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Towards an Integrated Information Systems Adoption, Usage and Performance Theory – A Review

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ABSTRACT

The search for a suitable theoretical framework that explains the impacts of information systems in workplaces has been on for over three decades now. Prominent information system researchers have built and tested several models aimed at understanding these underlying interactions. Unfortunately, the dynamic nature of information systems and the different contextual backgrounds continues to throw-up deficiencies with the existing models while calls for a ‘cumulative tradition’ in information systems (IS) research continue to increase. Through a methodological literature review process, previous related works on the various relationships proposed by the technology utilization, satisfaction and performance model (TUSPEM) were extracted from some renowned online databases. This study therefor reports the review of researches on these relationships thereby expanding the body of knowledge on the TUSPEM model by with a view to contributing to theory in information systems research.

Keywords – Information systems, technology acceptance model, performance impacts, performance model,
technology utilization-satisfaction.

1. INTRODUCTION

Institutions and organizations globally invest in information systems basically with the expectation that it will contribute to organizational performance and productivity. The challenge of assessing the impacts and interactions that determines the return on investment remains central in information system research. Consequently, information systems researchers have spent much effort in creating models and re-examining these interactions with a view to providing sustainable frameworks and theories guiding information systems. Since the call by [59] for a ‘cumulative tradition’ in information systems (IS) research that requires IS

as the individual's positive or negative feelings about performing behaviour. It is determined through an assessment of one's beliefs regarding the consequences arising from behaviour and an evaluation of the desirability of these consequences.

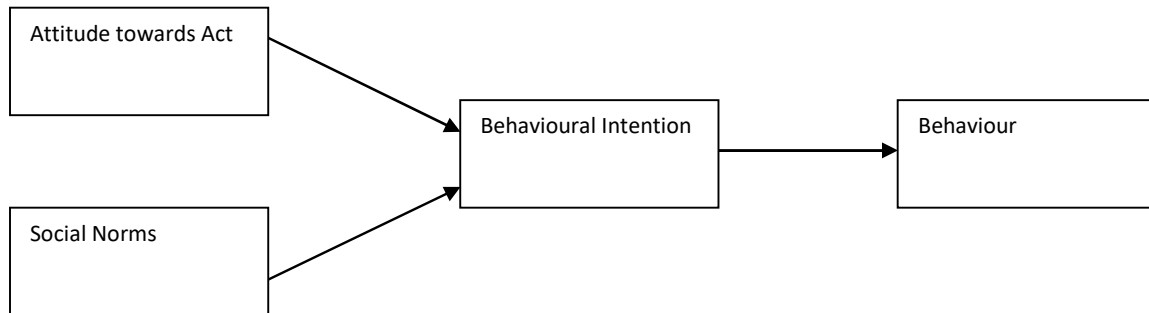


Fig. 1: Theory of Reasoned Action (TRA)
Source: [27]

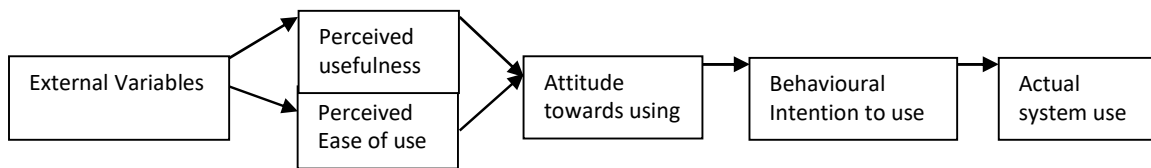


Fig. 2: Technology Acceptance Model
Source: [15]

The basic principle behind the theory is that human behaviours are controlled by conscious actions. TRA also suggests that a person's attitudes are a function of their individual beliefs [7]. As explained by [24], TRA as utilized by [27] is designed to assist researchers in order to address the connections between individuals' attitudes, beliefs and their behaviours. [24] utilized TRA to examine the specific area of technology utilization.

Technology Acceptance Model (TAM): Developed by [15], the aim of technology acceptance model was to assist explain technology users' behaviour. Technology acceptance refers to a user's willingness, agreement, acceptance and continuous use of information technology. It can be categorised into attitude acceptance and behaviour acceptance [36]. Attitude toward using, intention to use and actual use in TAM are indicators of technology acceptance. Ease of use and perceived usefulness are regarded as external variables. According to [15], perceived usefulness is the level to which a person feels that the use of a particular technology would enhance his or her performance. Additionally, perceived ease of use is the level to which a person feels that the use of a particular technology is free of effort. It was found that perceived ease of use was less significant in determining actual usage than was perceived usefulness. The level of difficulty involved in using a technology was only a secondary consideration for users.

