

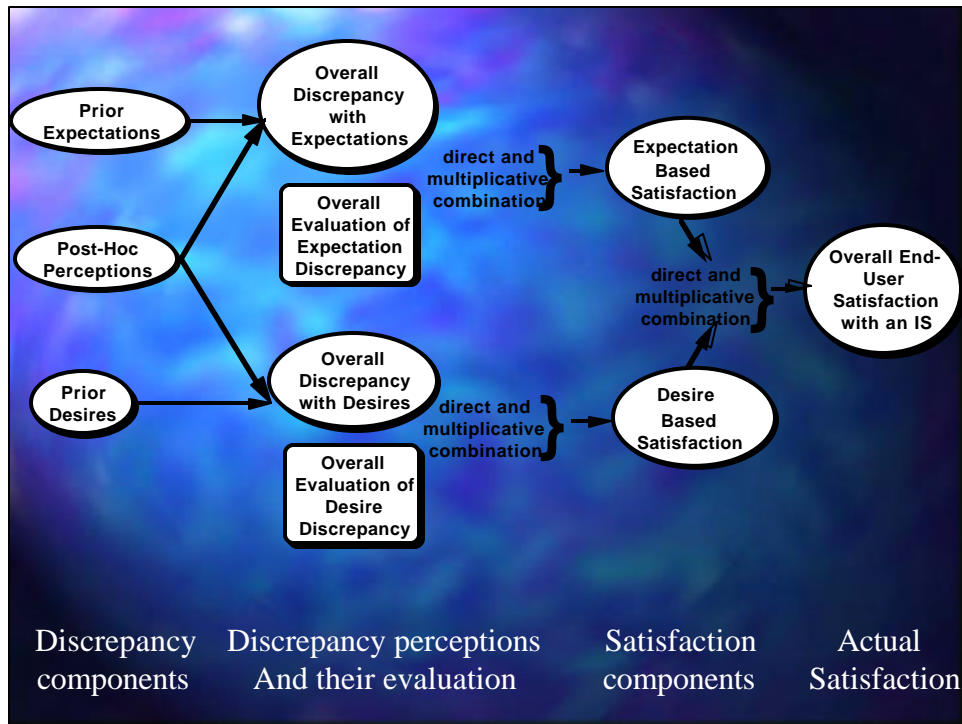
A Proposed Model And Measurement Instrument For The Formation Of IS Satisfaction: The Case Of End-User Computing Satisfaction

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What Our Research Is About?

1. Present a model for distinguishing between the concept of satisfaction and those factors that are antecedent to satisfaction.
2. Provide a framework & guideline to help produce measures of actual satisfaction and its antecedents for any generic IT context (e.g., service quality, end-user computing)
3. Show that measures that have been used in the past may be confounded by their level of abstraction.
4. Demonstrate the efficacy of an alternative approach to measuring service gap instead of the difference approach (e.g., SERVQUAL)



Content

C2. Does the information content meet your needs?
 [Discrepancy-Desire]

C4. Does the system provide sufficient information?
 [Perceived Performance]

Accuracy

A2. Are you satisfied with the accuracy of the system?
 [Satisfaction]

Format

F2. Is the information clear?
[Perceived Performance]

Ease of Use

E2. Is the system easy to use?
[Perceived Performance]

Timeliness

T1. Do you get the information you need in time?
[Discrepancy-Desire]

T2. Does the system provide up-to-date information?
[Perceived Performance]

Research Methodology

- Measured student satisfaction with Computing Services Center
- Students have been using the center for 12 weeks.
- Web survey given during actual class time.
- 318 responses.

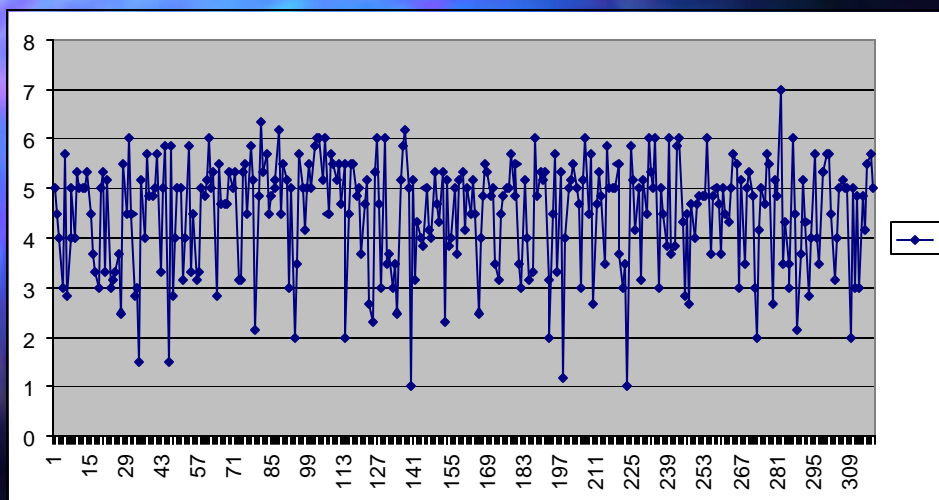
I. Overall Satisfaction with CSC Actual Questions Begin Here

This section is about overall satisfaction. Satisfaction is the feeling you have when you think back about your past experience.

