Measuring Citizens’ Adoption of Electronic Complaint Service (ECS) in Jordan: Validation of the Extended Technology Acceptance Model (TAM)

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ABSTRACT

The review of Jordanian e-government literature revealed that not much effort has been made yet toward empirically examine the factors impacting citizens’ adoption of electronic government (e-government) systems. The undertaken research fills this gap by testing the extended technology acceptance model (TAM) as an aide for understanding the factors influencing citizens’ adoption the Jordanian electronic complaint service (ECS). The research has also considered two additional factors such as facilitating conditions and trust to understand their impact on Jordanian citizens’ intention to adopt such system. A total of 250 usable responses were obtained from the respondents for this purpose. The proposed research model prescribed five hypotheses and all these hypotheses were supported by the data. The results indicated perceived trust as the strongest whereas facilitating conditions as the weakest though significant predictor of behavioral intention.

KEYWORDS

Adoption, Citizens, ECS, e-Government, Jordan, TAM, Trust

INTRODUCTION

Electronic government (also known as e-government) is the use of information technology (IT) to facilitate and advance the efficiency by which the government services are provided to the stakeholders such as citizens, employees, businesses and agencies (Carter & Belanger, 2005; Rana et al., 2013a). It allows the governments to provide citizens with convenient access to government services and opportunities of collaboration through Internet and wireless communication technologies (Siau & Long, 2005). The e-government provides a number of benefits to its the citizens including reduced cost and improved revenue, economic development, reduced redundancy, better delivery of government services, enhanced transparency and accountability, ease of interaction with the government (Colesca & Dobrica, 2008; Jaeger, 2003; Rana & Dwivedi, 2015; Rana et al., 2013b). Other studies (e.g., Akman et al., 2005; Venkatesh et al., 2012; Venkatesh et al., 2016) on the e-government also stated its benefits over traditional government services including cost-effective delivery of the government services and greater service access, a single-integrated view of citizens for delivery of all government services, and an ability to immediately meet the citizen’s expectations.

Moreover, only a few studies (e.g., Abu-Shanab et al., 2010; Al Nagi & Hamdan, 2009; Alryalat et al., 2012; Alryalat et al., 2015; Alomari et al., 2009; Ciborra & Navarra, 2005; Elsheiekh et al., 2008; Khasawneh, 2010; Mofleh et al., 2008; Tadros et al., 2008) have been undertaken in the area of e-government with regard to Jordan. These studies only provide the basic understandings of

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e-government in Jordan. A few of these studies (e.g., Al Nagi and Hamdan, 2009; Ciborra & Navarra, 2005; Elshieikh et al., 2008; Khasawneh, 2010; Moffle et al., 2008; Tadros et al., 2008) have presented the supply side view of e-government initiatives. For example, Al Nagi and Hamdan (2009) examined the challenges, obstacles, and successes of e-government initiatives in Jordan. Similarly, Ciborra and Navarra (2005) investigated the risks and challenges of e-government in context of Jordan. Further, Elshieikh et al. (2008) presented the challenges and opportunities of e-government in Jordan whereas Moffle et al. (2008) examined the Jordan’s implementation of e-government and explored the citizen centric e-government service. Khasawneh (2010) examined the key factors of e-government from the point of view of public and private organizations of Jordan. Tadros et al. (2008) introduced a case study and exploratory empirical inquiry for improving e-government performance in Jordan.

Moreover, some other studies (e.g., Abu-Shanab et al., 2010; Alomari et al., 2009; Dwivedi et al., 2012) just provided the basic understanding of the conceptualization of the models developed in different perspectives. For example, Alomari et al. (2009) presented the initial empirical investigation on the social factors that might be responsible for the adoption of e-government services in Jordan. Abu-Shanab et al. (2010) analysed the factors that impede the use of the e-government services by the citizens of Jordan. Based on the comprehensive analysis of the literature on the e-government from the developing countries; Dwivedi et al. (2012) proposed a conceptual framework to measure the factors influencing adoption of e-government services in Jordan.

Therefore, the initial investigation of the literature clearly indicates that only a few studies specifically toward exploring the supply-side perspectives have been undertaken in Jordanian context. The published research is largely limited to developing a conceptual framework or higher level of empirical analysis to understand some more generic factors of adoption of e-government services. However, none of the existing studies (e.g., Abu-Shanab et al., 2010; Alomari et al., 2009) on the e-government adoption have not been able to draw up a proper conceptual framework and validated it with the primary data to analyse citizens’ adoption of e-government services in a Jordanian context. Therefore, this study is a further initiative to fill in this research gap.

A number of studies (e.g., Al-Sobhi et al., 2011; Bwalya & Healy, 2010; Gupta et al., 2008) in the context of the developing countries in particular have acknowledged the problems of slow adoption of e-government services. For example, Al-Sobhi et al. (2011) stated that although gulf-countries have spent exorbitant amounts of money in deploying e-government services, adoption rates for such services were found to be low due to various social, political, and demographic reasons. Analysing the adoption of the e-government services in the South African Development Community (SADC) region, Bwalya and Healy (2010) recognized that it is not the cost overruns or the integration-related issues but the concerns of low adoption rates are the gloomy side of e-government adoption. The reasons for such slow adoption of online government services can be explained by examining the factors responsible it. These factors can be considered as part of proposed conceptual model and can be empirically validated using the appropriate primary data to facilitate comprehending the slow adoption of the e-government services.

Realizing from the existing research gap and lack of empirical research to assess the factors influencing Jordanian citizens’ intention to adopt e-government systems, this study will use the TAM model extended with facilitating conditions and trust to analyse citizens’ adoption for the Jordanian e-government official website (jordan.gov.jo/wps/portal/). Such analysis will reveal some of the most significant factors that are responsible for the adoption of e-government services in Jordan.

**Electronic Complaint Service**

Electronic complaint service is an interface designed in the official site of the Jordanian e-government portal for registering citizens’ complaint. It contains links to 50 ministries and public organizations for which the citizens can lodge their complaints. These entities include Prime Ministry, Civil Service Bureau, Ministry Of Finance, Agricultural Credit Corporation, Aqaba Railway Corporation, Audit
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