These findings suggest that technology users are willing to tolerate a certain level of difficulty if the technology is capable of performing necessary functions. However, ease of use of a technology does not make up for those technologies that do not provide the user with the desired applications. These variables have influence over users' attitudes, intentions to use, and actual usage. Below is the diagram showing TAM constructs and their relationships:

TAM is different from many previous IS models because it does not include subjective norms as one of its constructs in determining actual technology usage. The research of [12] shows how TAM differs from its predecessors. However, because of its widespread usage and popularity among researchers TAM is often used in research as support for many acceptance theories.

Unified theory of acceptance and use of technology (UTAUT): Developed by [26], UTAUT model was formed from the review of eight models proposed by earlier researchers attempting to explain IS usage behaviour. These models include: the theory of reasoned action, technology acceptance model, and motivational model, theory of planned behaviour, a combined theory of planned behaviour/technology acceptance model, model of PC utilization, innovation diffusion theory, and social cognitive theory. According to the theory, four key constructs (performance expectancy, effort expectancy, social influence, and facilitating conditions) determine usage intention and behaviour ([26]). It was posited that Gender, age, experience, and voluntariness of use are moderators of the impact of the four key constructs on usage intention and behaviour [26]. The relationship between the constructs in the model is represented by the UTAUT model in diagram 4 below:

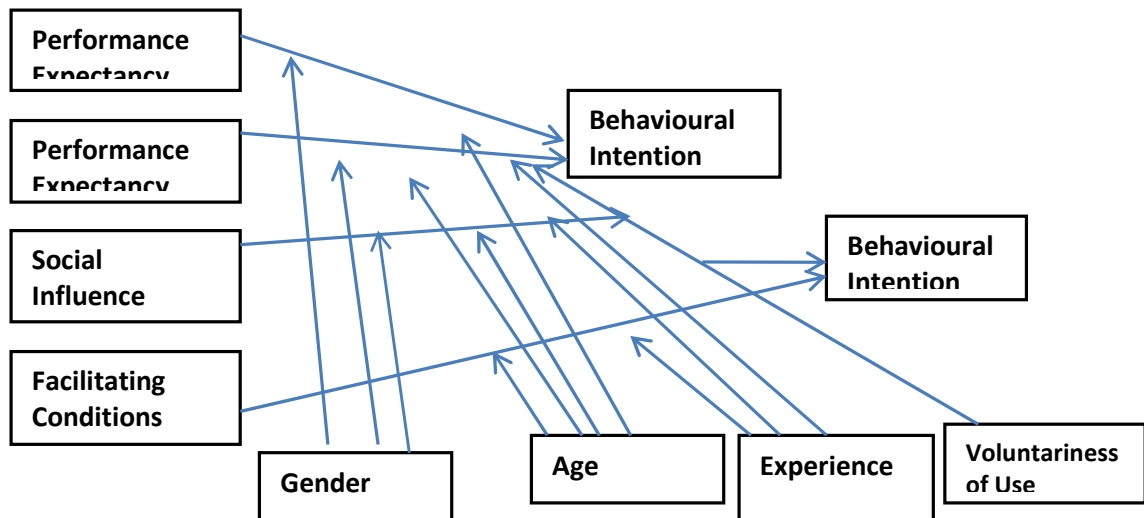


Fig. 3: Unified theory of acceptance and use of technology (UTAUT)
Source: (26).

Computer Self-Efficacy (CSE): Computer self-efficacy has been identified as having a major impact on an individual's expectations towards using computers ([1]. [1] stated that self-efficacy is an important individual trait that directly correlates to an individual's decision to use computers. [32] stated that the focus is not on



the actual skills, but on the judgments one has of what one can do with whatever skills one possesses. Consequently, people who did not see themselves as competent with the computer tend not to use computer.

