Assessing the Success of G Suite among the Students at the University of Belize

Jasmine Skeen
University Of Belize
College Street, West Landivar
20163556@ubstudents.edu.bz

Erbvin Caballero
University Of Belize
College Street, West Landivar
2012110511@ubstudents.edu.bz

Stacey St. Claire
University Of Belize
College Street, West Landivar
2014110684@ubstudents.edu.bz

Abstract

An expert measure of research has led to the success of information system utilization. The Information System (IS) Success Model by DeLone and McLean comprises of six dimensions: information quality, system quality, service quality, use, user satisfaction and perceived net benefits. Although, there are significant studies on IS success models, there are very few in debt studies on information systems in developing countries around the world, and this statement remains true even for increasingly commercial information systems like G Suite. The University of Belize, over the last couple years, has been trying to amplify the use of G Suite among students and teachers. The research conducted at the University of Belize concentrated on DeLone and McLean's six dimensions with a goal to discover a correlation between the G Suite information system and successful communication among students at the University of Belize. This paper portrays whether G Suite is sufficiently used at University of Belize, its qualities, and shortcomings. A total of forty (40) surveys were collected from students at the University of Belize to determine the net benefits G Suite provides. Overall, it can be concluded that the general attitude toward G Suite is positive.

Keywords: Information system, G Suite, Net Benefits, Developing Countries

Introduction

Google, by nature, is a household name, and the more relatively new G Suite has already found its way to students, professors and employees on a global scale. G Suite was formerly known as Google Apps, until September 29, 2016 when it was introduced with its new name in order to better reflect Google's mission. The brand of cloud computing is free for consumer use and comprises of: Gmail, Hangouts, Google+, Drive, Docs, Sheets, Slides, Forms and Sites. Although free to use for consumers, the G Suite service provides enterprises with additions such as unlimited cloud storage, a custom email address with a custom domain, additional administrative tools, and around the clock phone and email support. Another feature available to G Suite users is when in use is users do not experience any type of advertisements. Additionally, users are not subjected to having information and data collected for targeted advertisement. G Suite administrators can personalize security and privacy settings to reflect the uses of the service in the selected establishment. (Google, 2018)

The communication between students and teachers is a key factor that contributes significantly to the success of students. Cloud computing services, like G Suite, provide an easy, user friendly base in order for information to move freely between students, teachers and staff of the University of Belize. Poling (1994)

describes his experiences using email to communicate with students as supplementary. The advantages strongly outweigh the disadvantages of using this form of communication along with a regular routine with students. In a study produced by Hassini (2006) he use of email between students and lecturers also provide a sense of easy accessibility for students to communicate with teachers, omitting the need of office hours and appointments. In today's modern age, the dynamic of computers and education is becoming more prevalent, and has ultimately seeped its way into every level of education.

This research aims to determine how well the students utilize the different components that comprises G Suite. Also, to be determined is the students' satisfaction with the use of the personal email provided, and how well the University of Belize support the students who need assistance when using G Suite.

Literature Review

G Suite is a cloud base multi app Information System (IS). Therefore the use of prior IS Success studies will be utilized to understand the theoretical and conceptual foundation of G Suite at the University of Belize. This research is heavily based on the discussion McLean IS success model. The argument presented is that there are six main factors in IS success, namely:

- System quality, that test the quality of the characteristics of IS
- Information quality, the quality of the output information
- Information use, which is the usefulness of output information
- User satisfaction, the users response to the IS
- Individual impact, how the users behaviour reacts to the IS, and
- Organization impact, that describe how the IS has affected the organization.

