Chapter 42
Trust and Public Services in E-Government Based on Customer Orientation

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ABSTRACT
This chapter aims to identify the role of risk perception and trust in civil servants’ intention to deliver e-services in e-government. The research method is based on theories on perceived behaviors and technology acceptance. The research uses questionnaires to examine civil servants’ intention to adopt digitalized services in e-government and seeks to measure perceived usefulness of e-services, subjective norm, self-efficacy, technology facilitating conditions, trust towards Information Systems, and perceived risk from the perspective of service marketing (e.g., SSTs, self-service technologies). Structural equation modeling is used to further analyze the data and to design a theoretical model predicting the individual’s intention to trust e-services in e-government. The research results indicate that perceived usefulness cannot directly influence behavioral intention without an attitude of acceptance towards digitalized administration. Further, civil servants do not have high risk perception in using online public services.

INTRODUCTION
The purpose of e-government is the utilization of information technology (IT) to provide efficient, timely and accessible means of linking citizens to the public sectors. The proliferation of e-government can be attributed to the delivery capability of government information, resources and services through 24/7 Web access (Holden, Norris, & Fletcher, 2002). Maintaining online access to e-government to provide services is part of government, especially for those officials who are charged with implementing public services. Therefore, it is important to explore the intention of administrators to adopt online service delivery. Their values and perceptions influence their at-
It is an important issue in discussing security and perceptions of trust towards information technology. Since Davis (1989) provided the Technology Acceptance Model (TAM) and showed the theoretical basis for actual use depends on behavioral intention, the attitude construct in TAM represents attitude toward the behavior of using technology (Wixom & Todd, 2005). Davis (1989) provided two important concepts in TAM: (1) perceived usefulness refers to user feelings of improved performance when using technology; (2) perceived ease of use is concerned with user perceptions of degree of exertion needed to use technology. Using TAM, Igbaria, Guimaraes, & Davis (1995) examined the role of organizational factors on personal computing acceptance and found that these factors indirectly influenced usage through ease of use and perceived usefulness. Therefore, in this study ease of use and perceived usefulness are selected as two main factors to test user’s intention of IT acceptance, following the TAM model. Gefen, Karahanna, and Straub (2003) have noted that consumer trust is as important to online commerce, thus showing an agreement with the widely accepted TAM concepts of perceived usefulness and perceived ease of use.
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