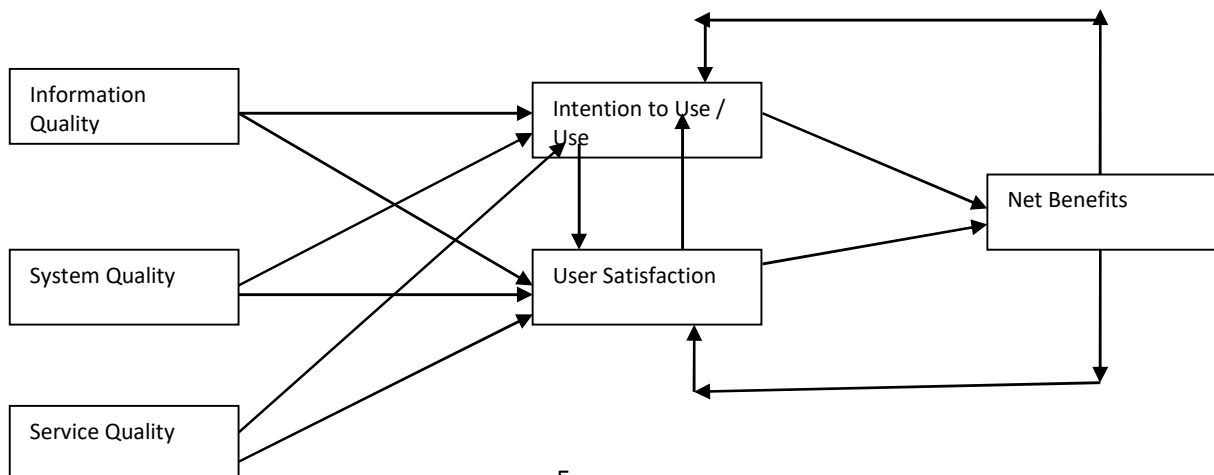
Perceived computer self-efficacy has been shown to impact on behaviours and outcomes such as a negative effect on computer anxiety and positive impact on performance outcome expectations, personal outcome expectations, and actual systems usage [1].

Studies conducted at the work force [33, 34] found that computer self-efficacy increases performance and reduces computer induced anxiety. [31] has also noted that teachers' computer self-efficacy is a significant factor determining their patterns of computer use. [16] examined the computer self-efficacy among pre-service teachers at a teachers training institute in Singapore. It was found that the proliferation of computer and web-based technologies has generally improved teachers' confidence with using Basic Computer Skills (BCS), Media-Related Skills (MRS), and Web-Based Skills (WBS) technologies in Singapore. Also a comparison of alternative models revealed that the correlated three-factor and second-order (three-factor) models had the best fits; and were adequate representations of pre-service teachers' computer self-efficacy.

B. User Satisfaction Models

Satisfaction refers to users' feelings about an IS either before, during and after use of such an IS. We would examine the following models: DeLone and McLean IS success model, Yield Shift Theory of Satisfaction and Cognitive dissonance theory.

DeLone and McLean's Model of IS Success: In order to provide a general and comprehensive definition of IS success that covers different perspectives of evaluating information systems, DeLone and McLean reviewed the existing definitions of information system success and their corresponding measures, and classified them into six major categories. Thus, they created a multidimensional measuring model with interdependencies between the different success categories ([4]). The concept of the updated model consists of six interrelated dimensions of IS success: information, system and service quality, (intention to) use, user satisfaction, and net benefits [4]. The model can be interpreted as follows: A system can be evaluated in terms of information, system, and service quality; these characteristics affect the subsequent use or intention to use and user satisfaction. As a result of using the system, certain benefits will be achieved. The net benefits will (positively or negatively) influence user satisfaction and the further use of the information system. Satisfaction with an information system is commonly measured as an indicator of information systems success [37] and has been identified as a precursor of performance impacts in [4] model of IS success.



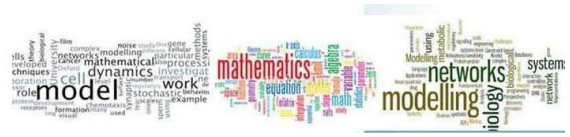


Fig. 4: DeLone and McLean IS Success model (DMLSM)
Source: [4]

In assessing the validity of [4] and [19] information system success models, [35] found that IS user satisfaction impacts IS use: a higher level of satisfaction creates greater user dependence on the system. [4], identified six studies out of the sixteen empirical studies that tested the IS success model with a confirmation of a positive and significant relationship between end-user satisfaction and individual performance.