DeLone and McLean (1992) developed the model by contemplating if the IS will provide the information output or messages in communication systems. The sequential nature of information will naturally stream through the organization. By understanding the work of Shannon and Weaver (1949) and Mason (1978), the effect of the information on the users can be measured at a technical level, a semantic level, or an effectiveness level. The technical level analyses how well the system transmits the symbols required to communicate. The semantic level analyses interpretation and explanation or the message, so that the receiver can decode the message properly. The effectiveness level is concerned with how the receiver behaviour is affected by the message. Mason (1978) claimed, the process of commination consists of five stages:

(1) The production of information

(2) The product itself

(3) The recipient of information

(4) The influence it has on the recipient, and

(5) The influence information has on the performance of the system.

These five stages explains the way the information is presented may effects the user's behaviour (Rai et al, 2002). DeLone and McLean model considers user satisfaction as a variable for information systems to succeed.

Grover et al (1996), DeLone and McLean's IS Success Model had a major effect in shaping the examination of information system success. Seddon et al (1999: 4) repeats that DeLone and McLean's paper is an important source that provides order on the success measurement, and contributes significantly to the literature of information systems. Seddon et al (1999: 4) also suggests, the model exhibits practicality in the real world, causal interdepends the categories amongst the constructs and the approach start to identify different organisational levels in the process of evaluation (Grover et al, 1996; Seddon, 1997).

DeLone and McLean's findings have been tested in many territories, and since its publication around 300 articles have, in some form, referenced the Information System success model (DeLone and McLean, 2003). According to Roldán and Leal (2003), a testing of the whole model for Information Systems was executed, and relationships were found. For Rai et al. (2002), it was discovered that IS user satisfaction affect information system use: the more the user is satisfied, the more the user is dependent on the IS.

Although there is a lot of support concerning the study, because of its causal interdepends, the categories amongst the constructs found in the original DeLone and McLean model, other researcher criticized DeLone and McLean's model because of major gaps in the model (Seddon, 1997; Garrity and Sanders, 1998; Ballantine et al, 1996). A few of substantial criticisms are located in the lack of service quality among its variables. In response to this, the new model with service quality was developed, especially since ecommerce has gained popularity, making customer service vital, and so creating a more universal model (DeLone and McLean, 2003:27)

Methodology

G Suite is accessible to all students attending the University of Belize. Teachers are advised and required to use student emails to deliver important information to students such as course outlines, presentations, class scheduling, and any other type of additional information required for the course. Although the University is trying to create a demand for the use of the student emails, some students refrain from the use of the emails entirely or underutilize the IS. This research tested the success of G Suite at the University of Belize by using the IS Success Model implemented by DeLone and McLean in 1992.

Due to the research being conducted in Belize, a developing country with limited technology and access to the internet, a seventh dimension was tested. The complimentary technology quality was tested to assess reliability, efficiency and overall effectiveness.

This study focused on the perspective of the students use of G Suite at the University of Belize by using the six dimensions of the IS Success Model, and also included a seventh dimension, complimentary technology quality, refer Figure 1.

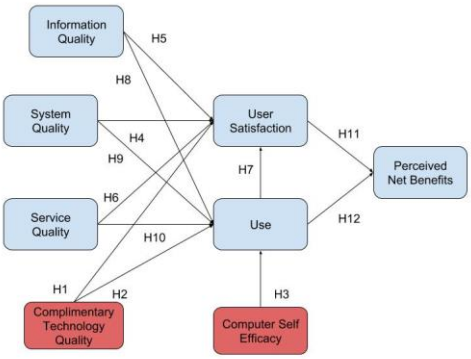

Figure 1. Modified Research Model

Hypothesis

H1. Complementary technology quality will positively impact system quality.

H2. System quality will positively impact user satisfaction.

H3. Information quality will positively impact user satisfaction.

H4. Service quality will positively impact user satisfaction.

H5. Use will positively impact user satisfaction.

H6. Information quality will positively impact use.

H7. System quality will positively impact use.

H8. Service quality will positively impact use.

H9.User satisfaction will positively impact perceived net benefit.

H10.Use will positively impact perceived net benefit

Description of Participants

The study was carried out at the University of Belize's Faculty of Education (FEA) and the Faculty of Management and Social Sciences (FMSS). Both campuses are located in Belize City. The participants used were the students attending classes at the university.

