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ISBV and IS success model

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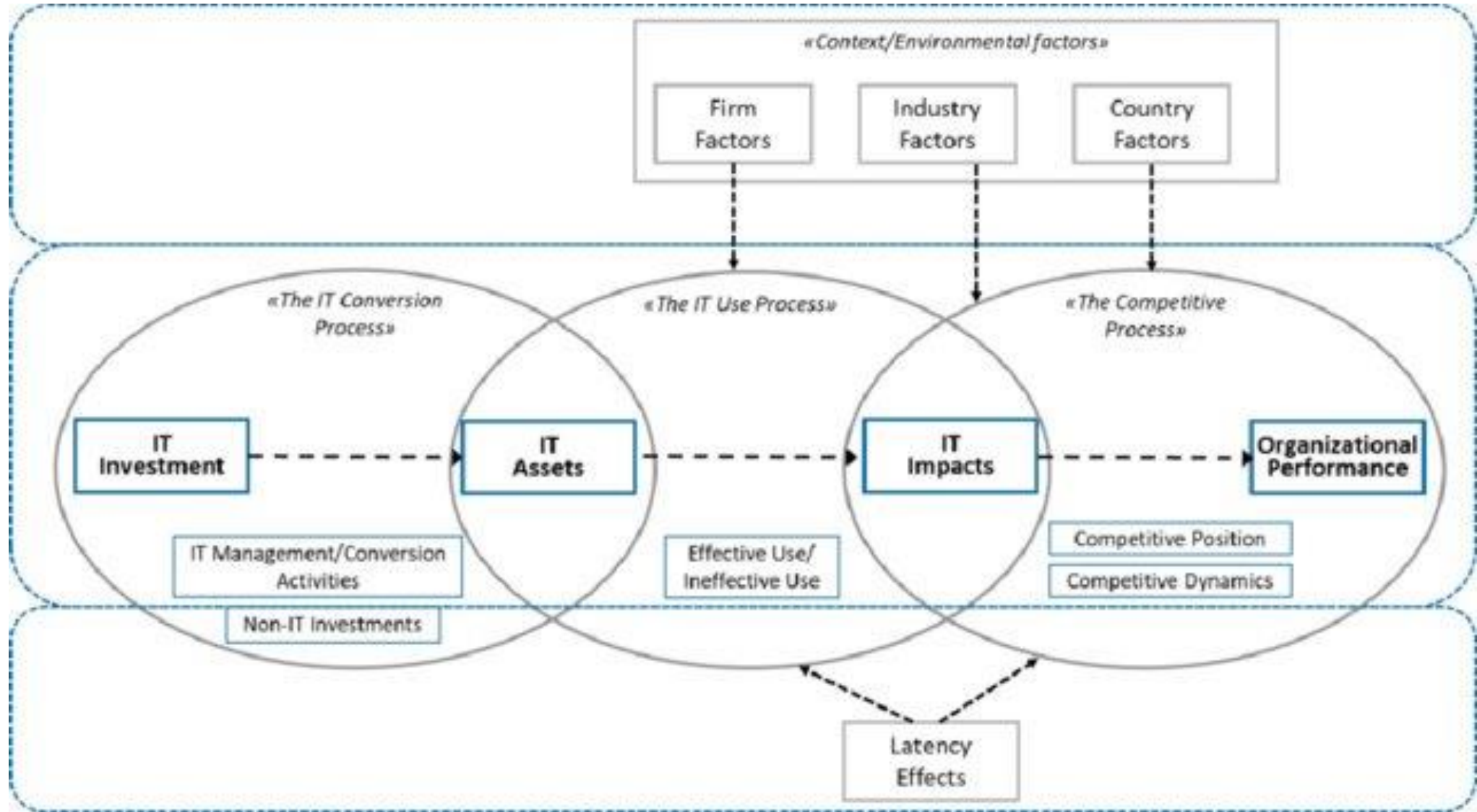
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Content

