Behavioral Acceptance of Electronic Government in Jordan

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ABSTRACT

Due to the development of communication and information technology, all organizations employ electronic communication to reach their customers and users, especially in developed nations where governments use e-government to support their residents with needed services. In Jordan, the use of e-government services is not as well adopted as in developed nations, because some Jordanians do not trust e-government services due to many reasons, which are discussed in this research; therefore, this study's goal is to determine dimensions that affect people's intentions to use e-government and its effect on e-government actual use in Jordan. The study looks into the factors that impact individuals' intentions and actual e-government usage, including attitudes toward behavior, credibility, and subjective norms that are derived from perceived usefulness, ease of use, awareness, trust in the government, incentives, trust in service delivery, transactional security, and social influence. A total of 352 online questionnaires were gathered, the majority of which were completed by college students who are between the ages of 18 and 29. The findings indicate that perceived ease of use, incentives, and perceived usefulness influence attitudes toward behavior, while awareness does not affect attitudes toward behavior. Trust in service delivery, transactional security, and trust in government affect credibility. Social influences affect subjective norms. Attitudes toward behavior and subjective norms affect intention to use, using intention affects actual usage, while credibility does not affect using intention. Finally, the results are helpful to Jordanian organizations including the Jordanian government. Recommendations are provided in the last section.

KEYWORDS

Attitudes, Behavioral Acceptance, Credibility, Customers' Intention to Use, E-Government, Subjective Norms

INTRODUCTION

Providing the best services to citizens is the government's priority. Governments aim to improve ongoing communication with people, particularly those residing in remote or sparsely populated areas (Ottoum & Suleiman, 2011). Because of the fast evolution of information and communication technology (ICT), governments have induced a step forward to adopt new ideas and technologies

to provide citizens with services through e-government (M. Alomari et al., 2012), so e-government utilizes ICT systems and tools to enhance public services (Giri & Shakya, 2019). Government websites are information sites that allow all users to access needed information (Khalid et al., 2021; Tsui, 2019).

Moreover, e-government intermediates the correlation between governance and citizens' trust (Jameel et al., 2019). Users' confidence in e-government services affects users' intention to employ services and increases the acceptance of e-government services (Muttaqin & Susanto, 2019). Information security, integrity, confidentially, data availability, and privacy are important for e-government services usage (Novianto, 2020). E-government adoption is based on system quality, self-efficacy, and perceived accessibility to e-government services (Yulianto et al., 2021). Computer self-efficacy, quality of information, compatibility, service quality, system quality, and innovativeness influence the intention to adopt e-government services (Kilani, 2021). The millennial generation believes that software quality, security, risk perceptions, and e-government services trust affect public intentions to use e-government (Assegaff et al., 2021). Engagement in social media tools and e-government information affects the tourists' intention and attraction to tourist places (Sitthipon et al., 2022).

The Jordanian government has adopted e-government services bearing in mind their usefulness and benefits (Ottoum & Suleiman, 2011). The government is investing in digital technology to improve information quality, enhance connections with citizens and increase citizens' engagement (S. Sharma, Kar, et al., 2022). But the Jordanian government lacks experience in this field, therefore, it implements western models and strategies of e-government, though it considers cultural differences between Jordan and Western countries when implementing e-government (Rehman et al., 2012). Until now, the project of e-government in Jordan has not reached the desired level of service (AL-Rababah & Abu-Shanab, 2010). Only 31.2% of Jordanian people use electronic government, while 68.8% do not use it because they are unaware of its benefits (Al-Soud et al., 2014). Most of the previous studies concluded that quality of information, accessibility, transparency, satisfying user, usefulness, efficiency, trust, quality of service, and ease of use are considered the main dimensions that affect the adoption and usage of e-government services (Singh et al., 2020). Moreover, gender differences affect behaviors, attitudes, and social media communication which enhance engagement (Stone & Can, 2021). Furthermore, factors affect e-government service use such as infrastructure, security, privacy, ease of use, cost of access, reliability, accountability, and governance policies (S. Sharma, Mir, et al., 2022). Perceived risk, effort expectancy, facilitating conditions, social influence, performance expectancy, perceived quality of service, and trust in digital technology affect the attitude to use e-government in Jordan (AlHadid et al., 2022). Social media tools facilitate information sharing which increases customer engagement and satisfaction and affects individual decision-making (Grover et al., 2022).

As stated above, many research papers have tested the e-government behavioral acceptance from different viewpoints, every study considered different factors which may affect users' intentions and behaviors. In Jordan, e-government studies have focused on specific e-government topics like user adoption and acceptance, this indicates that there is a need for research investigating recent topics such as citizen avoidance and resistance, privacy and security, continuous-use intention, and post-adoption (Alzyadat & Alarabiat, 2022). Therefore, this research is dedicated to investigating the influence of selected variables (ease of use, incentives, perceived usefulness, awareness, trust in service delivery, trust in government, transactional security, social influence, etc.) on attitude, credibility, and subjective norms that impact the intention to use and actual use of e-government, which have been not studied before as collective factors together. Hence, the research paper is aimed at investigating the dimensions that impact the residents' behavioral acceptance of e-government and answering the upcoming study questions:

1. What are the main dimensions that influence the citizen's behavioral e-government acceptance?
2. What are the dimensions that affect attitude levels towards using e-government?
3. What are the dimensions that impact credibility levels toward e-government usage?
4. What are the dimensions that impact subjective norm levels towards using e-government?
5. To what extent does the usage intention influence the actual e-government usage?

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