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THE ACCESSIBILITY OF E-GOVERNMENT SERVICES TOWARDS USAGE OF E-GOVERNMENT SERVICES AMONG LOCAL COMMUNITIES IN AMPANG.

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ABSTRACT

As a result of globalization and liberalization, the Internet has become a transaction medium in virtually every aspect of human life. This research examines the various determinants that impact the inclination of Malaysian citizens to utilize e-government services. This research amalgamates elements from the Technology Acceptance Model (TAM) and the Culture-Moderated Diffusion of Innovation (DOI). This study adapts the accessibility of E-Government services towards the usage of E-Government in Ampang communities. During the survey conducted among communities, they are encouraged to use Google form to fill and submit their responses. This is to identify the accessibility of E-Government Services among Malaysian urban communities. The accessibility of EGovernment services developed positively impacts on usage of E-Government services. Research findings suggest the accessibility of E-Government services as an innovation in the context of usage of E-Government.

ARTICLE INFO

1.0 INTRODUCTION

Government administration and operations have indeed undergone significant transformations due to the impact of the Internet on interactions with citizens and corporations (Carter, 2008). This shift is evident in the Malaysian government's adoption of various e-government platforms like BR1M, e-Kasih, and e-Rezeki, which are accessible to all Malaysian citizens. The development of e-government capabilities is crucial not only because it changes how governments disseminate information, offer services, and engage with the public but also because it has become a fundamental aspect of government strategies.

The accessibility of e-government services among Malaysian urban communities has been a subject of inquiry. Studies have explored factors influencing the intention to use e-government services among citizens in Malaysia (Thomas & Streib, 2003). Effort expectancy and social influence have been identified as significant determinants affecting the continuance intention to use e-government practices (Hung et al., 2013). Additionally, the acceptance of e-government systems in Malaysia has been investigated, revealing challenges such as implicit knowledge, user interaction, and security concerns that need to be addressed for the successful implementation of e-government services (Weerakkody et al., 2013)

Furthermore, the role of intermediaries in facilitating e-government adoption has been examined, emphasizing citizens' beliefs regarding the safety of online communication with the government (Weerakkody et al., 2013). It is crucial to understand the impact of e-government services on the integrated management structure within urban organizations to develop appropriate evaluation indicators for such services (Brinkerhoff et al., 2017). Additionally, the development of e-government services has implications for the public sector, emphasizing the importance of information and communication technology in enhancing government operations (Amailef & Lu, 2011). In conclusion, the evolution of e-government services in Malaysia reflects a broader trend of digital transformation in government operations. Understanding the factors influencing the accessibility and adoption of e-government services among urban communities is essential for enhancing service delivery and citizen engagement.

2.0 LITERATURE REVIEW

2.1 Accessibility of E-Government Services

E-government has emerged as a crucial tool for governments globally to improve services and meet the needs of citizens and businesses efficiently. The integration of Information and Communication Technologies (ICTs) within government operations has become widespread, aiding in the evaluation and fulfillment of citizen and commercial demands (Moon, 2002). Through e-government platforms, public engagement is encouraged, leading to enhanced accountability, democracy, and service delivery (Tolbert & Mossberger, 2006). The "Government to Citizens" (G2C) concept promotes collaboration between citizens and the government, further enhancing public services (Welch et al., 2004). Investments in e-government have the potential to increase usage and benefit both citizens and governments, particularly when system performance and citizen service utilization improve (Christensen & Lægreid, 2020). By leveraging online government platforms, costs related to data collection and transmission can be reduced, contributing to more efficient service provision (Pereira et al., 2018).

However, for e-government initiatives to be successful, it is imperative for governments to comprehend the public's needs to tailor these platforms effectively (Bel et al., 2018). E-government not only streamlines administrative processes but also plays a vital role in promoting public cooperation and engagement in governance (Bel & Warner, 2014). The platform model enabled by ICTs has revolutionized public service production processes, enhancing the value delivered to citizens (Abdulkareem & Ramli, 2021). Nonetheless, the effectiveness of e-government services may not solely increase citizen use, as factors like personal needs and ICT access influence adoption (Pereira et al., 2017). In conclusion, the effective integration of e-government platforms, combined with a deep understanding of public needs, can significantly enhance government services, foster citizen-government cooperation, and improve overall governance effectiveness.

