

The Relationship between Task Technology Fit and Individual Performance: Case Study in Hotel Industry in Malaysia

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Abstract

Associations require helpful performance from individual to reach their purposes. In today's of modern technology it is essential and very important to understand performance in the information technology (IT) area. This study brings up a problem that individual performance success could be enhanced by complementing other elements. This research examines the success of individual performance by task-technology fit theory. This study aims to investigate which task-technology fit elements are able to explain and improve the individual performance. The findings show that the TTF explains, improving personal performance of employees will cause higher level of organizational performance in hotel industry. In this research from eight factors of task technology fit three factors support, which are Quality, Authorization and Production Timeliness. Employee with high performance will provide better services for customers and this will increase customer satisfaction. This study provides solutions for employers of hotel industry in Malaysia to improve the performance of the operational employees, which eventually increases the performance of the hotel industry in Malaysia. As a result, the hotels will deliver better services to the customers, in order to compete with other hotels in Malaysia. In addition, delivering high quality services provides customer satisfaction, which significantly contributes to business performance. Moreover this will cause repeating travel to the same destination, purchase repetition and potential increased future patronage of the hotel.

Keyword: Task-Technology Fit, Individual performance, Information technology

1. Introduction

In recent years, there is increasing permanent growth in global investment in information technology (IT) area. According to (Alvarez, 2013), this investment will reach to 3.7 trillion dollars in 2013, which is a 4.2% increase over year 2012. This annual investment in IT aims to achieve the success of organizational objectives (Petter et al., 2008), that has positive influence on individual performance (Bravo et al., 2015; Gable et al., 2008). With the proliferation of information technologies, organizations have increasingly implemented technologies to improve their efficiency and effectiveness. Technology now plays a critical role in supporting and facilitating work processes in different industries and sectors (West, 2004). The use of technologies has fostered both work independence and collaboration. Workers are now able to work asynchronously by accessing common databases through intranets and extranets and connecting with others to gather knowledge only when they encounter unanticipated problems. In addition with proliferation of information technologies, organizations have increasingly implemented technologies to reorganize work tasks and facilitate collaboration at work (Brown et al., 2004; Chan, 2010;

Morris and Venkatesh, 2010) so technologies can be considered as instruments in carrying out individual tasks (Goodhue and Thompson, 1995). Nowadays, the environment of manufacturing organizations is increasingly being complex and difficult since high standards of performance are demanded by customers. Furthermore, new competitors make some troubles for the structures of industry, so employees need more work, better conditions, more incomes, and broader career paths. Government policies and regulations also effect on changing societal attitudes and expectations in these areas such as equal opportunity, sustainable development, and occupational health and safety. However, new technologies influence on products, marketplaces, and industries (Challis et al., 2005). At the workplace, in-role and extra-role are two dimensions of employees' performance (Brief and Motowidlo, 1986; Williams and Anderson, 1991). In-role action is an employee's performance to achieve the formal necessities of his job, and extra-role action indicates employee activities outside the formal job descriptions under their own pleasure (Williams and Anderson, 1991). The performance of employees in hospitality industry has significant contribution for countries, which have numerous numbers of tourists every year. Malaysia, which is a very