the factors affecting the willingness to pay of school-respondents for the establishment of school website

The study was conducted in selected private secondary schools in Cavite. A self-administered survey questionnaire was used to gather information and data from the key informants. One key informant was used in each company surveyed. The study was conducted from March 2010 to September 2010 and covered the school year 2009-2010. Multiple regression analysis was used to determine the factors affecting the willingness to pay for the establishment of school website while ANOVA was used to compare the willingness to pay for the establishment of school website when grouped in terms of school-respondents and key informants' profiles.

The average age of the key informants surveyed was 27 years old. The youngest group surveyed ranged from 25 to 35 years old and the oldest group ranged from 58 years and up. Majority of the key informants (60%) had graduate degrees and majority of them had 10 to 18 years of teaching experience.

The average number of students was 195 and the average annual income was PhP14.4 Million. There were more Catholic schools (90%) than Christian (5%), and nonsectarian (5%). All school-respondents are Filipino owned.

The findings in the regression analysis imply that the key informants' willingness to pay for the establishment of school website will increase by a very little amount of Php0.638 as the key informant gets one year older. On the other hand, the willingness to pay for the establishment of school website increases by Php0.350 as the years of administrative experience increases by one year.

The factors affecting the willingness to pay for the establishment of school website were years of operation and years of teaching experience. An increase in the years of operation and years of teaching experience will have a positive effect on the willingness to pay for the establishment of school website.