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MANAGEMENT INFORMATION SYSTEM VERACITY AND ORGANIZATIONAL PERFORMANCE OF FAST FOOD AND RESTAURANT FIRMS

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ABSTRACT

Quality information is regarded as organizational strategic asset which stands as the nexus to organizational survival. It is based on this premise that this study tends to x-ray the relationship between management information system veracity and organizational performance of fast food and restaurant firms in Yenagoa, Bayelsa State, Nigeria. The study made used of cross sectional research design via survey method and the judgmental sampling technique was adopted to reach out the target sample size of 100 senior staffs from the selected fast food and restaurant firms. The Pearson correlation, partial correlation and multiple regression statistical tests were adopted to test the four hypotheses. The findings revealed that information quality, system quality and service quality have significant and positive relationship with organizational performance. The findings also revealed that top management commitment moderates the relationship between management information system veracity and organizational performance. Based on the findings, the study concludes that information quality, service quality and system quality improves organizational performance, but service quality has a moderate effect. Top management commitment influences the relationship between management information system veracity and organizational performance. The study recommends that Management should ensure that they provide high quality information, user friendly systems and superior services to customers in order to have competitive advantage.

Keywords: Management information system veracity, organizational performance, information quality and system quality.

Introduction

The business environment which the organization finds itself is highly dynamic, turbulent and coupled with intensifying competition that jointly influence the functions and structure of the organization. Perhaps organizations are beginning to realize the fact that management information system veracity is the best strategic choice to remain competitive and survive in business. The fast food and restaurant industry is no exception to this development. As such, implementing management information system veracity is a daunting task for most fast food and restaurant businesses in Nigeria, due to its cost implications which requires substantial amount of capital, thereby threatening the financial position of the organization and it existence.

However, effective implementation of management information system veracity becomes more challenging to them. Management information system veracity plays a vital role by helping to avert business challenges as well as leveraging organizational performance in terms of profitability as several studies (Cailassane, 2015; Young-Harry et al., 2018) have proven so. In fact, without quality information system organization cannot maximize profit. Based on this advantage, smart fast food and restaurant firms have started to implement quality management information system in their respective organizations in order to remain competitive and survive in the turbulent environment.

Several scholars (Bailey & Pearson, 1983; Cailassane, 2015; Muller & Doule, 1987; Young-Harry et al., 2018) have carried out studies on management information system quality/ effectiveness and organizational performance by identifying key dimensions of management information system veracity that give rise to organizational performance such as information quality, system quality, service quality, ease of system use, accuracy, appropriateness, accessibility, timeliness, relevancy, sufficiency, completeness, usability and precision (Delone & Mc lean, 1992; Robert, David & Lori, 2007; Turban & Volonino, 2010; Cailassame, 2015; Fly, 2017). It is observed that any organization without quality and timely information is bound to fail (Young-Harry, Oparanma & Ejo-Orusa, 2018). In fact, a study conducted by Cailassame (2015) found that information quality, system quality, service quality and users satisfaction are all significant predictors of organizational performance. Alene (2018) reinforced this claim by saying that effective management information system is important factor in promoting competitive advantage and profitability of the organization. Though it has been proven that these dimensions give rise to organizational performance, but firms find some difficulties in obtaining information in terms of accuracy, quantity, objectivity, timeliness, brevity, and productivity as claimed by scholars (Fly, 2017).

Despite the relevance of management information system veracity in leveraging organizational performance, majority of the big fast food and restaurant businesses in Nigeria does not take advantage of the benefits provided by it, especially when it is profitable by harnessing information quality, system quality and service quality in order to design effective plans and make informed managerial decisions that would be of benefits to the organization. This development becomes worrisome and stands as the reasons why majority of them find it difficult to breakeven and survive within the next 5-10 years of inception.

Consequently, some of the cardinal reasons that prompted the managerial negligence that causes poor performance of the fast food and restaurant businesses in developing economies are lack of computer professionals and finance to run the business (Alene, 2018) as well as top management commitment to initiate a well-integrated management information quality system as a result of the cost and time implications due to its link with information technology (Cailassame, 2015). Apparently, to enhance management information system veracity in order to achieve performance, top management must demonstrate high level of commitment by supporting MIS. Thus, top management commitment is adopted in this study as a moderating construct.

