UNIVERSITI TEKNOLOGI MARA

UNRAVELLING THE DETERMINANT OF CITIZENS' ENGAGEMENT TOWARDS EMPOWERING THE MALAYSIAN GOVERNMENT WEBSITES

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ABSTRACT

The government's distribution of open data makes considerable use of various platforms, one of the most important of which is government websites. As proposed by the previous study, this study explores variables including information quality with completeness, accuracy, and relevance as the dimensions, system quality with responsiveness, flexibility, and reliability as the dimensions, perceived ease of use, perceived usefulness, and relationship quality with satisfaction and trust as the dimensions. However, reliability has been removed as a dimension of system quality because it did not surpass the predetermined threshold. Thus, there remained only two dimensions of system quality. This study aims to measure citizens' engagement levels concerning the usage of government websites. Apart from that, this study also measures the relationship between information quality, system quality, perceived ease of use, perceived usefulness, and relationship quality with citizens' engagement in government websites. The study used a quantitative approach with non-probability sampling (purposive sampling) involving Klang Valley residents with experience using government websites who are 21 years old and above. A theoretical framework was suggested, and a few hypotheses have been constructed. The data were collected from 413 respondents; the valid number was 411, exceeding the minimum number of respondents as suggested by the Raosoft calculator. The data were analyzed using Statistical Package for Social Sciences (SPSS) and Partial Least Square Structural Equation Modelling (PLS-SEM). All the proposed hypotheses tested were significantly positive and supported. The study's principal contributions can be evaluated from theoretical, empirical, and practical perspectives. From a theoretical standpoint, as most Open Government Data (OGD) and/or government website-related studies only utilize satisfaction or trust separately, it is believed that using RSQ as one entity can contribute to advancing knowledge. This study also introduced RSQ as a new variable that has a positive significant relationship with citizens' engagement in government websites. As a practical contribution, the research proposes reworking the produced instrument into a module that could serve as a streamlined set of rules and guidelines for both the website's design and the information and data it presents. From an empirical viewpoint, this study adds value to the field of OGD, where the initiative should not only emphasize an open government portal as a one-stop center but also emphasizes the ministry's website. However, despite achieving its objectives, this study is limited in several ways, including the survey method, obtaining respondents, the group of respondents, and the role of the variables. In the future, to avoid time consumption, the questionnaire design may consider proceeding without translation into other languages. This is related to the selection of target respondents, who were involved from various walks of life. In addition, perceived ease of use and perceived usefulness were not used as mediating variables in this study. Therefore, for future research, both variables may be considered as mediating variables.

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