1) How would you rate your satisfaction with CSC service?

Very Dissatisfied			Neither			Very Satisfied
-3	-2	-1	0	1	2	3
?	?	?	?	?	?	?

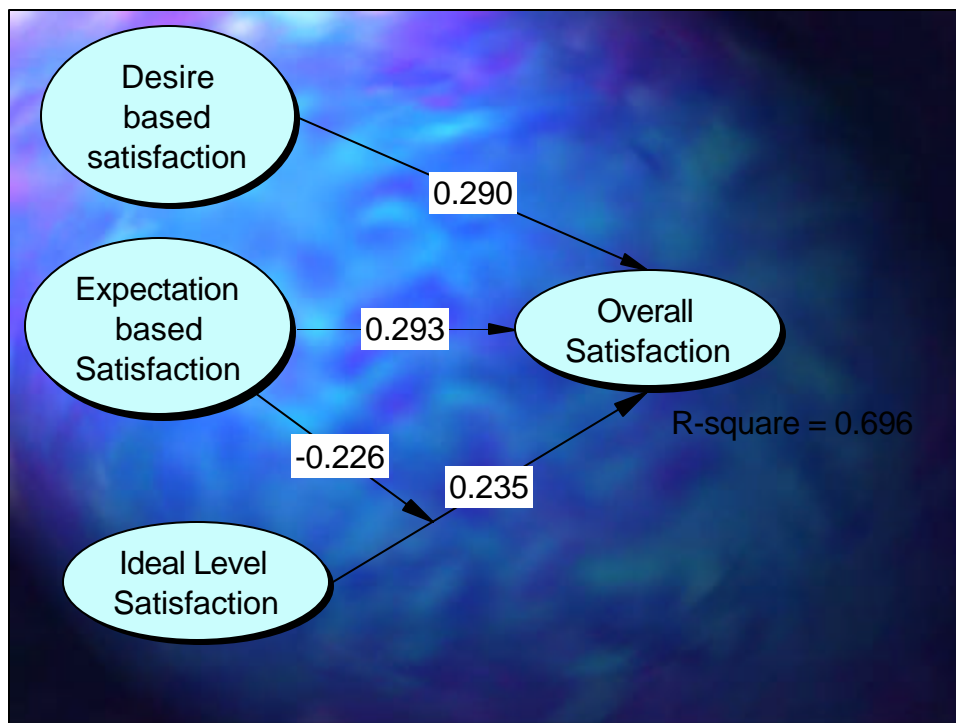
Plot of Summated 6 Item Satisfaction Score



I am **satisfied** with how well the service provided by CSC has **matched my original expectations**

I am **pleased** with how the service provided by CSC has **met my initial desires**

My **level of satisfaction** with **the fit** between what I think is the **ideal service level** and the level of service provided is high



I have received excellent support from CSC.
(perceived performance received)

I expected excellent support from CSC.
(expectation)

I originally wanted excellent support from CSC.
(desire)

Strongly Disagree					Neither						Strongly Agree
-5	-4	-3	-2	-1	0	1	2	3	4	5	
?	?	?	?	?	?	?	?	?	?	?	?

All things considered, to what extent did the service from CSC match your original expectations?