Instrument

In order to gather data the six (6) dimensions of Information System Success Model by DeLone and McLean were used to test the success of G Suite at the University of Belize.

A questionnaire (See Appendix 1) was constructed using these six dimensions. The questionnaires were separated into nine (9) sections: demographic information, service quality, system quality, information quality, information use, user satisfaction, complementary technology quality, computer self-efficiency and perceived net benefits. The questions presented also viewed individual and organizational impact.

Population & Sample Size

The University of Belize is a multi-locational institute with locations spread across the country. These locations include: Central Campus, Central Farm, Belize City Campus and Punta Gorda Campus. This research focused on two of the main campuses in Belize City, FEA and FMSS, where students are pursuing either an Associate or Bachelor's degree. A total of forty one (41) survey type questionnaires were distributed in order to collect quantitative data. Only forty (40) questionnaires were retrieved.

Construct Measurement

In efforts to ensure research validity and reliability, the measurement scales for the quantitative data collection of the seven (7) constructs were measured by a seven-item scale from Bailey and Person. All the items were measured using a 7-point Likert Scale with anchors ranging from strongly agree (7) to strongly disagree (1). All survey questions in the instruments have been validated in previous studies.

Sampling and Data Collection

The method of sampling used to collect data from the University of Belize's FMSS and FEA campuses was "random sampling." In order to classify the research as quantitative, researchers used questionnaires to discover the impact and effectiveness of G Suite at the University of Belize. The answers gather will also be used to determine any faults or limitations of the service being provided to students.

Participants were made aware of the purpose and anonymity of the study through the use of a statement placed on the top of the questionnaire itself. Participants were reassured of the purpose and anonymity orally, as well as any other questions asked. Of the forty one (41) questionnaires distributed, only forty (40)

were retrieved yielding a return rate of approximately 98%. All respondents' characteristics are presented in the table below, Table 1.

Table 1. Characteristics of Students' Respondents		
Characteristics	**Number**	**Percentage**
Gender		
Male	14	35%
Female	26	65%
Age		
Less than 15	0	0%
15 to 20	23	57.5%
21 to 25	12	30%
26 to 30	3	7.5%
Older than 30	2	5%
Degree		
Associates	25	62.5%
Bachelor's	15	37.5%

Data Analysis and Results

Due to the limited sample size, and the fact that G Suite was personally not assessed, the hypothesis was not tested. Instead, researchers used the applied research methodology. The purpose of the research was to determine the effectivity of the students' use of G Suite. The information will be presented using nine (8) histograms, one (1) bar graph, containing all averages, and one (1) table, consisting of the different components of G Suite the students use.

Table 2. Components of G Suite used by students		
Components of G Suite		
Gmail	40	100%
Drive	13	32.5%
Docs	15	37.5%
Sheets	4	10%
Calendar	9	22.%
Slides	4	10%
Sites	2	5%
Hangouts	6	15%
Forms	1	2.5%

Table 2 highlights the specific components of G Suite the students use, and these were the resulting answers. The most used, at one hundred percent (100%), is Gmail. The component least used, at five percent (5%),

is Google Sites, where all other components of google were not mentioned by students surveyed. Note that all of the following results will be based on the use of these specific components of G Suite.