Cognitive dissonance theory: This theory is concerned with the relationships among cognitions. According to cognitive dissonance theory, there is a tendency for individuals to seek consistency among their cognitions (i.e., beliefs, opinions). When there is an inconsistency between attitudes or behaviours (dissonance), something must change to eliminate the dissonance. In the case of a discrepancy between attitudes and behaviour, it is most likely that the attitude will change to accommodate the behaviour. Two factors affect the strength of the dissonance: the number of dissonant beliefs, and the importance attached to each belief.

The main variables of this theory are: User satisfaction, performance, perception, behaviour, usage while the independent variables include: expectations, disconfirmation, attitude, belief.

Yield Shift Theory of Satisfaction: Individuals may hold many goals, ranging from fundamental goals like drawing breath to esoteric goals like scientific discovery or self-actualization. Human cognitive resources are limited, and so cannot assess all of an individual's goals simultaneously. The set of goals currently being processed by the subconscious is called the activity goal set. Yield Shift Theory draws on five assumptions and two propositions to argue that satisfaction responses are a function of perceived shifts in yield for the active goal set. For the logic by which the propositions of Yield Shift Theory were derived, see [38]. Proposition 1: Perceived Yield. At a given moment, the Yield an individual subconsciously perceives for a given goal is a multiplicative function of the utility ascribed to the goal and the assessed likelihood of attaining it. Proposition 2: Satisfaction Response as a Function of Yield Shift. The magnitude of the satisfaction response is a curvilinear function with a positive but decreasing slope of the absolute value of a yield shift for the active goal set. Yield Shift Theory provides explanations for many satisfaction phenomena that manifest in the IS domain.

1.2 Satisfaction Phenomena Explained by Yield Shift Theory:

Goal attainment effect: Individuals feel satisfied on attainment of a desired state or outcome. They feel dissatisfied when the desired state or outcome is thwarted. **Confirmation effect:** Individuals feel satisfied when outcomes match expectations or desires, and feel dissatisfied when outcomes are less than expectations or desires. **Disconfirmation effect:** Individuals feel neutral when outcomes match expectations or desires. They feel satisfied when outcomes exceed expectations or desires; they feel dissatisfied when outcomes are lower than expectations or desires. **Anticipation effect:** Individuals feel satisfied or dissatisfied when thinking of future goal attainment, even though goals have not yet been attained or thwarted. **Nostalgia effect:** Individuals feel satisfied or dissatisfied when thinking about past goal attainment or past

failure to attain goals. Differential effect: Multiple individuals manifest differing levels of satisfaction upon the attainment of goals to which they ascribe similar utility. Hygiene effect: Individuals feel only neutral or negative about an IT/IS artefact, but never positive. Mentor effect: Individuals feel more satisfied or dissatisfied after discussions with a trusted advisor, even though current conditions have not changed. Mixed Feelings: Individuals experience both satisfaction and dissatisfaction with the same IS/IT artefact. Attenuation effect: Individuals' satisfaction responses diminish over time.

C. Performance Impacts Models

Performance is the accomplishment of a portfolio of tasks by an individual. Performance impact has to do with how well the work is performed or how much value is added/created as a result of using the system. [3] assert that performance impact is a joint function of system utilization and Task Technology Fit (TTF).

The Technology- to- Performance Chain Model (TPC): There is a connection between information technology and user performance. [3] conceptualized the task-to-performance chain (TPC) in order to investigate this link. The framework was based on two separate research angles: (a) the user acceptance and adoption research perspective which investigates user beliefs and attitudes to predict the utilization of information systems [7, 15]; and (b) the fit angle which focuses on the impact of appropriateness of the technologies used by individual IT users in the performance of their tasks [39]. Central to this framework was the task-technology fit construct ([3]).

Task-technology fit (TTF) theory holds that IT is more likely to have a positive impact on individual performance and would be used if the capabilities of the IT match the tasks that the user must perform ([3]). [3] developed a measure of task-technology fit that consists of 8 factors: quality, locatability, authorization, compatibility, ease of use/training, production timeliness, systems reliability, and relationship with users. Each factor is measured using between two and ten questions with responses on a seven point scale ranging from strongly disagree to strongly agree.

