



## **Effective Factors on Adoption and Application Information Technology for Service Provision by Agricultural Organization Workers**

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In recent years, we have encountered new advantages in information technology applications in providing organizational services. There is evidence to suggest that professionals are willing to accept and utilize Information and Communication Technologies (ICT) throughout the organizations. The main purpose of this study was to determine and investigate effective factors on IT usage by the workers of Agricultural Organization (Jihad-e Keshavarzi) in Ardebil Province, Iran. This research was designed as a descriptive study. The sample population according to the table for determining sample from a given population, developed by Bartlett et al. (2001) has been 90 worker members. A self-made questionnaire was used. The validity of the questionnaire was confirmed by a panel of experts and the reliability was approved by calculating the Cronbach's alpha which has been 0.928. The first section of questionnaire investigated personal characteristics of the workers, and the second section investigated their opinions on effective factors on adoption and application Information Technology (e.g. literacy information, technical, educational, attitudinal and management factors), using a seven-point Likert type scale (none= 1 to outstanding= 7). Frequency counts, percentages, Pearson correlation coefficient, Analysis of Variance (ANOVA), t-test and stepwise regression analysis were used in analyzing the data. Regression analysis showed that for three of the five independent variables had a meaningful effect. In general, information literacy, management and technical characteristics predict 78 percent of variations of IT usage, according to the determining coefficient ( $R^2$ ). The result of F-test and t-test indicated level of education had a significant effect on organizational IT usage. This research is an important step in identifying the relevant effective factors and indicators on use of IT for providing electronic organizational services.

**Key Words:** Agricultural organization, Information technology, Iran, Stepwise regression analysis