Organizational performance is the level of achievement prompted by management efficiency. It is basically measured by business performance in terms of sales, profit, service quality, customer satisfaction, customer loyalty and market share and so on. Due to management information system veracity, organizations are able to create value to their

businesses thereby resulting to business performance as several research studies have proven so.

This study is anchored on three key dimensions of De Lone & Mc lean (1992) in regards to management information system and organizational performance. Cailassame (2015) carried out empirical study on MIS and organizational performance in modern technological driven manufacturing industry done in developing economies like India by using De Lone & Mc lean Model (1992). While similar study has been conducted in the soft drink industry i.e Seven-up Bottling Company in Aba and Port Harcourt, Nigeria by Young-Harry, Oporama & Ejo-orusa (2018) and none has conducted an empirical study of this nature in fast food and restaurant industry in Nigeria by incorporating the moderating effect of managerial commitment on the relationship between management information system veracity and organizational performance in fast food and restaurant industries in Yenagoa, Bayelsa State, Nigeria. This study seeks to close this gap by empirically examining the relationship between management information system veracity and organizational performance of fast food and restaurant industry in Yenagoa, Bayelsa State, Nigeria.

Literature Review

Theoretical Foundation

The theoretical underpinning of this study is rooted in the open system theory of the organization. The open system theory was coined from the system theory. The system theory has been in practice for long and propounded by Biologist Lending Von Bertalanffy in early 1950s and later developed by psychologist Ross Ashby (Gassmann, n.d). According to Bertalanffy, he opines that studying entities as a system that are related to one another and affect one another could help better understand the function of a specific system (Drack, 2008). Perhaps the major scholars that applied the system theory in the aspect of the organization is Katz and Kahn in 1966 who adapted the general system theory to organizational behavior by using the open system approach to analyze the organization. They view the organizations as open social system that must interact with their environments in order to survive, because the organization depends on their environments for several essential resources and information.

However, management information system relies heavily on the open system theory. The open system theory is one of the most critical considerations of managers if they want to meet the goals of their organizations, survive and remain in business. The open system theory demands that the organization should see itself as one part of a larger whole that is interdependent on its stakeholders, public, and environment for success. Obviously, this approach identifies organizational behavior by mapping the repeated cycles of input, throughput, output and feedback between an organization and its external environment either as information or in the form of resources.

The implication of the open system theory to management information system veracity is that organization does not operates in isolation, they exist in a dynamic and turbulent environment that is highly uncertain, where their functions are said to be interdependent with the entire system for them to survive. The key to deal with uncertainty is gathering of relevant, reliable, timely, accurate and sufficient information to make more informed decisions for the growth of the organization. This can only be achieved by the interaction with the environment through management information system veracity via the open system.

Management Information System Veracity

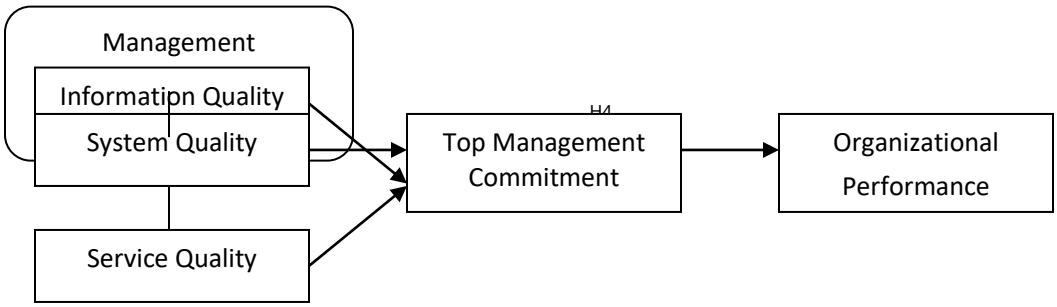
The concept of management information system veracity is a combination of principles, theories and practices of management, information and system which give rise to a single product called management information system veracity (Munirat et al., 2014). Weihrich & Koontz (2001) defined management information system veracity is described as a functional system of gathering, comparing, analyzing and dispersing internal and external information to the enterprise in a timely, effective and efficient manner. Management information system veracity is a subset of the overall internal control of a business covering the application of people, documents, technologies and procedures by management to solve business problems (O' Brien, 1999 as cited in Munirat et al, 2014). However, from the above definitions, it is obvious to say that management information system veracity is an integrative system that

comprises the effort of people, information and information technology for effective storing and sharing of information within and outside the organization in order to make informed management decision for the benefit of the organization and its stakeholders.

