

**UNIVERSITI TEKNOLOGI MARA**

**BEHAVIOURAL INTENTION ON  
E-GOVERNMENT ADOPTION  
AMONG THE MALAYSIAN BABY  
BOOMERS: THE MODERATING  
EFFECT OF TECHNOLOGY  
READINESS**

**NICHOLAS BIN MARCUS**

Thesis submitted in fulfillment  
of the requirements for the degree of  
**Doctor of Philosophy**  
**(Business Management)**

**Faculty of Business and Management**

**March 2021**

## AUTHOR'S DECLARATION

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

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

Name of Student : Nicholas Bin Marcus  
Student I.D. No. : 2015543731  
Programme : Doctor of Philosophy (Business Management) –  
BM950  
Faculty : Business Management  
Thesis Title : Behavioural Intention on E-Government Adoption  
Among the Malaysian Baby Boomers: The Moderating  
Effect of Technology Readiness  
  
Signature of Student : .....  
Date : March 2021

## ABSTRACT

E-government was launched by the Malaysian government to bring the country into the age of information communication and technology (ICT) with a vision of developing internal government operations. With e-government services, citizens would be able to exploit internet technology to improve convenience, accessibility and quality of interactions with the government. Business processes can be streamlined and information can be handled successfully within the government, thus enhancing the speed and consistency of policy formulation, planning and compliance. However, just like any other nations, Malaysia has not completely reaped the benefits of this innovation. This thesis attempts to explain the problem from the perspective of behavioural intention. Scholars have empirically shown that behavioural intent is the most practical indicator to behavioural use. This thesis aims, first, to discover the current state of Malaysian Baby Boomers behavioural intention to adopt e-government services. Second, to investigate factors influencing Malaysian Baby Boomers behavioural intention to adopt e-government services. Finally, to examine the Malaysian baby boomers' Technology Readiness moderating effect on this relationship. The main contribution of this study is the moderating effect of technology readiness on the relationship between performance expectancy, effort expectancy, social influence, facilitating conditions, trust, and behavioural intention. Technology readiness is the state of mind to embrace and use new technologies either for accomplishing goals at home or work. The literature review revealed that no studies had ever been undertaken on this gap particularly in the context of Malaysian citizens, let alone on the Baby Boomers cohort of generation. This study employed the theory of UTAUT. Respondents in this thesis are the cohort of Malaysian baby boomers born between 1946 and 1965. This research adopted the surveyed-based quantitative approach, which involves 210 respondents from all over Malaysia with 70% response rate from the sample size of 300. The findings revealed that Malaysian e-government adoption is still at the infancy level with low level adoption, even though from the perspective of Malaysian baby boomers, they have strong intention to adopt e-government services. And the most important thing, technology readiness has no moderation effect. Of the five independent variables (performance expectancy, effort expectancy, social influence, facilitating conditions, and trust); however, only performance expectancy and facilitating condition were significant. This thesis contributed to the literature in the field of e-government services. Practically, the result of this thesis enables stakeholders and decision-makers to carefully devise strategies and action plans to accelerate the uptake of e-government services in Malaysia, especially under the present situation where the Malaysian Government is emphasising more on digitalising government service to curb the spread of the global pandemic of COVID-19.

## ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to God the Almighty. Since I took my first move in March 2016, without his abundant grace, I would not have accomplished this. I would also like to thank my beloved supervisors, Associate Professor Dr. Siti Halijjah Shariff and Professor Dr. Imbarine Bin Bujang, for their unwavering and unrelenting assistance as well as thoughtful comments throughout this journey. I must not forget to say a little more thanks to Professor Dr Imbarine Bin Bujang, because of the distance between Shah Alam and Kota Kinabalu, I have no choice but to depend more on him. I also extend my gratitude to Dr Nelson Lajuni of Universiti Malaysia Sabah for his assistance in the methodological aspect of this thesis. My thanks also go to Professor T. Ramayah for his insightful feedback on the theoretical framework and questionnaire review. I want to convey my deepest appreciation to my late father and mother for bringing me up with their love and care forming me into what I am today. Not forgetting to all my brothers and sisters, particularly my second eldest brother Stephen Fred Marcus, for his financial assistance when I did my first degree, the first step that leads me to this PhD degree. Finally, my most important thanks go to my wife, Jane Fare V. Tillon, for her understanding, support, undivided moral encouragement and cooperation all this time until this thesis completed. The same goes to my children, Nicole Jillian N. Marcus and Nigel Jonathan N. Marcus, for their understanding throughout this journey. Words cannot express how lucky I am to have all of you in my life.

# TABLE OF CONTENT

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINERS</b>	<b>ii</b>
<b>AUTHOR'S DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENT</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>xiv</b>
<b>LIST OF FIGURES</b>	<b>xvi</b>
<b>LIST OF ABBREVIATIONS</b>	<b>xviii</b>
<b>CHAPTER ONE: INTRODUCTION</b>	<b>1</b>
1.1 Research Background	1
1.2 E-Government	3
1.2.1 Types of E-Government	4
1.3 Problem Statement	7
1.4 Objectives of Research	12
1.5 Research Questions	13
1.6 Scope of Research	13
1.7 Significance of Study	14