

**A STUDY ON ELECTRONIC PROCUREMENT'S USER
SATISFACTION**

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UNIVERSITI UTARA MALAYSIA

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**A STUDY ON ELECTRONIC PROCUREMENT'S USER
SATISFACTION**

By

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Abstract

This study examines the direct relationship between perceived ease of use, perceived usefulness, top management support, vendor assurance, vendor responsiveness and user's satisfaction. A total of 450 questionnaires were distributed to participants who had agreed to participate in this study. However, only 312 questionnaires were usable for further analyses. Hypotheses for direct effect were tested using multiple regression analyses. Results showed that all variables tested in this study, namely perceived ease of use, perceived usefulness, top management support, vendor assurance, vendor responsiveness were significantly positively associated with user's satisfaction. Implications of the findings, potential limitations, and directions for future research are discussed.

Keywords: User satisfaction; Perceived ease of use; Perceived usefulness; Top management support; Vendor assurance; Vendor responsiveness

Abstrak

Kajian ini mengkaji hubungan langsung antara persepsi terhadap mudah penggunaan, persepsi terhadap kebergunaan, sokongan pengurusan atasan, jaminan vendor, maklumbalas vendor dan kepuasan pengguna. Sebanyak 450 soal selidik telah diedarkan kepada peserta kajian yang telah bersetuju untuk terlibat dalam kajian ini. Namun begitu, hanya 312 soal selidik sahaja yang boleh digunakan untuk analisis seterusnya. Hipotesis ke atas kesan langsung diuji menggunakan analisis regresi berganda. Dapatan kajian menunjukkan bahawa kesemua pemboleh ubah yang diuji dalam kajian ini iaitu persepsi terhadap mudah penggunaan, persepsi terhadap kebergunaan, sokongan pengurusan atasan, jaminan vendor dan maklumbalas vendor mempunyai hubungan yang positif dan signifikan dengan kepuasan pengguna. Implikasi dapatan kajian, limitasi dan cadangan kajian pada masa hadapan turut dibincangkan.

Kata kunci:Keputusan pengguna; Persepsi terhadap mudah penggunaan; Persepsi terhadap kebergunaan, Sokongan pengurusan atasan; Jaminan vendor; Maklumbalas vendor

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Government procurement is necessary as the engine for economic and social development of the country. According to World Trade Organization, on average, its' account for 10-15 per cent of the GDP of the economy. Since government procurement is dealing with the public monies, it is important that it is managed in an efficient, transparent and effective way as demands by the people (Othman, Jusoff, Zakaria, Nordin, Shahidan, Muhammad & Ghuslan, 2009).

Apart from that, government procurement has also become the focal point for people to assess Government's effectiveness and efficiency (Hui, Othman, Omar, Rahman, & Haron, 2011). For this reason, the Malaysian government has decided to transform the way its operate. This can be seen by the introduction of e-Procurement in 1999 as one of the initiatives under e-Government application. It is hope to revamp the procurement activities in the Government machinery. This initiative is in line with the current technological developments.

Locally known as *ePerolehan*, the system is developed under the Ministry of Finance Malaysia as a step forward to enter the era of electronic trading or e-Commerce. The implementation of the system has been divided into four phases; system design, small scale roll-out which involved four ministries, full scale roll-out

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