The organizational environment is a very complex and dynamic arena that begs for extreme caution by managers and sub-ordinates in carrying out their business operations. It is for these vital reasons that make it very important to promote management information system veracity that will guarantee organizational performance. According to Young-Harry et al (2018) opines that organizational performance is largely depends on management information system veracity which enhances quality production, effective decision making and strategic planning.

It has been observed that lack of relevant, complete, accurate and timely information is the biggest problem to the organization and will influence the organizational performance in service delivery or business process operation (Husin, Bagus & Rakyat, nd). Management information system veracity has not been conceptualized in extant management literature but sharing the same theoretical space with information system quality. Management information system veracity could be defined as the degree of information quality in terms of truthfulness, accuracy, timeliness, error free, efficiency, completeness, reliability and validity.

Information quality, system quality and service quality are the three major studied dimensions of management information system success model (De Leon & Mc lean, 1992; Al-mamary, Shamsuddin & Aziati, 2014)



Source: Researchers' Model as adapted from De Leon and Mc Lean (1992) and Cailassame (2015).
Figure 1: Conceptual Framework and Hypotheses Development.

Information Quality
Information Quality

Information quality is regarded as a relatively new concept to many organizations and not all organizations have an awareness concerning the issue of information quality (Ballou et al n.d; Husin & Rakyat, n.d). The term information quality could be defined as information that is suitable for the overall organizational purpose (Redman, Ballou, Madnick & Wang, n.d as cited in Husin et al., n.d). Information quality is conceptualized as the quality of system outputs produced by the information system and how users value the overall information that is available to them (De Lone & Mc lean, 1992; Reid, Wilkis & Loannou, 2015; Cailassame, 2015).

However, information system tends to have quality when it impact positively on improving decision making and creating value for the organization. Perhaps a quality information system should be able to provide integrated information from both internal and external environment by possessing the following characteristics such as comprehensiveness, accuracy, reliability, economical, completeness, timeliness, and flexibility (Fly, 2017). Reliability, accuracy, and timeliness as key considerations to information quality have become the nexus to organizational performance (Husin, Bagus & Rakyat, n.d) and whenever organization strives to improve information quality, it tends to improve productivity that leads to improved competitive position (Schwester, 2009; Golder, Miltra & Mooreman, 2012). Al-Mamary et al (2014) re-affirm that information quality is an important factor of management information system success in organization.

Based on the above discussion, we therefore proposed the following:

H_1: There is significant relationship between information quality and organizational performance.

System Quality

System quality refer to as the quality of information processing itself, which is characterized by employment of state-of-the-art technology, a system offering key functions and features and software that is user friendly, system flexibility, system reliability, intuitiveness, sophistication, response time, easy to learn and easily maintainable (Petter, De lone & Mc lean, 2008; Al-mamary et al., 2014). System quality has to do with the usefulness of the system in terms of user friendly, quick turnaround time and sophistication of the system (Bailey & Pearson, 1983; Muller & Doule, 1987; Cailassame, 2015). However, from the above definitions, it is obvious that system quality largely depends on flexibility and ease of use of the system in order to carry out managerial functions for the benefit of the organization.

System quality can be measured in the context of the perceived ease of use by the user, assess whether the system is bug free, its consistency with interface, quality of documentation, code maintainability and quality of data processing through software (Davies, 1989; Seddon, 1997; Cailassame, 2015). System quality can be classified into two categories such as system flexibility in the perspective of the system designer and system sophistication in the perspective of the end user (Cailassame, 2015). The system quality is considered as a key factor affecting the acceptance of information system which in turn improves organizational performance (Al-mamary et al, 2014). Gorla, Somer & Wong (2010) re-enforced this assertion that system quality is positively associated with organizational performance. Perhaps, Raymond & Bergeron (2008) confirms that the quality of information output by management information system is strongly associated to the technical and service aspects of the system, which implies that there is significant relationship between system quality, information quality and organizational performance.

Based on the above argument, we hereby proposed that:

H_2: There is significant relationship between system quality and organizational performance.

