Chapter 16

G2C Adoption of E-Government in Malaysia: Trust, Perceived Risk and Political Self-Efficacy

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**ABSTRACT**

Electronic government or e-government has long been known as a breakthrough of a new form of communication and transaction between the government and citizens, the government and industries, and among government agencies. Simply, e-government is meant not only to help the government to accomplish its daily administrative activities but also provide an easier way to communicate with external entities like citizens and businesses throughout the utilization of Information and Communication Technology (ICT). With the implementation of e-government in Malaysia, study about Government to Citizens (G2C) adoption is important in reflecting its progress. Against this backdrop, this paper studies G2C adoption in Malaysia by espousing the Technology Acceptance Model (TAM) theory as a framework. Other factors that are believed to influence citizens’ intentions for using the G2C system are also examined.

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INTRODUCTION

The rapid development of ICT and Internet Technology has encouraged governments to take part in the virtual world throughout the development and deployment of electronic government in order to better serve the citizens. In the middle of information age and with the proliferation of innovations in ICT from time to time, governments have been cautiously taking this opportunity to reform their tasks in order to deliver information and services more efficiently and effectively through various ICT tools.

Electronic government or electronic governance or e-government has long been sounding as a breakthrough of communication and transaction between the government and citizens or government and industries. Simply, e-government is meant not only to help government to accomplish daily administrative activities but also to provide more easy way to communicate with external entities such as citizens and businesses throughout the utilization of ICT. According to Gronlund and Horan (2004), e-government can be defined as “the use by government agencies of information technologies that have the ability to transform relations with citizens, businesses, and other arms of governments. These technologies can serve a variety of different ends: better delivery of government services to citizens, improved interactions with business and industry, citizen empowerment through access to information, or more efficient government management. The resulting benefits can be less corruption, increased transparency, greater convenience, revenue growth, and/or cost reductions (pp. 718-719).

One of the most important reasons of e-government implementation is to embrace citizens and businesses closer to their governments. Consequently, the interactions and transactions can be established anywhere and anytime. Analogous to e-commerce technology, which allows businesses to transact with each other more efficiently and effectively (B2B) and brings customers closer to businesses (B2C), e-government aims to make the interaction between government and citizens (G2C), government and business enterprises (G2B), government and its own employee (G2E), and inter-agency relationships (G2G) more friendly, convenient, transparent, and inexpensive.

To date, there are many literatures that have shown empirical evidence that e-government is running smoothly in developed countries compared to developing countries. This is the reason why there are so many studies have been conducted to identify the challenges and opportunities of e-government system in developing countries, not only by international organizations (e.g., UN, WorldBank, OECD, etc) but also by practitioners and researchers. Some studies focused on how to adopt the successful plan and the strategy of e-government implementation from developed countries, which in most cases full considerations need to be taken because of many major differences from both sides (e.g., cultural issues, IT infrastructure, government system, etc).

Generally, the study adopts TAM as basic research model to explain the status of e-government adoption by citizen and expands the model to identify determinants of TAM in the context of e-government adoption in Malaysia.

BACKGROUND OF STUDY

In 1996, the government of Malaysia initiated Multimedia Super Corridor Malaysia (MSC-Malaysia) as a platform to build a competitive market for the ICT companies and industries. MSC Malaysia has hosted more than 900 multinational and local companies that focused on ICT and multimedia products, services, solutions, and research and development. As one of the

MSC Malaysia Flagship Applications, e-Government initiative was introduced to improve the way in which the government delivers the services to its citizens and industries. The projects under the e-Government flagship have been
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