

PUBLIC AWARENESS ON THE CONCEPT AND USAGE OF MY ID IN PUBLIC AGENCIES

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ABSTRACT

In the current growth of information technology, the Malaysian Government is trying to improve the accessibility of public services and information by using ICT to enable the public to access information and services online. Recently the initiatives of using My ID have been proposed by Malaysian government to rise effectively and efficiently in delivery services to enabling the government to become more responsive to the needs of its citizens. User acceptance is vital for further development of any new introduction of using technology such as MY ID as well as which one of the factors can be the effect on the acceptance of MY ID is user's awareness. The goal of this study is to present a general overview concept of MY ID, the level of user's knowledge and awareness about the concept and usage of MY ID in public agencies by government will be evaluated. Studies have investigated the perception of concept and using My ID in public services which related to the public trust in technology towards My ID. In order to attain this goal, a survey was conducted among the Shah Alam public to measure their awareness, acceptance and perception of concept and usage on My ID in public agencies. The findings of the study would enable the government to decide on the need for promotional of using MY ID to improve their quality service and at the same time the public can enjoy the delight services during the service process.

Key words: *Public services, My ID, quality services, awareness, acceptance, perception.*

INTRODUCTION

Information technology (IT) is rapidly gaining the center stage for future world economic growth and development. Notwithstanding, it has become strategic importance to the service industry, which is predominantly associated with information or knowledge based activities. Developed and developing countries create innovative ways by using the technology. Not left behind, Malaysian government set initiative to utilize the technology approach in order to improve the quality service to the citizens. The latest initiative implemented by the government is "Mycard". It imposes the multipurpose digital application card to all citizens over the age of 12. Mycard simplified life for Malaysian citizens by consolidating drivers' licenses and identification cards for bill payment (ePurchase), tolls, parking or public transport, ATM banking and health services into a single smart card (Taherdoost, H, Masrom, M, and Ismail, Z., 2009). It is also expediting activity at immigration checkpoints.

The use of MY ID as an identification number in public agencies that was launched on 18th January 2010. To ensure effective implementation of the initiatives, agencies need to take note of the following:-

- i) Ensure that officers dealing with the public only request identification number as reference number when dealing with Malaysian citizens at the counter or via telephone.
- ii) Ensure that only identity card number should be filled by citizens of Malaysia
- iii) Establish identity card number as reference number when a Malaysian citizen access or run a search in the online service agencies and kiosks.
- iv) Ensure that the document issued to an individual's identity card number as a reference number.
- v) Review and ensure that work processes and ICT systems in the agency as a whole supports the implementation of the initiatives My ID.

The technology of My ID is an effort of the government to improve the service delivery system and facilitates the public in making whatever transactions with the government agencies that assist the people to access the information wherever and whatever purpose. My ID provide maximum security and convenience, and also data portability as a smartcard (Al-Alawi, A. I. and Al-Amer, et al.,2006). It makes possible sophisticated and portable data processing applications, also has proven to be more reliable. The usage of one number for multiple transactions can remove the need to carry documents for each government department or agency.

It is important to note that consumer acceptance and confidence are vital for further development of My ID technology. One of the factors that have direct effect on technology acceptance is awareness of technology (Taherdoost, Masrom & Ismail, 2009). In order to increase the level of My ID usage, the emphasis on factors that can influence on user acceptance should be raised and awareness can give effect on user satisfaction and consequently on user acceptance of My ID, as a result to be able to increase the user awareness of My ID (Venkatesh, et al.,2003).

The purpose of this study is to identify the level of public awareness of the concept and usage of My ID and determine the acceptance of the idea of using My ID and perception of the public on My ID. This finding can help improve the awareness of the usage and benefit My ID in public agencies.

LITERATURE REVIEW

A new idea such as My ID needs an extra effort to attract and gain trust from the public. It will take a few years to see whether it is effective or not. The basic difference between advertising and promotion is that advertising is strategically needs longer term, 'turning' the consumer towards the brand by creating positive brand attitude, while promotion needs shorter

term, focusing on immediate sales. The civil servants specifically will face difficulties to introduce the advantages of the idea to the public.

