

**UNIVERSITI TEKNOLOGI MARA**

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

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IT Project submitted in partial fulfillment  
of the requirement for the degree of  
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## 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.

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## 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.

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