

**MUNI**  
**ECON**

## **ISBV and IS success model**

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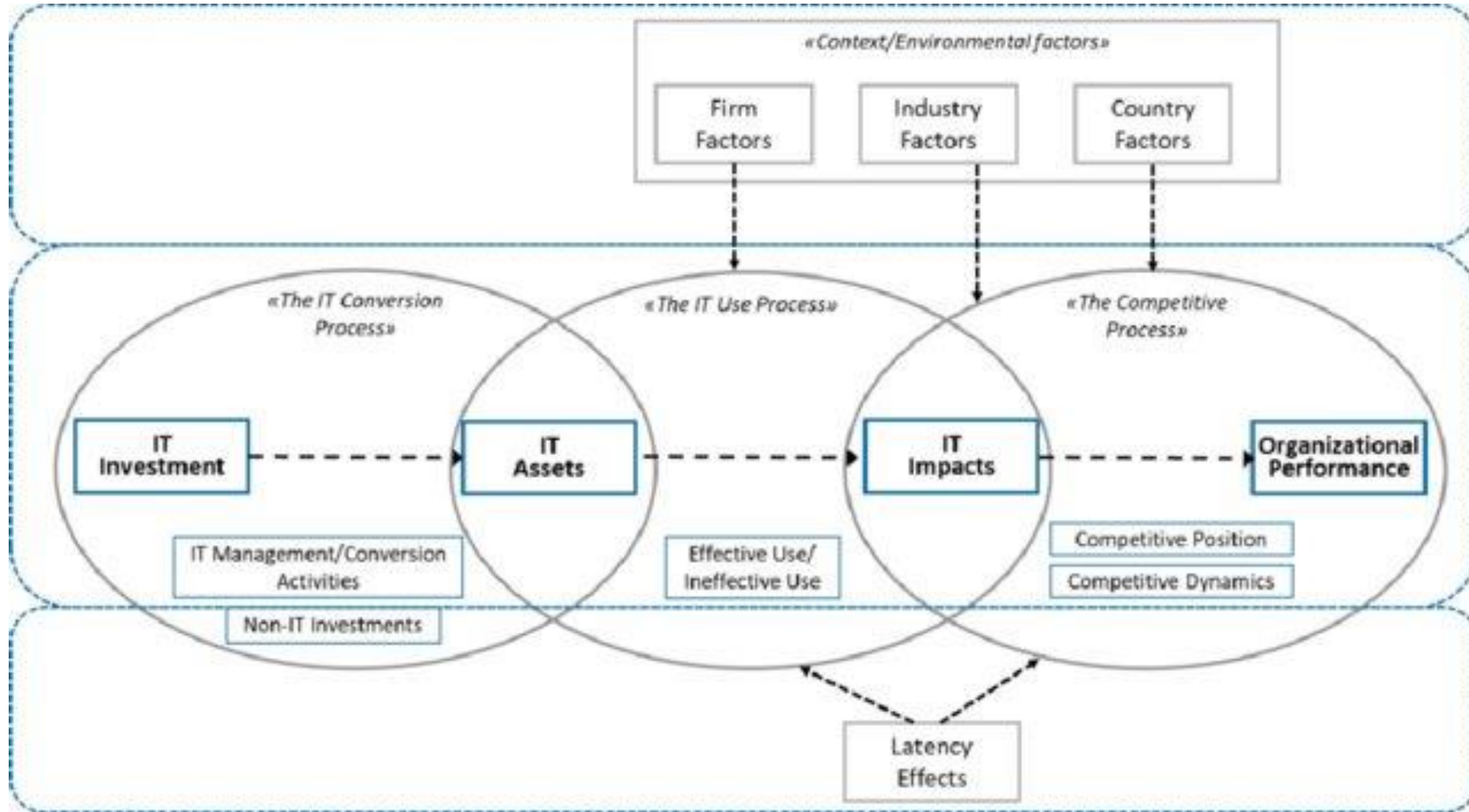
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# Content

