

**UNIVERSITI TEKNOLOGI MARA**

**THE INFLUENCE OF PERCEIVED  
CHARACTERISTICS AMONG  
CITIZEN ON THE INTENTION TO  
USE E-SERVICES IN LOCAL  
GOVERNMENT**

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## **ABSTRACT**

Malaysia has implemented e-Government services since 1996 that was initiated by the development of Multimedia Super Corridors (MSC) in order to improve the service delivery in the public sector that aligns with the development of the information and communication technology (ICT). However, the public has demanded to the local authority to implement innovative services to fulfill their needs and demands in achieving the best community development. Thus, the government has introduced e-Services in each local government. Unfortunately, there was a lack of involvement of the public in e-Services because some issues such as issue of internet coverage, security issue, the ease of internet users, lack of trust, the system was complex, and the website was not user friendly. This has been approved by the statistical reports in several local governments about the contribution of the public in the e-Services. Thus, the aimed of this study is to identify the influence of perceived characteristics among the citizen on the intention to use e-Services in Local Government. This study adopted Technology Acceptance Model (TAM) that is proposed by Davis (1989). Klang Municipal Council was selected as a scope of study and 377 questionnaires was distributed to their customer. The findings of this study revealed that perceived usefulness and perceived ease of use have a positive correlation with the intention to use e-Services in Local Government. It also found that perceived usefulness was the most influential factor that contribute to the intention to use e-Services in Local Government.

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 PREAMBLE**

In this chapter, it focused on the background of the study is covered under section 1.2, followed by the problem statement (section 1.3), research objectives (section 1.4) and research questions (section 1.5). Meanwhile, the scope of study is covered under section 1.6 and the significance of the proposed study is covered under section 1.7. The final section, section 1.8 covered the definitions of terms, terminology and concept.

### **1.2 BACKGROUND OF THE STUDY**

After Malaysia was declared independent in the year 1957, Malaysian public sector had undergone various transformations in administrative reforms, including the improvements of organizational and in the civil servants behavior in order to achieve economic growth and development until today. During Tun Dr. Mahathir Mohamad's era of leadership in the 80's, he was concerned on Malaysian political and socioeconomic development and by that he introduced the New Public Management approach. This approach was in response to the changes of public administrative reforms, including redesigning and improving service delivery. Thus, the government implemented e-Government services in 1996 that initiated the development of Multimedia Super Corridors (MSC) in order to improve the service delivery by the public sector that aligns with the development of the information and communication technology (ICT) to enhance effectiveness and efficiency in delivering the information of the government. The government implemented this innovation to ensure the citizens involve actively in the government at the national and local level towards the effectiveness of the governance (Nik Rosnah, Norma & Azizah, 2013).