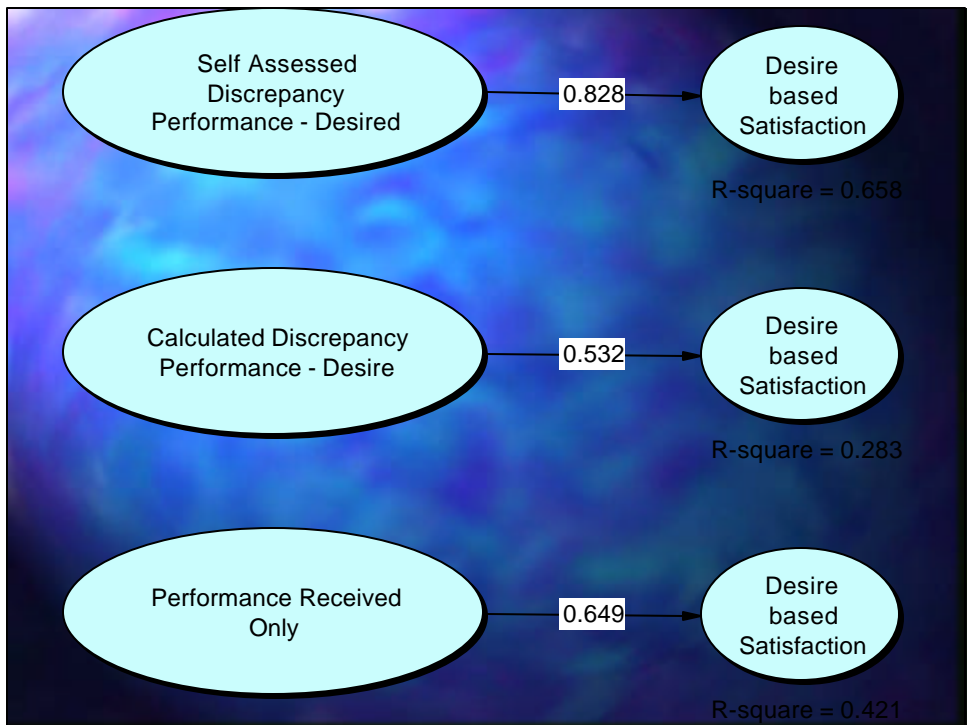
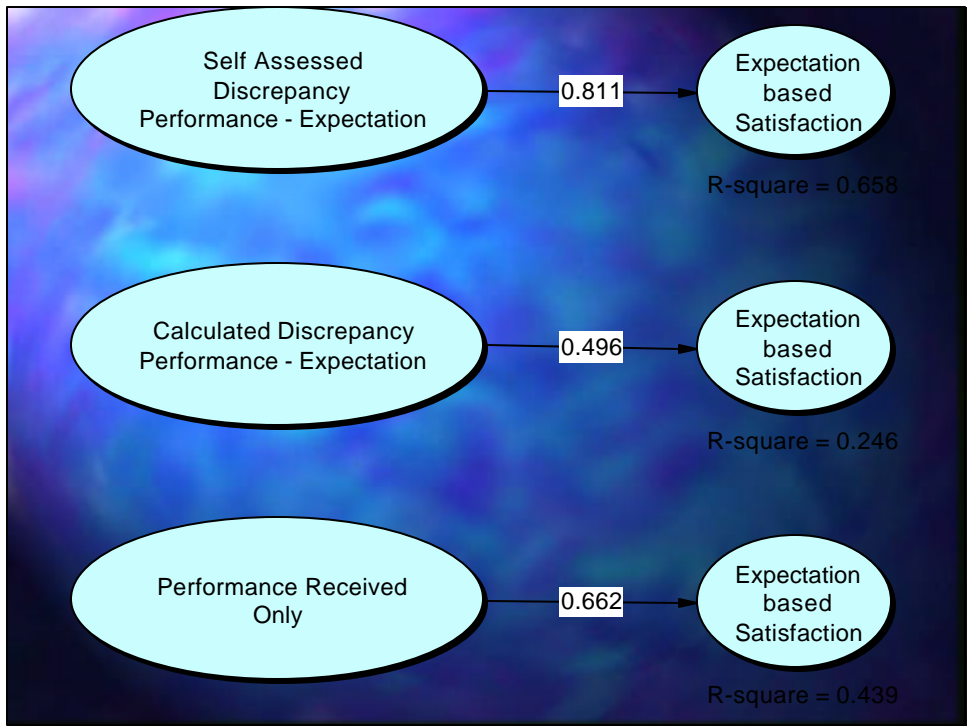
Far below my expectations	Quite below my expectations	Below my expectations	Slightly below my expectations	About what I expected	Slightly above my expectations	Above my expectations	Quite above my expectations	Far above my expectations
?	?	?	?	?	?	?	?	?

