A WEB PRESENCE ANALYSIS OF MALAYSIAN GOVERNMENT AGENCY WEBSITES

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A WEB PRESENCE ANALYSIS OF MALAYSIAN GOVERNMENT AGENCY WEBSITES

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ABSTRAK

Kerajaan Elektronik dilaksanakan untuk menyalurkan perkhidmatan elektronik kepada seluruh masyarakat melalui penggunaan laman web. Peringkat kewujudan dan kredibiliti sesebuah laman web kerajaan adalah signifikan untuk menggambarkan reputasi agensi tersebut. Untuk itu, Pertubuhan Bangsa-bangsa Bersatu membangunkan Indeks Pengukuran Penilaian Web sebagai satu standard pengukuran yang menentukan kedudukan laman web kerajaan di bawah pertubuhan tersebut. Kajian ini memberi penekanan kepada tahap pembangunan laman web agensi kerajaan sebagai satu unjuran bagi perlaksanaan projek Kerajaan Elektronik di Malaysia. Objektif kajian ini adalah untuk mengenalpasti peringkat kewujudan laman web agensi-agensi kerajaan, kredibiliti laman web tersebut berdasarkan tarikh akhir pengemaskinian dan jumlah masa untuk memuat turun, dan mendapatkan pandangan *webmaster* mengenai masalah yang dihadapi semasa pengemaskinian laman web tersebut. Pelbagai pendekatan digunakan di dalam kajian ini, antaranya kaedah pemeriksaan pada laman web yang terpilih, menganalisa laman web menggunakan *automated web evaluation tools* dan kaedah tinjauan menggunakan mel elektonik kepada *webmaster*. Sebagai satu kajian awalan, 74 laman web agensi kerajaan yang disenaraikan pada portal rasmi kerajaan Malaysia, *myGovernment* diambil. Dapatan kajian ini menunjukkan majoriti laman web agensi kerajaan berada pada Peringkat III ke IV. Kebanyakan laman web tidak mencapai kualiti yang dijangkakan, dengan hanya 31 peratus dikemaskini kurang daripada satu bulan dan 76 peratus menunjukkan kelemahan dari segi masa muat turun (melebihi 10 saat). Kajian ini juga mendapati 'kesukaran mendapatkan maklumat daripada pihak lain' adalah masalah utama yang dihadapi oleh *webmaster* di kebanyakan agensi kerajaan.

ABSTRACT

Electronic government was implemented to deliver electronic services to various citizens through the websites. The presence stage and credibility of government websites is significant to reflect the reputation of each agency. Web Assessment Measure Index establish by United Nations is a standard measures used to rank the stage of official websites for every countries. This study focussed on the development stage of Malaysia's government agency websites as a projection of the implementation of e-Government project. The objectives are to identify the Malaysian government agency web presence stage, credibility factors based on the last updated period and downloading time, and the website updating problem from webmaster view. A multi-method approach was used to, such as inspection method on selected websites, URL analysis using automated web evaluation tools and e-mail survey to the webmaster. As an exploratory study, 74 government agencies website was derived from the Malaysia's government official portal, *myGovernment*. The findings shows that the majority of Malaysian government website presence in Stage III to V. Many of the website did not achieves the expected quality with only 31 percent which has been updated less than once a month and 76 percent are poor in downloading times (more than 10 seconds). This research also found that 'the difficulty to get information from others' is the major problem that webmaster faced in many government agencies.

ACKNOWLEDGEMENTS

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ANAO	Australian National Auditing Office
E-Government	Electronic government
GVU	Graphic, Visualization & Usability Centre
HCI	Human Capital Index
ASPA	American Society for Public Administration
ICT	Information and communication technologies
MAMPU	Malaysian Administrative Modernization and Management Planning Unit
MCMC	Malaysian Communication and Multimedia Commission
MCSL	Malaysian Civil Service Link
MDC	Multimedia Development Corporation
MOSTI	Ministry of Science, Technology and
MSC	Multimedia Super Corridor
NITC	National Information, Communication and Technology Cabinet Committee
OECD	Organisation for Economic Co-operation and Development
SAFAD	Swedish Agency for Administrative Development
TII	Telecommunication Infrastructure Index
UN	United Nations
UNDPEPA	United Nations Division for Public Economics and Public Administration
WMI	Web Measure Index
WPMM	Web Presence Measurement Model

CHAPTER 1

INTRODUCTION

1.1   Introduction

The penetration of the internet and information and communication technologies (ICT) has caused government around the globe become aware of its potentials and consequently utilized them into electronic services. The utilisation of ICT in providing improved services and products to the internal and external stakeholders can broadly refer to as Electronic government (e-Government).

In Malaysia, e-Government was implemented as one of the Multimedia Super Corridor (MSC) flagship in 1998. Its implementation aims at reinventing how the government works as well as improving the quality of interactions with citizens and businesses through improved connectivity, better access to information and services, high quality services and better processing systems.

The contents of the thesis is for internal user only

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