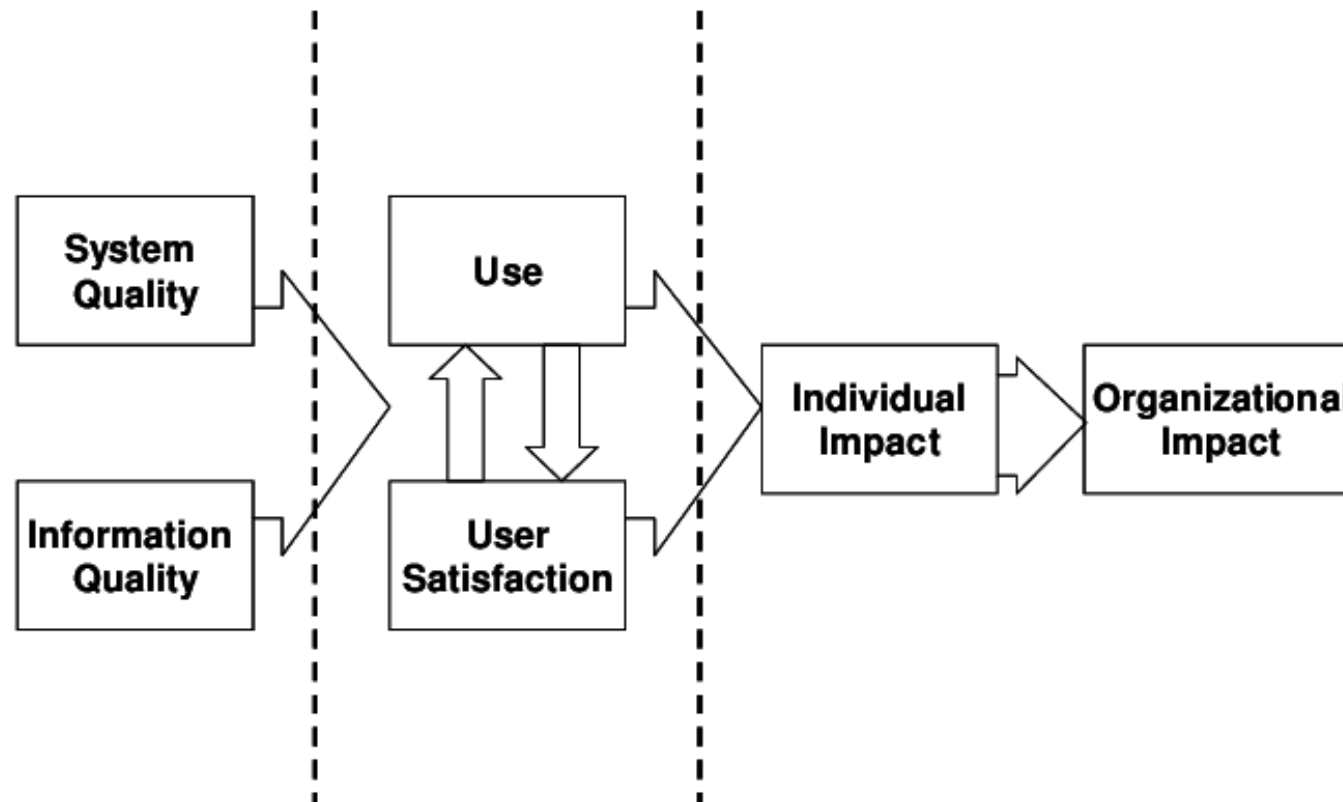
- ISBV
- The DeLone and McLean model of information systems success

# IS Business Value (process model/view)



# DeLone and McLean original IS success model (causal or variance model)

– What are the determinants of a successful IS project?