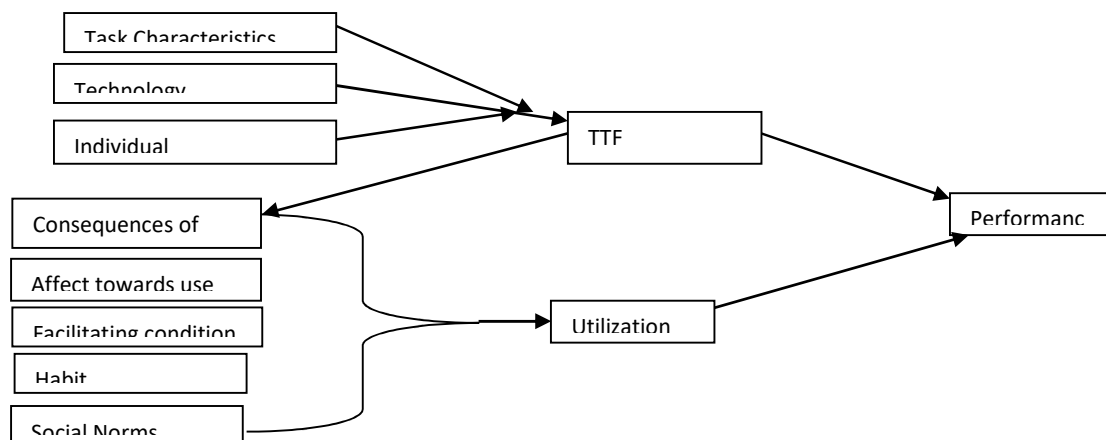


Fig. 5: Technology-to-Performance
Source: [3]



According to the diagram above, task-technology fit was predicted to influence the ‘precursors of utilization’ and also impact on the performance of the technology user. The conceptualized precursors of utilization (including expected consequences of use, affect towards using, social norms, habit and facilitating conditions) in turn impacted on technology utilization, which in turn affected user performance ([3]). TTF is seen to be higher when the functionality of a technology and the user’s requirements are similar. Additionally, TTF is lower if the functionality of the technology is less adequate in meeting the needs of the user or when the demands of a task are increased. Individuals have a greater tendency to utilize technology if the capabilities of the technology fit the needs of the individual. Therefore, TTF can be a good predictor of technology utilization.

The basis of the TTF model is that when given more than one option technology users will use the technology that provides them with the most benefits. [3], [18] explained that it is important to note that when the construct of utilization is required, it is not necessary to consider it in the TTF model as all users will show the same outcome for this variable. As argued by [3], system utilization is more a function of how jobs are designed than the quality or fit of the systems or the attitude of users towards using them. On the contrary, it was discovered that studies focusing on fit alone do not give sufficient attention to the fact that systems must be utilized before they can deliver performance impacts. Hence, the introduction of the technology-to-performance chain [3]. But does the TPC model sufficiently estimate the relationship between the factors playing out in such an open and distance learning (ODL) compulsory usage environment? Several empirical studies have validated different aspects of the model [3, 19, 21, 30,].

1.3 Weaknesses of the Existing Information Systems

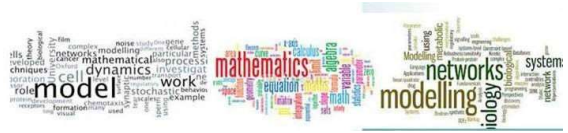
The discussions organized principally into intention-usage based model, satisfaction based models and performance based models. The major aim is to assess the weaknesses of the earlier discussed models and the need for new models.

A. Intention-Usage-based Models

In spite of the popularity and significant contributions of the perception-intention-usage models such as TRA, TAM and UTAUT, there is a growing concern that these traditional perception-intention-usage models are deficient in a number of important respects [39, 41]. Firstly, the framework is concentrated on behavioural intention rather than on usage [42]. This situation has resulted to a good number of IS researchers focusing on behavioural intention with comparatively little attention to technology usage and its accompanying outcomes [23, 42, 43]. Secondly, TAM is a good predictor of technology acceptance only when the users willingly choose to use the technology. In a situation where the user is provided with only one option or usage is compulsory, then TAM is not a good indicator of acceptance [13].

