



**Enhancing High Quality Information from Data Warehouse**

**By**

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## **Abstract**

As business environment today is sophisticated, many organizations try to seek for competitive advantage through differentiation and innovation. The concept of one-to-one marketing, mass customization, superior customer service, and customer relationship management are pursued to exploit the market opportunity. Organizational information has become a critical resource that supports business processes and managerial decision making. Management needs to ensure that entire corporate information are well managed and treated as a strategic asset. All of these drive organizations to require for large, integrated data repositories and advanced analytical capabilities. As a result, data warehouse has come into play.

The benefits of data warehouse seem to be spectacular. Nevertheless, many researches indicate that successful implementation of data warehouse is not always a case. The main reason of data warehouse failure is that high quality information is not provided by data warehouse. While information is a foundation for decision making, the quality of such information is crucial. Poor quality information can have significant negative impacts on the well-being of organization. The best data warehouse and analytical is meaningless without accurate, reliable underlying information. Though many researches are conducted on the information quality or data quality in information systems context, few researches are studied on information quality in data warehouse environment.

The objective of this research is to investigate how the components in a data warehouse process along with other external factors affect the quality of ultimate information that managers and analysts used to make decision. The research is conducted in terms of quantitative research and 198 questionnaires were collected. The results indicate that information quality from data warehouse is viewed as 2 dimensions, which are integrity and timeliness. The effective data warehousing process significantly affect to the information quality. Support from source systems, knowledge of users in data warehousing environment, quality of metadata and preparation for change significantly affect to the effective data warehousing process.