FACTORS AFFECTING CONTINUED USAGE INTENTION OF ELECTRONIC GOVERNMENT AMONG PUBLIC SERVANTS IN IRAQ

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FACTORS AFFECTING CONTINUED USAGE INTENTION OF ELECTRONIC GOVERNMENT AMONG PUBLIC SERVANTS IN IRAQ

By

MUNADIL K. FAAEQ

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Othman Yeop Abdullah Graduate School of Business,
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ABSTRACT

Electronic government (eG) system has become an important component of Information and Communication Technology provided by governments to facilitate all the transactions. This system has gained the popularity in developed and developing countries alike. Due to the inconsistency of the findings regarding the antecedents and consequences of usage behaviour of eG services, this study attempted to further explain this phenomenon in an unstable environment. Specifically, this study attempted to investigate the mediating role of Usage Behaviour on the relationships between the Unified Theory of Acceptance and Use Technology (UTAUT) antecedents and Continued Usage Intention. Additionally, this study attempted to investigate the moderating effect of Perceived Intensity of Civil Conflict (PICC) on the relationship between Usage Behaviour and Continued Usage Intention. In the relevant past literature, many theories have emphasized the necessity to establish the fit between various factors and Usage issues as the key success factor. However, this study integrated many theories such as the Expectation-Confirmation Theory, Conflict Theory, and UTAUT to examine the effect of various factors on Usage Behaviour and Continued Usage Intention of eG. To examine the hypothesized model, the data for this study were collected from the employees in the public universities. Out of 700 questionnaires distributed, 436 usable questionnaires were returned. This study employed the partial least squares structural equation modelling (PLS-SEM) to confirm the validity and reliability of the measurement model and to examine the structural relationships. The findings of the study confirmed the positive influence of Effort Expectancy, Performance Expectancy and Facilitating Conditions on the Usage Behaviour. In addition, the results supported the strong positive influence of usage behaviour on continued usage intention. While the moderating effect of PICC was not supported, usage behaviour was found to have a significant power to explain the effect of UTAUT variables on continued usage intention.

Keywords: electronic government, continued usage intention, usage behaviour, perceived intensity of civil conflict
ABSTRAK


Kata kunci: kerajaan secara elektronik, keinginan penggunaan berterusan, tingkah laku penggunaan, intensiti persepsi konflik awam
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In the name of ALLAH, the most gracious, the most merciful. Praise be to ALLAH, the creator and custodian of the universe. Salawat and Salam to our Prophet Muhammad, peace and blessings of ALLAH be upon him and to his family members, companions and followers.