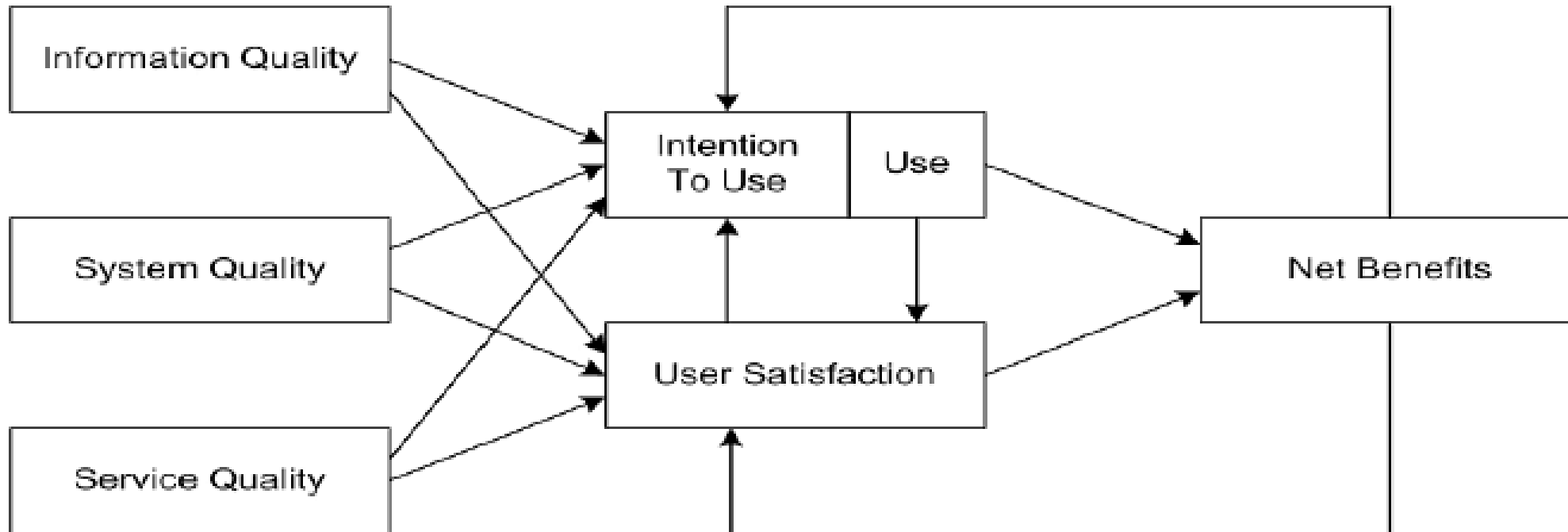


– Unlike a process model, which merely states that B follows A, a causal model postulates that A causes B; that is, increasing A will cause B to increase (or decrease).

# DeLone and McLean original IS success model

- **System Quality:** Performance of the IS in terms of reliability, convenience, ease of use, functionality, and other system metrics.
- **Information Quality:** Characteristics of the output offered by the IS, such as accuracy, timeliness, and completeness.
- **Use:** Consumption of an IS or its output described in terms of actual or self-reported usage.
- **User Satisfaction:** Approval or likeability of an IS and its output.
- **Individual impact:** The effect an IS has on personal productivity and daily business activities, promoting the quality and reducing the time of individual decision making and facilitating knowledge sharing between system users
- **Organizational impact:** The effect an IS has on cost reductions, higher operational productivity, increased customer satisfaction levels, etc.

# DeLone and McLean updated IS success model



# DeLone and McLean updated IS success model

- **System Quality:** Performance of the IS in terms of reliability, convenience, ease of use, functionality, and other system metrics.
- **Information Quality:** Characteristics of the output offered by the IS, such as accuracy, timeliness, and completeness.
- **Service Quality:** Support of users by the IS department, often measured by the responsiveness, reliability, and empathy of the support organization.
- **Intention to Use:** Expected future consumption of an IS or its output.
- **Use:** Consumption of an IS or its output described in terms of actual or self-reported usage.
- **User Satisfaction:** Approval or likeability of an IS and its output.
- **Net Benefits:** The effect an IS has on an individual, group, organization, industry, society, etc., which is often measured in terms of organizational performance, perceived usefulness, and affect on work practices.

# DeLone and McLean updated IS success model

## **Systems quality**

- Adaptability
- Availability
- Reliability
- Response time
- Usability

## **Information quality**

- Completeness
- Ease of understanding
- Personalization
- Relevance
- Security

## **Service quality**

- Assurance
- Empathy
- Responsiveness

## **Use**

- Nature of use
- Navigation patterns
- Number of site visits
- Number of transactions executed

