Electronic Government Services Adoption: 
The Moderating Impact of Perceived Service Quality

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ABSTRACT

This study investigated the moderating impact of perceived service quality on the positive relationship between perceived usefulness of e-government services and intention to use e-government services. The Technology Acceptance Model (TAM) was applied as the theoretical foundation for the study. The research data collected was analyzed with SPSS while the graphical representation of the moderating effect was generated using the software known as Interaction version 1.7.2211. The results have demonstrated that perceived service quality of e-government services does not have any significant moderating effect on the positive relationship between perceived usefulness and intention to use e-government services. However, perceived service quality and perceived usefulness of e-government services were found to be positively significant in influencing the intention to use e-government services. The implications of this study are further discussed.

KEYWORDS

E-Government, E-Government Services, Moderating Role, Perceived Service Quality, Technology Acceptance Model (TAM)

1. INTRODUCTION

Electronic Government is the application of appropriate Information and Communication Technologies (ICTs) especially the Internet in public administration with a purpose to enhance the delivery of government public services and to facilitate citizens’ interaction with government and its agencies. E-government uses internet based technologies to provide information and services to citizens for efficient and effective governance (Sharma, 2015). Both developed and developing countries are adopting e-government projects in the public sector with an ultimate agenda to bring efficiency, transparency, accountability, and responsiveness in government business and interaction with the general public (Sharma, 2015). Not only has e-government got the potential to improve the provision of public services but can be an effective and efficient approach by governments to interact and connect with citizens and the general public (Zhao, José Scavarda, & Waxin, 2012). E-government adoption by Government requires the adoption of suitable ICTs for rebuilding government processes and delivering government services electronically to citizens, enterprises and government employees (Ziembaj, Papaj, & Hacura, 2015). The complex nature of e-government requires the combination of

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political, cultural, technological and organizational changes designed to support and drive a profound transformation in government (Nfuka & Rusu, 2011; Pina, Torres, & Royo, 2009; Rana, Dwivedi, & Williams, 2013). E-government can be perceived as a very complex socio-technical system composed of people, technologies involving both social and government structures and processes (Ziembaj & Papaj, 2012) to succeed.

There are varying reasons for the adoption of e-government, they could be political, economic, social and managerial reasons (AlAwadhi & Morris, 2008). The political reason, e-government is adopted to provide timely public information services with the ultimate purpose to increase the participation of citizens in political and governance processes (Colesca & Dobrica, 2008). The economic reason could be to reduce and provide a lower cost of channels of communication between government, citizens and the general public, increased efficiency and improvement in service quality, reduced time of accessing public services, improved access to services and availability of new services. The delivery of improved government services and the subsequent enjoyment of such quality public services could be considered the social benefit of e-government. This would allow citizens to enjoy and access public services regardless of their location to obtain government information through web portals at any time with Internet availability (Colesca & Dobrica, 2008). The managerial reason for the adoption of e-government may include but not limited to reforming the public sector, creating a world class and efficient government including its agencies and also to increase the level of accountability and transparency of government in dealing with citizens and businesses especially in the procurement and award of government contracts (Colesca & Dobrica, 2008). The managerial reason for the adoption of e-government may help reduce the menace of corruption but not eradicate it entirely. The success of e-government initiatives does not only hinge on the e-government service providers but importantly on the citizens and the general public who are considered the end-users of e-government services. Hence, studies that seek to explore as well as understand the predictors or factors influencing the use of e-government services are vital for e-government service providers (Sharma, 2015).

Extensive research has validated the significant impact of perceived usefulness on the intention to use e-government services (Ahmed & Campbell, 2015; Alomari, 2014; Carter, Weerakkody, Phillips, & Dwivedi, 2016; Davis, 1989; Mensah, Jianing, & Durrani, 2017; Rabaa, Zogheib, Al Shatti, & AlJamil, 2015) but there is no research which has examined the moderating impact of perceived service quality (PSQ on perceived usefulness (PU) and intention to use (IU) e-government services. Hence the objective of this research paper is to investigate the moderating impact of perceived service quality on the positive relationship between perceived usefulness and intention to use. The research question below will be explored to achieve the objective of this study:

To what extent does the perceived service quality of e-government services moderate significantly the impact of perceived usefulness on the intention to use?

The rest of the paper is organized as follows: literature review and theoretical framework, research model, and hypotheses, research methodology, results, discussion and conclusion and limitation of the study.
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