

UNIVERSITI TEKNOLOGI MARA

FACTORS INFLUENCING  
CITIZENS' INTENTION TO  
PARTICIPATE IN  
E-PARTICIPATION IN MALAYSIA

**NASRAH BINTI HASSAN BASRI**

Thesis submitted in fulfillment  
of the requirements for the degree of  
**Doctor of Philosophy**  
**(Information Technology)**

**College of Computing, Informatics and Media**

**June 2023**

## ABSTRACT

E-participation is a subset of e-government that focuses on citizen participation in promoting a more transparent and inclusive society. The advantages that society can gain from citizens participating in e-participation initiatives are extensively acknowledged in the literature. Understanding the influencing factors in e-participation adoption is crucial for developing programs that promote citizen participation. However, present research on the drivers of e-participation adoption in Malaysia is still lacking. This study attempts to identify influencing factors of citizens' intention to participate in e-participation by employing the theory of UTAUT, trust and affect. This study aims, first, to identify the factors that influence the citizens' intention to participate in e-participation. Second, to examine the significant relationship of each factor with the behavioural intention and finally, to examine the roles of citizens' age and gender as moderating effect on this relationship. This research adopted the mixed-method with semi-structured interview as the qualitative approach and survey-based quantitative approach. Respondents in this thesis are Malaysian aged 21 years involving 12 participants in the qualitative study and 418 respondents in the quantitative study. Thematic analysis and PLS-SEM were used for the data analysis in this study. The findings revealed that out of eight independent variables (Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Trust in Government, Trust in Internet Technology, Positive Affect and Negative Affect), however, only Trust in Internet Technology, Performance Expectancy, Facilitating Conditions, Social Influence and Positive Affect were identified to be significant. Furthermore, age and gender have no moderation effect towards the relationship. The research contributed to the body of knowledge by merging the concepts of the UTAUT, trust and affect model in e-participation services. Practically, the findings of this study help stakeholders and decision-makers to strategically design plans and programs to accelerate the e-participation services in Malaysia. This study, similar to other empirical studies, has several limitations including non-Internet users, employing only cross-sectional survey and focusing merely on predictive intention in Malaysia context. To address these limitations, the future research will involve surveying a larger sample population, conducting a longitudinal survey and lastly testing the model in different scope and context to validate the generalizability of the model.

## ACKNOWLEDGEMENT

This thesis becomes a reality with the kind support and help of many individuals. I would like to extend my sincere thanks to all of them.

Praise to Allah, the Almighty, for His grace, mercy and blessing bestowed upon me, has given me the strength to continue this challenging and inspiring journey until the end, which has made me who I am and brought me to where I am today.

It is genuine pleasure to express my deep sense of thanks and gratitude to my supervisor Associate Professor Dr Wan Adilah Wan Adnan for her guidance and support that was offered to me throughout the completion of my research. I am greatly indebted for all the hours she spent in guiding me, reading and commenting my writings. I appreciate the experience and expertise that she has shared with me, which has helped me in completing this research.

I would also like to express my special thanks to my co-supervisor Dr Rozianawaty Osman, and not to forget Prof Noor Laila Md Noor and Dr Ahmad Hanif Ahmad Baharin for all the supports, ideas and valuable advice that helped me throughout this journey.

I am extremely grateful to my dear husband, \_\_\_\_\_ for his love, prayers and constant encouragement throughout my journey. My lovely children, \_\_\_\_\_ and \_\_\_\_\_ for always keeping me in their prayer and not to forget my family members and friends, for their understanding and emotional support during the long journey of this study, thank you very much from the bottom of my heart.

Thank you for everything.

# TABLE OF CONTENTS

**CONFIRMATION BY PANEL OF EXAMINERS**

**AUTHOR'S DECLARATION**

**ABSTRACT**

**ACKNOWLEDGEMENT**

**TABLE OF CONTENTS**

**LIST OF TABLES**

**LIST OF FIGURES**

**LIST OF ABBREVIATIONS**

## **CHAPTER ONE INTRODUCTION**

- 1.1 Research Background
- 1.2 E-participation
- 1.3 Citizens' Intention
- 1.4 Problem Statement
- 1.5 Research Questions
- 1.6 Research Objectives
- 1.7 Significance of the Study
- 1.8 Scope of the Study
- 1.9 Structure of Thesis

## **CHAPTER TWO LITERATURE REVIEW**

- 2.1 Introduction
- 2.2 Electronic Government
  - 2.2.1 Government-to-Citizen (G2C)
  - 2.2.2 Government-to-Business (G2B)
  - 2.2.3 Government-to-Employee (G2E)
- 2.3 E-Government in Malaysia
- 2.4 Public Participation
- 2.5 E-Participation

2.6	E-Participation in Malaysia	25
2.6.1	i-Tegur	26
2.6.2	Jom Sembang	26
2.7	Advantages of E-Participation	26
2.8	E-Participation Framework	29
2.9	Theories and Models of Technology Adoption	32
2.9.1	Theory of Reasoned Action (TRA)	33
2.9.2	Theory of Planned Behaviour	34
2.9.3	Diffusion of Innovation Theory (DOI)	35
2.9.4	Technology Acceptance Model (TAM)	36
2.9.5	Extended Technology Acceptance Model	38
2.9.6	Unified Theory of Acceptance and Use of Technology Model (UTAUT)	39
2.10	Comparison of Constructs Used in Different Models	41
2.11	The Empirical Studies of UTAUT in Technology Adoption	42
2.12	E-Government and E-Participation Studies using UTAUT model	42
2.13	Perceived Trust	44
2.13.1	Trust in Government	46
2.13.2	Trust in Internet Technology	48
2.14	Affect and Emotion	50
2.15	Positive and Negative Affect Schedule (PANAS)	53
2.16	Intention	55
2.17	Discussion	55
2.18	Summary	57
<b>CHAPTER THREE RESEARCH METHODOLOGY</b>		<b>58</b>
3.1	Introduction	58
3.2	Selection and Justification of Research Methodology	58
3.3	Research Framework	60
3.4	Phase One: Literature Review	62
3.5	Phase Two: Qualitative Study	62
3.5.1	Instrument Development	63
3.5.2	Sample Selection	63
3.5.3	Semi-Structured Interview	65