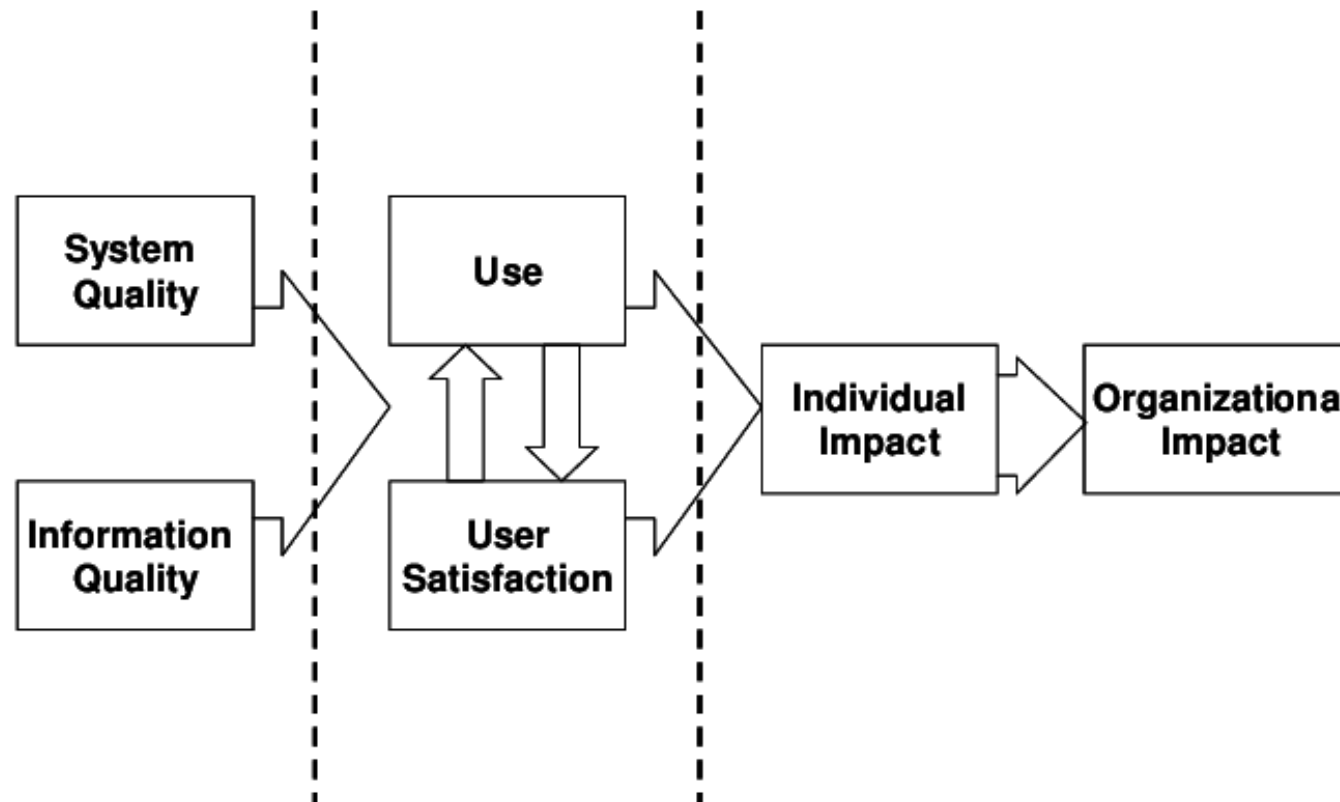
- ISBV
- The DeLone and McLean model of information systems success

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?

