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The Effects Of Perceived Usefulness And Perceived Ease Of Use On Continuance Intention To Use E-Government

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Abstract

E-government can offer improved quality of information supply and fewer administrative burdens. Despite significant benefits in e-government systems, the extent to which citizens have been able to assimilate these systems is still unclear. This study analyzed the relationships between predictor's variable (perceived usefulness and perceived ease of use) and criterion variable which is continuance intention to use e-government. A total of 543 government servant who taught in Malaysian public schools completed the questionnaire and became the participants of this study. To answer the research questions, multiple regression analysis was applied. The results indicate that perceived usefulness ($\beta = 0.65$, $p < 0.01$) and perceived ease of use ($\beta = 0.14$, $p < 0.05$) were positively related to continuance intention to use e-government and able to explain a total of 56 % variance.

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1. Introduction

E-government refers the use of information and communication technologies (ICTs) to promote more efficient and effective government, facilitate more accessible government services, allow greater public access to information, and make government more accountable to citizens (Sarrayih & Sriram, 2015). In fact, e-government is considered as a powerful tool in reducing corruption (Elbahnasawy, 2014). Previous literature on e-government service adoption has focused on pre-adoption stage (Belanche, Casaló, & Flavián, 2012; Fakhoury & Aubert, 2015; Lee, Bharosa, Yang, Janssen, & Rao, 2011; Rana & Dwivedi, 2015; Shareef, Kumar, Kumar, & Dwivedi, 2011; Weerakkody, El-Haddadeh, Al-Sobhi, Shareef, & Dwivedi, 2013). However, given the importance of continuance usage (Bhattacharjee, 2001), we put our emphasis on post-adoption in this study.

2. Literature Review

2.1 Malaysian e-government initiatives

The e-government initiatives in Malaysia was introduced under the 7th Malaysia Development Plan. Under the e-government flagship, there are seven main project were identified namely Generic Office Environment (GOE), Electronic Procurement (EP), Project Monitoring System (PMS), E-Syariah, Electronic Labor Exchange (ELX), Human Resource Management Information System (HRMIS) and Electronic Service Delivery. Ahmad & Othman (2006), claim that the implementation of e-government would bring benefit to the society and the government itself. However the adoption issues is still exist in Malaysia.

2.2 Theories on technology acceptance

There are many theories have been developed to explain user's intention to use an information system technology. Among others, Technology Acceptance Model (Davis, 1989) have been extensively studied in the literature. TAM initially proposed by Davis (1989) and it is actually information service theory that model how users come to accept and use a specific technology (Yusuf Dauda & Lee, 2015). TAM model has been expanded by a number of researchers and has been applied to many different technologies including e-learning (Cheung & Vogel, 2013), teleconferencing (Park, Rhoads, Hou, & Lee, 2014), short message service (Muk & Chung, 2015) and etc. According to TAM, users' adoption of information technology is determined by perceived usefulness (PU) and perceived ease of use (PEOU) and thus assumed to determine a person's attitude towards using the technology. However, only perceived usefulness and perceived ease of use was theorized as the determinant of e-government adoption (Figure 1). This is due to the functionality of the e-government equipment makes it likely that consumers perceive it very useful and easy to use as its capability to provide government news, information as well as transaction.

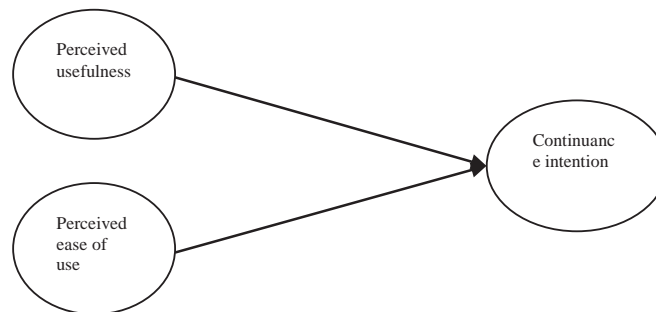


Figure 1: Research model

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