2.2 Usage of E-Government Services

Public service digitization has significantly impacted the relationship between governments and citizens as well as businesses and stakeholders. The digitization of government services has led to enhanced government-citizen interactions by improving the accessibility, efficiency, and responsiveness of information and services (Huang & Brooks, 2011). User-friendly applications play a crucial role in increasing acceptance among users, with the perception of technology's usability influencing user behavior and engagement (Huang & Brooks, 2011). Previous studies have linked ease of use to the utilization of e-Government services, highlighting the importance of user-friendly interfaces in promoting service uptake (Huang & Brooks, 2011).

Research has shown that without proper guidance or user-friendly design, the public may face challenges in utilizing government websites effectively (Huang & Brooks, 2011). Usability plays a vital role in ensuring that citizens can easily navigate and access the services provided on government websites. Studies have emphasized the significance of usability, accessibility, and security in evaluating government websites to enhance user experience and engagement (Csontos & Heckl, 2020). Additionally, the quality assessment of e-government websites is crucial for providing high-quality online services to citizens and improving the overall user experience (Doctor et al., 2020). In conclusion, the usability and accessibility of government websites are essential factors that influence user satisfaction and engagement with e-Government services. By focusing on user-centered design principles and ensuring ease of use, governments can enhance the effectiveness of their online platforms and strengthen their relationships with citizens and stakeholders.

2.3 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) posits that the adoption of electronic government services can enhance business and public relations (Hujran et al., 2015). Landsbergen and Wolken (2001) suggest that e-government implementation can lead to improvements in government data flow, policy formulation, coordination, enforcement, and policy quality, ultimately enhancing government responsiveness. Siddiquee (2013) further emphasizes the significance of e-government initiatives, such as the flagship applications launched by the Multimedia Super Corridor (MSC), which aim to boost national competitiveness, create jobs, increase exports, bridge the digital divide, and promote local innovations. Within the realm of e-government programs, specific projects like electronic procurement, project monitoring, and HRMIS are highlighted as crucial components. These initiatives align with the broader goals of enhancing government operations and service delivery through the integration of technology. By leveraging the principles of the TAM and focusing on citizen attitudes and intentions towards e-government services, governments can further drive the adoption and utilization of digital platforms for improved governance. In conclusion, the integration of e-government services, guided by models like TAM, not only enhances operational efficiency but also contributes to broader socio-economic goals such as job creation, competitiveness, and innovation, as evidenced by the initiatives undertaken by the MSC.
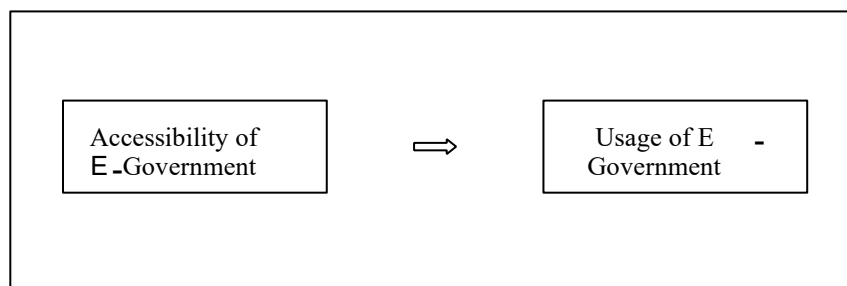
3.0 METHODOLOGY

Figure 3.1 Conceptual Framework

Quantitative and qualitative methods are used in social science (Hussein, 2009). Big data gives quantitative methods general insights. It quantifies people's thinking quantitatively and logically. Our study investigates urban Malaysians' perspectives on e-government services. A 29-question quantitative questionnaire will gather audience statistics. This study obtained data using multiple-choice quantitative questionnaires. Data description and explanation improve research reliability. Descriptive questionnaires measure clients' product positioning preferences numerically. (Yilmaz, 2013) Six significant consumer behaviour characteristics were surveyed. We automatically included demographics in our investigation was in English. The questionnaire included background and Likert scale questions.

4.0 FINDINGS AND DISCUSSION

Table 1: Respondent Demographic Profile

Demographic	Categories	Frequency	Percentage
Age	less than 20 years 21-30 years old 31-40 years old 41-50 years old above than 50 years old	18 63 20 31 20	11.8% 41.4% 13.2% 20.4% 13.2%
Gender	Male	51	66.4%
	Female	101	33.6%
Occupation	Government servant	48	31.6%
	Non-profit sector	3	1.9%
	Student	51	33.6%
	Private	32	21.1%
	Others	18	11.8&
Education	Phd Degree	2	1.3%
	Master Degree	5	3.3%
	Bachelor Degree	63	41.4%
	Sijil Matrikulasi	61	40.1%
	Spm	20	13.2%
	Others	1	0.7%

