Reliability Generalization of Perceived Ease of Use, Perceived Usefulness and Behavioral Intentions

Anna Lazarova McNab
Washington State University

Traci Hess
Washington State University

Follow this and additional works at: http://aisel.aisnet.org/icis2007

Recommended Citation
http://aisel.aisnet.org/icis2007/59

This material is brought to you by the International Conference on Information Systems (ICIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in ICIS 2007 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.
RELIABILITY GENERALIZATION OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, AND BEHAVIORAL INTENTIONS

Anna Lazarova McNab
Washington State University
Pullman, WA
almcnab@wsu.edu

Traci J. Hess
Washington State University
Pullman, WA
thess@wsu.edu

Abstract

In this study, a reliability generalization (a meta-analysis of coefficient alpha) was conducted on three widely-studied information systems constructs: perceived ease of use, perceived usefulness and behavioral intentions. Forms of meta-analysis have been strongly recommended to enhance the findings and insight provided by statistical significance testing in positivist research. For this initial analysis, 80 articles were reviewed, of which 67.5% provided sufficient information for reliability generalization to be performed. Significant differences in the alpha coefficients of the three constructs were found, and study design characteristics that could explain this variation were identified and tested. Preliminary results suggest that the reliability coefficients of perceived usefulness are relatively stable across studies, while the reliability coefficients of behavioral intentions and perceived ease of use tend to vary with study design characteristics. The completed study will incorporate at least 76 additional articles and will report comprehensive analysis results for all design characteristics.

Keywords: Reliability generalization, reliability coefficient, meta-analysis, technology acceptance, ease of use, usefulness, behavioral intentions