Service Quality

Service quality concept was lifted from the domain of marketing, which states that the service quality is the gap between the normal expected service by the customer and perceived service performance by the organization (Cailassame, 2015). Service quality is an effort to measure the gap that exists between customer expectations and customer perceptions of service performance by using the SERVQUAL instrument (Parasuraman, Zeithaml & Berry, 1988). According to Asagba, Coker & Andrew (2019) opines that service quality is the positive outcome of the customer perceived expected performance. It is observed that when the information system success model was developed by De leone & Mc lean (1992), the service quality dimension was not conceptualized as part of MIS success model. The service quality dimension was added as a result of the fact that the information system department is actively involved in providing the required service to the user (Cailassame, 2015). As such, De leone and Mc lean (2003) expanded the literature on the IS success model by reviewing it from 1993-2002 by modifying the previous model of 1992 which brought about the service quality dimension as external variable.

Apparently, rendering service quality is the best way to promote customer satisfaction, customer loyalty, customer retention, lower costs and profitability as variants of organizational performance (Cailassame, 2015; Asagba, Coker & Andrew, 2019). In fact, service quality increases customer satisfaction thereby resulting to organizational performance (Cailassame, 2015).

Based on the above discussion, we therefore, hypothesized as follows:

H_3: There is significant relationship between service quality and organizational performance.

Organizational Performance

It is imperative to note that several management scholars have deployed variety of measures or

variables to define and measure organizational performance in different context which reflects on the background of their studies (Reid, Wilkins & Loannou, 2015). organizational performance is generally adopted as a dependent variable in most management sciences research, the construct is so diverse and multi-dimensional in scope across disciplines with different definitions (Venkatraman & Ramanujam, 1986: Kirby, 2005). Organizational performance can be defined as accumulated end results of all the organizational work processes and activities (Al-mamary et al, 2014). According to Lawrimore (2009) defined organizational performance as an arrangement of financial and non-financial related pointers which give understanding with regards to the level of accomplishment of objectives and results. Organizational performance refers to as how well an organization accomplishes its market-oriented goals as well as its financial goals (Reid et al., 2015). We can say that organizational performance is synonymous with business performance which has to do with management success being prompted by managerial capabilities.

However, whatever context one looked at organizational performance, it falls within the province of two major domains such as financial and non-financial performance measures (Young-Harry et al., 2018). The financial measures could be classified as monetary measures such as profit, return on assets, sales etc, while the non-monetary financial measures are more of customer-market oriented measures such as customer satisfaction, service quality, customer loyalty, brand loyalty, on-time delivery and dealer's loyalty etc. In this study, none of the measures of organizational performance was chosen; rather we adopted the construct directly.

Moderating Variable: Top Management Commitment

Top management commitment is adopted in this study as a moderating construct between management information system veracity and organizational performance. Top management commitment cannot be best defined without acknowledging the concept of commitment. Commitment can be defined as the dedication of oneself for a specific goal (Liker & Hosens, 2008). According to Kuraesin (2015) real commitment requires something that psychologists call internal motivation i.e an individual personal drive to achieve a predetermined goal. On the other hand, management commitment is an endorsement to define, defend and support the main activities from the beginning to the end of a development project (Englund & Bucero, 2006). We can say that top management commitment could be described as the extent to which senior management support and participate in information system and strive to improve on it for the betterment of the organization.

However, given that management information system veracity suggest a strategic issue for management in regards to information system quality, its implementation should be initiated, supported and overviewed by top management involvement on a continuous basis. Deming (1982) opines that top management is responsible for 94% of the quality problems associated in information systems both in small and large organizations or private and public organizations due to lack of commitment. It requires substantial amount of investment which call for top management involvement and support by way of demonstrating high level of commitment in order to develop quality management information system.

It has been observed that top management commitment is essential in the implementation of quality information system in order to achieve the expected goal of the organization (Cooper, 2006). The findings by Cardoso (2014) revealed that top management commitment is important in influencing user's commitment towards information system implementation as well as achieving expected organizational benefits. It therefore means that management commitment contribute to information system quality and organizational performance because several studies have proven so.

Thus, in the previous sub-headings, we have proposed that information quality, system quality and service quality all influences organizational performance. This increases the tendency that top management commitment moderates the relationship between information quality, system quality and service quality and organizational performance. Based on this premise, we propose the following hypothesis:

H_4: Top Management commitment has significant effect on the relationship between

management information system veracity and organizational performance.

Methodology

Research Design

This study followed the quantitative approach and employed the cross-sectional survey research design as well as the correlation research design. This design was chosen because the researcher wants to examine the empirical link between the variables.