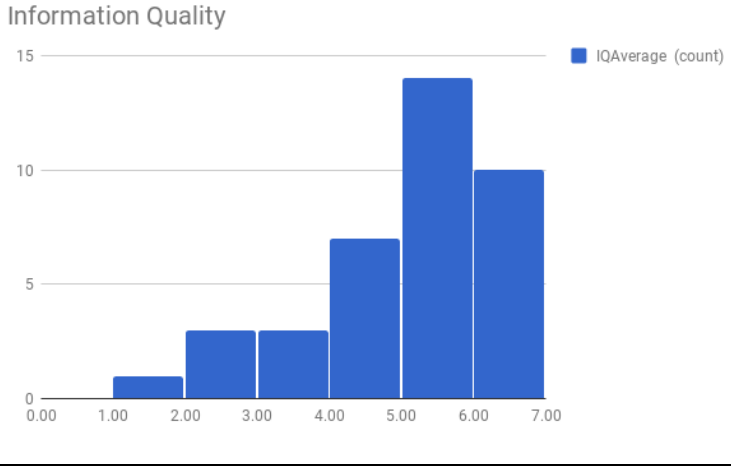

Figure 2. Histogram of Information Quality

The histogram above (Figure 2.) is a graphical representation of the student's responses to the information quality of G Suite. The responses range from 1 to 7, with the majority clustered between 4 and 7 which can be classified as a positive response. It can be concluded that the participants agrees that the quality of information provided by G Suite is generally satisfactory.

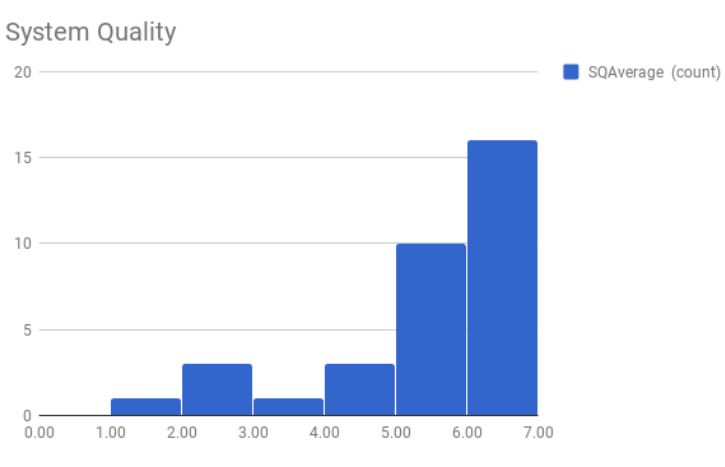

Figure 3. Histogram of System Quality

The histogram above (Figure 3.) is a graphical representation of the responses on the system quality of G Suite. The majority of responses are clustered between 6 and 7, where ten (10) and sixteen (16) participants responded positively to the system quality of G Suite. There was one (1) participant who strongly disagreed with the system quality of G Suite.

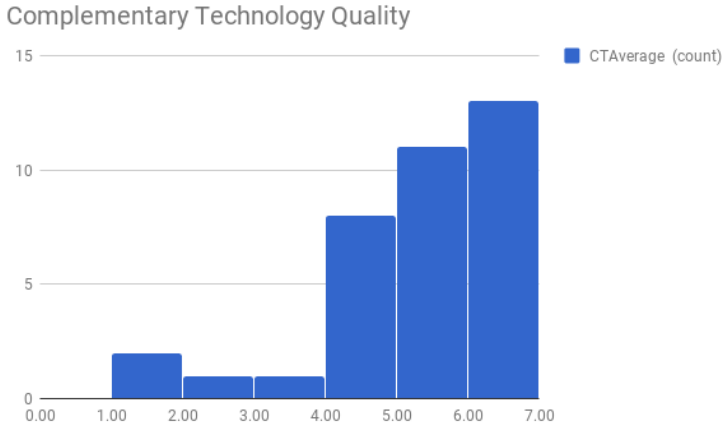

Figure 4. Histogram of Complementary Technology Quality

The responses outlined in Figure 4 display a positive feedback based on the questions asked for the complementary technology quality. Two (2) participants strongly disagree with this area of questioning. The majority, though, were clustered between 4 and 7, with the highest number strongly agree at thirteen (13) participants.

