

A study of how user satisfaction and user dissatisfaction affect the success of an Information System

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Agenda

Introduction

Theoretical Background

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Implications & Significances

Limitations and Research Direction

Introduction

To avoid user dissatisfaction

To satisfy users

(Centefelli & Benbasat 2003; Parthasarathy & Bhattacherjee 1998)

(Bhattacherjee 2001; Bhattacherjee & Premkumar 2004);

Avoiding an IS discontinuous use

Increasing an IS continuous use

The lack of a continuous use is one of the major cause for IS project failure

(Bhattacherjee 2001; Bhattacherjee & Premkumar 2004; Cheung & Limayem 2005)

Theoretical Background

The use of the system

(DeLone & McLean 1992; Ginzberg 1981; Wixom & Todd 2005)



The discontinuance/rejection of an IS

The intention to continue using an IS

(Cenfetelli & Benbasat 2003;
Parthasarathy & Bhattacharjee 1998)

(Bhattacharjee 2001; Bhattacharjee &
Premkumar 2004)



Dissatisfaction

Satisfaction

Limitations in literature

Limitation 1

The assumption that users will only be satisfied/dissatisfied if their expectations are met/not met

Evidences

There are different types of customer satisfaction/dissatisfaction
(Stauss & Neuhauss 1997)

Satisfaction or dissatisfaction is about the feeling
(Herzberg 1966)

Limitations in literature

Limitation 2

The assumption that user dissatisfaction is the opposite of user satisfaction

Evidences

An elimination of dissatisfaction is not the same as improving satisfaction (Herzberg 1966)

Dissatisfaction causes users to discontinue using the system (Cenfetelli & Benbasat 2003)

Limitations in literature

Limitation 3

The lack of an investigation of whether there is the change of user satisfaction/dissatisfaction over time

Evidences

Demanding customers continue to rise their expectations

(Stauss & Neuhauss 1997)

The feeling can be changed over time

(Rogers 1993; Bhattacharjee & Premkumar 2004)

Research Questions

Over time in the use of an Information System,

1. What factors influence user satisfaction?
2. What factors influence user dissatisfaction?

Research Design

Measurement of satisfaction and dissatisfaction

The confirmation of expectation (Ginzberg 1981; Snajna & Scamell 1993)

Evaluating the feelings about the use of the system (Herzberg 1966)

Measurement for the change of satisfaction/dissatisfaction

Referring to two periods: at the first semester and in the current semester

The study context

An organisation providing voluntarily system usage environment

Data Collection

Qualitative (Interview 20 subjects)

Data Analysis

Content Analysis

Analysis of Result

The most reported factors that influence user satisfaction

1. At the first semester

Easy to use and the ability of the system to communicate with the students and help the students learn

BUT these factors have decreased their importance over time

2. In the current semester

The ability of the system to support the subjects learning and extend their knowledge **AND** the continuous improvement of the system

Analysis of Result

Example of an interview (satisfaction)

“ Over the last six years, I was very happy with the system because I can feel that there are more upgraded system features and new system features to enhance my teaching. I like the way that I can learn more from exploring different system functions. I found myself getting better and smarter at using it ”

Analysis of Result

The most reported factors that influence user dissatisfaction

1. In both at the first semester and in the current semester
Difficult to use and poor interface design
2. **New dissatisfaction factors** found in the current semester
Inadequate support and time consuming

Analysis of Result

Example of an interview (dissatisfaction)

“ Since I start using the system until now, I am still anxious about how to effectively enter student grade into grade function. Currently, it is very time- consuming to upload each student grade and no one could help me ”

Implications and Significances

Implications

- **It is crucial to continue support user learning and extend their knowledge in using the system**
(supported by Herzberg 1966; Zhang & Dran 2000)
- **Most users keep demanding for the system improvement over time**
(supported by Zhang & Dran 2000; Stauss & Neuhaus 1997)
- **It is important to maintain user realistic expectations over time in the use of the system**
(supported by Ginzberg 1981)

Significances

Practices

Produce a recommendation for IS management to increase user satisfaction and to avoid user dissatisfaction

Research

The need to expand the current Post-Acceptance Model

Limitations and Research Direction

Limitations

- Not conclusive result
- Validity
- Generalizability

Research Direction

Thank you

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Question?