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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?
[Descrepancy-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?

<table>
<thead>
<tr>
<th>Very Dissatisfied</th>
<th>Neither</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>-3</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>-2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>-1</td>
<td>?</td>
<td>?</td>
</tr>
<tr>
<td>0</td>
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</tr>
<tr>
<td>3</td>
<td>?</td>
<td>?</td>
</tr>
</tbody>
</table>
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

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**Diagram:**

- **Desire based satisfaction**
- **Expectation based Satisfaction**
- **Ideal Level Satisfaction**
- **Overall Satisfaction**

- R-square = 0.696
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)

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>-5</td>
<td>-4</td>
<td>-3</td>
<td>-2</td>
<td>0</td>
</tr>
</tbody>
</table>

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

Overall, the service you received from the CSC is:

<table>
<thead>
<tr>
<th>Much worse than desired</th>
<th>About what I desired</th>
<th>Much better than desired</th>
</tr>
</thead>
<tbody>
<tr>
<td>-5</td>
<td>-4</td>
<td>-3</td>
</tr>
<tr>
<td>-2</td>
<td>-1</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

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

Overall, the service you received from the CSC is:

<table>
<thead>
<tr>
<th>Far below my expectations</th>
<th>Quite below my expectations</th>
<th>Before my expectations</th>
<th>Slightly below my expectations</th>
<th>About what I expected</th>
<th>Slightly above my expectations</th>
<th>Above my expectations</th>
<th>Quite above my expectations</th>
<th>Far above my expectations</th>
</tr>
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<th>Above my expectations</th>
<th>Quite above my expectations</th>
<th>Far above my expectations</th>
</tr>
</thead>
</table>

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

Overall, the service you received from the CSC is:

<table>
<thead>
<tr>
<th>Far below what ideally ought to be provided</th>
<th>Quite below what ideally ought to be provided</th>
<th>Before what ideally ought to be provided</th>
<th>Slightly below what ideally ought to be provided</th>
<th>About what ideally ought to be provided</th>
<th>Slightly above what ideally ought to be provided</th>
<th>Above what ideally ought to be provided</th>
<th>Quite above what ideally ought to be provided</th>
<th>Far above what ideally ought to be provided</th>
</tr>
</thead>
</table>
Self Assessed Discrepancy
Performance - Expectation

0.811

Expectation based Satisfaction

R-square = 0.658

Calculated Discrepancy
Performance - Expectation

0.496

Expectation based Satisfaction

R-square = 0.246

Performance Received Only

0.662

Expectation based Satisfaction

R-square = 0.439

Self Assessed Discrepancy
Performance - Desired

0.828

Desire based Satisfaction

R-square = 0.658

Calculated Discrepancy
Performance - Desire

0.532

Desire based Satisfaction

R-square = 0.283

Performance Received Only

0.649

Desire based Satisfaction

R-square = 0.421
Expectation based Satisfaction

Self Assessed Discrepancy Performance - Expectation

Performance Received Only

R-square = 0.701

Desire based Satisfaction

Self Assessed Discrepancy Performance - Desired

Performance Received Only

Calculated Discrepancy Performance - Desired

R-square = 0.725

0.649

0.264

0.612

0.714

0.265

-0.073(n.s.)
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.