Chapter 76

Intention to Use E-Government Websites among Universiti Sains Malaysia (USM) Students

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ABSTRACT

In almost every country, government agencies are making their services available online. The success of e-Government initiatives is contingent upon citizen's willingness to use these Web-enabled services. This study investigates and examines the intention to use e-Government services among students in Universiti Sains Malaysia (USM), Penang. A research framework based on the PCI (Perceived Characteristics of Innovating) by Moore and Benbasat (1991) to identify factors that would determine and influence the intention to use e-Government websites and services. A survey involving a total of 145 university students was conducted. The results reveal that relative advantage and ease of use are the significant drivers of intention to use e-Government whereas image and compatibility were not important. The implications for research and practice are also explored.

INTRODUCTION

Situated in Malaysia, the Multimedia Super Corridor (MSC) is a Government designated zone, designed to leapfrog Malaysia into the information and knowledge age. The MSC Malaysia Flagship Application consists of seven types of applications, whereby electronic government (e-government) is one of the flagships. Electronic 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. Definition:

- An initiative aimed at reinventing how the Government works
- To improve the quality of interactions with citizens and businesses
- Improved Connectivity
- Better Access

- High Quality Services
- Better Processes/Systems

The primary aim of this initiative is to create a virtually paperless administration, with an eye towards the widespread use of electronic and multimedia networks in the government. The Electronic Government initiatives were launched to lead the country into the Information Age. It seeks to improve both how the government operates internally as well as how it delivers services to the people of Malaysia, and to improve the convenience, accessibility and quality of interactions with citizens and businesses. Electronic and multimedia infrastructure will eventually encompass all levels of government, and in doing so, information flows and processes related to government affairs will be made faster and more efficient. The vision of Electronic Government is a vision for government, businesses and citizenry to work together for the benefit of Malaysia and all of its citizens. The vision focuses on effectively and efficiently delivering services from the government to the people of Malaysia, enabling the government to become more responsive to the needs of its citizens.

The seven pilot projects of the Electronic Government Flagship Application include Project Monitoring System (SPPII), Human Resource Management Information System (HRMIS), Generic Office Environment (GOE), Electronic Procurement (EP), Electronic Services (E-Services), Electronic Labor Exchange (ELX), E-Syariah.

The myGovernment Portal acts as the one-stop source of Malaysian government information and services for the citizens. Government to Citizen (G2C), the goal is to have the availability of citizen-centric services at any time, any place and by any means. Government to Business (G2B), enterprises will be able to deal with government as speedily as with any other business; processes will be clear, fast, reliable and automated. Governments will provide on-the-spot feedback and ongoing information about the status of their request. Areas include business life cycles, employee reporting and control, procurement, sales tax reporting, and environment compliance. Government to Employee (G2E), the solution is about empowering employees to support citizens in the fastest and most appropriate way, speeding up administrative processes, and optimizing governmental solutions. Government as a Trusted Exchange, this includes collaborative work in the areas of e-authentication, e-training and disaster assistance.

To date, 3,300 government forms can be downloaded for free and 395 online services are available on the Portal. While there seems a big growth in the development of e-Government initiatives, however there is question that how much citizens will accept the use of such services. To date, few studies have explored the core factors that influence citizen adoption of e-Government services. In 2006, on September 30, in Kuala Lumpur, Bernama news reported that the government has again underscored its commitment towards the growth of the ICT sector in the 2006 Budget, say ICT companies operating in Malaysia. These include the extension of MSC-status related benefits (50 percent income tax exemption for five years or investment tax allowance of 50 percent) to ICT and multi-media enablers operating outside the Cyber cities of Cyberjaya, Kuala Lumpur City Centre, Technology Park Malaysia, Bayan Lepas in Penang and Kulim HiTech Park in Kedah. In United States, there are predictions of more than $600 billion of government fees and taxes to be processed through the Web by 2006 (James 2000). In the US, federal government spending is predicted to reach $2.33 billion in 2005 (Gartner Group 2000). According to a survey conducted by the international City/Country Management Association (ICMA) administered to chief administrative officers (CAO) at government agencies, 74.2% of CAOs reported that their government agency had a Web site. However, 90.5% of these agencies have not conducted a survey to see what online services citizens and business actually want (ICMA, 2002).

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