Population and Sampling Procedures

The target population is the totality of Big Fast Food and Restaurant Firms in Yenagoa, Bayelsa State, Nigeria. Based on preliminary study and available online record from www.ngex.com there are ten (10) big fast food and restaurant firms operating in Yenagoa City, Bayelsa State. The firms are Pepperoni, Kilimajaro, Skippers, Tosinta restaurant and bar, Bukka swallow, Crunches, Comfort Kitchen, Market square, Asters Lounge and Pizzeria.
In order to have a good sample, ten senior employees were selected from each of the firm, making a sample size of 100 respondents. This denotes that the researcher adopted the purposive sampling technique. This is because only senior executives were selected and they have the managerial knowledge in terms of the issues raised and well educated to provide valid responses.

Table1: Reliability Statistics

S/No.	Variables	No. of Items	Cronbach Alpha
	Information Quality	4	0.864
	System Quality	4	0.771
	Service Quality	4	0.788
	Top Managerial Commitment	4	0.785
	Organizational Performance	4	0.860

Source: SPSS Output, 2024.

Data Analysis Techniques

In this study we adopted three level of data analysis such as univariate, bivariate and multivariate analysis. The univariate involves the descriptive statistics, while the bivariate analysis involves inferential statistics for testing of hypothesis using Pearson correlation and finally, the multivariate analysis deals with the partial correlation.

Data Collection Method

The instrument for data collection was arranged under two major sources such as primary and secondary data collection method. The survey questionnaire was used as primary source to elicit responses from participants, while the secondary data made used of existing literature relating to the study variables.

Instrumentation and Measurement

The instrument was designed with existing scale as adapted from the works of several scholars (Asagba et al., 2019; Bailey & Pearson, 1983; Cailassane, 2015; Hussin et al., n.d; Muller & Doule, 1987; Young-Harry et al, 2018) to reflect the components of management information system veracity, top management commitment and organizational performance by the adoption of a Likert scale ranging from strongly agree (5) to strongly disagree (1) being coded using ordinal scale.

Validity and Reliability

Meanwhile, before the instrument was administered to the participants, it was pilot tested for content and construct validity as well as reliability using Cronbach alpha reliability test. The data retrieved from the survey were captured, coded and analyzed with the application of SPSS. Thus, the outcomes of the reliability test show (see table 1) that the Cronbach alpha values surpassed the recommended threshold of 0.7 (Nunnally, 1978), which means that the instrument is valid and reliable.

Results and Findings

General Analysis of Questionnaire Distribution

The questionnaire was distributed to a sample of ten (10) fast food and restaurant firms in yenagoa city, Bayelsa State, Nigeria. However, the total of 100 questionnaires was administered to the target respondents, but only 87 valid responses were retrieved and used for statistical analysis, which represents 90.6% response rate.

Analysis of Participants Demographics

Table 2: Respondents' Demographics

Variables	Demographic Profile	Frequency	Percentage (%)
Gender	Male	32	36.8
	Female	55	63.2
Age	Below 25 years	18	20.7
	26-35 years	34	39.1
	36-45years	21	24.1
	46-above	14	16.1
Educational Qualification	PhD Degree	-	-
	M.Sc.	5	5.7
	B.Sc.	39	44.8
	HND	23	26.4
	OND	12	13.8
	WAEC/SSCE	8	9.2
Marital Status	Married	27	31
	Single	53	61
	Divorce	7	8
Work Experience	Less than 1 year	13	14.9
	1-5 years	40	46
	6-10 years	31	35.6
	11-15 years	3	3.4
	16 and above years	-	-

Source: Field Survey, 2023

As shown in table 2, most of the participants were female with a percentage of 63.2% (N=55), while 36.8% were males (N=32). Additionally, majority of the respondents were within the age bracket of 26-35 years of age at 39.1% (N=34). In respect to educational qualification, large number of the participants were holders of B.Sc. degree at 44.8% (N=39). Again, in regards to marital status, majority of the respondents are single at 61% (N=53). Finally, most of the participants have worked between 1-5years at 46% (N=40).

Results of Descriptive Statistics and Bivariate Pearson Correlation

Table 3: Summary of Descriptive Statistics and Pearson Correlation

Variables	Mean	Standard Deviation	Correlation (r)	Significance Level P< 0.01
Information Quality	2.89	1.50	.549**	.000 (significant)
System Quality	2.65	1.47	.316**	.000 (significant)
Service Quality	3.08	1.56	.647**	.000 (significant)
Top Management Commitment	2.87	1.49	.531**	.000 (significant)
Organization Performance	3.03	1.53		

Source: SPSS Result, 2024.

