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EVALUATING USER SATISFACTION OF e-GOVERNMENT SERVICES USING EGOVSAT MODEL: A CASE STUDY IN HRMIS PORTAL

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ABSTRACT

Human Resources Management Information System (HRMIS) Portal was started in Malaysia in 1990 as one of the projects under the Electronic Government Flagship. The HRMIS Portal will provide a single interface for government employees to perform human resource management functions effectively and efficiently in an integrated environment. The HRMIS project is anchored by Public Service Department (PSD). Its implementation has improved the efficiency of governance and government services in Malaysia. However User satisfaction became an important construct for the governmental services in the last three decades. The governments adopted it as a high priority to attain their goals, and e-Government services are no exception. One of the most important expectations of the Malaysian citizens from e-Government is an improvement in services at Public Sector. It needs to satisfy the prerequisites for its success in Malaysia through the user satisfaction. This research aims to evaluate level of user satisfaction of e-Government services focusing in HRMIS Portal and identify its significant predictors. In this paper, a holistic EGOVSAT model is proposed based on the most successful measurement factors that impact the satisfaction of users with an e-government service. The satisfaction model consists of five main constructs which include utility, reliability, efficiency, customization and flexibility. Based some these measures overall constructs, 51 survey question were identified. Of this total, 26 of them were based on 5 construct (utility, reliability, efficiency, customization and flexibility) were identified as constituents of the overall satisfaction measure. These questions were presented as 5-point Likert-scale questions, designed to collect responses with varying degrees of agreement or disagreement. The questionnaire has been distributed to 200 respondents in Immigration Department of Malaysia, Putrajaya and a proportional stratified random sampling technique is used. Pearson's Correlation is used to determine the relationship between the independent variables and the perceived user satisfaction of HRMIS Portal. Between all studied factors, it was found out that Utility, Reliability, Efficiency, Customization and Flexibility are affecting the perceived user satisfaction of HRMIS Portal. The guidelines were recommended to improve user satisfaction in HRMIS Portal. The obtained results can represent a reference to PSD and in other government agency in their process of seeking user satisfaction.

Keywords: e-Government, EGOVSAT model, user satisfaction, utility, flexibility

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