Thirdly, TAM offers some insights into the antecedents of user-perceived usefulness and ease of use, but they are not particularly concerned with the extent to which technology meets task-related requirements [14]. Finally, the theory was able to explain % of usage [23, 43]. Despite the key role technology usage play in information system, it has relatively been insufficiently explained [43]. In the application of models to usage of emails, word perfect, Lotus 1-2-3, and Harvard graphics, [46] framework was able to explain 15%, 4%, 35% and 30% respectively.

While calling for the formulation of new theories in investing technology usage, [25] asserted, that the fact that at least 70% of the variance of usage is unexplained suggest the deficiency of the traditional method and the need for new theories on which more robust research model can be built. While investigating personal



adoption. However, the combination of the two models showed a better result than either TAM or TTF alone. The analyses showed that the extended model explained more variance than either TAM or TTF alone [13]. Utilization variance explained were 36% with TAM, 41% with TTF, 51% with TAM/TTF [13]. Again, in an extended TPC-related model, computer self-efficacy was added to the model which showed improved explanatory power of the original TPC model [13]. In their separate studies of the consumer e-commerce as a technology adoption process, [48]; evaluated the suitability of both TAM and TTF to understand how and why people participate in electronic commerce. To better understand online shopping activity, this study tested a modified TAM model through a web-based survey of 263 undergraduate students [48].

The results confirmed that a TTF construct was a valuable addition to the TAM model because the extended model explained more variance in the dependent variable. [18] equally combined some constructs of TAM and TTF to determine and quantify the factors that impact hotel guests' intentions to seek and utilize guest empowerment technologies. Other combined models and constructs includes: TTF and Ease of Use (17), TTF and Computer Self-efficacy ([13, 49]), TTF and two (2) constructs [29], TTF and TAM [18, 48]), TTF and Satisfaction [6]). This work therefore proposes a hybrid model that combines constructs such as ease of use and perceived usefulness from TAM, satisfaction from [4] which is considered critical in influencing usage and performance [6] and computer self-efficacy from [1], [28]; [2]). The combination of these constructs with some constructs from the TPC model as showed in figure 7 below would be used to investigate fit, IT usage, satisfaction and performance outcomes in a mandatory usage environment.

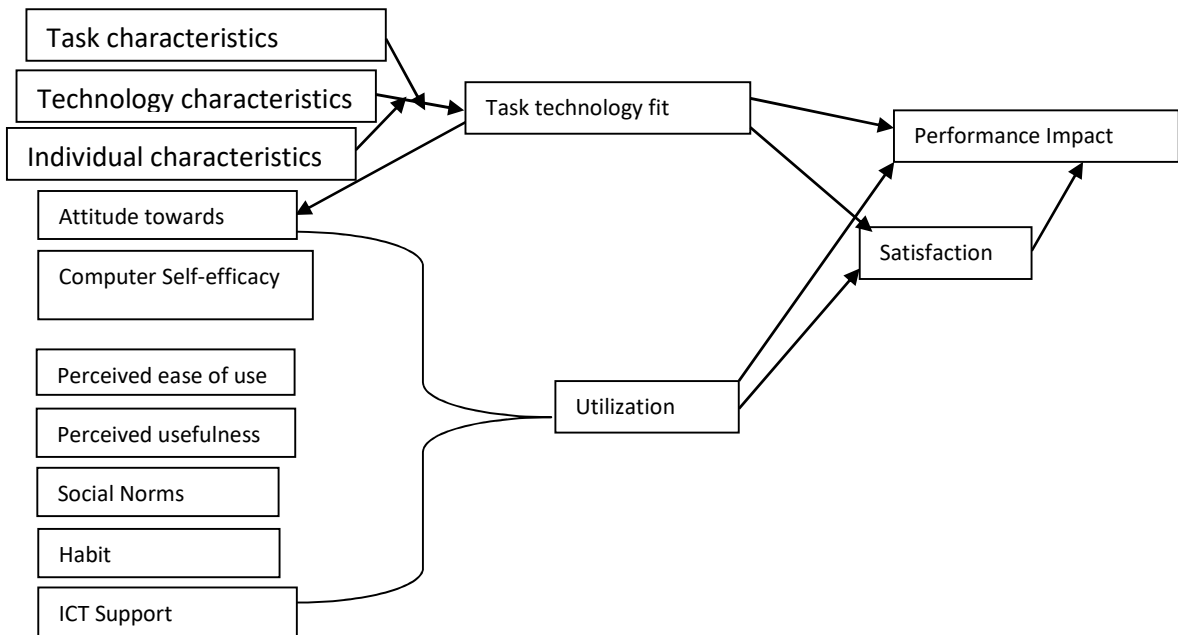
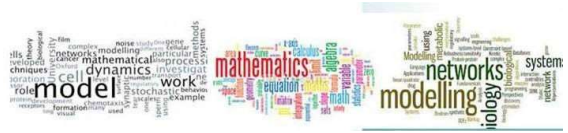