As shown in table 3 from the SPSS result, the mean scores for information quality, system quality, service quality, top management commitment and organizational performance are 2.89, 2.65, 3.08, 2.87 and 3.03 respectively. On the other hand, the standard deviation of information quality, system quality, service quality, organizational commitment and

organizational performance are 1.50, 1.47, 1.56, 1.49 and 1.53 respectively. From the results, it is obvious that service quality dimension has the highest mean and standard deviation scores of all the dimensions. It therefore means that service quality is the predominant strategic consideration in regards to management information system veracity geared towards achieving organizational performance by fast food and restaurant firms in Yenagoa, Bayelsa State, Nigeria.

However, in table 3, the results of the Pearson correlation matrix revealed that all the correlation values are significant at P < 0.01 levels at N= 87, showing strong correlation between variables, apart from system quality which manifested moderate correlations. Thus, H_1, H_2, H_3 and H_4 are all supported. In other words, these results are stringently based on the bivariate analysis which may not create the correct relationship between the variables, because they were treated separately. Thus, it is important to confirm the combined effect of the variables through multiple linear regression statistical analysis.

The Multivariate Analysis

The multivariate analysis was conducted by using the multiple linear regression statistics to confirm the theorized hypotheses and the correlation results. The basis for using the multiple regression statistics is to ascertain accurately how the linear combinations of the multiple explanatory variables have impact on the criterion variable independently. Thus, the summary of the results are presented below:

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.958[a]	.938	.935	.380

Predictors: (Constant), SQ, SQ, IQ.

Dependent variable: Org performance.

From the model summary in table 4 above, shows that management information system veracity explains (0.938) 93.8% of the variability of organizational performance.

Table 5: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	180.703	3	60.234	416.271	.000[b]
	Residual	12.010	83	.145		
	Total	192.713	86			

a. Dependent Variable: Organizational performance
b. Predictors: (Constant), Service Quality, System Quality, Information Quality.

However, table 5 shows that management information system veracity statistically and significantly predict organizational performance at F (3, 83) =416.271, P< 0.01, R^2 = 0.938. This shows that the regression model is a good fit of the data.

Table 6: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.126	.093		1.365	.176		
	INFQ	.407	.074	.388	5.494	.000	.151	6.639
	SYSTQ	.026	.059	.025	.436	.664	.233	4.297
	SERVQ	.546	.058	.585	9.393	.000	.194	5.157

a. Dependent Variable: Organizational performance

The results in table 6 of the multiple regressions show the relationship between the various dimensions of management information system veracity and organizational performance. The results show that two (2) dimensions of management information system veracity such as information quality (β=.407, P< 0.01), service quality (β=.546, P< 0.01) are said to be significant predictors of organizational performance and they provided support for hypothesis one (H1) and hypothesis three (H3) at (r=.000 < 0.01), While system quality (β=.026, P> 0.01) does not provide support for hypothesis two (H2) at (r=.000 <0.01). This is important finding because several studies have supported system quality as predictor of organizational performance, but this study has proven otherwise. The reason could be that majority of fast food and restaurant firms does not invest more to improve system quality due to the fact that it requires substantial investment which impact negatively on financial positions by reducing profits. In other words, the insignificant relationship could be attributed to other factors not accounted for in the regression model. However, multi-collinearity issue is absent because VIF values are less than 10. Therefore, this study is free from multi-collinearity problems.

The multiple regression mathematical models are presented below as:
Y= 0.126+0.407 INFQ+0.026 SYSTQ+0.546SERVQ.

Discussion of Findings

This study is carried out to investigate the relationship between management information system veracity and organizational performance of fast food and restaurant firms in Yenagoa, Bayelsa State, Nigeria. The findings from this study revealed that information quality, system quality and service quality are all predictors of organizational performance in Fast food and restaurant firms in Yenagoa, Bayelsa State, Nigeria. Specifically we are to discuss the findings of each of these dimensions as regards to business performance with theoretical enforcement.

