UNIVERSITI TEKNOLOGI MARA

CONCEPTUAL MODEL FOR ASSESSMENT TOOL TO MEASURE CITIZEN-CENTRICITY IN E-GOVERNMENT WEBSITES

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ABSTRACT

Studies have shown that despite enable citizens to obtain online information, government website was also acted as a key tool to increase access to and from citizen consequently delivers a better service to them. Its capability to serve as an interface to create transparency and openness have changed the relationship between the government and citizen since it is widely used to receive and listen to citizen feedback. Thus, providing the citizen-centric website in e-government is crucial element for present governments. To ensure website provided to the citizen comply with the citizen-centricity, assessment on the website is important to measure it conformance. However, according to Malaysia Economic Planning Unit, availability of Malaysia's online services in the UN EGDI has dropped to 52 in 2014 out of 193 countries and this was reported due to the lack of citizen-centric services.The aim of this study is to develop a conceptual model for assessment tool to measure citizen-centricity in e-government websites. Thus, this research makes an exploratory study to (1) identify the characteristics of citizen-centric e-government websites, (2) develop the conceptual model for assessment tool to measure citizen-centricity in e-government websites and (3) propose the assessment tool for measuring citizen-centricity in e-government websites. The research sets out to propose the assessment tool consists of citizen-centric e-government website components and characteristics that can be used for citizen-centric website compliance. A qualitative approach is utilized as the research attempts to identify characteristics of citizen-centric e-government website and to model the assessment tools for measure citizen-centricity. To propose the assessment tool, this study has gone through exploratory phase that include empirical studies using methods of literature analysis and website observation. Analysis result showed that based on four (4) components of citizen-centric demand model for transformational government which called 'openness', 'transparency', 'participation' and 'responsiveness', proposed assessment tool to measure citizen-centricity in e-government websites encompassed four (4) components and thirty-nine (39) characteristics under seven (7) different themes. Based on above, this paper has drawn up an initial assessment criteria behind the successful citizen-centric e-government website. Results from assessment on particular website can inspire the agencies to improve the quality of their website. Refining e-government websites to meet citizen-centric e-government will improve the quality services system in the public sector and assist Malaysia achieves it targets in moving into the top 15 in the online service sub-index of the UN EGDI. In addition, a conformance to citizen-centricity concept will promote higher level of take-up for the e-government services provided.

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