Chapter III

The Roles of Computer Self-Efficacy and Outcome Expectancy in Influencing the Computer End-User's Organizational Commitment

Robert W. Stone
University of Idaho, USA

John W. Henry
Georgia Southern University, USA

ABSTRACT

The study uses data collected by a survey of computer-based medical information system end users in a large hospital in the southeastern United States. The theoretical model examined using this data links several antecedents to the end users’ organizational commitment, mediated by computer self-
The Roles of Computer Self-Efficacy and Outcome Expectancy

INTRODUCTION

Information technology is present in almost every area of the organization. However, during the last 30 years, there has been an emphasis on the technological attributes of computer systems, often with little concern for human factors. In a job market with high demand for competent computer end users, recruiting and retaining individuals with these skills is crucial to organizational success. One factor influencing the retention of such information technology end users is their commitment to the organization. The research presented below empirically tests a theoretical model regarding the development of organizational commitment among information technology end users. The model links past computer experience, computer staff support, ease of system use, and the degree of system use to the end user’s sense of computer self-efficacy, outcome expectancy, and ultimately organizational commitment.

Before proceeding, the definitions of organizational commitment, computer self-efficacy, and outcome expectancy that are used in this research are presented. The first is organizational commitment and it “...includes something of the notion of membership; (2) it reflects the current position of the individual; (3) it has a special predictive potential concerning certain aspects of performance, motivation to work, spontaneous contribution, and other related outcomes; and (4) it suggests the differential relevance of motivation factors” (Brown, 1969, p. 47). Self-efficacy refers to an individual’s belief that they have the skills and abilities to successfully complete a specific task (Bandura, 1982; 1986). Outcome expectancy refers to the belief by the individual that completing a specific task leads to a desirable outcome (Bandura, 1986).

The causal mechanisms determining an information technology end user’s organizational commitment have not been fully addressed in previous information...
Related Content

Developers, Decision Makers, Strategists or Just End-Users? Redefining End-User Computing for the 21st Century: A Case Study
Sandra Barker and Brenton Fiedler (2013). *Innovative Strategies and Approaches for End-User Computing Advancements* (pp. 61-76).
[www.irma-international.org/chapter/developers-decision-makers-strategists-just/69612/](www.irma-international.org/chapter/developers-decision-makers-strategists-just/69612/)

Use of ICT and Student Learning in Higher Education: Challenges and Responses
[www.irma-international.org/article/use-of-ict-and-student-learning-in-higher-education/94609/](www.irma-international.org/article/use-of-ict-and-student-learning-in-higher-education/94609/)

Supporting Large-Scale End User Specification of Workflows, Work Coordination and Tool Integration
[www.irma-international.org/article/supporting-large-scale-end-user/55753/](www.irma-international.org/article/supporting-large-scale-end-user/55753/)

Social Negotiations in Web Usability Engineering
[www.irma-international.org/chapter/social-negotiations-web-usability-engineering/76795/](www.irma-international.org/chapter/social-negotiations-web-usability-engineering/76795/)

Between Tradition and Web 2.0: eLaborate as a Social Experiment in Humanities Scholarship
[www.irma-international.org/chapter/between-tradition-web/69756/](www.irma-international.org/chapter/between-tradition-web/69756/)