Chapter V

The UTAUT Questionnaire Items

Performance Expectancy

\( PU = \) Perceived Usefulness (Davis, 1989)
\( RA = \) Relative Advantage (Rogers, 1983)
\( OE = \) Outcome expectations (Compeau & Higgins, 1995)

- **P1.** I would find the system useful in my job (PU).
- **P2.** Using the system enables me to accomplish tasks more quickly (RA).
- **P3.** Using the system increases my productivity (RA).
- **P4.** If I use the system, I will increase my chances of getting a raise (OE).
Effort Expectancy

PEU = Perceived ease of use (Davis, 1989)
EU = Ease of use (Moore & Benbassat, 1991)

• E1. My interaction with the system would be clear and understandable (PEU).
• E2. It would be easy for me to become skillful at using the system (PEU).
• E3. I would find the system easy to use (PEU).
• E4. Learning to operate the system is easy for me (EU).

Attitude Toward Using Technology

AtB = Attitude toward Behavior (Fishbein & Ajzen, 1975)
AtU = Attitude toward Use (Thomson, Higgins, & Howell, 1991)
A = Affect (Compeau & Higgins, 1995)

• A1. Using the system is a bad/good idea (AtB).
• A2. The system makes work more interesting (AtU).
• A3. Working with the system is fun (AtU).
• A4. I like working with the system (A)

Social Influence

SN = Subjective Norm (Ajzen, 1991)
SF = Social Factors (Thompson, Higgins, & Howell, 1991)

• S1. People who influence my behavior think that I should use the system (SN).
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