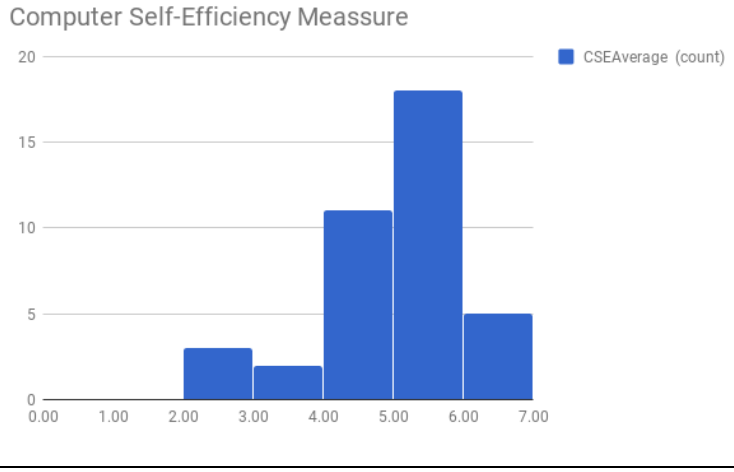

Figure 5. Histogram of Computer Self-Efficiency Measure

Note for this histogram being displayed to show the results for computer self-efficiency measure, there were no participants who strongly disagreed. There is also a shift from having the majority of participants strongly agreeing, between 6 and 7, with the questions to the majority, at eighteen (18), between 5 and 6. The lowest rating for this histogram, between 2 and 3, were chosen by three (3) participants.

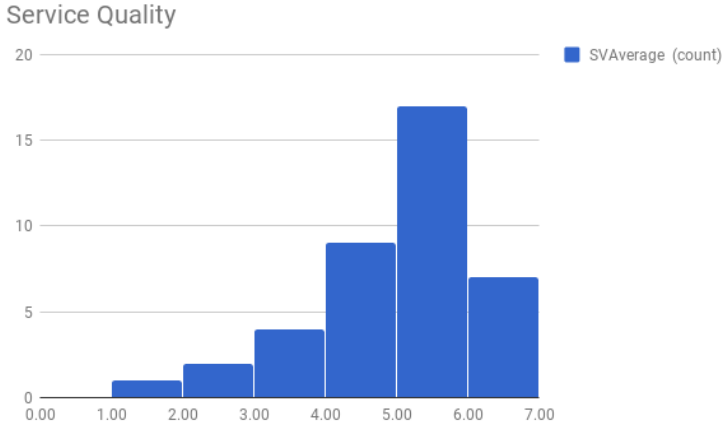

Figure 6. Histogram of Service Quality

Continuing with the positive feedback for G Suite, the histogram above (Figure 6.) also shifts slightly lower. The majority of the results cluster from 4 to 7, but scatter across the graph from 1 to 7. There is a peak response from 5 to 6, with seventeen (17) participants choosing within this range. The results indicate that the service quality displayed by G Suite is satisfactory for the students that participated.

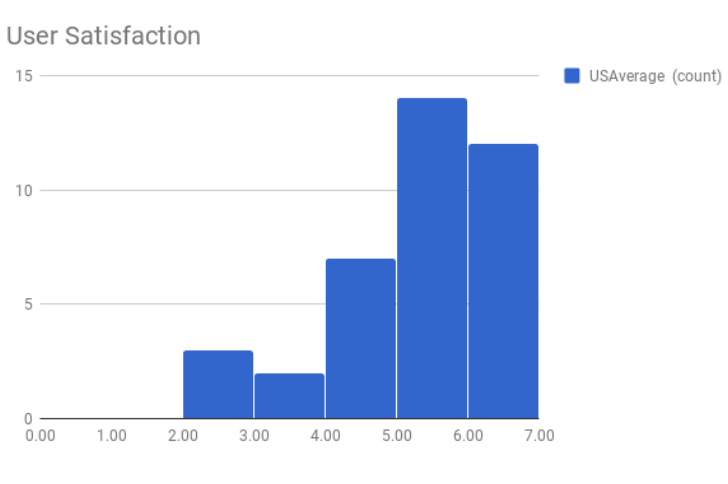

Figure 7. Histogram of User Satisfaction

The histogram above (Figure 7.) shows a graphical representation of the participants' use satisfaction with the components from G Suite being used. Also a very positive result, the majority of the results cluster between 4 and 7. The majority falls between 5 and 6, concluding that the students agree that G Suite is satisfactory. Note that none of the responses strongly disagreed that they were absolutely dissatisfied with G Suite's system.

