Chapter 19
Factors Influencing Intention to Use e-Government Services Among Citizens in Malaysia

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ABSTRACT

With the liberalization and globalization, Internet has been used as a medium of transaction in almost all aspects of human living. This study is investigating the factors that influencing the intention to use e-government service among Malaysians. This study integrates constructs from the models of Technology Acceptance Model (TAM), Diffusion of Innovation (DOI) which been moderated by culture factor and trust model with five dimensions. Structured questionnaire was used to collect data from 195 respondents. The result of the analysis showed that trust, perceived usefulness, perceived ease of use, compatibility, perceived relative advantage and perceived image respectively has a direct positive significant relationship towards intention to use e-government service and perceived complexity has a significant negative relationship towards intention to use e-government service. While perceived strength of online privacy protection and perceived strength of data integrity have a positive impact on a citizen’s trust to use e-government service. However, the uncertainty avoidance (moderating factor) used in the study has no significant effect on the relationship between the innovation factors (compatibility, complexity, relative advantage and image) and intention to use e-government service. Finally in comparing the explanatory power of the entire intention based model (TAM, DOI and Trust) with the studied model, it has been found that the DOI model has a better explanatory power.

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INTRODUCTION

As one of the strategies to achieve Vision 2020, Multimedia Super Corridor (MSC) has been introduced to accelerate Malaysia’s entry into Information Age (Muhamad Rais & Nazariah, 2003). The services provided through the website are the Government’s proactive way to help enhance the public delivery system. Electronic Government (e-Government) was initiated in Malaysia on 24 February 2004. The Vision of e-Government is to transform administrative process and service delivery through the use of IT and multimedia. E-Government is an initiative aimed at reinventing how the Government works and to improve the quality of interactions with citizens and businesses through improved connectivity, better access, furnishes high quality services and better processes and systems.

The Malaysian government has launched a website to collate all the services provided under one roof or portal rather than having separate website for respective services provided (http://www.msc.com.my/msc/flagships.asp). Under the e-government flagship, 7 pilot projects of E-Government Flagship Application are identified as Generic Office Environment (GOE), Electronic Procurement (EP), Human Resource Management Information System (HRMIS), Project Monitoring System (PMS), Electronic Services Delivery (E-Services), Electronic Labor Exchange (ELX), and E-Syariah (MDC,2004). The myGovernment Portal (www.gov.my) could be described as one-stop source of Malaysian government information and services for the citizens. The digital government plays an important role to provide public service a fast, easy and with integrity information at a click. For instance, E-Syariah portal plans to allow teleconferencing and mediation via the internet to upgrading the service level and will be able to bring down the current number of backlog cases at the Syariah court (The Star, 19 Apr 2007). Through the portal, public will be able to file suit or affidavits online, get mention date for a hearing and follow up on the status of their cases without having to step foot into the hallowed halls. Under the application of Electronic Labor Exchange (ELX) designed exclusively to Malaysians only, it provides free online services to help match potential employers with jobseekers. The website lists down 395 online services of ministries, departments and agencies and 3,300 Government forms can be downloaded for free.

The Malaysian Administrative Modernization and Management Planning Unit (MAMPU) is promoting the use of e-Government among the public. Among the online services provided under the website include zakat, loan and quit rent payments, application to update mailing address with the Employees Provident Fund, application to the Museum Department to extend the archaeological search license and to apply for foreign workers with the Immigration Department. There are also “Quick Links” direct to the Government machinery, directory, tenders, job vacancies, public complaints and even to get information on the weather. Information pertaining to taxation, health, education, legal and family such as pregnancy, adoption and even marriage issues, are just a click of the mouse away (The Star, 27 March 2007).

From a technological perspective, e-Government is the use of information and telecommunication (ICT) and multimedia technologies to improve the access to and delivery of government’s services to benefit all citizens individually, businesses or organizations. E-Government is the application of ICT and multimedia technologies to transform the efficiency, effectiveness, transparency and accountability of informational and transactional exchanges between the government and the citizens. Generally, e-Government portal will be the one-stop gateway to administrative and commercial services.

With the e-Government portal, the citizens would undoubtedly benefit by able to access the various government’s services at any time and any place conveniently. However, relatively little has