Table 1: Age-based response percentages. 63/152 (41.4%) poll respondents are 21–30. The second-largest age group was 41-50, having 31 persons (20.4%). Both over-50 and 31-40 share 20 persons, 13.2%. 18 (11.8%) of 152 under-20 questionnaire respondents scored lowest. 101 women (66.4%) and 51 males (33.6%). Education-based survey shows most responses (63, 41.4%) were bachelor degrees. 40.1% of 61 Sijil Matrikulasi/ Asasi/ A Level/ Diploma/ STPM responses, With 20 respondents, 13.2%, SPM education ranked third, while other education rates last with 8 respondents, 5.3%. Rate of occupation-specific surveys Other university students and UPTM responded 51 times (33.6%). Govt. employees number 48 (31.6%). Third is the private sector with 32 responses (21.1%) and other jobs last with 18 (11.8%).

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Table 2: Descriptive Analysis

No.	Measurement items	1	2	3	4	5	Mean/ Standard deviation
1	I perceive the easiness of use of an egovernment service	2 1.3%	6 3.9%	36 23.8%	87 57.2%	21 13.8%	3.7933 0.76234
2	I easily navigate around an eGovernment website	0 0	11 7.2%	34 22.4%	89 58.6%	18 11.8%	3.7600 0.7571
3	E-Government websites provide access for persons with disabilities	3 2%	14 9.2%	55 36.2%	63 41.4%	17 11.2%	3.5333 0.87980
4	I receive the expected assistance when I need it	4 2.6%	16 10.5%	55 36.2%	65 42.8%	12 7.9%	3.4267 0.89252

Table 2 presents the mean and analysis of the independent variable E-Government Service accessibility among Malaysian urban communities' perception and usage. No 1 had the highest mean, 3.7933, with a 0.76234 standard deviation and respondents agreeing that E-Government services were easy to use. Question 4: "I received the expected assistance when I need it" has the lowest mean, 3.4267, and standard deviation, 0.89252.

Table 3: Cronbach's Alpha Coefficient

Variables	Instruments	Cronbach's Alpha Coefficient (α)
Independent Variable		
Accessibility of E-Government	4	0.808
Dependant Variable		
Usage of E-Government Services	3	0.886

By using four questions to measure the accessibility of E-Government, the Cronbach's Alpha coefficient was 0.808. This indicates that it is acceptable. From the result, we can conclude that the situational variables are reliable.

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Table 4: Result Of Pearson Correlation Coefficient

Correlations

		Acessibilityof EGoverments ervices	UsageofEGov ernmentServi ces
AcessibilityofEGoverment services	Pearson Correlation	1	.644**
	Sig. (2-tailed)		.000
	N	150	150
UsageofEGovernmentSer vices	Pearson Correlation	.644**	1
	Sig. (2-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4 shows the accessibility of E-Government services and usage of E-Government services is positive with a correlation coefficient of 0.644. Both significant values are .000, which is less than the highly significant level of 0.01. It shows a significant statistical relationship between accessibility of E-Government services and usage of E-Government services.

5.0 CONCLUSION

The proliferation of E-Government Services has surged, yet there remains a dearth of knowledge regarding the perceptions and utilization of these services among local populations. This knowledge gap poses a significant impediment to the introduction and enhancement of E-Government Services in metropolitan Malaysia. Understanding the usage patterns of urban residents is paramount for tailoring government services to community needs, narrowing the digital divide, and enhancing public service delivery in the digital age (Xu & Tang, 2020).

Recent studies have revealed a positive correlation between the accessibility of E-Government Services and their usage. Pearson correlation analysis indicates a moderate positive correlation between the accessibility and utilization of E-Government services ($r = 0.644$, $p<0.01$). This underscores the importance of enhancing the accessibility of E-Government Services to stimulate their utilization, a notion widely accepted in the field.

Efforts to improve government service accessibility in Malaysia encompass all government agencies, residents, and businesses. Such comprehensive initiatives aim to bolster communication efficiency and effectiveness among all stakeholders. By fostering greater accessibility to E-Government Services, Malaysia endeavors to promote inclusivity, transparency, and citizen engagement in governance processes.

In conclusion, addressing the gap in understanding the utilization of E-Government Services among urban populations is vital for advancing the digital transformation agenda in Malaysia. By prioritizing accessibility and usage, policymakers can enhance service delivery, promote civic participation, and foster a more digitally inclusive society.

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