

A STUDY ON TASK-TECHNOLOGY FIT AND INDIVIDUAL JOB
PERFORMANCE IN INSURANCE COMPANY MANMUNAI NORTH
D.S DIVISION IN BATTICALOA DISTRICT

PAVITHIRA THIYAGARAJAN



Project Report
Library - EUSL

DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA

2013

Contents

LIST OF FIGURES.....	i
LIST OF TABLES	i
Acknowledgment	ii
Abstract.....	1
Abbreviations.....	2
CHAPTER 1	3
INTRODUCTION.....	3
1.1 Background of study.....	3
1.2 Problem statement	5
1.3 Research questions	6
1.4 Research objective.....	6
1.5 Significance of the study.....	7
1.6 Scope of the study.....	7
1.7 Assumptions.....	8
1.8 Outline of the study	8
CHAPTER 2	9
LITERATURE REVIEW	9
2.1 Introduction	9
2.2 Individual Job Performance	9
2.3 Task, Information, Technology and IS	11
2.4 Description of Task-Technology Fit.....	15
2.5 Summary	18
CHAPTER 3	19
CONCEPTUALIZATION AND OPERATIONALIZATION.....	19

3.1 Introduction	19
3.2 Conceptualization framework	20
3.2.1 Task- Technology Fit (TTF).....	20
3.2.1.1 Quality of Data and the Information	20
3.2.1.2 System Reliability	21
3.2.1.3 System Administration	21
3.2.1.4 Compatibility / Convenience	21
3.2.1.5 Timeliness.....	22
3.2.1.6 System Maintenance.....	22
3.2.1.7 Ease of Training	22
3.2.1.8 IT services.....	23
3.2.2 Individual Job Performance.....	23
3.3 Summary of operationalization	24
3.4 Summary	26
CHAPTER 4	27
METHODOLOGY	27
4.1 Introduction	27
4.2 Study Setting	28
4.2.1 Purpose of the study	28
4.2.2 Type of Investigation	28
4.2.3 Extent of researcher inference with the study	28
4.2.4 Unit of analysis	28
4.2.5 Time horizon.....	28
4.3 Sample size, Sampling distribution and Sample methods	28
4.4 Data Collection Method	30
4.5 Method of data presentation and analysis	31
4.5.1 Method of data evaluation	31

4.5.1.1 Univariate Analysis	31
4.5.1.2 Bivariate analysis	32
4.5.1.3 Correlation Analysis.....	32
4.5.1.4 Regression Analysis	33
4.6 Summary	33
CHAPTER – 5	34
DATA PRESENTATION AND ANALYSIS	34
5.1 Introduction	34
5.2 Reliability Test	34
5.3 Research Objective One: To access the level of TTF selected insurance company.....	35
5.3.1 View of Independent Variable- Task- Technology-Fit	35
5.4 Research Objective 2: Relationship between TTF and Individual Job Performance	37
5.4.1 Regression analysis	39
5.5 Research Objective 3: Results and Findings	40
5.5.1 Level of Individual performance in terms of Gender	41
5.5.2 Level of Individual performance in terms of Computer system usage	41
5.5.3 Level of Individual performance in terms of Experience	42
5.5.4 Level of Individual performance in terms of Insurance Company.....	43
5.6 Over view of Personal Information	43
5.6.1 Gender Distribution.....	44
5.6.2 Experience	44
5.6.3 Computer System Usage	45
5.7 Chapter summary	45
CHAPTER 6	46
DISCUSSION	46
6.1 Introduction	46

6.2 Research Objective One: Results and Findings	46
6.3 Research Objective Two: Results and Findings.....	48
6.4 Research Objective three	49
6.4.1 Overall level of individual job performance in terms of gender	49
6.4.2 Overall level of individual job performance in terms of computer system usage	49
6.4.3 Overall level of individual job performance in terms of Experience.....	49
6.4.4 Overall level of individual job performance in terms of Company	49
6.5 Discussion on Personal Information.....	50
6.6 Summary	50
CHAPTER 7	52
CONCLUSION AND RECOMMENDATION.....	52
7.1 Introduction	52
7.2 Conclusions	52
7.3 Recommendations.....	53
7.4 Limitations of the study	54
7.5 Future Implication	55
7.6 Chapter summary	55
References.....	56