

The Quality of the Information Systems, Communication and Organizational Performance

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Abstract

The objective of this communication is to analyze the effect of implementing quality information systems on organizational performance, while highlighting the importance of SI quality, specifically communication, information quality, and service quality. When an information system is of high quality, it enables better data and process management, informed decision-making, and improved operational efficiency. Our study is based on variables that determine the quality of the information system and their significant links to SI implementation and organizational performance.

Our methodology began with an in-depth documentary analysis of the existing literature. This analysis included a synthesis of previous research, identification of key variables, a critical evaluation of the methodologies used, and an examination of relevant theories and models. Following this documentary phase, we adopted a qualitative approach, conducting semi-structured interviews with twelve participants from six companies located in the Rabat and Casablanca regions. These interviews provided detailed insights into the relationship between information quality (IQ) and organizational performance. We used content analysis and axial coding techniques to process the data, identifying recurring themes and common elements in the participants' responses. The results revealed that the quality of the information system positively impacts organizational performance, particularly by optimizing internal processes and customer relationship management. However, participants also emphasized the need to consider other contextual factors for a comprehensive analysis.

Keywords: Quality; information; systems; communication; organizationally