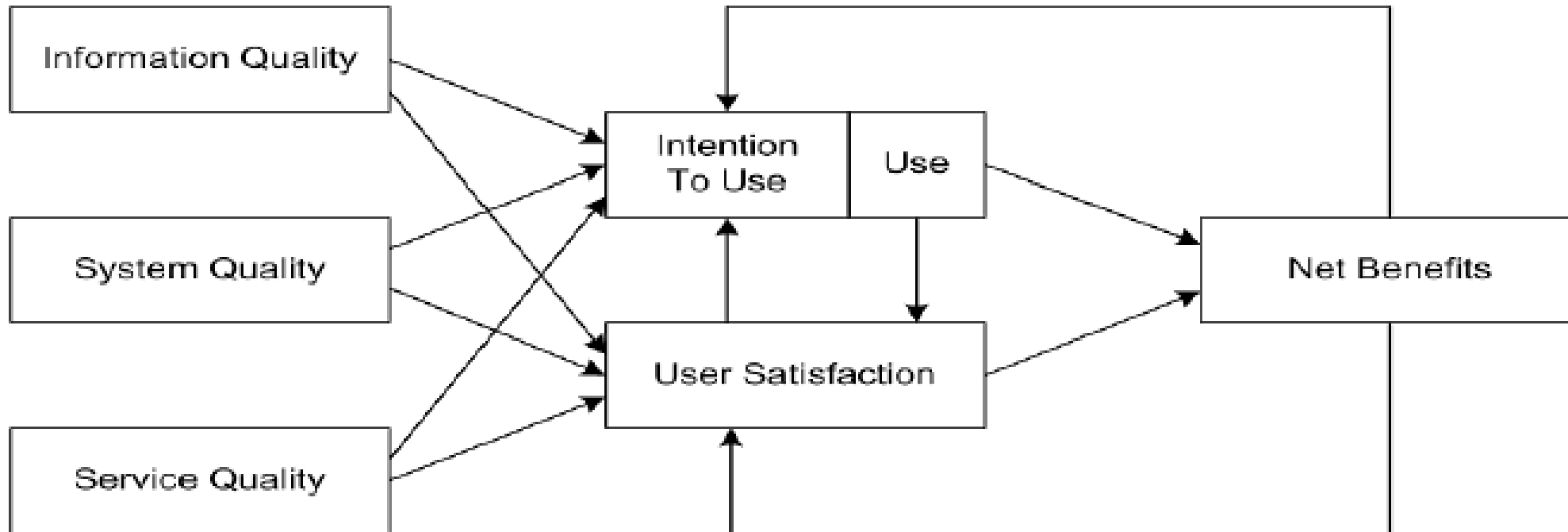


– Unlike a process model, which merely states that B follows A, a causal model postulates that A causes B; that is, increasing A will cause B to increase (or decrease).

