Chapter III

Evaluating Stakeholders’ Views of Delivered IS Effectiveness: Perceptions versus Perceptions and Expectations

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ABSTRACT

This chapter contributes to the understanding of evaluation of IS effectiveness. With quality as the focus for such evaluation, this study investigates the use of perceptions versus perceptions and expectations in a measure of effectiveness of delivered information.
systems. The results suggest there really is not any neat solution to the debate, but that when overt measurement of expectations was concurrent with the measurement of perceptions, a more revealing appraisal of delivered IS quality was provided than when perceptions alone were measured. Moreover, there is real merit in further studies to explore this issue. Given business investment in IT, the need for such work is reflected in the proliferation of research, particularly in relation to the use of the marketing instrument, SERVQUAL, in the field of IT.

INTRODUCTION

Worldwide investment in the Information Technology (IT) industry reflects its position as an essential element for business. In Australia, growth in the Information and Communications Technologies (ICT) sector has seen total income approaching $63 billion in 1998–1999, an increase of 28% over 1995–1996 (Australian Bureau of Statistics, 2001). In light of this, delivered Information System (IS) Evaluation is essential, yet one of the major challenges of MIS activities is the difficulty in measuring the effectiveness of delivered systems. The principal purpose of this research was to explore an approach to evaluating IS effectiveness. Conceptualization of IS effectiveness was substantially framed by DeLone and McLean’s (1992) Success Model. But, with the innovation in IT over the past decade, and constant pressure in IT to improve performance, there was merit in undertaking a fresh appraisal of the issue.

Building on DeLone and McLean’s model, this research was broadened to include related research from the domains of IS, management, and marketing. Analysis found that an effective IS function is built on three pillars: the systems implemented, the information held and delivered by these systems, and the service provided in support of the IS function. A common foundation for these pillars is the concept of stakeholder needs. In seeking to appreciate the effectiveness of delivered IS applications, in relation to the job performance of stakeholders, this research helped develop an understanding