

**RELATIONSHIP BETWEEN INFORMATION QUALITY AND
DECISION EFFECTIVENESS:
A STUDY IN THE BANKING SECTOR IN JORDAN**

By

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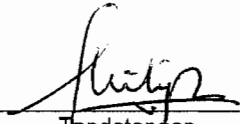
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ABSTRACT

This study was conducted to investigate the relationship between information quality and decision making. Specifically, the study aimed to determine the attributes of information quality needed for different types of decision, decision phases and the overall decision effectiveness in the banking sector.

To achieve this objective, several hypotheses were developed based on related theories and previous literature. In order to test these hypotheses, data was collected from bank managers who were the target population of this study. Quantitative approach using the mail questionnaire survey was conducted. A total of 249 usable questionnaires were received and subjected to factor analysis, test of differences, correlations and multiple regression to solicit answers for the research questions.

The overall findings for this study revealed there were significance differences in information quality attributes needed for decision making process between different types of decision, decision phases and types of bank. Furthermore, as predicted, the findings resulted from correlations and multiple regression revealed that information quality was positively associated with decision effectiveness. While the strength of this association differs based on different information quality attributes, types of decision, decision phases and types of bank.

This study had contributed in more than one aspect. Theoretically, the study contributes to the body knowledge by providing empirical evidence to support theories and previous literature related to information quality and decision making. Also, this study filled the gap in the literature by providing a theoretical framework assessing the attributes of information quality needed for different decision situations. Methodologically, the study contributes by providing a measurement scale for information quality attributes based on previous literature and used in this study.

Furthermore, factor analysis had identified new attributes with regards to information quality attributes which were subsequently adopted for different decision types namely tactical and strategic decision for the three different phases of decision makings namely intelligence, design and choice phase. As for Management implications, the findings for this study imply that more concerns should be taken by managers concerning information quality attributes due to its important roles in decision effectiveness. The differences between decision situations require the managers to choose the suitable information quality attributes based on the decision types, decision phases and types of bank whereby the decisions were undertaken.

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Decision making is a process of selecting the best alternatives between others (Even & Shakaranarayanan, 2007). Simon (1997) defined decision making as a process of selecting among alternate choices to achieve an objective. Mintzberg, Raisinghani & Theoret (1976) claimed that decision making can be incremental or sequential which consists of logical sequential steps or process.

In general decisions can be categorized into two types, namely tactical and strategic decisions. As tactical decisions are short term or daily decisions while strategic are long term decisions (Teale, Dispenza, Flynn & Currie, 2003). Regardless of its type, decision is a continuous process that comprise of different phases. Most researchers classified these into three major phases, namely intelligence, design and choice phase (Ehsani, Makui & Nezhad, 2010).

The managers are primarily decision-makers as managerial activities evolve around decision-making. Choo (2006) stresses on the importance of decision making when he highlightrd;

'Although organizational decision making is a complex and messy process, there is no doubt that it is a vital part of organizational life and all organizational actions are initiated by decisions and all decisions are commitments to action'.

The contents of
the thesis is for
internal user
only

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