THE IMPACT OF EXPLANATION ON SENSE OF CONTROL AND PERCEIVED POWER RELATIONSHIP TOWARDS ONLINE ADVISORY SYSTEM

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< CERTIFICATE OF PROJECT PAPER

(PINK FORM BEFORE HARD COVER BINDING)>

Abstrak

Khidmatpenasihatanatastaliantelahwujud di mana-manadanmerupakansatukeperluandalamkehidupanmasakini.Pelbagaiagensikerajaank inimenawarkanperkhidmatansebeginisebagaisatucarauntukmenyediakanbantuantanp ahalangankepadapihak orang awamdalammemenuhikeperluanmerekakepadamaklumatdanperkhidmatan.

Projekinimenilaikesanpenyediaanperkhidmatanpenasihatanatastalian, terutamanya yang dilengkapidenganfungsipenerangan, kepada orang awam.Projekinimenggunakankaedahtinjauanuntukmengkajisecara empirikal peranan yang dimainkanolehfungsipenerangandalamalatanpenasihatanatastalian.Tiga laman web kerajaan yang mempunyai alatanpenasihatanatastalian yang diselidikiadalah*e-Filing*, *e-Quit Rent*dan*e-Assessment*; kesemuanyamenyediakanperkhidmatanberkaitantaksirancukai. 100 respondenterlibatdalamprojekberskalakecilini;

pandanganmerekadikumpulmenerusisoalselidik yang dibinadaripadaempatkonstrukutamaiaitukepuasan proses maklumat, ketelusan proses maklumat, rasa mengawaldanpersepsihubungankuasa. Fasaanalisismelibatkanpenggunaan SPSS versi 19.0 yang menyokongpelbagaiteknikanalisis data termasuk statistik deskriptif, silangdankorelasi.Hasilkajianbagi*e-Filing*menunjukkan rasa mengawaladalahlebihbaikbagikepuasan proses maklumat. Manakala*e-Quit Rent*dan*e-Assessment* pula menunjukkanpersepsihubungankuasaadalahlebihbaikbagikepuasan proses maklumat. Bagiketelusan proses maklumat*e-Filing*dan*e-Quit Rent*, rasa mengawaladalahlebihbaikberbandingpersepsihubungankuasasebaliknyabagi e-Assessment.

Rumusandaripadaprojekiniialahfungsipeneranganalatanpenasihatanatastalian menunjukkan rasa mengawal yang lebihbaikkeatashasiltaksiran orang awam.Iajugamemberipersepsihubungankuasa yang lebihbaikkepada orang awamdenganagensikerajaan yang manamerekamempunyaitanggungjawabuntukmembayarcukai.

Kata kunci :Penerangan, kepuasan proses maklumat, ketelusan proses maklumat, rasa mengawaldan persepsi hubungan kuasa.

Abstract

Online advisory services have become ubiquitous and are of the essence of life in today's living. Many government agencies these days are offering such services as a means to provide a hassle free assistance to the public in fulfilling their information and service needs. This project assesses the impact of providing online advisory services, in particular those with explanation feature, to the public. Building on insights from practice and literature, the project utilizes a survey to empirically examine the key role of explanation feature provided in online advisory tools. Three online advisory tools being examined are the e-Filing, e-Quit Rent and e-Assessment; all provide services related to tax assessment. 100 respondents involved in this small scale project; their opinions are gathered by means of questionnaire which is developed from four major constructs namely information process satisfaction, information process transparency, sense of control and perceived power relationship. The analysis phase involved the use of SPSS version 19.0 that supports various data analysis techniques including descriptive statistics, cross tabulation and correlation. The findings reveal fore-Filing shows sense of control lead to greater satisfaction among public. Whilee-Quit Rentande-Assessment isthe perceived power relationshipis better forthesatisfactionof information.Fortransparency in the processof e-filing informationande-Quit Rent,a sense ofcontrolisbetter thanthe perceived power relationshipinsteadofe-Assessment. It can be concluded from this project that the explanation in online advisory tools gives the public a better sense of control over their assessment outcome. It also gives the public a better perceived power relationship with the government agency to which they are beholden.

Keywords : Explanation, information process satisfaction, information process transparency, sense of control and perceived power relationship.

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List of Abbreviations

ELMNet	Eligibility Module on the Internet
DVA	Department of Veterans' Affairs
IPS	Information Process Satisfaction
IPT	Information Process Transparency
SOC	Sense of Control
PPR	Perceived Power Relationship
NRE	Ministry of Natural Resources and Environment
DV	Dependent variable
IV	Independent variable
IE	Internet Explorer
IRB	Inland Revenue Board
SPSS	Statistical Package for Social Science

CHAPTER 1
INTRODUCTION

Online advisory services are increasingly being adopted by modern service organizations as an effective way of interacting with their customers. Online advisory services are web-based services that assist user or public in obtaining information about their country's e-government material to self-assess their eligibility for aid and to make informed decisions on whether to proceed to the next stage of their application process. In addition, these tools offer advice, decision support and better understanding of problem situations by giving them an 'expert' answer to a problem.

Online advisory services can address a wide range of client needs and are expected to create benefits for both the organization and its customer (Li, 2011). According to Dayal and Johnson (2000), online advisory systems could provide benefits to the citizens, including increased transparency of the decision making process, a greater sense of control and more positive perceptions and power situation. This claim was evidenced in the success of Eligibility Module on the Internet(ELMNet), which has improvedAustralianDepartment of Veterans' Affairs(DVA) productivity up to 80% the quality and consistency of its primary decisions and its customer satisfaction. In the context of e-government, an effective online advisory tool that satisfies citizen's self-assessment needs on a government website can be seen as a reflection of the government 'sincerity' in delivering services, thus promoting a more democratic image of the government (Li &Gregor, 2011).

Malaysia is one of the many countries which have been seriously engaged in establishing citizen-centric online services via e-government or e-state government portals. The goal is to improve the convenience, accessibility, expediency, openness and quality of interactions between government agencies and citizens as well as businesses. It is also to improve information flow and processes within government agencies, leading to improve in speed and quality of policy development, coordination and enforcement (MAIT, 2008; MAMPU, 2009; Azizan&Fazli, 2010; Alias *et al*., 2011; Hana, 2011). Examples of such services available on the e-

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