The main trend today is the use of multiple application cards. A multiple application card is a smart card that can support different types of applications on the card itself thereby reducing the number of cards in the wallet and retrieving documents. The big scale use for this card is a national My ID for the citizens (Al-Alawi & Al-Amer, 2006). Users like and plan to use the system more frequently as the system becomes an easy one to use. Perceived ease of use is the degree to which a person believes that using a particular system is free of effort (Saade & Bahli, 2005). A broader view of ease of use includes elements such as ease of learning, ease of control, and understand ability (Davis, 1989). Previous studies have clarified the effect of perceived ease of use on perceived usefulness (Szajna, 1996; Adams, et al., 1992; Davis, 1989). The technology acceptance model (TAM) posits that perceived ease of use has a direct positive effect on attitudes towards usage of systems (Gefen & Straub, 1997; Szajna, 1996).

The public will look over on how far the effectiveness and the efficiency of My ID. The best practice is, the government needs to do extra effort such as campaign to promote My ID. We can see in the advertisement of new product. It gives the trial to the public to taste it, to use it in order to gain trust from them. This is certainly what most people have in mind when they think of advertising in the newspaper or magazines and commercials on radio or TV.

In this study security is defined as “the degree to which a person feels that security is important to them and believes that using My ID is secured” (Vijayasathy, 2004). By protecting the integrity, availability and confidentiality of the content in the system, security controls could help to protect the overall content quality of the system (Whitman & Mattord, 2003). Content quality is a major determinant of overall information system quality (Liaw & Huang, 2003), which has a positive effect on individual’s perceived ease of use of information systems of My ID.

Advertising My ID is aimed towards the long-term building of positive brand attitude by ‘turning’ the consumer towards the brand; promotion is aimed at the shorter-term tactical goal of ‘moving forward’ brand sales now. It is important to realize that advertising and promotion are only one part of the marketing plan. Other key marketing considerations include product configuration (for example, making sure the product is offered in the right sizes, shapes, or colours), pricing structure, and distribution.

My ID reduce transaction costs by eliminating paper and paper handling costs and reduce document processing costs by allowing immediate access to information stored in online services (Gov. Aust., 2005). In other words, they can contain more detailed data and enable many services to be integrated. The system would remove the need to carry documents or memorize the account number for each government department or agency that people deal with.

METHODOLOGY

Questionnaires were used as a survey instrument to investigate the public awareness of My ID. The questionnaire consisted of 23 measurement items in two sections and was distributed to 30 respondents. The first section of the instrument assessed demographic characteristics such as age, gender and education. The second part includes ten five-point Likert scale items ranging from strongly disagree to strongly agree and asked about the respondent's awareness and acceptance of My ID. SPSS Version 17 was used to analyze the results.

ANALYSIS AND DISCUSSION

The reliability test for all dimension indicated the value of Cronbach's Alpha of .898. This indicated items are significantly reliable as it is more than 0.7 (Hair et.al, 1999). Table 1 summarizes the demographic profile and descriptive statistics of the respondents.

Table 1: Demographic profile of respondents

Demographic Profile		Frequency (N)	Percentage (%)
Gender	Male	10	33.3
	Female	20	66.7
Age	18-25	17	56.7
	26-35	7	23.3
	36-45	4	13.3
	46- And Above	2	6.7
Race	Malay	22	73.3
	Chinese	5	16.7
	Indian	3	10.0
Status	Single	18	60.0
	Married	12	40.0
Education	UPSR,PMR,SPM	3	10.0
	STPM, Matrix, Diploma	5	16.7
	Degree, PhD	22	73.3
Occupation	Government	8	26.7
	Private	8	26.7
	Student	8	26.7
	Others	6	20.0

It shows 33.3% of respondents are male and 66.7% are female (10 male and 20 female). The participants per age distribution are: 18-25 years:17, 26-35 years:7, 36-45 years:4, 46 years and above: 2, hence the majority were in the 18-25 age group. Considering the level of education, majority of them 73.3% have a degree either Master or PhD. Education level of potential users has a small but significant impact on users' attitude towards the use of My ID technology. As the education level of users increase, their intention to use My ID systems will increase. Education and training are effective techniques to overcome negative attitudes towards information technology. Several studies have reported that higher levels of education are positively related to favourable computer attitudes (Raub, 1981; Igarria & Parasuraman, 1989; Howard, 1988).