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

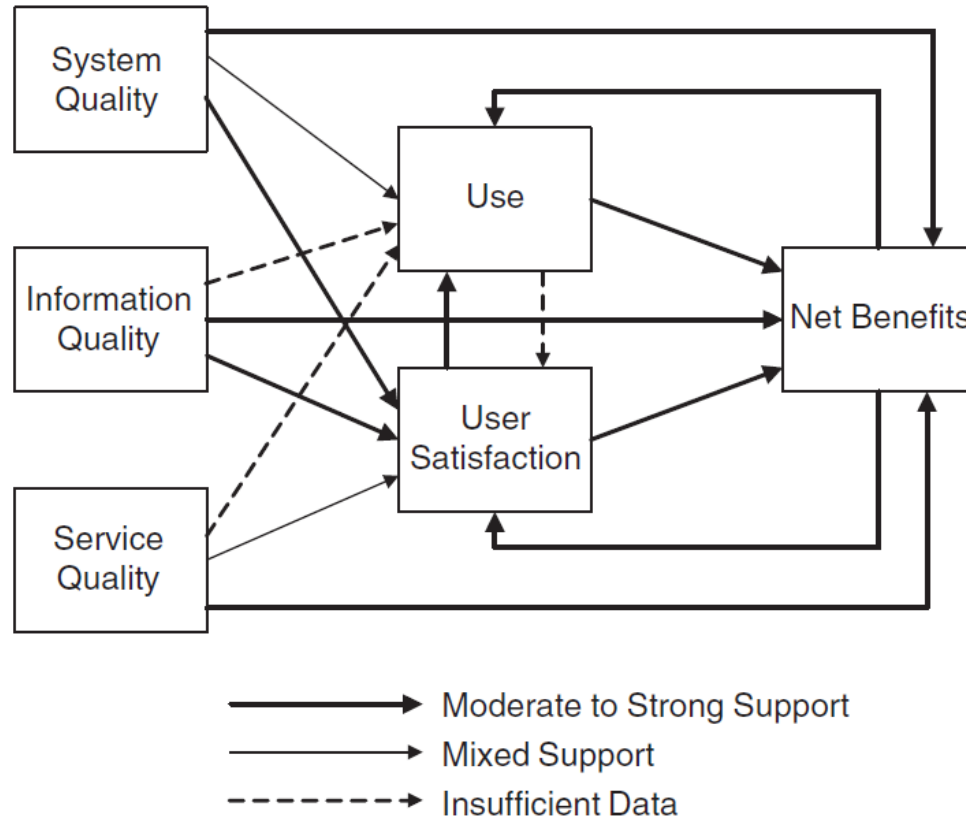


Figure 3 Support for interrelationships between D&M success constructs at an individual level of analysis.

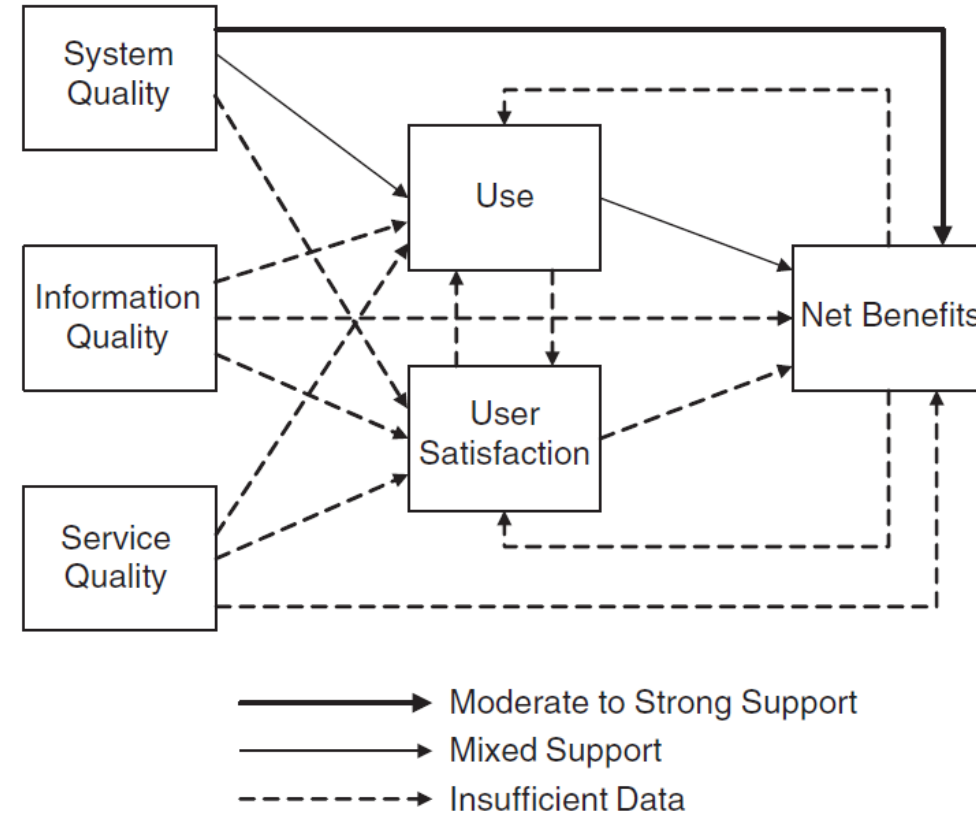


Figure 4 Support for interrelationships between D&M success constructs at an organizational level of analysis.

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.