

**UNIVERSITI TEKNOLOGI MARA**

**MEASURING PUBLIC  
SATISFACTION ON THE  
E-GOVERNMENT SERVICES:  
A CASE STUDY IN SHAH ALAM,  
SELANGOR**

**MUHAMMAD ‘IZZAT BAHAUDDIN BIN ZULKIPLI**

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## ABSTRACT

Nowadays, e-government is one of the important element in increasing the efficiency of the service delivery from the government. Study on the implementation of ICT in the government organizations have been broadly studied however such research unfortunately is still not much amongst developing country including Malaysia. Additionally, there were only a small number of research that have evidently revealed the connections amongst different elements that lead to the public satisfaction of the e-government services. Moreover, existing literature on e-government in Malaysia is mostly about the assessment of e-government portals and factors affecting adoption or use intentions. Hence, the main purpose of this research is to measure the public satisfaction on the e-government services in Malaysia. In this study, the researcher use two model which is the EGOVSAT or the e-government satisfaction model and also the EGOVQUAL model which is the e-government quality model. Both model were adopted from previous researcher that were being used in previous study. The reason on the inclusion of the e-government quality model is because it is being said that quality and satisfaction is related to each other. This research were conducted in the capital of Selangor which is Shah Alam as the city have the most number of internet user all over Malaysia adopting a quantitative method approach with a purposive sampling and convenience sampling of 127 respondents. Data collected were analyzed using Pearson correlation test and multiple regression tests. The study focuses on the relationship between the EGOVSAT and EGOVQUAL model towards the public satisfaction on the e-government services among people in Shah Alam. This study has discovered that there is a positive relationship between EGOVSAT and EGOVQUAL model towards the public satisfaction. Besides, current study has proven that EGOVSAT model is the most contributing model in measuring public satisfaction among the public in Shah Alam. In this study, there are a few limitations which are limited respondent, models used and no specific e-government service. Thus for future study, they should expand more their scope, use other models and focus on specific e-government service in their study.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

In current world of knowledge-driven economy, info and communication technologies (ICTs) remain main enablers in every divisions mainly in government units. As mention by Heeks (2006), info systems will remain to play vital parts in public management. Though ICTs are usually not involved in constructing competitive advantage, ICTs are now seem to be as key instruments meant for generating a further effective plus improved service organization. At the same, the governments in developing countries for instance, are alert on the profits from applying e-government in order to improve technology-driven economies (Banarjee and Chau, 2004; Malaysia Department of Insolvency (MdI), 2013), henceforth, the need to guarantee that every ministry and numerous divisions are prepared with satisfactory ICT peripherals to provide their particular services through online (Hashim and Syed Mohd Fuzi, 2013).

In Malaysia, the major rise of computer usage was seen in 1996 (Banarjee and Chau, 2004) through the Government's provision of numerous initiatives in the direction of facilitate the incorporation of Information and Communications Technology (ICT) in public services. Contemporaneously, Malaysia presents the Multimedia Super Corridor (MSC) to enhance the socio-economic status of its people. Thru having a digitally literate civilization, this shall rise the state production besides create Malaysia as the ICT center in Southeast Asia (Ramasamy et al, 2004). However, the introduction of the electronic government (e-Government) flagship in 1997 remained the commencement of the government revolution journey. The renovation to update as well as improve public services remained the constant yearly plan for Malaysia with the purpose of achieving an advance country position by the year 2020. Instantaneously, e-government shall improve the accessibility and quality of communication among all parties in Malaysia (Ndou, 2003) as cited in (Samsudin, Hashim and Syed Mohd Fuzi, 2013).

In addition, as cited in Alaaraj and Ibrahim (2014), the development of every economic condition hang on the condition of a government whether the government itself