THE SUCCESS FACTOR STUDY FOR ENTERPRISE MOBILE INSTANT MESSAGING APPLICATIONS

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ABSTRACT

Mobile devices, wireless network and instant messaging applications have changed the traditional communication behavior in recent years. Making phone call is not the only function of mobile phone. Enterprises have begun promoting mobile devices as an office's working instruments, including the usage of instant messaging applications for employees' communication, mission assignment and project management. Although mobile device has the characteristics of convenience and portability, those features may also incur some information security issues. Enterprise mobile management has become an emerging topic for enterprises to consider, whether enterprise should take control of employees' mobile devices during their working hours or not.

This study is based on a real case of a corporation implementing an instant messaging application for the employees. This research first analyzes the reasons and environmental factors why the company chooses this system, following by observations of employees' satisfaction and their continuous usage behavior. Through Information Systems Success Model and Continuous Usage Intention Model of Information System, we build up the structure of the study, gather data by questionnaires and analyze by SPSS, and observe the key factors of mobile instant messaging system from collected information. We find out that employees' satisfaction and user's continuous usage behavior have positive relationship to company's net profit.

Keywords: Enterprise Mobile Instant Messaging, Enterprise Mobility Management, Mobile Device, Security.

INTRODUCTION

With the advancement of technology, mobile devices and the popularity of mobile Internet, people are increasingly dependent on instant messaging software frequently for contacts and communication with their family, friends and colleagues. Traditional Instant messaging software is generally supported by computers, while the user gradually turned to mobile devices. Currently, enterprise instant messaging software has began to rise quickly, while business users expect the service can satisfy the enterprise functions and features, the integration with the traditional enterprise tools, with high security protection for safer working environment. Based on the concern of the information security for the enterprise internal usage, a case company implements a professional instant messaging software and this study explores the benefits for the corporate, also analyzes what key factors to make the implementation successful.

RESEARCH METHODS

This study focuses on a case company which brings in enterprise instant messaging software. The research evaluates the overall benefits and investigates how the company to bring in a new set of workflow and business action effectively. This methodology applied here is using the theory of

DeLone and McLean's Information Systems Success Model and Bhattacherjee's Continued Use Model after Accepted IS as reference. The key factors of the framework are shown in the following figure:
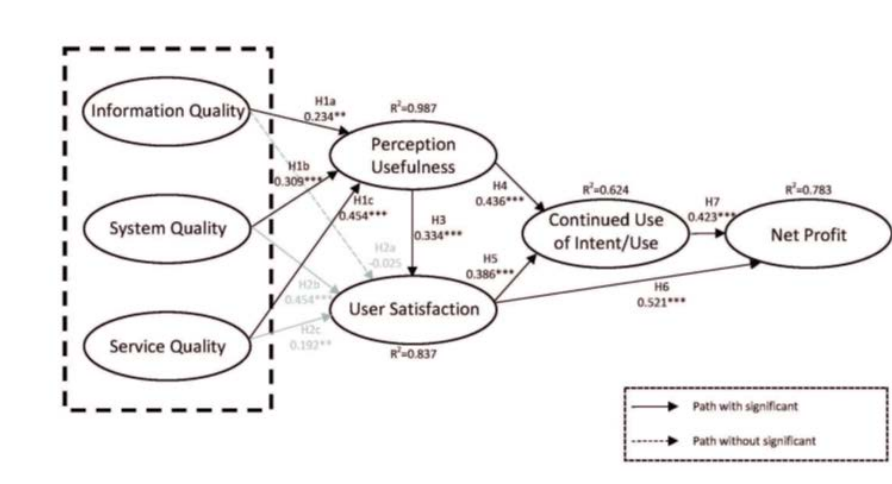
Three quality factors of "information quality", "system quality", and "service quality" are adopted from the information system successful model. Subsequently, the perceived usefulness of continued use model after accepted IS is then integrated. This study is using questionnaires methods and the target audience are all qualified employees in the company. Due to the large number of employees and factory decentralized, only online questionnaires are distributed and the survey was sent to the employees randomly. Questionnaires are collected and analyzed through SPSS statistical software. The related hypotheses used in this study are following:

> **H1a: "Information Quality" has positive impact to "Perceived Usefulness"**
> **H1b: "System Quality" has positive impact to "Perceived Usefulness"**
> **H1c: "Service Quality" has positive impact to "Perceived Usefulness"**
> **H2a: "Information Quality" has positive impact to "User Satisfaction"**
> **H2b: "System Quality" has positive impact to "User Satisfaction"**
> **H2c: "Service Quality" has positive impact to "User Satisfaction"**
> **H3: "Perceived Usefulness" has positive impact to "User Satisfaction"**
> **H4: "Perceived Usefulness" has positive impact to "Continued Use of Intent/Use"**
> **H5: "User Satisfaction" has positive impact to "Continued Use of Intent/Use"**
> **H6: "User Satisfaction" has positive impact to "Net Profit"**
> **H7: "Continued Use of Intent / Use" has positive impact to "Net Profit"**

Based on the analysis, this study has obtained the following findings: "user satisfaction" and "continued use of intent" have significant positive influence of introducing enterprise instant messaging software's "net profit". This matches with the research results of information system successful model, when the employees continued use with high satisfaction of the overall system. The key success factors are the facets of "user satisfaction" and "continued use of intent/use". Since the employees willingly use enterprise mobile instant messaging software, the factors of "perceived usefulness" and "user satisfaction" will significantly demonstrate positive effect on employees' "continued use of intent". This result is consistent with the finding of continued used mode of after accepted IS, when the user subjectively believe that this system can bring their help, this will also influence the satisfaction of using it. However, there is no significant correlation between "user satisfaction" and the "information quality". On the other hand, "service quality" has significant impact for the "user satisfaction". This demonstrate that, if employee are aware that the system will be able to bring help to their work, "Information quality", "system quality", "service quality" and "perceived usefulness" will have significant impact during the adoption of enterprise mobile instant messaging software system.