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Exploring the Factors Affecting User Satisfaction With Metrash2 System

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ABSTRACT

This research investigated Qatari citizens' perceptions regarding the factors influencing their satisfaction with Metrash2 system. Qatari residents use Metrash2 to query, transact, and follow-up their needed information/services online. The study integrated the technology acceptance model (TAM) and the information system success model (ISSM) to explore the factors influencing users' satisfaction with the system. Perceived usefulness and perceived ease of use were significant predictors of behavioral intentions ($R2 = 0.554$). Furthermore, service quality, information quality, and behavioral intentions were significant predictors of users' satisfaction ($R2 = 0.789$). Research results did not support the role of system quality in predicting users' satisfaction. Qatari government should focus on the usefulness and ease of use of the system to drive citizens to use it. Convincing citizens to use Metrash2 requires better service quality and information quality. More details are reported at the end of the paper.

KEYWORDS

E-Government, Information Systems, ISSM, Metrash2, Qatar, Satisfaction, TAM, Technology Adoption

INTRODUCTION

Since the advent of the Internet, governments recognized that the Internet and Information and Communication Technology (ICT) improved the quality of people's lives. Therefore, governments used ICT as an opportunity to satisfy citizens' needs (Al Athmay, Fantazy & Kumar, 2016). Many governments worldwide, including the Qatari government, have planned and implemented programs to integrate ICT and the Internet into their delivered services to citizens and businesses. E-government is the use of ICTs to enhance public services and improve the democratic and social lives of citizens (Layne & Lee, 2001; Basu, 2004; Evans & Yen, 2006; Yildiz, 2007). Other researchers adopted a comprehensive view of the concept of e-government and included dimensions (terms) like e-democracy, e-inclusion, e-participation, and better and enhanced public performance (Medaglia, 2007; Caldow, 2004; AL-Rababah & Abu-Shanab, 2010; Yao & Okoli, 2007). Such direction extends e-government and improves our understanding of the holistic view of the concept.

E-government requires utilizing the available online information technology to deliver public services offered by governments to their citizens (Lallmahomed, Lallmahomed & Lallmahomed, 2017). The purpose is to encourage citizens to participate in public events (Abu-Shanab, 2017). Accordingly, it is important to explore the factors that enhance the relationship between the government and its citizens. E-government is defined as the utilization of ICT, the Internet and mobile technology to

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deliver public services online, enhance the performance of governmental entities, and encourage the public to participate in democratic and public events (Kurfali *et. al.,* 2017).

The success of any e-government project depends mainly on the involvement of the public and business representatives in using these initiatives and finish their transactions efficiently and effectively without the need to go to the governmental offices physically (Lallmahomed *et. al.,* 2017). Research reported that 20% of the reasons for successful e-government projects depend on its technology implementation, and the other 80% of such reasons are people and process related (Sang & Lee, 2009). Based on such view, this study will focus on citizens and their adoption of such applications and specifically Metrash2 in Qatar.

E-government aims at achieving several objectives such as improving the transaction speed, strengthening the relationship between the government and the public, improving the efficiency and the effectiveness of the delivered services (Abu-Shanab, 2017; Al-Yafi, Hindi & Osman, 2016; Al Najjar et al., 2019), improving the productivity, and improving users' satisfaction (Layne & Lee, 2001; Basu, 2004; Evans & Yen, 2006; Yildiz, 2007; Medaglia, 2007; Caldow, 2004; AL-Rababah & Abu-Shanab, 2010; Yao & Okoli, 2007). E-government services extended to several stakeholders not only to citizens. They target businesses and public employees. Therefore, e-government became an important tool for citizens and businessmen, where they can conduct their transactions online (Danila & Abdulla, 2014).

Despite the large resources and efforts invested in establishing and integrating ICT into e-government websites, governments face huge challenges during the implementation process. The reported downsides of such websites are poor service quality, inflexible system, bad attitudes of users towards the overall online system and users' dissatisfaction. Such symptoms lead to the failure of many projects (Abu-Shanab & Bataineh, 2016). In this context, many studies focused on the investigation of users' adoption of e-government services. These studies explored the main issues in adopting online systems. Research suggests that governments should match and satisfy the needs and the preferences of their citizens, where many articles considered it the main factors hindering their adoption (Al Athmay, Fantazy & Kumar, 2016). The authors reported that most mandatory online systems fail because governments do not pay attention to improving the features of the system so it matches citizens' needs.

Research suggested that improving the quality of online systems to meet citizens' needs and expectations, would succeed in establishing an effective e-government services (Gupta, Dasgupta & Gupta, 2008; Abu-Shanab 2017). The problem statement of this study focuses on the satisfaction of citizens with e-government services. The first step toward satisfaction is the use of such service, where citizens are challenged by many factors before using the service and be satisfied. Based on that, this study investigated the significant elements that affect users' adoption of Metrash2 services in Qatar.

The major objective from conducting this research is to explore Metrash2 online system in terms of its perceived usefulness, perceived ease of use, system quality, information quality, and service quality that would affect users' acceptance of Metrash2 system, and furthermore their satisfaction. Lack of such studies (exploring the adoption and satisfaction of Methrash2 users) encouraged us to do this research based on a quantitative approach and utilizing an on-line questionnaire. The following is a statement of the major research question: *What are the major factors influencing Qatari residents' satisfaction and use of Metrash2 system.*

The remaining paper consists of five sections. The following section (section 2) deals with literature reported and the related work synthesized. This is followed by a detailed depiction of how we formulated the research hypotheses and the research model. The fourth section describes the research methodology followed by a detailed discussion of analyses and results. Finally, conclusions, implications and future work are reported in the last section.