Fig.6: The Technology-Utilization-Satisfaction And Performance Model (TUSPEM)



the relationship is strong or weak, [3] maintained that such investigations would further give credence to the full understanding of the interactions surrounding performance using information systems (p.128). In a related study, [19] found a strong support for the impacts of TTF on performance while testing the use of spreadsheet in a mandatory usage environment. Other related work that confirmed this relationship includes [6]. In a related work, [49] found moderate support for the linkage between TTF and employer performance. Hence, it is hypothesized as follows:

H₁: TTF will positively influence information systems performance impacts for users.

3.1.2 TTF and User Satisfaction

The relationship between task technology fit and user satisfaction has been studied with mixed outcomes. This relationship presupposes that If the TTF of an information system is high, users would be satisfied using an IS and would continue to use such an information system. According to [3], user satisfaction is a fit between personal needs and the benefits of using a system and would be measured by an assessment of how a user feels about a system. Unfortunately, the technology-performance model never investigated this link. Contrarily, [52] found employee satisfaction as not being consistently related with task-technology fit.

H₂: TTF would be positively correlated with user satisfaction

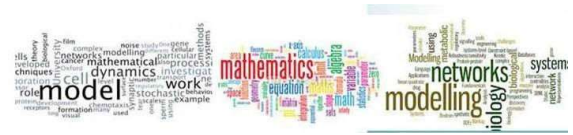
3.1.3 TTF and Attitude towards Use

The suitability of a specific information system for a given task has great influence on users' attitude towards usage of such system. This relationship exist due to the fact that the better the fit, the more the tendency for users to develop a positive attitude towards the system. The work of [3] only assumed the existence of the relationship but failed to investigate the link. Instead, the direct link between TTF and utilization was tested and confirmed to have a significant relationship. On the other hand, several other findings have investigated TTF and system usage through the precursors of utilization. For example, (19, 49) found a positive relationship between the task technology fit of an IS and users attitude towards usage. Hence, the hypothesis:

H₃: TTF will positively influence users affect towards use of an information system.

3.1.4 Attitude towards usage and Utilization

The link between users' attitude towards usage of an information system has been identified as one of the major precursors of information system utilization. This link has been studied with mixed findings. For example, the work of [23] while investigating four organizations associated with entertainment, telecommunications, banking and public administration concluded that attitude towards using an information system does not influence usage in a mandatory environment. Similarly, while investigating the precursors of learning management system utilization in Nigeria [53] did not find a significant relationship between lecturers' attitude towards IS usage and actual usage. In another survey conducted to investigate if there would be any increase in students' attitude towards using supplementary technological devices to support face-to-face instructions, [16] concluded that attitude of students were improved following their exposure to technological devices. Thus, the hypothesis is framed as follows:



H₁: Users attitude towards usage of an information system positively influences utilization

3.1.5 Computer Self-efficacy and System Utilization

The concept of computer self-efficacy has found its relevance in IS research. According to [54], personal experience, continuous learning, goal setting and hands-on the task improves self-efficacy and enhances usage of technology. [55] investigated the connection between teachers' self-efficacy and their commitment towards usage of IS for their instructions. Results showed that the more the teachers value an information system, the greater the amount of time and energy they would invest in the use of such an information system. The result also showed that teachers who devoted most time and effort to using an information system had more positive beliefs in their ability to use it than those who spend less time and energy using the IS. Similarly, [54] opined that professional development and hands-on tasks were the main strategies mentioned for enhancing teachers self-efficacy associated with utilizing the Internet for instruction.

