

UNIVERSITI TEKNOLOGI MARA

**PROMOTING E-SERVICES IN
ENHANCING E-GOVERNMENT EFFECTIVENESS:
A STUDY AMONG PUBLIC USERS
IN KUCHING, SARAWAK**

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AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

As technology advance from time to time it indeed does improve and enhance the existing use of connection and communication. As a government it is important to enhance the service delivery to the public and e-government is one of the way. According to Fazlina Mohamed (2005), lack of promotion on e-government services and exposure and awareness of e-government initiatives by the government to the public. Khairul Shafee (2005) stated respondents are not convinced that e-government will improve the communication between citizen and government and also the government's quality of service. This study examines the cultural values impact on interpersonal communication among public user in Kuching, Sarawak. This study will use a questionnaire to collect the data will be analyze using descriptive and inferential descriptive. This study will provide insight on the effectiveness of the e-government that have been implemented by the state government. The finding of this study could help in promoting and enhance the e-government services effectiveness so that it can be improve because it is used by the public user and to as a way to connect with the government.

Keywords: e- Government services, e-government effectiveness, Public user in Kuching

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter briefly explain a general concept of the study which is “Promoting e-services in enhancing e-government effectiveness: A study among the public users in Kuching, Sarawak”. This chapter consists of several aspects. It highlights problem statement of study, research questions, objective of the study, scope of study, significance of the study, and definition of terms, and concepts of this study.