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Relationship between Service Usefulness and Information Awareness toward Citizen Satisfaction of E-Government Services in Kuala Lumpur

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E-Government is a service platform provide by the government as a platform of communications, transactions and customer services that is derived from the advance technology of the internet. The E-Government platform enables citizen to perform any activities 24/7 and 365 days a year without the need to be visit government offices. This research was conducted to measure the relationship between the service usefulness and information awareness towards citizen satisfaction. 400 questionnaires were distributed using convenience sampling, but only 275 useable data units were processed for the analysis using IBM SPSS 24. The results indicated that both variables are important but information awareness is the most important factor effecting citizen satisfaction.

Key words: *Government Services, Communication, Citizen Satisfaction*

Introduction

Many studies have been conducted to measure the customer acceptance of new products and services. The fast advance development of internet technology helps to support e-services such as e-government. The purpose of E-Government is to provide a one stop shop for citizen to communicate, interact and perform any transactions related to services from the government (Hazlett, 2006). Citizen can access the platform using their mobile phone or computers from their home without the need to visit government offices, that sometimes requires long waiting hours or to visit many places for various transactions (Lloyd, 2015; Meyer and Meyer, 2016; Hassan & Alanazi 2018). E-Government enables citizen to interact with the government from anyway, in a friendly manner.

Being a new service it may need more effort to gain trust and familiarity (Mensah, 2018). The purpose of this study is to measure the relationship between the service usefulness and information awareness towards citizen satisfaction.

Citizen Satisfaction

Satisfaction can be described through a number of aspects. First, satisfaction can be described as the level and nature to which the users of a product have their needs met (Yeh, H., 2017). In this regard, satisfaction is evaluated in terms of pre-existing need. Consequently, if the end used product meets the user's needs and expectations, then the users are perceived as satisfied. Where the provided and offered value of a product meets and exceeds the users needs and expectations, then they are deemed as a satisfied consumer. On the other hand, if the needs and expectations of the users are not met, then such users are not satisfied (Sujeet et al., 2013).

In the above analysis, it is clear that two main aspects inform the nature of satisfaction. First, the user's level of needs is the influencing factor. This is the actual need and want that the user seeks to satisfy. In the case of using smart government services, the citizens need is the provision of government services (Rajiv et al., 2018). Thus, a smart government platform that delivers on the unique needs of its citizens is considered as one enhancing satisfaction (Verma et al., (2017). Secondly, the level of customers' satisfaction is influenced by the level and nature of expectations. The expectations of the citizens and the smart government services end users' stands for their perception of quality of the system (Stuti Saxena, 2017; Pomffyová, Kozarova and Krajcik, 2017). This could be in terms of the availability and accessibility of the system, the confidentiality and security of such a system, as well as the usefulness and value derived from such a system (Shuib, 2019). Thus, this illustrates that

satisfaction is not only a component of the value and needs satisfaction, but also a complex interaction between all the end user expectations (Lee & Huang, 2018). Meeting the expectations leads to ultimate citizens' satisfaction, while failure to meet one or more of the expectations leads to citizens' dissatisfaction, with the offered smart government services (Bernhard et al., 2018). The analysis focused on the extent to which the meeting of the three main variables of trust, ease of use, and usefulness played a role in either increasing or decreasing the level of citizens' satisfaction among smart government services users (Androutsopoulou et al., 2018).

Service usefulness

Shuib et al., (2019) argued that satisfaction is multi-dimensional. One of the core elements of such satisfaction is the concept of services offered friendliness and usefulness. On one hand, usefulness is evaluated and measured as the level and extent to which the services perform and satisfy the expected needs (Sharma et al., 2014; Meyer and Meyer, 2017). On the other hand, friendliness is described as the extent to which the use of the offered services allows for a high level of interaction and convenience for the users. In the case of ICT and smart government services, friendliness is the nature and relationship in which the services are related to the users (Sangki, J. 2018).

A technology system that meets the overall needs of the users is bound to have a higher level of acceptance and use in the market (Huang, Hsieh & Chuang 2017; Rajiv et al., 2018), as contrasted to one that fails to meet the users' expectations and needs, which constitute their perceived usefulness value.

Information Awareness

Awareness is important in creating information about product knowledge and information about the details of a new product or service (Park et al., 2015). A proper communication not only shall create awareness about the product or services but also interest, desire and action (Nadia et al., 2018). Those steps are important especially in introducing new products or services (Haseeb et al., 2019).

In marketing, customers shall only start to evaluate or consider a product once the information has reached the potential target market. Only with the proper knowledge and information can customer decide whether to buy or not to buy based on their needs. Smart government is a new platform introduced by the government and thus requires a lot of effort

in making the service known. Citizen may have a sceptical mindset that may hinder them from using the services because of a lack of information and trust.

