

Modelling customer's attitude towards E-government services

Abstract

E-Government structures permits the government to operate in a more transparent and accountable manner of which it increases the power of the individual in relation to that of the government. This paper identifies the factors that determine customer's attitude towards e-Government services using a theoretical model based on the Technology Acceptance Model. Data relating to the constructs were collected from 200 respondents. The research model was tested using Structural Equation Modeling (SEM) techniques via the Analysis of Moment Structure (AMOS 16) computer software. SEM is a comprehensive approach to testing hypotheses about relations among observed and latent variables. The proposed model fits the data well. The results demonstrated that e- Government services acceptance can be explained in terms of compatibility and attitude towards e-Government services. The setup of the e-Government services will be compatible with the way users work and are more likely to adopt e-Government services owing to their familiarity with the Internet for various official, personal, and recreational uses. In addition, managerial implications for government policy makers, government agencies, and system developers are also discussed.