

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

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DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
August 2014

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

By

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Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
in Fulfillment of The Requirement for the Degree of Doctor of Philosophy

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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

Sistem kerajaan secara elektronik (eG) telah menjadi satu komponen penting dalam Teknologi Maklumat dan Komunikasi yang disediakan oleh kerajaan untuk memudahkan setiap transaksi. Sistem ini telah mendapat sambutan di negara-negara maju dan membangun. Oleh kerana penemuan yang tidak konsisten mengenai penyebab dan akibat daripada tingkah laku penggunaan perkhidmatan eG, kajian ini bertujuan untuk menjelaskan lebih lanjut lagi fenomena ini dalam persekitaran yang tidak stabil. Secara khusus, kajian ini bertujuan untuk menyelidik peranan perantara (mediator) Kelakuan Penggunaan ke atas hubungan di antara penyebab Teori Penerimaan Bersepadu dan Penggunaan Teknologi (UTAUT) dengan Keinginan Penggunaan yang berterusan. Selain itu, kajian ini mencuba untuk mengkaji kesan sederhana (moderator) terhadap Intensiti Persepsi Konflik Awam (PICC) terhadap hubungan antara Kelakuan Penggunaan dan Keinginan Penggunaan yang berterusan. Berkaitan literatur yang lalu, banyak teori telah menekankan keperluan untuk mewujudkan kesesuaian di antara pelbagai faktor dan isu-isu kepenggunaan sebagai faktor kejayaan utama. Walaubagaimanapun, kajian ini menintegrasikan pelbagai teori seperti Teori Jangkaan- Pengesanan, Teori Konflik, dan UTAUT untuk mengkaji impak daripada pelbagai faktor terhadap Kelakuan Penggunaan dan keinginan Penggunaan yang berterusan perkhidmatan eG. Untuk meneliti model hipotesis, data untuk kajian ini dikutip daripada staf universiti awam. Daripada 700 borang soal selidik yang diedarkan, sebanyak 436 borang soal selidik telah dikembalikan. Kajian ini menggunakan struktur pemodelan persamaan separa dua terkecil (PLS-SEM) untuk mengesahkan kesahihan dan kebolehpercayaan model Penyukatan dan untuk mengkaji hubungan struktur. Hasil kajian ini mengesahkan pengaruh positif Jangka Usaha, Jangka Prestasi dan Syarat Memudahkan Kelakuan Penggunaan. Di samping itu, keputusan ini disokong oleh pengaruh positif yang kukuh terhadap tingkah laku penggunaan untuk keinginan penggunaan yang berterusan. Tambahan pula, sementara kesan yang sederhana daripada PICC tidak disokong, tingkah laku penggunaan telah didapati mempunyai kuasa yang signifikan untuk menerangkan kesan pembolehubah UTAUT terhadap keinginan penggunaan yang berterusan.

Kata kunci: kerajaan secara elektronik, keinginan penggunaan berterusan, tingkah laku penggunaan, intensiti persepsi konflik awam

ACKNOWLEDGMENT

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.

My foremost gratitude goes to my supervisors, Prof. Dr. Noor Azizi Ismail, Assoc. Prof. Dr. Wan Rozaini Sheik Osman and Dr. Abdullah Kaid Al-Swid for their professional guidance and devoting his expertise and precious times to guide me to reach this level. Thank you, for all that you did.

Additionally, I would like also to express my gratitude and thanks to Dr. Thi Lip Sam for the constructive comments and invaluable suggestions during the proposal defence session. Also, I am especially indebted to Prof. Dr. Nik Kamariah Bt Nik Mat for her invaluable inputs and suggestions.

I am extremely grateful to each of them for their directions and guidance. I would also like to thank Prof. Dr. AllaEdin Hassan Kassam, Prof. Dr. Zullkhairi Md Dahalin, Dr. Naseem Y. Lallo, Dr. Salam Mohammad Aboud, Dr.Saad Salman, Dr. Adel Majed, Prof. Dr. Layth M. Karim, Dr Ammar A. Ali Zwain, Qusay abboodi Ali.

Thanks also go to OYA office and all the friends helped me in the data collection stage in almost all the cities.

To my father, mother, brother (Alaa K. Faieq), sisters, uncle and all my family members, thank you so much for your support and prayers.

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GLOSSARY OF TERMS

Acceptance of Information Technology	The demonstrable willingness within a user/group to continued usage intention the information technology for the tasks it is designed to support next time.
Adoption of Information Technology	The first time used or/and intention to use of information technology innovation.
Electronic Government	Using ICT in the public sector by offering electronic services via Internet.
Governance	Using ICT to support the controlling of government, in other word, it's allowing citizen (employees) to get benefit from governmental electronic services (Ali & Sunitha, 2007).
Effort Expectancy	A person's perception that a particular system will be easy to use.
Facilitating Conditions	The environmental infrastructure that makes the accomplishment of the activity easier.
Performance Expectancy	A person's beliefs that using a particular system will enhance his/ her work performance.
Social Influence	A user's perception of other people, whether or not he/she has to perform the behaviour.
Voluntariness of Use	The degree to which the use of the innovation is perceived as being voluntary, or of free will.
Citizens of Nation	As the real users (employees in public university) of government services.
User	How have seen the services and know the process.

LIST OF ABBREVIATIONS

e-G	Electronic Government
UTAUT	Unified Theory Acceptance and Use Technology
MOST	Ministry Of Sciences and Technology
ATU	Attitude Toward Using
BI	Behavioural Intention
IDT	Innovation Diffusion Theory
ICT	Information and Communication Technology
IS	Information System
IT	Information Technology
ITD	Innovation Diffusion Theory
TAM	Technology Acceptance Model
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
UA	Uncertainty Avoidance
UN	United Nations
ESCWA	Economic and Social Commission for Western Asia
KRG	Kurdistan Regional Government
MTC	Metropolitan Transportation Commission
GSM	Global System for Mobile communication
WLL	Wireless Local Loop
ITPC	Iraq Telephone Postal Company
MOPID	Ministry of Planning and International Development
COSIT	Central Organization for Statistics and Information Technology
MOST	Ministry Of Science and Technology
ICCI	Iraq Commission for Computers and Informatics
MIS	Management Information System
ICDL	International Computer Driving License
MOPAD	Ministry Of Planning And Development
UNDP	United Nations Development Program.
IOM	International Organization for Migration
IRI	Iraq's Rebuilding Iraq project
WBBN	Wireless BroadBand Network
P.C.	Personal Computers
SCIS	State Company for Internet Services
MTCC	Multipurpose Technology Community Centres
UNDP's	United Nations Development Programmes
INA	Iraqi Networking Academies
WWW	World Wide Web
FTTH	Fiber To The Home
WiMAX	Worldwide Interoperability for Microwave Access
ADSL	Asymmetric Digital Subscriber Line
SI	Social Influence
FC	Facilitating Condition
EE	Effort Expectancy
E-SA	E-Service Awareness
UB	Usage Behavioural
CUI	Continued usage intention
AGE	Age

GEN	Gender
EDU	Education
INC	Income
EXP	Experience
PICC	Perceived Intensity of Civil Conflict
PE	Performance Expectancy
CBSEM	Covariance- Based Structural Equation Model
VBSEM	Variance- Based Structural Equation Model

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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