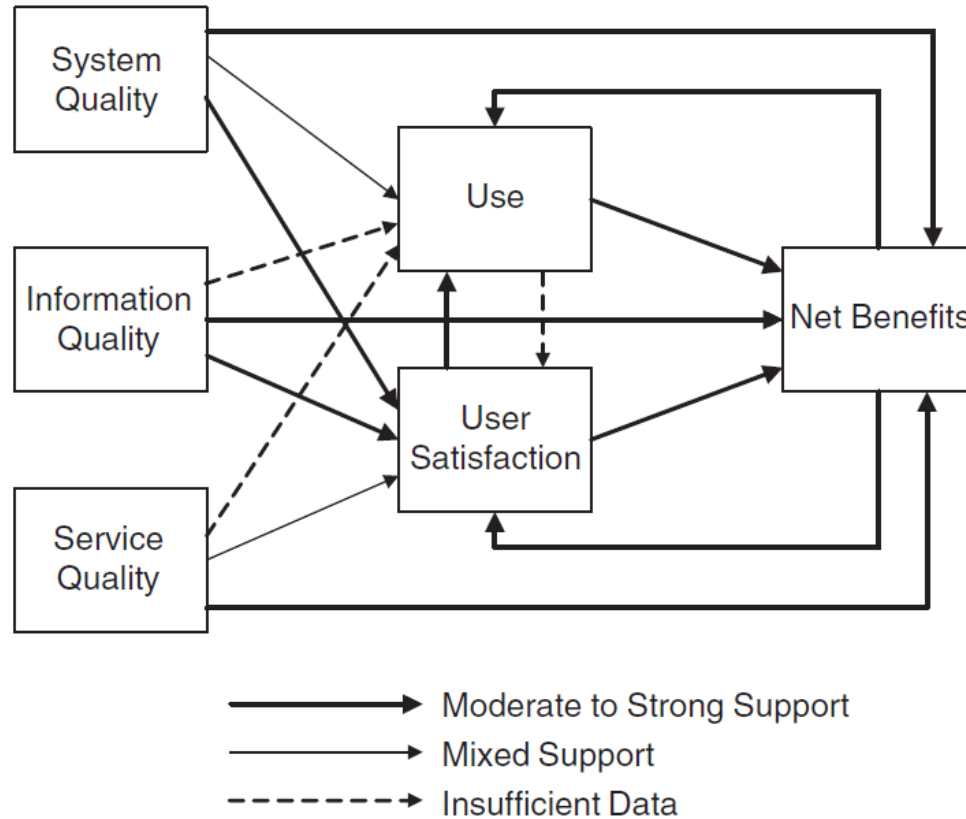
## **User satisfaction**

- Repeat purchases
- Repeat visits
- User surveys
- **Net benefits**
- Cost savings
- Expanded markets
- Incremental additional sales
- Reduced search costs
- Time savings

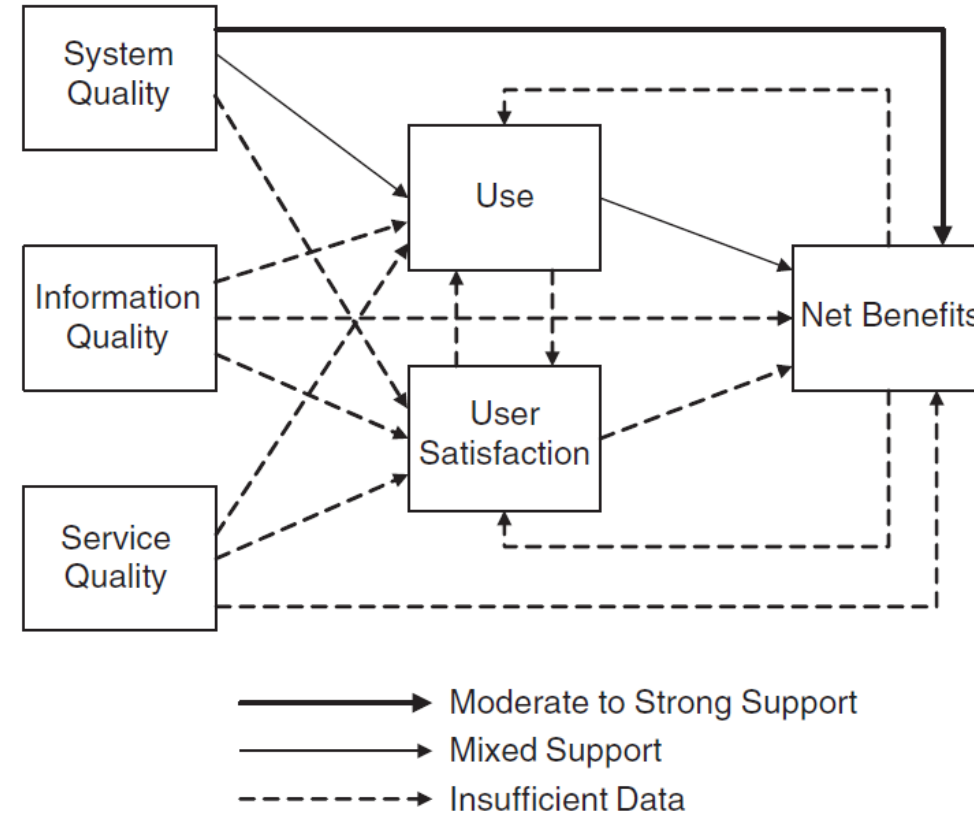
How could the model differ in different applications/systems?



# Support for interrelationships between D&M success constructs



**Figure 3** Support for interrelationships between D&M success constructs at an individual level of analysis.



**Figure 4** Support for interrelationships between D&M success constructs at an organizational level of analysis.

# Activity#1

- **In groups of two students search for the shortcomings of the IS success model.**

# Activity#2

**Discuss about the differences of IS success model measurement items in different industries.**