UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

USER SATISFACTION TOWARD ELECTRONIC SERVICES (E-SERVICES) IN SUNGAI PETANI MUNICIPAL COUNCIL

NOR JULIA SYAHIRA BINTI ABD AZIZ (2017733485)
SITI MUNIRAH BINTI MAHADI (2017122609)

DECEMBER 2019

CLEARANCE FOR SUBMISSION OF THE RESEARCH BY THE SUPERVISOR

Name of Supervisor	: Mr. Adnan Bin Aminuddin
Tittle of Research Report	: User Satisfaction toward Electronic Services (e-services) in Sungai Petani Municipal Council
Name of Student I	: Nor Julia Syahira Bt Abd Aziz (2017733485)
Name of Student II	: Siti Munirah Bt Mahadi (2017122609)

I have reviewed the final and complete research and approve the submission of this report for evaluation.

……..

Mr. Adnan Bin Aminuddin

Abstract

This research studied about the user satisfaction towards electronic services (e-services) provided by Sungai Petani Municipal Council (MPSPK). User satisfaction can be define as a feel of pleasure when the user able to get what they predict from the service provided (Smeran, 2017). The aim of this study is to measure the level of the user satisfaction and the factor that influence the user satisfaction. There are three independent variable that was investigate in this current study which are accessibility, trust and content quality. This study also measure how far these independent variable contribute to the user satisfaction through the level of strength by Ratner (2009). However, the questionnaire had been distributed by the researcher in order to get the data of the respondents and the total respondent involve in this study is 249. All the data also had been analysis by using the statistical method. Throughout the analysis, the researcher found that, the variable that contribute most to the user satisfaction is trust.

Keywords: User Satisfaction, Accessibility, Trust, Content Quality, Sungai Petani Municipal Council

Table of Contents

List of Table 5

List of Figure 6

CHAPTER ONE 7

1.1 Introduction 7

1.2 Background of Study 7

1.3 Problem Statement 8

1.4 Research Question & Research Objective 11

1.4.1 Research Question 11

1.4.2 Research Objective 11

1.5 Scope of Study 11

1.5.1 Time 11

1.5.2 Place 12

1.5.3 Level (Individual) 12

1.6 Significant of Study 12

1.6.1 Body of Knowledge 12

1.6.2 Public 12

1.6.3 Other Researcher 13

1.7 Definitions of Term, Terminology and Concepts 13

1.7.1 Electronic Service (e-service) 13

1.7.2 User Satisfaction 14

1.7.3 Accessibility 14

1.7.4 Trust 15

1.7.5 Content Quality 15

1.8 Conclusion 16

CHAPTER TWO 17

2.1 Introduction 17

2.2 Literature Review 17

2.2.1 Dependent Variable (User Satisfaction) 17

2.3 Factors Influence User Satisfaction 18

2.3.1 Perceived Ease of Used 18

2.3.2 Reliability 19

2.3.3 Accuracy 20

2.3.4 Efficiency 21

2.4 Factors that Related to The User Satisfaction 21

2.4.1 Accessibility 21

2.4.2 Trust 22
2.4.3 Content Quality 23
2.5 Conceptual Framework 25
2.5.1 Accessibility 25
2.5.2 Trust 25
2.5.3 Content Quality 26
2.6 Hypothesis Statement 26
2.7 Conclusion 26
CHAPTER THREE 28
3.1 Introduction 28
3.2 Research Design 28
3.3 Unit/ Level of Analysis 29
3.4 Sample Size 29
3.5 Sampling Technique 30
3.6 Measurement/ Instrument 31
3.6.1 User Satisfaction 32
3.6.3 Trust 33
3.6.4 Content Quality 34
3.7 Data Collection 35
3.8 Data Analysis 35
3.8.1 Pilot Study 36
3.9 Conclusion 37
CHAPTER 4 38
4.1 Introduction 38
4.2 Data Screening and Transformation 38
4.3 Profile of Respondents 38
4.4 Goodness of Measurement 40
4.4.1 Reliability Test 40
4.4.2 Normality Testing 41
4.4.3 Linearity and Homoscedasticity Testing 41
4.5 Finding by Objective 42
4.5.1 Research objective 1: To measure the level of user satisfaction toward e-services in Sungai Petani Municipal Council. 42
4.5.2 Research objective 2: To investigate the relationship between accessibility and user satisfaction towards e-services in Sungai Petani Municipal Council. 42
4.5.3 Research objective 3: To measure the relationship between trust and user satisfaction towards the e-services in Sungai Petani Municipal Council. 43