USER INFORMATION SATISFACTION AND JOB SATISFACTION : EXPLORING THE RELATIONSHIP

BY

NORMAH ABDULLAH

INTERNATIONAL ISLAMIC UNIVERSITY
MALAYSIA

Abstract

The growth of end-user computing in Malaysia has been a phenomenon in the recent years especially in the wake of the information era. In order to remain competitive, most organizations have spent millions of ringgit in upgrading their business and activities by employing the latest information system. In *Computimes'* Feb 8, 1998 edition, has reported that "Research and Standards body, SIRIM Berhad is spending RM10.4 million this year in developing mission-critical information technology (IT) applications to computerize its business and work-flow activities. These are aimed at meeting day-to-day IT requirement of its organization". Since computer usage has become a substantial part of work processes, an employee can either love their job and hate the information system, or they can hate their job but love the information system. This paper tries to explore the relationship between user information satisfaction (UIS) and overall job satisfaction and to determine factors that may influence them. Data on 157 users of 7 organizations were employed to evaluate the framework. The findings showed that UIS and Job Satisfaction are significantly correlated ($r = 0.229$ at $p = 0.004$). There is also evidence that technical support in terms of having resident experts available in an organization is the only significant ($r = 0.2557$ at $p = 0.001$) variable influencing UIS. Computer Use variable that consists of the frequency and the length of time employees using computers in executing their daily tasks was the only factor that has a significant correlation ($r = 0.1608$ at $p = 0.044$) with Job Satisfaction. The intention to examine the factor that contributes to UIS-Job Satisfaction relationship using path analysis had to be abandoned due to the insignificant relationship between the factors and

the two constructs. Implications of these findings for the management of end user computing are discussed.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Job satisfaction has been of great interest to individuals and organizations for many years. Job satisfaction was defined by Locke (1984) as "a positive emotional response to the job resulting from an appraisal of the job as fulfilling or allowing the fulfillment of the individual's job values." According to Jerald and Robert (1995) job satisfaction can be defined as "attitudes people hold towards their jobs". Some attitudes related to job dissatisfaction that the management have been trying to curb are absenteeism, high job turn over, low performance and disinterest in the organizations they work with and work mates. It is generally believed that the study of job satisfaction should be able to contribute to the theory and application of motivation, attitudes, behaviors, and preferences within organizations (Smith, 1957), which ultimately improve organizational profitability.

The advent of microcomputers has brought about an upheaval in the management of the computer environment within organizations. At the start, the area was reserved for Information Technology (IT) specialists such as data processing experts; but with the arrival of microcomputers, most business and non-business organizations are being proliferated with various computer applications which are being used by all levels of employees. For example, the Transactional Processing System (TPS) are being utilized

by clerical workers and others who does routine work and the Decision Support System (DSS) is mainly used by managers to assist decision making. Many potential benefits should accrue from information technology, such as increased productivity as most of the daily tasks are being carried out using computers and that a large portion of time is spent on them. The rapid growth of end-user computing is not only phenomenal but it is irreversible as what can be witnessed here in Malaysia in the last decade. Due to an influx of computer usage in a substantial portion of Malaysian organizations' activities, it can be assumed that IT has much influence on computer users satisfaction with the information system used and consequently, on their overall job satisfaction.

Therefore, the objective of this exploratory study is to look into the effects of end user computing satisfaction on job satisfaction of the users. The study will also look at the factors that contribute to the two constructs and also to find out whether those factors influence their relationship, taking into consideration computer background and demographics of the individuals.

There is an abundance of studies on the relationship of job satisfaction and job performance and a lot of arguments have also been created by it. Most of the evidence present a relatively low correlation between satisfaction and performance. A meta-analysis study done by Iaffaldano and Muchinsky (1985) estimated the true population correlation between job satisfaction and performance to be 0.17.

Nevertheless, job satisfaction and job performance relationships had mostly been studied on individuals as the basis of analysis. According to Ostroff (1992) who did an extensive and in-depth study of literature review, there is sufficient evidence to suggest that job satisfaction has a positive influence on job performance, on an individual basis, and at organizational level. Ostroff also conducted a study in 298 schools that involved 13,808 teachers. With the organization as the unit of analysis, evidence show that there is a relation between job satisfaction and job performance. Organizations with more satisfied employees were inclined to be more effective than those with less satisfied workers. Somehow, when the individuals are being considered as the unit of analysis, Ostroff found that the link was weak.

Another model that has attracted strong research interest is user information satisfaction. It is defined by Ives et al. (1983) as "the extent to which users believe the information system available to them meets their information requirements." Cyert and March (1963) who first constructed user information satisfaction, suggested that an information system which meets the needs of its user will reinforce satisfaction with that system. If the system fails to meet the user's information needs, then he will become dissatisfied. There are actually other terms that have been used to refer to essentially the same idea such as "perceived usefulness" (Larcker, 1980), "system acceptance" (Igersheim, 1976), "MIS appreciation" (Swanson, 1974) and Maish (1979) described user information satisfaction as "feelings about information system."