Information Quality and Organizational Performance

The study reveals that information quality significantly and positively gives rise to organizational performance of fast food and restaurant firms in Yenagoa, Bayelsa State. This finding basically stands on the premise that for information to have quality and predict organizational performance, such information must possess the characteristics of timeliness, sufficiency, concise and accuracy. This finding is in agreement with the empirical finding of Cailassame (2015) that information quality influences the business process performance in a significant way. In similar study by Al-Mammary et al (2014) though not empirically proven that information quality has a significant impact on the acceptance of information systems and improve organizational performance. Perhaps it is observed that that the quality of information is considered a key factor of management information system veracity acceptance in order to improve organizational performance.

System Quality and Organizational Performance

The finding revealed that system quality significantly and positively predicts organizational performance of fast food and restaurant firms in Yenagoa, Bayelsa State. This finding stand on the premise that for a system to have quality and predict performance, such system must be user friendly, flexible, capable of performing critical task and well integrated with other functional departments. This finding is in

disagreement with the finding of Cailassame (2015) that system quality does not influence business process performance in a significant way. Though, from the findings in our multiple regressions analysis actually corroborates with Cailassame (2015) findings when all the variables are taken into consideration, but the Pearson correlation analysis found a moderate relationship with the outcome variable.

Service Quality and Organizational Performance

The finding revealed that service quality is statistically significant and positively predict organizational performance of fast food and restaurant firms in Yenagoa, Bayelsa State, Nigeria. This finding is predicated on the premise that performance could be easily achieved when there are prompt services to users/customers, reliability, effective sharing of information across departments, addresses customer complaints and feedback. This finding actually corroborated with that of Cailassame (2015) that service quality has positive and significant influence on the user satisfaction which in turn results to business process performance. The findings from Asagba, Coker & Andrew (2016) also reinforced this finding that service quality significantly and positively gave rise to business performance of retail chain stores.

Top Management Commitment on MISV and Organizational Performance

The findings revealed that top management commitment is significant moderator between management information system veracity (MISV) and organizational performance of fast food and restaurant firms in Yenagoa, Bayelsa State. This finding is predicated on the premise that for MISV to influence performance, top management must be committed in terms of being supportive, dedicated, investment in funds and time to enhance quality information system. Hence, organization performance cannot be achieved. This finding is in agreement with the findings of Cardoso (2014) that top management commitment has a significant impact on users' commitment in regards to its implementation, thereby resulting to its expected benefits. In similar vein, the finding also strengthen Kuraesin (2015) theoretically position that top management commitment is the most vital criteria for the assessment of the success or failure of the implementation of information system.

Conclusion and Recommendations

Based on the findings, it is now clear that management information system veracity improves organizational performance in a positive way. This is because all the dimensions of management information system veracity such information quality, system, quality and service quality significantly and positively predict organizational performance of fast food and restaurant firms in Yenagoa, Bayelsa State, Nigeria. Although the system quality dimension was not supported by the regression results. This is because the relationship between system quality and the outcome variable is not adequately explained by the linear relationship and could be influenced by other variables not accounted for in the regression model. Additionally, it could be that majority of fast food and restaurant firms in Yenagoa do not invest more to improve system quality, due to the fact that it requires substantial investment which impact negatively on their balance sheet.

In addition, top management commitment was proven to be an interface between management information system veracity and organizational performance. This shows that for fast food and restaurant firms to achieve performance, top management must be fully committed by supporting and being dedicated to the project of management information system veracity. Therefore, the study concludes that management information system veracity and top management commitment give rise to organizational performance of fast food and restaurant firms in Yenagoa, Bayelsa State, Nigeria.

With respect to the findings, we recommend the following measures:

Management should train staff on ICT or hire qualified personnel to manage the system department in order to gain accurate, relevant and valuable information for effective decision making.

Management should ensure to providing high quality information and superior services to customers in order to enhance competitive advantage.

Management should strive to invest more on information system quality without limiting itself to the short-run effect of reducing profit but rather leverage on the long-run effect of business survival.

Limitations of the Study

This study is highly limited to management information system veracity and organizational performance in the fast food and restaurant industry. Other sectors were not taken into consideration. Secondly, the study made used of only three (3) key dimensions of De leon & Mc lean (1992) model. Perhaps dimensions from other scholars were not considered in this study. Thirdly, the study directly measured the dependent variable without using other measures to examine organizational performance such as efficiency, profitability and so on.

Finally, apart from the above limitations, the unwillingness and un-cooperative attitude of respondents to discuss freely and objectively in line with the questionnaire constitute a major limitation.

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