

ABSTRACT

In globalisation era nowadays, information flows rapidly, distance, time difference and even language is no longer become obstacle in doing business with the help of Information Technology. A huge amount of money has been poured into information technology. Many Information Technology projects are created, but most of them are below initial expectation. Another odd situation is despite the economic slow down or crisis, many people still dare to invest more in Information Technology. There must be some value that they see in Information Technology that can give them more than the money they have to pay otherwise they would not do that.

This research examine the hypotheses whether there are relationship between people's value perceptions of the Information Technology with the Information Technology investment decision in a company and whether there are impacts of people's value perceptions of the Information Technology with the Information Technology investment decision in a company.

The objective of this research is to find out how much impact of the information technology value perceptions with consideration of several factors which is the goal to achieve by investing in Information Technology, competitive advantage required to be able to compete in the industry, decision making in company, and trend and technology adaptation in the company. Factors from the consumer are also considered such as efficiency expected, effectiveness expected and competitive advantage expected.

The benefit of this research for user is they can consider the greatest value that they can get from an Information Technology package before deciding to purchase because some times it is not possible to purchase the whole system package. For recommender, purchasing, and decision maker in corporation/organization is they know who they should listen when it concern about features to use, and who they should listen when it concern about technology to be applied. And for Information Technology supplier, this research can be used as a guidance to make a sales approach to make a sales deal.

Research method that has been used is survey to the people who use Information Technology in their daily work/job. In this research there is one dependent variable, Information Technology investment decision in company (I) and one independent variable, Information Technology value. The analysis is done using correlation, regression, and content analysis. The results of the research are: There is a correlation between Information Technology value perceptions with the Information Technology investment decision in company, There is a contribution of the Information Technology value perception to the Information Technology investment decision in company