

Adoption of information technology based on the theory of planned behavior in public hospitals in Gilan

Mohammad Rabipoor Chokami*,

The advent of information technology in recent years has created enormous changes for organizations, and all organizations relatively use this feature to the effectiveness and efficiency of their actions and tasks. And hospital is one of the organizations that have accepted the greatest impact of information technology. Information technology in hospitals is the founder of the hospital information system. In order to utilize IT the desire of users to use it was considered as one of the most important factors in the study . There are many factors that affect the tend to use, but in this research, factors such as perceived compatibility, perceived usefulness, perceived trust, colleague Point of view and attitude are considered as factors affecting the desire to use . The main objective of this research is adoption of information technology based on the theory of planned behavior in public hospitals in Gilan. The purpose of this study is functional. And in terms of data collection is a descriptive study. Also based on the relationship between variables, this study is correlational. The population of this survey are all employees involved with information systems in public hospitals in Gilan that are The number of 4701 people. Sampling in this research is cluster sampling and available non-probability sample of 479 people. Data were collected in the survey by questionnaire. To analyze the data collection, descriptive and inferential statistics are used . In inferential statistical section we used confirmatory factor analysis and structural equation modeling to analysis hypothesis and model. As a result of testing the hypothesis of the research indicate a significant and positive impact of the compatibility on usefulness and trust. On the other hand the perceived trust impact on perceived usefulness and attitude is approved. In other hypotheses of this research a significant and positive impact of colleague point of view on attitude and desire to use was approved. Finally in terminal hypothesis the impact of attitude and desire to use was approved.

Keywords : desire to use, the theory of planned behavior, model of technology adoption, hospital, Gilan province

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