Information awareness can be described as the nature and extent to which system users are aware of the right approach and process of accessing the required services. In this context, the concept of information awareness can be classified into two main categories, namely the skills and the system knowledge. On one hand, (Park et al., 2015) argues that, in the accessing of online e-services platforms, the users require the right ICT skills. This is because, the handling of such ICT systems requires basic knowledge to operate and access. On the other hand, with respect to the process of acquiring services, (Park et al., 2015) argues that besides having the basic ICT skills, each service system is different. This means that the users require the right set of knowledge on how to operate and use such service platforms.
Information awareness' can be described as the nature and extent to which system users are aware of the right approach and process of accessing the required services. In this context, the concept of information awareness can be classified into two main categories, namely the skills and the system knowledge. On one hand, Torres, Pina and Royo (2005) argue that, in accessing online e-services platforms, the users require the right ICT skills. This is because the handling of such support ICT systems requires basic knowledge to operate and access. On the other hand, with respect to the process of acquiring services, Torres, Pina and Royo (2005) argue that, besides having the basic ICT skills, each service system is different. This means that the users require the right set of knowledge on how to operate and use such service platforms to achieve their own satisfaction levels, besides relying on the government support and contributions.

Methodology

The study used a questionnaire collection tool. In this case, the questionnaire applied the use of closed ended questions as a means of collecting quantitative data. In this regard, the set questions were based on the 5 point Likert scale matrix, with responses measured and evaluated against the different Likert point scale ratings. 400 questionnaires distributed using convenience sampling. 378 questionnaires were received but only 275 were useable for data analysis. Data analysis was done using IBM SPSS 24. Details of analysis are presented in the next paragraph.

Findings

Variable	No of Item	Cronbach's Alpha
Service usefulness	6	0.769
Information awareness	6	0.865
Citizen satisfaction	5	0.853

Cronbach's Alpha value for the three variables ranged between 0.769 and 0.65 respectively. In this regard, the value indicated that the study questions had an acceptable level of reliability.

Demographic information

Demographic	Category	Frequency	Percentage
Gender	Male	178	64.73
	Female	97	35.27
Age	20 – 30 years	83	30.18
	31 – 40 years	91	33.09
	41 – 50 years	56	20.36
	Above 51 years	45	16.36
Education level	Secondary	22	8.00
	Diploma	35	12.73
	Bachelor degree	131	47.64
	Master & PhD	87	31.64
Internet experiences	1 – 2 years	34	12.36
	3 – 4 years	157	57.09
	More than 5 years	84	30.55

Based on the demographic statistics, males dominate the number of respondent in this research. A higher percentage on male as respondents is perhaps because males are the ones who will take the responsibility of the household matters, payment of utilities as well as dealing with government offices. The majority of respondent had an age between 31 to 40 years. The fact is that young people are exposed to the internet and any web-based applications. The research also revealed that the majority of the respondents at least had a bachelor degree, followed by the postgraduate level. Indirectly, this means that the majority of the respondents have at least a high level of thinking. Based on the statistics, the majority of respondents also have at least more than 2 years internet usage experiences. Therefore, it

can be concluded that they have a fair internet experiences in using any web-based or mobile apps.

Variables Descriptive Statistics

Descriptive	Minimum	Maximum	Mean	Std. Deviation
Service usefulness	1.00	5.00	4.67	0.59
Information awareness	1.00	5.00	4.12	0.61
Citizen satisfaction	1.00	5.00	4.25	0.74

The overall index value was above the median value. Of the two independent variables, service usefulness registered the highest mean value at 4.67. This was followed by the information awareness at 4.12. The dependent variable had a mean value of 4.25. None of the variables had an over 1.0 value. This implied that the deviations for all the variables were below the 1 value, indicating minimal variances.

Correlation Analysis

	Service usefulness	Information awareness	Citizen satisfaction
Service usefulness	1		
Information awareness	0.690**	1	
Citizen satisfaction	0.591**	0.754**	1

**. Correlation is significant at the 0.01 level (2-tailed).

It is clear that all the variables had a positive correlation to each other. This implies that a change in one variable index in a given direction, led to a similar direction change on the other variable

Regression Analysis

Coefficient	B	Std	T Value	P Value
Service usefulness → Citizen satisfaction	0.609	0.095	6.187	0.000

Information awareness →Citizen satisfaction	0.921	0.071	11.987	0.000

Regression analysis is employed to test empirically the communicated hypotheses. The regression study outcomes presented in Table 9 show that the "T" value for this test is very important. This implies that this test is recognized with a strong point between independent variables and citizen Satisfaction. Further, this shows that the disparity in the citizen satisfaction is described through the independent variables.

The service usefulness "B" value (0.609) is positive and the related importance (0.000) is not more than (0.05), which implies that the information supports H1: There is a significant impact of service usefulness on citizens' satisfaction with E-Government. Further, information awareness "B" value (0.918) is positive and related importance (0.000) is no more than (0.05), which implies that the information supports H2: There is a significant impact of information awareness on citizens' satisfaction with E-Government.
The study shows that the "B" value for information awareness (0.921) is greater than service usefulness (0.609), which implies that the influence of the citizen view on information awareness of Smart services satisfaction is greater than the influence of service usefulness.

Discussion and Conclusion

The results indicate that information awareness is important in any process of introducing new products or services, especially related to ICT. Most citizenship would rather play by ear before they finally decide to use the new system. The government may needs to create more awareness campaigns by encouraging more people to try by guidance, so that instructions can be made clear to avoid mistakes and wrong entries that may lead to negative experiences. It is suggested that any new products, derived from ICT or innovation, be more focus on awareness campaigns in order to get a response and followers. The results of this research are supported by past research conducted by Sharma et al., 2014; Lee and Huang (2014) and Vishanth (2013).

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