

# Chapter 60

## An Exploratory Study on the Information Quality Satisfaction of Central Cyber Government Office of the Hong Kong Government

Kevin K.W. Ho  
The University of Guam, Guam

### ABSTRACT

*Information quality is critical for a communication portal because there are myriad information types, including textual, audio, video and other complex information types, which an organization has to manage. In this chapter, the author examine the information quality satisfaction of the Central Cyber Government Office (CCGO), which is a communication portal developed by the Hong Kong Government. A survey study was conducted to investigate how users evaluate the information quality of CCGO. This portal case is interesting because: (1) Hong Kong Government has invested millions of US dollars in its implementation; and (2) the number of potential users is huge (over 140,000) in 2007.*

### INTRODUCTION

To keep governments operating smoothly, swift but careful fine-tuning of public policies and strategies are required. This situation creates a demand for establishing a seamless information flow between government agencies. To facilitate such information exchange, there is a global trend for governments to take advantages of information and Internet technologies for providing their services online. This

can improve both efficiency and service quality of business processes within governments. Therefore, in previous years, many governments have heavily invested in information technology infrastructures and software applications. Taking Hong Kong as an example, this Far Eastern metropolitan invested over US\$100M per year in its **e-Government** projects since 2000. For the seven-year period between April 1999 and March 2006, Hong Kong Government invested US\$1,094.4M in information technology (Ho, 2007). This huge investment helps Hong Kong to advance to one of the top countries/cities in the

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maturity of **e-Government** development (Accenture, 2004; Melitski et al., 2005).

Among these US\$1,094.4M invested by the Hong Kong Government, 16% was invested in those projects related to the development of IT infrastructure and software applications, which aimed to support Government-to-Government (G2G) and Government-to-Employee (G2E) transactions (Ho, 2007). In this study, we investigate the impact of **information quality** on the **user satisfaction** of one of the key G2G and G2E applications in Hong Kong, i.e., the Intranet portal of the government, a.k.a. the Central Cyber Government Office (CCGO).

## BACKGROUND

### Central Cyber Government Office (CCGO)

In 2000, the Hong Kong Government launched its Intranet communication portal, the Central Cyber Government Office (CCGO), for its employees (HKG, 2009). This portal is designed for disseminating information within the government. It also acts as a hub for linking up services provided to internal customers from different government agencies. Its function is similar to GovHK, (<http://www.gov.hk>), the **e-Government** one-stop portal for members of the public developed by the Hong Kong Government. Users can access to CCGO via their network terminals, which are connected to the government Intranet. Apart from acting as a communication portal, CCGO also provides other add-on services, ranged from simple search functions, such as telephone directory and glossaries, to bulletin boards and discussion forums. Plus, CCGO acts as a platform for G2E and G2G applications. New applications, such as the electronic leave application system, electronic payroll system, and departmental portals were launched in the past few years (HKG, 2009).

In this study, we examine the **user satisfaction** on this Intranet portal. We choose CCGO as the focus of our study based on the following reasons. First, the Hong Kong Government is one of the pioneers in implementing **e-Government** projects in the world and ranked the seventh in the worldwide “Overall Maturity in **e-Government**” (Accenture, 2004). Thus, we conjuncture CCGO would be well designed. Second, the number of users of CCGO is huge. When we conducted our study in 2003/2004, the number of users of CCGO was around 50,000, i.e. 1/3 of the staff force. In the past few years, its user population has increased to 140,000 and it is now accessible by nearly all civil servants. With more knowledge on how **information quality** factors affecting **user satisfaction** on CCGO, business firms and governments can obtain insights on how to develop their own communication portals. Therefore, we aim at addressing the following research questions:

- (1) How does **information accuracy** (Ac) affect the **user satisfaction** of Government Intranet portal?
- (2) How does **presentation format** (P) affect the **user satisfaction** of Government Intranet portal?
- (3) How does **information timeliness** (Ti) affect the **user satisfaction** of Government Intranet portal?
- (4) How does **content relevancy** (C) affect the **user satisfaction** of Government Intranet portal?

### Literature Review on Information Quality

Information Systems (IS) researchers study the relationship between **information quality** and **user satisfaction** for over 30 years (Melone, 1990). Bailey and Pearson (1983) studied **user satisfaction** and developed 39 factors for measuring computer **user satisfaction**. These

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