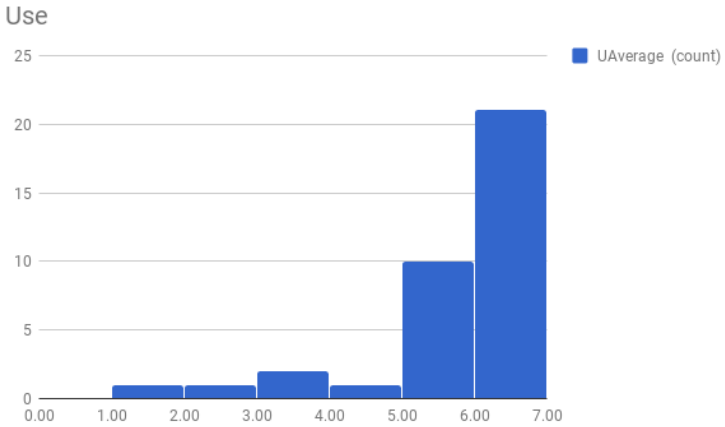

Figure 8. Histogram of Use

The histogram above (Figure 8.) displays a graphical representation of the use of G Suite among students. All participants were familiar with G Suite, and this is largely due to the fact that all students attending the University of Belize are assigned Gmail addresses. A cluster of results ranged between 5 and 7, resulting in a largely positive response. Not only are the outlined components of G Suite being used frequently, but also students are widely aware on how to operate the IS individually.

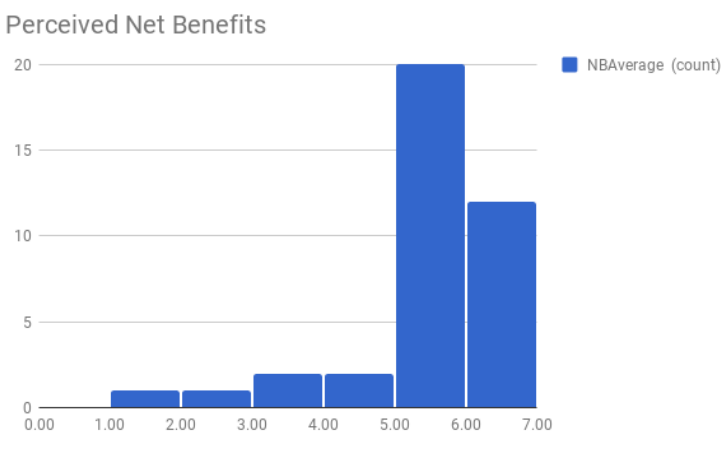

Figure 9. Histogram of Perceived Net Benefits

The histogram above (Figure 9.) displays a graphical representation of the responses given based on the perceived net benefits of G Suite. The results show a cluster of reposes between 5 and 7, this shows a positive reaction for this area of the information system. It can be concluded that the net perceived benefits of G Suites has a high satisfaction among students.

