Factors Influencing on User Satisfaction of Sales Force Automation System

Karunarathne, P.S.K.C.[1] and Samarakoon, S.M.A.K.[2]

Postgraduate Student-MBA, University of Kelaniya,
Sri Lanka. kushani.karunarathne@gmail.com[1]
Department of Commerce & Financial Management,
University of Kelaniya, Sri Lanka. ajanthasm@yahoo.com[2]

Abstract

SFA systems provides sales force management by automating a variety of sales activities, in order to enhance and develop their roles. However, it was found that they actually use it less than 50% of the sales force in general, it is thought that the cost of using benefits, the system users are unhappy. Thus, they were not willing to use the system in order to fulfill their job activities. Given this reality, low user acceptance emerged as a prime cause of this failure to realize the full benefits of the standard SFA system. Advancements in SFA design and deployment strategy have shaped user's satisfaction and expectation about what quality software ought to be like. This study will drive to identify what are factors that influencing for SFA user satisfaction. And the factors of which contribute positively or negatively to effects on user satisfaction, including discussions of several recognitions, reward ideas as they narrate by testing Technological Acceptance Model (TAM) model (Davis, 1989; Davis, Bagozzi, & Warshaw,1989) and Diffusion Innovation Theory (DIT) (Rogers, 1995). A sample of Sales Person in the eighteen to sixty five age group who use the SFA System as to fulfill their primary job activities will be participated as the respondents of the study. As a sub objective of the study, researchers also aim to measure the user satisfaction according to their job profile designation among the selected sample. Descriptive statistics and multiple regression analysis will be applied in the study as the statistical tools. This study fills a gap in the literature by acknowledging the findings of testing Technological Acceptance Model and Diffusion Innovation Theory development research; hence it will test and validate the model in most of information systems in Sri Lanka.

Keywords: Sales Force Automation System, User Satisfaction