

**UNIVERSITI TEKNOLOGI MARA**

**THE ADOPTION OF  
E-GOVERNMENT AND SOCIAL  
MEDIA AT SHAH ALAM CITY  
COUNCIL: AN ANALYSIS ON  
DETERMINANTS OF PUBLIC  
ENGAGEMENT BETWEEN SOCIAL  
MEDIA PLATFORMS AND  
COMMUNITY**

**NUR AMIRA SYAFIQA BINTI NASRUDIN**

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## **ABSTRACT**

The usage of technology in daily operation within government agencies has become necessities to enhance and improve job performance as it is able to spread, obtain and deliver information easily compared to traditional methods. Most of the study conducted in term of e-government and social media has been focusing on the supply side which are government side as well as in two level of government which are federal government and state government. Moreover, few numbers of local councils such as Kuala Lumpur City Council and Malacca City Council do not have a high number of followers in social media since they are not actively using this medium to communicate with public. It differs from Shah Alam City Council that has a high number of followers in social media and actively use social media as their platform to communicate with public. This study examines the determinants of public engagement in social media platforms at Shah Alam City Council involving three different independent variables which are lead to public engagement in social media platform at Shah Alam City council namely effort expectancy , social influence and performance expectancy. This study adopts a quantitative method approach with a purposive sampling and convenience sampling of 220 respondents in Shah Alam City Council. Data collected were analysed using Pearson correlation test and multiple regression tests. The study focuses on the relationship between public engagement and effort expectancy, social influence as well as performance expectancy together with the most contributing factor that lead to public engagement in social media platform at Shah Alam City Council. This study has discovered that there is a positive relationship between public engagement and effort expectancy, social influence and performance expectancy. Besides, current study has proven that effort expectancy is the most contributing factor that leads to public engagement in social media platform at Shah Alam City Council. In this study, there are a few limitations which are limited scope, limited variables and limited model. Thus for future study, they should expand more their scope, have more variables and include more models in their study.

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Research Background**

Previous years in between 2005 to 2019, there has been significant development of electronic government (E-government) ventures utilizing data and interchanges innovation (ICTs) to help governments in benefit conveyance and data arrangement on the web (e-disclosure). New advancements advance interconnectivity amongst government and residents, organisations, representatives, and others, and in addition to empowering transparency, decentralisation, and both external and internal accountability (Currie & Guah, 2006; La Porte, Demchak, & De Jong, 2002). The Internet has turned into a vital instrument in expanding public transparency and responsibility, which are key drivers for good administration in the public sector (Bonsón, Torres, Rayo, and Flores, 2012). The Web 2.0 applications, as a rule, and online networking, specifically, represent the most recent advance in Internet use by the government. The web-based social networking can be considered as the best articulation of Web 2.0, a term stated by O'Really (2005) to demonstrate the second generation of online applications. Online networking gives new and creative strategies to prompt communication amongst natives and governments (Jaeger, Bertot, and Shilton, 2012), turning into "a focal or center part of e-government in a brief timeframe" (Bertot, Jaeger, and Hansen, 2012)

Furthermore, the utilisation of online networking applications is developing rapidly. As of April 2014, the aggregate number of dynamic Facebook clients surpassed 1,310,000,000 (Statistic Brain Research Institute, 2014). In Australia, an expected 12 million people effectively utilize Facebook and YouTube, while other online networking, for example, Word press, BlogSpot, Twitter, Instagram, and Flickr, have in the vicinity of one and five million dynamic clients in a given month (Cowling, 2013). Driven by this development, numerous Australian public sector associations are embracing online networking for different purposes including business, training, health and organisation (Saldanha and Krishnan, 2012; Culnan, McHugh and Zubillaga, 2010) with early confirmation rising that web-based social networking can assist these associations by improving their administration execution, connect with general society