

Chapter 9

Survey of Citizens' Perceptions in the Adoption of National Governmental Portals

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ABSTRACT

The transformational role of e-government can be achieved through engagement of the citizens in the e-government rollout and subsequent adoption. The present study integrates constructs from the Technology Acceptance Model, Diffusions of Innovation Theory and Trust Models in order to propose a research model to guide future e-government initiatives. The critical acceptance factors, namely: trust, security, and regulation are analyzed for the citizens' adoption process. The citizen's perceptions of electronic services adoption are analyzed based on the case study of the National Governmental Portal.

INTRODUCTION

Electronic services have become a critical force in service oriented economies. The trend towards transformational government (t-Gov) has emerged mainly by the aspirations of citizens regarding Governments' performance and efficiency, regulation, trust and security (Gil-Garcial et al. 2007). The impact of technological innovations on

Governments has been profound, with increased collaboration between agencies to deliver seamless services, increased participation of citizens in policy and decision making, delivery of location aware public services, and new paradigms like connected governance, ubiquitous and ambient public services, knowledge-based administration and participatory budgeting.

Within this context, a significant number of Governments have constructed their presence on the web through the National Portals. In Greece,

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the public agencies are currently attempting to enhance their web presence providing electronic services to citizens through the National Governmental Portal, namely 'ERMIS' (www.ermis.gov.gr). Through the portal of 'ERMIS', the agencies have started offering various categories of online services, as introduced by Moon (2002), regarding information, interaction and transaction. E-government projects are becoming increasingly important for Greek Government and the public administration bases its decision to move forward with modern e-platforms expecting benefits such as better services, operational savings and increased program effectiveness (Stamati & Martakos, 2010).

'ERMIS' portal is attempting the modernization of the public administration providing added value services to citizens. The portal operates as a one-stop-shop service provider regarding the transactions with the Greek Government. From an operational point of view, 'ERMIS' is moved in three fundamental axes that concern: (i) the management of the information of the public administration and its disposal to the Internet in order to provide reliable briefing to citizens and enterprises regarding their transactions with the governmental mechanism; (ii) the growth of essential infrastructures providing interoperability between the information systems and the applications of the public administration for electronic transactions; (iii) the authentication of citizens and enterprises in the frame of benefit of secure services.

The chapter discusses the societal factors affecting the adoption of National Governmental Portals in the developing countries. The objective of the study is to present a model for e-government services adoption. The model identifies the fundamental concepts that impact intention to adopt e-government services. The proposed model, namely *t-Gov adoption Model*, identifies that the items of perceived trust, perceived security and supporting legislation and regulatory framework are determinant for e-government adoption. The

model is constructed based on the theory of reasoned action (TRA) (Ajzen & Fishbein, 1972). It extends and streamlines the Technology Acceptance Model proposed by Davis (1986) and the Diffusions of Innovation Theory proposed by Rogers (1995).

Based on the theoretical and empirical support from the services sciences, the study tested a number of research hypotheses which are formulated in the assessment phase. Based on qualitative research, the fundamental model constructs are evaluated using the interpretive techniques of focus groups and in depth interviews. The measurement of the model is conducted by creating the latent model. The statistic assessment is conducted in two phases, namely exploratory and confirmatory and it is based on methods and statistic indicators utilizing the statistic packages of SPSS and LISREL. The empirical assessment of the model is based on the positivistic approach. An assessment instrument has been developed for the data collection. The concepts of the model are operationalized to measurable variables and the measurement scales are created. The reliability and the validity of the measurement instrument are assessed. The data for the theory evaluation comes from the case study of the implementation of 'ERMIS'.

CONCEPTUAL MODEL

This study integrates constructs from well established adoption models based on the Technology Acceptance Model (Gefen & Straub, 2000; Moon & Kim, 2001; Pavlou, 2003), Diffusions of Innovation (Van Slyke et al., 2004), Security Theory (Karantjias, et al., 2009; Karantjias et al., 2010) and Trust Models (Bélanger et al., 2002; 2010; McKnight et al., 2002; Gefen et al., 2003; Stamati & Martakos, 2011) into a parsimonious model of e-government adoption.

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