

UNIVERSITI TEKNOLOGI MARA

**THE ROLE OF EMOTION
ON CITIZEN ADOPTION OF
E-GOVERNMENT WEBSITES:
A CASE STUDY OF
MYGOVERNMENT PORTAL**

MOHD ARIF BIN MOHD NOH

IT Project submitted in partial fulfillment
of the requirement for the degree of
Master of Science in Information Technology

Faculty of Computer and Mathematical Sciences

January 2016

AUTHOR'S DECLARATION

I declare that the work in this IT Project was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This IT Project has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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

Name of Student : Mohd Arif Bin Mohd Noh
Student I.D. No. : 2013141225
Programme : Master of Science in Information Technology
Faculty : Computer and Mathematical Sciences
IT Project Title : The Role of Emotion on Citizen Adoption of E-Government Websites: A Case Study of MyGovernment Portal

Signature of Student : 

Date : 26 January 2016

ABSTRACT

Due to complexity and multi-dimensional nature of e-Government system, the factors that affect e-Government adoption is questionable in Malaysia. The citizen's attitude and emotion, potentially will influence the behavior to use e-Government website. Therefore, this research project aims to report on a study to identify the factors that influence citizens' intention to adopt e-Government websites in Malaysia, using a research framework consisting of the Technology Acceptance Model (TAM) with an additional factor of visual appeal and emotional aspect. A survey studied 125 respondents who currently study at the University of Technology MARA and have experience of using MyGovernment portal. The study is divided into two different research models to reach two different research objectives. The first test studies the capability of positive emotions in influencing decision making on users through visual interaction from two different e-Government websites. Secondly, the test studies the independent factors of perceived usefulness, perceived ease of use and perceived visual appeal in determining the intention to use e-Government website among citizens which mediated by the factor of attitude and emotion toward using e-Government websites. Logistic regression and regression analysis were used to test the hypotheses. The result showed the degree of positive emotions retrieved from the experience through visual interaction that exists in e-Government website has the capability to influence citizen's decision to choose the preferred e-Government website. Additionally, that result has also been supported through an experiment using the actual e-Government website which showed the influence of emotion was more significant as compared to the influence of attitude towards e-Government adoption in Malaysia. Finally, the consequences and recommendations of these findings are discussed.

ACKNOWLEDGEMENT

I would like to take this opportunity to express my profound gratitude and highly indebted to Professor Dr. Nor Laila Md Noor for her exemplary guidance, monitoring and constant encouragement and supervision throughout the course of IT Project. With her guidance, I have successfully completed this research project on time and as per course requirement. I also take this opportunity to express a deep sense of gratitude to our respondents who are the students from the Faculty of Computer and Mathematical Sciences, University of Technology MARA, for their cordial support, valuable information and time, which helped a lot in completing this task through various stages. I am obliged to thank all the lecturers in this faculty, especially Dr. Afdallyna Fathiyah Harun, Dr. Ahmad Iqbal Hakim Suhaimi, Mr. Fauzi Mohd Saman and Dr. Jasber Kaur Gian Singh for their willingness in sharing valuable information in regards to my research project and their willingness to help me out with their possible abilities. I am grateful and honoured for their cooperation during the period of this research project. Lastly, I thank Almighty, my beloved parents, brothers, sisters and friends for their constant encouragement without which this research project would not be possible. The blessing, help and guidance given by them, time to time shall carry me a long way in the journey of life on which I am about to embark.

TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
CHAPTER ONE: INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	3
1.3 Research Questions	4
1.4 Research Objectives	4
1.5 Significance of Study	4
1.6 Research Limitations	5
1.7 The Scope of Study	5
1.8 Organisation of Report	6
CHAPTER TWO: LITERATURE REVIEW	7
2.1 Citizen Adoption of E-Government	7
2.2 Attitudes and Emotions in Human	10
2.3 The Importance of Emotion in Visual Design	12