Factors Influencing Citizens' Intention to Use E-Government Services:
A Case Study of South Korean Students in China

Isaac Kofi Mensah, School of Managemen, Harbin Institute Technology, Harbin, China

Mi Jianing, School of Managemen, Harbin Institute of Technology, Harbin, China

Dilawar Khan Durrani, School of Managemen, Harbin Institute of Technology, Harbin, China

ABSTRACT

The purpose of this research paper is to investigate the determinates of Korean students in China to use e-government services. A total of 400 structured research questionnaire instruments was designed and administered to potential respondents of which 93.75% responded. The Technology Acceptance Mode (TAM) was used as a theoretical framework for this study. The data gathered was analyzed with SPSS version 20. The results show that all the predictors (Perceived Usefulness, Perceived Ease of Use, Perceived Service Quality, and Citizen Trust) investigated are significant positive determiners of Korean students' intention to adopt and use e-government services. The results further indicated that Citizen Trust positively and significantly moderated the positive relationship between perceived ease of use, perceived service quality and intention to use e-government services but failed to show any positive moderation effect on perceived usefulness and intention to use e-government services. The implications of these findings are further discussed.

KEYWORDS

China, Citizens' Intention, E-Government, E-Government Services, South Korean Students, Technology Acceptance Model (TAM)

INTRODUCTION

E-governance is the capacity of government to harness the potentials of information and communication technologies at the various sections of government through its public-sector agencies for purpose of encouraging and deepening good governance (Amoretti, & Musella, 2009). It is also considered as the process of enhancing interaction between citizens, consumers, public administration, the private sector and government (Jauhiainen, & Inkinen,2009). Electronic governance has also been defined as the application of information and communication technologies (ICTs) for delivering government public services through the integration of various stand-alone systems between Government-to-Citizens (G2C), Government-to-Business (G2B) and Government-to-Government (G2G) services (Dasgupta,2013). According to Vat (2010), electronic governance is the use of emerging information and communication technology (ICT) to facilitate the processes of government businesses and public administration to provided citizens with the ability to decide in which manner they prefer to interact with government through its many public sector agencies. An electronic government which is considered as a subsection of e-governance is defined by the Word Bank (2017) as the use by government agencies of information technologies such as Wide Areas Networks, the internet and mobile computing that have the potential to transform relations with citizens, businesses and other

arms of government. According to the World Bank, these technologies can offer better delivery of government services to citizens, improved interaction with businesses and industry, empower citizens through the provision of timely information and efficient government management (World Bank, 2017). The ultimate benefits arising from government adoption of e-government could lead to cost reduction, promote economic development, enhance transparency and accountability, improve service delivery, and improve public administration and facilitating the creation of an e-society (World Bank, 2017).

The adoption and implementation of e-government to modernize the administration process of government to improve public service delivery and its subsequent usage by citizens are two different issues which need consideration. The use of ICTs could improve public administration but the adoption of e-government systems by end users has remained low, thus the adoption and use of e-government services by end users is a major barrier to successful e-government implementation (Rania and Benoit, 2015). A very critical issue for the success of e-government is citizen's readiness to use e-government services (Ozakan & Kanat, 2011; Liu et al., 2014). In the study of (Kolsaker & Lee-Kelley, 2008), there is a generally low interest of citizens' attitude toward e-government usage. This low interest in e-government usage collaborates in findings of (Al-Soud et al., 2014.) which found that citizens' interest in e-government services is declining. (E-government services could not be seen to have improved public service delivery if the citizenry that it was meant for do not use it (Panagiotopoulos & Al-Debei, 2010). E-government is the online supply of government information and services through the internet (Jinmei, 2011). The purpose of e-government is to restructure the management and organization of public services delivery (Santos et al, 2013). E-government covers key functions of government such as E-services which is the electronic delivery of government information, programs and services over the internet, E-democracy- the use of electronic communications to increase citizen participation in the public decision-making process, E-commerce – the electronic trading of money for goods and services like the payment of taxes and utility bills, renewing vehicle registrations and E-management- which is the use of ICT to improve the management of government business or operations (Mnjama & Wamukoya, 2007). E-government does not only have the potential to provide faster access to government information and public services but lower administrative costs, increase transparency in government ministries, department, and agencies, as well as reduce the menace of bribery and corruption (Asogwa, 2013). The willingness of citizens to use e-government services could be influenced by service quality dimensions such as reliability, security, efficiency and responsiveness (Sharna, 2015).

The objective of this research paper is to investigate factors which would influence South Korean Students' in China intention to use e-government services. The following research questions have been formulated to enable us to achieve the objective of this study. The research questions are as follows:

- Does the citizen's intention to use adopt and use e-government services influenced by perceived usefulness of e-government services?
- Does the perceived ease of use of e-government services have a significant impact citizen's intention to use and adopt e-government services?
- Is citizen intention to use e-government services significantly impacted by perceived service quality of e-government services?
- Does citizen trust have a direct significant impact intention to use e-government services?
- Does citizen trust positively moderate the positive relationship between perceived usefulness and intention to use e-government services?

17 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/article/factors-influencing-citizens-intention-to-use-e-government-services/181279

Related Content

Data Mining and Homeland Security
J. W. Seifert (2007). *Encyclopedia of Digital Government (pp. 277-282).*
www.irma-international.org/chapter/data-mining-homeland-security/11516

An Exploratory Study of Social Networking Services as a Potential Vehicle for E-Participation in the City and County of Honolulu
Cassandra S. Harrisand Jenifer Sunrise Winter (2013). *International Journal of Electronic Government Research (pp. 63-84).*
www.irma-international.org/article/exploratory-study-social-networking-services/78301

GIS: Changing the Economic Development World
Terry Murphy (2009). *Handbook of Research on Strategies for Local E-Government Adoption and Implementation: Comparative Studies (pp. 631-646).*
www.irma-international.org/chapter/gis-changing-economic-development-world/21484

The Scholarly Literature on E-Government: Characterizing a Nascent Field
Donald F. Norrisand Benjamin A. Lloyd (2006). *International Journal of Electronic Government Research (pp. 40-56).*
www.irma-international.org/article/scholarly-literature-government/2022

E-Democracy Policy in Queensland
Monika Henderson, Fergus Hogarthand Dianne Jeans (2008). *Electronic Government: Concepts, Methodologies, Tools, and Applications (pp. 2858-2866).*
www.irma-international.org/chapter/democracy-policy-queensland/9900