UNIVERSITI TEKNOLOGI MARA

ELECTRONIC GOVERNMENT MATURITY

STAGE, USER'S ADOPTION AND

SATISFACTION LEVEL

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ABSTRACT

E-government is the use of information communication technology in deliver ring public service via internet (web-based). Western countries are convinced that the information society will result in economic and social benefits. The Organisation for Economic Cooperation and Development believes that information infrastructures are expected to stimulate economic growth, increase productivity, create jobs and improve the quality of life, and that is why Malaysia in its New Economic Model 2010 (NEM, 2010) has put government public service as the second pillar to upgrade the quality of the citizens' lives. To achieve e-government success, the government has to evaluate each e-government project at every government administration level, namely the federal, state, local and municipal. Since e-government at the state level is equally important to ensure the overall success of Malaysian e-government, this research has been conducted in Pahang, one of the states in Malaysia, to determine the extent of e-government implemented based on the United Nation E-Government Maturity Stage Model. The study covers the aspects of e-government maturity stage, infrastructure, website quality, user's adoption and user's satisfaction level. The research design used in this study was the quantitative method based on the descriptive analysis of the website content, criteria set by MAMPU and the quantitative data from the surveys. A total of 16 websites which are directly administered by the state government had been chosen to be observed for two months. Questionnaires were distributed to 440 samples of the administrative staff at all the District and Land Offices in the state of Pahang to gain their responses. A total of 340 responses were received (77.3% response rate) and the results showed that e-government maturity level in Pahang was at the minimal level of the third stage of the UN-DEPA maturity model, which was the interactive stage. It was also found that infrastructures, website quality, i.e. content and usability as well as user's needs, trust and acceptance are the main predictors of user's satisfaction of e-government. The most common transactions performed in Pahang was getting news and information as well as downloading forms. To increase the level of e-government user's adoption, the state government has to develop more citizen-centric online services to ensure efficiency and effectiveness of the public service. The government has to continuously measure e-government maturity stage and user's satisfaction level as these will provide the indicator of the overall success of Malaysian e-government. The success of the New Economic Model's second pillar which is the Government Transformation Programme depends on the effectiveness and efficiency of e-government in delivering better public service as part of the government's effort to achieve Vision 2020.

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