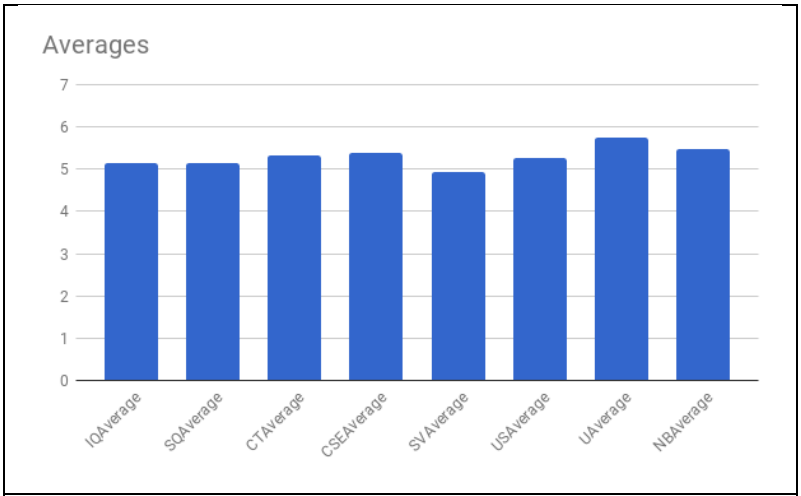

Figure 10. Average Responses

The bar graph (Figure 10.) represents the average results of all the dimensions tested using the questionnaire for G Suite. The dimensions included information quality, system quality, complementary technology, service quality, user satisfaction, use, and perceived net benefit. By looking at the graph, all the results remain above average. The results gathered can be used to determine that G Suite is, in fact, effective and used sufficiently by the students at the University of Belize. The lowest ranking was in the area of service quality, at an average of 4.925, and this can be contributed to the slow response rate by the designated staff to fix issues concerning the students' email addresses.

Conclusion

Conclusively, it can be determined that one hundred percent (100%) of the participants use G Suite in some way, but the service is being underutilized as less than thirty five percent (35%) of just the students surveyed use components of G Suite other than Gmail. Although this may be the case, Gmail is the component that the University staff use to communicate with students.

As G Suite is a popular commercial service, it can be assumed that the positivity toward the service is attributed to factors such as Google's investment to make cloud computing incredibly user friendly. Also, updates for the information system are constantly being created, and are forwarded to the organization, or in this case the university. Not only does this decrease an expense for the university to have the Suite outsourced, but also leaves minimal up keep for support administration. In addition to its up to date and user friendly characteristics, Google is also a household name. Meaning, the popularity surrounding the brand draws students into having a positive attitude toward G Suite even before it is accessible to the student. Service quality had the lowest score when the averages were compiled together. Although, the average is still satisfactory the low ranking can be because support staff may not give students the attention they require, and is therefore found to be slightly more mediocre than the remaining qualities.

In addition, for this research a seventh dimension, complementary technology, was included. It is important to note that the majority of students questioned agreed that the technology used to access G Suite is suitable. This can be attributed to a number of factors, but the researchers focused on two main ones. First, G Suite does not require a high speed of internet to be able to run properly. Google has been famous for being the first website to check for the reliability of the internet service. G Suite's components also do claim to use less data to run than other applications may. Secondly, G Suite is accessible on all forms of technology (desktop, laptop, tablets, smartphones) making the type of technology used to access it personalized and flexible.

Limitations and Future Research

A number of limitations were faced by researchers during this study. There was a notable period of difficulty as the research had to be abruptly changed from studying G Suite at the Belize Bank Limited to the University of Belize. All information gathered from the Belize Bank was not utilized in the results of this research. Additionally, the researchers had a limited population size as only the Faculty of Management and Social Sciences (FMSS) and the Faculty of Education and Arts (FEA) were surveyed. The results gathered from both campuses provided the necessary information to test for the success of G Suite, but for future research it is recommended to have a larger sample size in order to test the different hypotheses. In additions, it would be notable to gain consent in writing from the organization the researchers will be interested in. Also, given the small sample size the results and conclusions are debatable, therefore needing an increased number of surveys throughout the different campuses to validate the findings.

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Appendix

Appendix 1. Questionnaire

This questionnaire serves to assess the success of Google Suite with students at the University of Belize by testing user satisfaction with a set of various questions. All questionnaires are anonymous, and the information gathered will be for the sole purpose of the University of Belize's Management Information Systems course.

