A statistical Approach to Assess IT-Consumer Satisfaction: Developing Indices using Structural Equation Modelling

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Companies are expecting a lot of benefits by using information technology (IT). The relationship between information technology and better productivity is widely discussed. In fact there are a lot of resources such as man power and money directly linked with IT in every company. This paper is about measuring the efficiency of an IT-system and focusing on business demands. Applying various multivariate statistical methods based on economic theory we are able to detect main drivers and hidden variables that influence the value of many IT-systems. Using these findings two indices are defined to measure and improve the effectiveness of IT-spending.