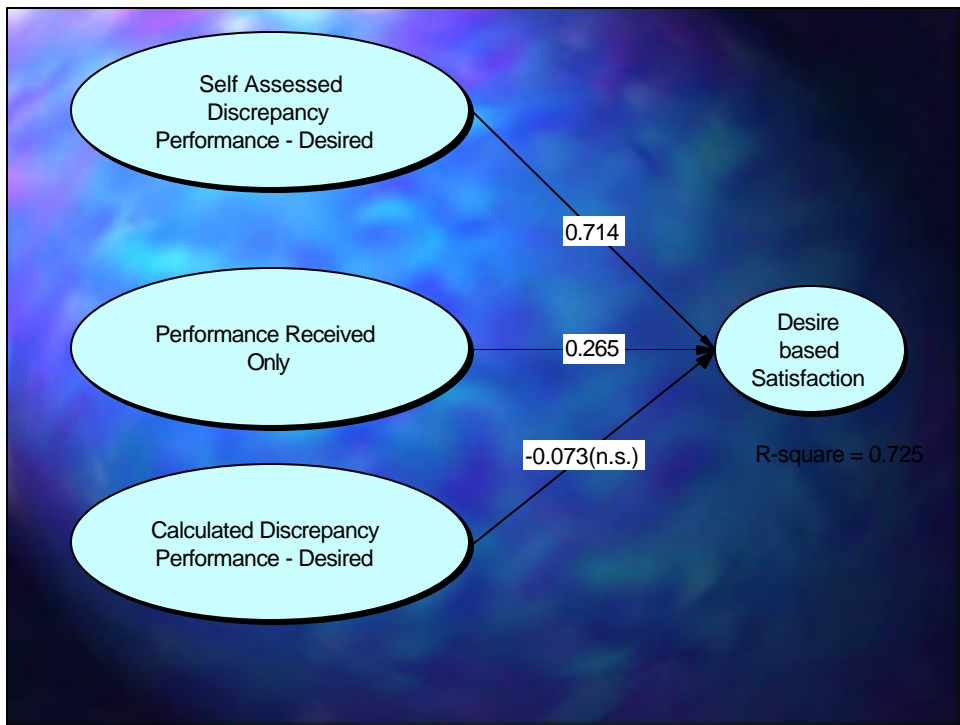
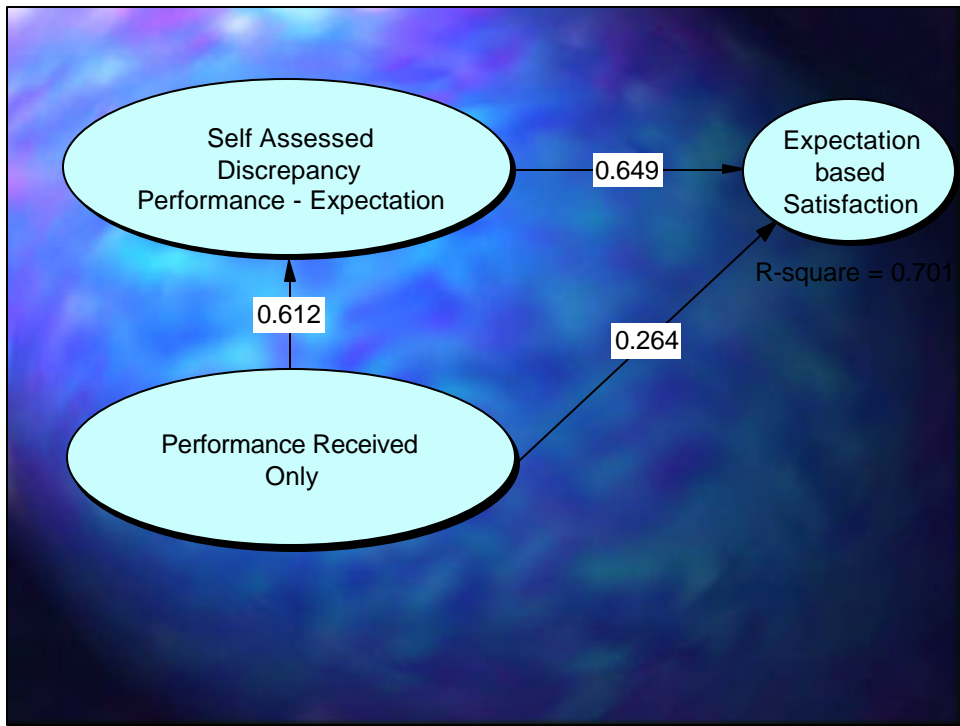
Overall, the service you received from the CSC is:

Much worse than desired		About what I desired						Much better than desired		
-5	-4	-3	-2	-1	0	1	2	3	4	5
?	?	?	?	?	?	?	?	?	?	?

All things considered, how well did the service provided by CSC fit what you think they ideally should provide?

Far below what ideally ought to be provided	Quite below what ideally ought to be provided	Below what ideally ought to be provided	Slightly below what ideally ought to be provided	About what ideally ought to be provided	Slightly above what ideally ought to be provided	Above what ideally ought to be provided	Quite above what ideally ought to be provided	Far above what ideally ought to be provided
?	?	?	?	?	?	?	?	?





Contribution of this study

- Pointed out difference between satisfaction measures & disconfirmation/discrepancy measures.
- Added role of ideal standard & desires along with expectations as standards for discrepancy as well as subcomponents of satisfaction.
- Showed direct effects for all 3 subcomponents (expectation, desire, and ideal based satisfaction) on overall satisfaction.
- Showed an interaction effect of ideal standard based satisfaction with expectation based satisfaction on overall satisfaction.

Contribution of this study

- Showed our new individual assessed discrepancy based measure is better than traditional approach of two component calculation (i.e., "performance received" minus "standard")
- Confirmed prior research that suggest that both performance/standard discrepancy & performance received have direct effects on satisfaction – thus different constructs.