Hence the hypothesis:

H₂: Users computer self-efficacy influences system utilization

3.1.6 Social Norms and System Utilization

Social norms deal with users' belief on people's expectations regarding their capacity to perform certain behaviour or task. In every organization, several tasks are assigned to specific people believed to have the capacity to accomplish the task. Management at the different levels expects tasks to be accomplished by their subordinates. In a mandatory usage environment, where one expects social norms to be critical in determining usage, [12] did not find any relationship between the social norms of users and their intention to use technology.

On the other hand, there was a significant relationship between social norms and technology utilization as reported by [19, 56]. Hence the hypothesis is presented as follows:

H₃: Social norms influences users utilization of an information system

3.1.7 Users Habit and System Utilization

Users' habit plays a crucial role in the utilization and continued usage of information systems (IS). Information system researchers have been investigating how users adopt information systems. As argued by [11], information systems that fail to meets the user's needs are discontinued even after being adopted. The relationship between users habit and utilization of information systems was also assumed to exist but was not tested by both [3] and [19] while testing the TPC model. However, [53] tested the relationship while examining lecturers' usage of learning management system in an open and distance learning institution in Nigeria. [16] conducted a survey research on 442 pre-service teachers at the teacher training institute of Singapore using the Technology Acceptance Model (TAM) as the theoretical framework. The study indicated that attitudes did not significantly impact the participants' intent to use technology.

H₄: Users individual habit positively influences system utilization

3.1.8 Perceived Usefulness and Utilization

As conceptualized by [15], perceived usefulness is the level to which a person feels that the use of a



particular information system would enhance his or her performance. The construct was considered critical in information system research as it has a significant effect on intention to use and eventual usage [15]. The findings from several studies have revealed contradictory results regarding this link. For example, while [47] found perceived usefulness to positively influence system utilization, [53] did not find a significant relationship between users perceived usefulness of information systems in a mandatory usage environment. Hence, the hypothesis was framed as follows:

H₅: Users perceived usefulness of an information system has a positive influence on its utilization

3.1.9 Perceived Ease of Use and System Utilization

Findings of studies carried out by different researchers have turned out mixed results. For example, [60], while employing TAM as a theoretical framework in determining the success of an e-shopping system, using structural equation modeling (SEM), showed that perceived ease of use does not have a significant influence on system use. On the other hand, [57] also confirms that while perceived ease of use seems to be the most widely used surrogate measure for system use or intention to use. Thus an over-emphasis of PEOU as an indicator of system quality may not be advisable, particularly at the cost of other factors such as functionality, reliability, etc. Hence the hypothesis was stated below:

H₆: Perceived ease of use of an information system has a positive influence on utilization

3.1.10 Utilization and Satisfaction

Research on the relationship between system utilization and end-user satisfaction has been viewed from different perspectives and with mixed findings. [3] referred to satisfaction as affect towards using a technology that should serve as a precursor of usage. The work of Lee, [43] also found that system utilization is positively related to end-user IS satisfaction. On the contrary, technology utilization had a non-significant relationship with user satisfaction [55]. Hence, the hypothesis was framed as follows:

H₇: Actual utilization of an information systems influences users' satisfaction with the system.

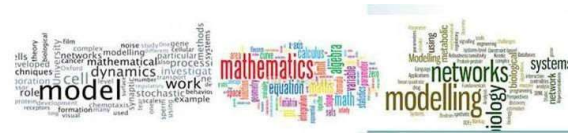
3.1.11 System Utilization and Performance Outcomes

Utilization of information systems plays a significant and positive effect on individual performance [50]. An investigation of the link between system utilization and individual performance was confirmed by the work of [3, 4, 19, 49]. In the educational sector, [6] noted that there has been very little research on lecturers' use of technologies and their resultant outcomes. Hence, a hypothesis was framed thus:

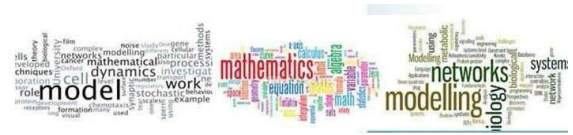
H₈: Utilization will positively influence information systems performance impacts for users.

3.1.12 Satisfaction and Performance Outcome

In [4] work, six out of the sixteen studies that tested and confirmed the positive and significant relationship between end-user satisfaction and individual performance were identified. In the TPC model, [3] did not find the satisfaction construct as key in determining users' performance. Other researchers like [6] have



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