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<td><strong>Acceptance of Information Technology</strong></td>
<td>The demonstrable willingness within a user/group to continued usage intention the information technology for the tasks it is designed to support next time.</td>
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<td><strong>Adoption of Information Technology</strong></td>
<td>The first time used or/and intention to use of information technology innovation.</td>
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<td>Using ICT in the public sector by offering electronic services via Internet.</td>
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<td><strong>Governance</strong></td>
<td>Using ICT to support the controlling of government, in other word, it's allowing citizen (employees) to get benefit from governmental electronic services (Ali &amp; Sunitha, 2007).</td>
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<td><strong>Effort Expectancy</strong></td>
<td>A person's perception that a particular system will be easy to use.</td>
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<td><strong>Facilitating Conditions</strong></td>
<td>The environmental infrastructure that makes the accomplishment of the activity easier.</td>
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<td><strong>Performance Expectancy</strong></td>
<td>A person's beliefs that using a particular system will enhance his/her work performance.</td>
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<td><strong>Social Influence</strong></td>
<td>A user's perception of other people, whether or not he/she has to perform the behaviour.</td>
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<td><strong>Voluntariness of Use</strong></td>
<td>The degree to which the use of the innovation is perceived as being voluntary, or of free will.</td>
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<td><strong>Citizens of Nation</strong></td>
<td>As the real users (employees in public university) of government services.</td>
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<td><strong>User</strong></td>
<td>How have seen the services and know the process.</td>
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<td>Abbreviation</td>
<td>Full Form</td>
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<tr>
<td>e-G</td>
<td>Electronic Government</td>
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</tr>
<tr>
<td>UTAUT</td>
<td>Unified Theory Acceptance and Use Technology</td>
<td></td>
</tr>
<tr>
<td>MOST</td>
<td>Ministry Of Sciences and Technology</td>
<td></td>
</tr>
<tr>
<td>ATU</td>
<td>Attitude Toward Using</td>
<td></td>
</tr>
<tr>
<td>BI</td>
<td>Behavioural Intention</td>
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<tr>
<td>IDT</td>
<td>Innovation Diffusion Theory</td>
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<tr>
<td>ICT</td>
<td>Information and Communication Technology</td>
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<tr>
<td>IS</td>
<td>Information System</td>
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<tr>
<td>IT</td>
<td>Information Technology</td>
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</tr>
<tr>
<td>ITD</td>
<td>Innovation Diffusion Theory</td>
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<tr>
<td>TAM</td>
<td>Technology Acceptance Model</td>
<td></td>
</tr>
<tr>
<td>TPB</td>
<td>Theory of Planned Behaviour</td>
<td></td>
</tr>
<tr>
<td>TRA</td>
<td>Theory of Reasoned Action</td>
<td></td>
</tr>
<tr>
<td>UA</td>
<td>Uncertainty Avoidance</td>
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<tr>
<td>UN</td>
<td>United Nations</td>
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<tr>
<td>ESCWA</td>
<td>Economic and Social Commission for Western Asia</td>
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<tr>
<td>KRG</td>
<td>Kurdistan Regional Government</td>
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<tr>
<td>MTC</td>
<td>Metropolitan Transportation Commission</td>
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<tr>
<td>GSM</td>
<td>Global System for Mobile communication</td>
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<tr>
<td>WLL</td>
<td>Wireless Local Loop</td>
<td></td>
</tr>
<tr>
<td>ITPC</td>
<td>Iraq Telephone Postal Company</td>
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<tr>
<td>MOPID</td>
<td>Ministry Of Planning and International Development</td>
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</tr>
<tr>
<td>COSIT</td>
<td>Central Organization for Statistics and Information Technology</td>
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<tr>
<td>MOST</td>
<td>Ministry Of Science and Technology</td>
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<tr>
<td>ICCI</td>
<td>Iraq Commission for Computers and Informatics</td>
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<tr>
<td>MIS</td>
<td>Management Information System</td>
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<tr>
<td>ICDL</td>
<td>International Computer Driving License</td>
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<tr>
<td>MOPAD</td>
<td>Ministry Of Planning And Development</td>
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<tr>
<td>UNDP</td>
<td>United Nations Development Program</td>
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<tr>
<td>IOM</td>
<td>International Organization for Migration</td>
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<tr>
<td>IRI</td>
<td>Iraq’s Rebuilding Iraq project</td>
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<tr>
<td>WBBN</td>
<td>Wireless BroadBand Network</td>
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<tr>
<td>P.C.</td>
<td>Personal Computers</td>
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<tr>
<td>SCIS</td>
<td>State Company for Internet Services</td>
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<tr>
<td>MTCC</td>
<td>Multipurpose Technology Community Centres</td>
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<tr>
<td>UNDP’s</td>
<td>United Nations Development Programmes</td>
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<tr>
<td>INA</td>
<td>Iraqi Networking Academies</td>
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<tr>
<td>WWW</td>
<td>World Wide Web</td>
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<tr>
<td>FTTH</td>
<td>Fiber To The Home</td>
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<tr>
<td>WiMAX</td>
<td>Worldwide Interoperability for Microwave Access</td>
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<tr>
<td>ADSL</td>
<td>Asymmetric Digital Subscriber Line</td>
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<tr>
<td>SI</td>
<td>Social Influence</td>
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</tr>
<tr>
<td>FC</td>
<td>Facilitating Condition</td>
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<tr>
<td>EE</td>
<td>Effort Expectancy</td>
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<tr>
<td>E-SA</td>
<td>E-Service Awareness</td>
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<tr>
<td>UB</td>
<td>Usage Behavioural</td>
<td></td>
</tr>
<tr>
<td>CUI</td>
<td>Continued usage intention</td>
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<tr>
<td>AGE</td>
<td>Age</td>
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</tr>
<tr>
<td>Abbreviation</td>
<td>Description</td>
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<tr>
<td>-------------</td>
<td>--------------------------------------------</td>
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</tr>
<tr>
<td>GEN</td>
<td>Gender</td>
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<tr>
<td>EDU</td>
<td>Education</td>
<td></td>
</tr>
<tr>
<td>INC</td>
<td>Income</td>
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</tr>
<tr>
<td>EXP</td>
<td>Experience</td>
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</tr>
<tr>
<td>PICC</td>
<td>Perceived Intensity of Civil Conflict</td>
<td></td>
</tr>
<tr>
<td>PE</td>
<td>Performance Expectancy</td>
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</tr>
<tr>
<td>CBSEM</td>
<td>Covariance- Based Structural Equation Model</td>
<td></td>
</tr>
<tr>
<td>VBSEM</td>
<td>Variance- Based Structural Equation Model</td>
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CHAPTER ONE
OVERVIEW OF THE STUDY

1.0 Introduction

This chapter introduces the background of the study, statement of the problem, formulation of the research questions, research objectives, and justifications of the study. It also gives a brief explanation of the significance, benefits and scope of the study. Finally, the chapter concludes with a presentation of the research structure.

1.1 Background of Study

The evolution of Information and Communication Technologies (ICTs) has witnessed the emergence of Electronic Government (eG) in the late 1990s (Alruwaie, 2012; Alsohybe, 2007). eG has become an important application used by government agencies worldwide to facilitate communication and interactions with employees, citizens, between agencies, and with businesses (AlShihi, 2006).

The World Bank Group (2002) defines eG as “the use by government agencies of information technologies (such as wide area networks, the internet, and mobile computing) that have the ability to transform relations with citizens, businesses, and other arms of government.....” In a simpler term, eG can be defined as using ICT in the public sector to offer electronic services through using the Internet. In the field of Information Systems (IS), researchers following eG development indicated that eG has become a very interesting and evolving research area with high importance.
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