Based on Table 2, the mean value for the level of awareness and user's knowledge generally on the introduction of My ID including the use of My ID shows most of the mean value is 3.00. This lowest mean value is on information about My ID. The users believe that My ID is good to use. The users believe that using My ID will reduce their waiting time for services. Users' concern about security is shown by the mean values of 3.70 and it has been known as one of the significant factors for technology acceptance which is related with public trust on the technology of My ID. Furthermore, the users believe that My ID is important to increase efficiency in public delivery services with mean value of 4.00 as a significant value for the importance of introduction of My ID. Users also believe that the introduction of the concept and usage of My ID is helpful for public agencies in improving public access to information and services through online channels as indicated with the mean value of 4.13. This is similar to the mean value of users who think that the introduction of My ID promotes technology usage in public services delivery.

The respondents also believed there is safety to use My ID as one reference number and the needs of promotion on My ID to increase the awareness of public, as shown by the significant mean value of 3.77. They also believed the use of My ID is convenient for them with the mean value of 3.90. The highest mean value 4.20 is on the agreement of the respondents to the introduction of My ID by the Malaysian government. They considered it as a good idea in improving the quality of public services in order to enhance the slogan "People First, Performance Now".

variable	Item	Mean Value	Sig.
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Table 2:
Mean and
significant
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respondents' response to awareness acceptance and perception sections.

Awareness	<i>I am aware of the launching of My ID</i>	3.40	0.000
	<i>I know about My ID</i>	3.53	0.000
	<i>I know I can use My ID in agencies which have started it</i>	3.53	0.000
	<i>I am familiar with how My ID works</i>	3.43	0.000
	<i>I have enough knowledge on how to use My ID</i>	3.23	0.000
	<i>I have no idea about My ID</i>	2.57	0.000
Acceptance and Perception	<i>I believe My ID is easy to use</i>	3.80	0.000
	<i>I think My ID will reduce the waiting time for services</i>	3.70	0.000
	<i>I think My ID is secured</i>	4.00	0.000
	<i>I think My ID IS effective for public services</i>	4.13	0.000
	<i>I think My ID is important to improve public services</i>	4.20	0.000
	<i>I think My ID is helpful for public agencies</i>	3.77	0.000
	<i>It is a good idea to introduce My ID</i>	3.90	0.000
	<i>It is safe to use MY ID as one reference number</i>	3.77	0.000
	<i>I feel comfortable to use My ID</i>	3.90	0.000
	<i>There are promotions on My ID</i>	3.77	0.000
	<i>My ID promotes technology usage in public service delivery</i>	4.13	0.000

RECOMMENDATIONS AND CONCLUSION

In order to use any new system such as My ID, first, it is needed to have knowledge and information about the advantages, facilities and applications of it (Al-Alawi, & Al-Amer, 2006). Therefore, being aware about the My ID can motivate the public to accept any new idea introduced by the government. Awareness about My ID can assist public to understand the system and it can influence the satisfaction for public services delivery. User support is a major factor in the success of a My ID implementation and there is a need to emphasize the importance of ensuring proper communication, education and functional support. My ID implementation must be clear to the users (i.e., card holders), or at least have minimal impact on them. The

technology used to implement My ID program is important and also educating and supporting the end users is important.

Awareness is the degree to which an individual is aware about the technology. Awareness about technology causes users to look forward to try technology, and at the same time enjoy the various benefits that the system provides (Al-Alawi & Al-Amer, 2006). Findings of this study show that users are well aware about the My ID technology but are not familiar with it. One of the important things to be considered is to increase the public's awareness of the smart card and its advantages. The following recommendations should be taken into consideration in the coming stages of launching the My ID.

- i. Develop a nationwide campaign to promote the My ID for different community segments.
- ii. Using newspapers, road banners, television, Internet and other media to convey information about the My ID to the public.
- iii. More press conferences and visit to schools and universities and others to enlighten the young generation to use the My ID.
- iv. Providing guidelines for the My ID usage and advantages using pamphlets or brochure.
- v. The public has the full right to be informed of the My ID limitations or disadvantages. Along with these disadvantages, clear and trusted solutions to those limitations should be provided.
- vi. Provide the public assurance that the My ID as one reference number will not impose any threat to their privacy, and it will enhance the quality of services provided to them.
- vii. Provide the services of issuing the My ID in place of work in significant corporations, governmental.

A promotion to the public is a key element that needs to be integrated in the deployment of My ID. The public needs to understand the functions of My ID, ways, where and reasons to use the My ID. In addition, the results of this research illustrate that awareness has a significant and positive effect on user acceptance. It means that by increasing the level of awareness will increase the level of user acceptance. Finally, there is a need for further investigation to identify factors that will enhance My ID awareness and in improving the quality of public services.

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