Background Information	**Answers:**
Gender:	Male ☐ Female ☐
Age:	<15 ☐ 15-20 ☐ 21-25 ☐ 26-30 ☐ 30&Over ☐
What degree are you currently pursuing?	Associate ☐ B.A. ☐
Please indicate your major in the space provided:	

Which components of Google Suite do you use?

_____
_____
_____
_____

Please answer the following questions based on the components of Google Suite you use, and using this scale:

1. Information Quality	**Disagree ----------Agree**
IQ1: I feel that Google Suite gives the information that I need.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
IQ2: I feel that Google Suite provides information I need at the right time.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
IQ3: I feel that Google Suite provides information that is relevant to my job.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
IQ4: I feel that Google Suite provides sufficient information.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
IQ5: I feel that Google Suite provides information that is easy to understand.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
IQ6: I feel that Google Suite provides up-to-date information.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
2. System Quality	**Disagree ----------Agree**
SQ1: Google Suite is easy to use.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
SQ2: Google Suite is user-friendly.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
SQ3: Google Suite provides high-speed information access.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
SQ4: Google Suite provides interactive features between users and the system.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

Indicate your agreement with each statement by rating it from (1) strongly disagree to (7) strongly agree.

3. Complementary Technology Quality	**Disagree ----------Agree**
CTQ1: The computer (desktop, laptop, mobile device) I commonly use to access Google Suite is adequate.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
CTQ2: The computer (desktop, laptop, mobile device) I commonly use to access Google Suite has a fast internet connection.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
CTQ3: The computer (desktop, laptop, mobile device) I commonly use to access Google Suite has reliable internet connection.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
4. Computer Self-Efficacy Measure	**Disagree ----------Agree**
I COULD COMPLETE THE JOB USING THE GOOGLE SUITE...	
CSE1… if there was no one around to tell me what to do as I go.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
CSE2… if I had never used an information system like it before.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
CSE3… if I had only the Google Suite manuals for reference.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
CSE4… if I had seen someone else using the Google Suite before trying it myself.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
CSE5… if I could call someone for help if I got stuck.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
CSE6… if someone else had helped me get started.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
CSE7… if I had a lot of time to complete the job for which the Google Suite was provided.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
CSE8… if I had just the built-in help facility for assistance.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

CSE9… if someone showed me how to do it first.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
CSEIO… if I had used a similar information system before this one to do the same job.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

Assess your personal job performance on the following items by rating them from (1) very poor to (7)

5. Service quality	**Very Poor ----------Outstanding**
SV1: The support staff keep the G-Suite system software up to date.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
SV2: When users have a problem, the Google Suite system support staff show a sincere interest in solving it.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
SV3: The Google Suite system support staff respond promptly when users have a problem.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
SV4: The Google Suite support staff tell users exactly when services will be performed.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
6. User Satisfaction	**Very Poor ----------Outstanding**
US1: Most of the users bring a positive attitude or evaluation towards the Google Suite system function.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
US2: Do you think that the perceived utility about the Google Suite system is high.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
US3: Has the Google Suite met your expectations.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
US4: Are you satisfied with the Google Suite system.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

outstanding.

7. Use	**Very Poor ----------Outstanding**
U1: The frequency of use with the Google Suite system is high.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
U2: You depend upon the Google Suite system.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
U3: I was able to complete a task using the Google Suite even if there was no one around to tell me what to do as I go.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
U4: I have the knowledge necessary to use the Google Suite.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
8. Perceived Net Benefits	**Very Poor ----------Outstanding**
NB1: Google Suite helps you improve your job performance.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
NB2: Google Suite helps the organization save cost.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
NB3: Google Suite helps the organization achieve its goal.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
NB4: Using Google Suite improves the assessment and training.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
NB5: Using The Google Suite in job increases my productivity.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐
NB6: Overall, using the Google Suite enhances recruitment and performance management.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