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REVISTA DE INVESTIGACIÓN

# Influence of information systems on organizational results

*Influencia de los sistemas de información en los  
resultados organizacionales*

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## Abstract

In recent years, information systems (IS) comprise one of the main fields of study in business organization, caused by the need to identify their business value. Therefore, in this research and based on a theoretical review, a model is developed for the evaluation of the success of the IS for small and medium enterprises (SME) to determine the influence of the IS in the organizational results. To reach this goal, the Partial Least Squares (PLS) statistical technique was used through a survey made to 133 companies of Tamaulipas state, Mexico. The results obtained allow deducing that the companies that pay more attention on improving the quality of the system, of the information, and of the information systems, favor their organizational results. This work contributes to the literature on the measurement of the success of the IS in the context of a country with an emerging economy, particularly by allowing to identify in a broader manner the measurement of its effectiveness and its incidence in the business performance.

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*JEL classification:* M15

*Keywords:* Information systems success; Partial Least Squares; Organizational outcomes

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## Resumen

Durante los últimos años los sistemas de información (SI) han constituido uno de los principales ámbitos de estudio en el área de organización de empresas, ocasionado por la necesidad de identificar su valor empresarial, por lo que, en esta investigación, y en base a una revisión teórica, se desarrolla un modelo de evaluación del éxito de los SI para las pequeñas y medianas empresas (Pymes) con el objetivo de determinar la influencia de los SI en los resultados organizacionales. Para alcanzar la meta, se empleó la técnica estadística de mínimos cuadrados parciales (partial least squares, [PLS]), mediante la aplicación de un cuestionario a 133 empresas del estado de Tamaulipas, México. Los resultados obtenidos permiten deducir que las empresas que se preocupan más por mejorar la calidad del sistema, la calidad de la información y la del servicio informático favorecen sus resultados organizacionales. El presente trabajo contribuye a la literatura sobre la medición del éxito de los SI en el contexto de un país con una economía emergente, en forma particular al permitir identificar de manera más amplia la medición de su efectividad y su incidencia en el rendimiento empresarial.

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Códigos JEL: M15

Palabras clave: Éxito de los sistemas de información; Mínimos cuadrados parciales; Resultados organizacionales

## Introduction

Information systems are one of the most relevant components of the current business environment. They offer great opportunities for success for the companies; given that they have the capability of collecting, processing, distributing, and sharing data in an integrated and timely manner. Furthermore, they help narrow geographical gaps, allowing employees to be more efficient, which is reflected in an improvement of the processes, administration, and the management of information, thus resulting in a positive impact on the productivity and competitiveness of the companies (Bakos & Treacy, 1986; Rai, Patnayakuni, & Seth, 2006; Ynzunza & Izar, 2011).

However, these advantages make the organizations more dependable on the IS to carry out their day to day activities (Gómez & Suárez, 2012), which forces them to invest more in this type of technologies (Petter, DeLone, & McLean, 2008). Nevertheless, the concerns regarding the economic scenarios and the growing global competency create pressures to reduce them (Derksen & Luftman, 2013; Petter et al., 2008). Therefore, organizations require measuring and examining the costs and benefits of this type of technology to better know the profitability of the investments made, given that these are expected to generate positive returns for the institution (Gable, Sedera, & Chan, 2008; Ravichandran & Lertwongsatien, 2005).

This investigation has the objective of determining the influence of the success of the IS on the organizational results (OR). For a company, the OR allow measuring its operational efficiency (Sedera & Gable, 2004). In this scope, the model developed by DeLone and McLean (1992, 2003) to evaluate the success of the IS has proven to be a useful framework to deduce its success or effectiveness (Petter, DeLone, & McLean, 2013) by recognizing that the quality dimensions of the IS are a distinctive characteristic of the perception of the user in the use of new technologies (Solano, García, & Bernal, 2014); thus, achieving a positive impact on the individual and organizational performance (DeLone & McLean, 2003).

Therefore, an empirical study has been carried out with 133 SMEs from the state of Tamaulipas, Mexico, to statistically infer some aspects related to this type of organizations. From this aspect,

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