

Understanding Continuance Usage Intention of Electronic Government Service from the Perspectives of UTAUT in the Context of Dangerous Region

Presented by:

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Electronic Government (EG) means employed and usage of computer application in government actions and tasks.

EG has become an important application used by government agencies worldwide to facilitate communication and interactions with employees, citizens, between agencies, and with businesses.

Wide numbers of studies have been applied UTAUT in different majors, but no study has engaged UTAUT to investigate EG adoption among Iraqi public sectors, especially in the framework of republic of Iraq as an unsecure area.

Generally, in Iraq is such that the country is having a high rate of violence and is facing numerous problems in the fields of health, science, education, and e-services.

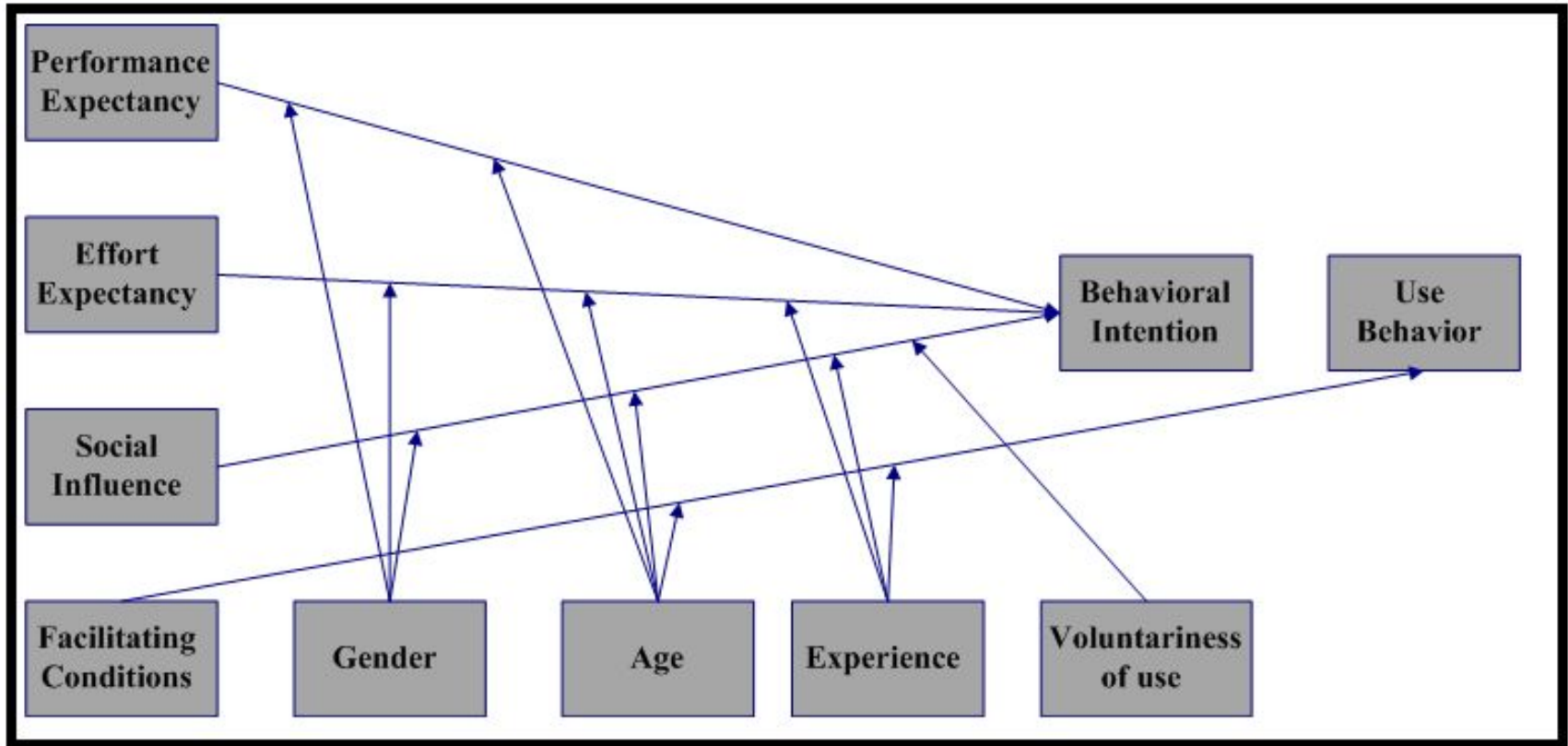
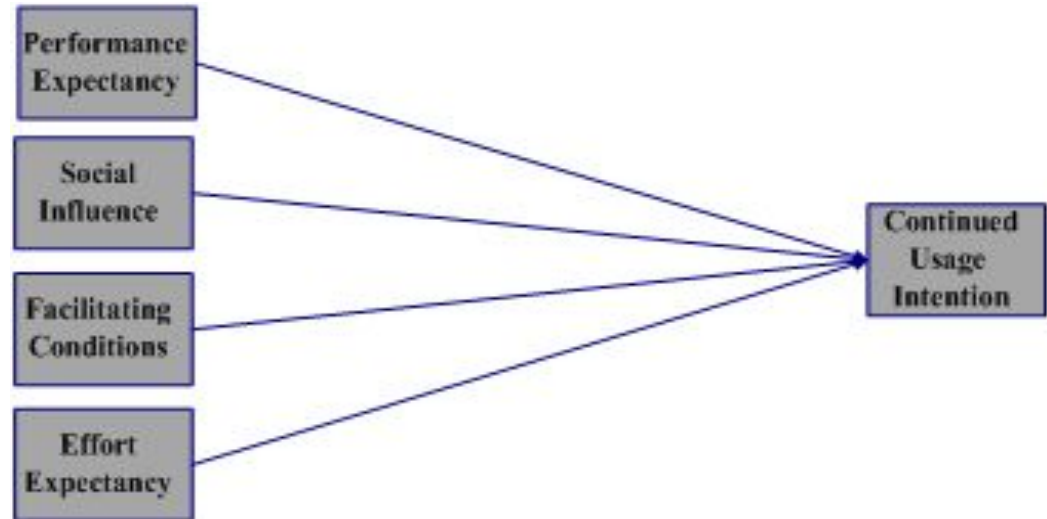


Figure show Unified Theory of Acceptance and Use Technology (UTAUT)

Research Hypotheses Development

The current research model shown in figure below. According to the UTAUT, Performance Expectancy, Social Influence, Facilitating Condition and Effort Expectancy are hypothesized to be the determinants of usage behavioural in the context of EG services in risky environment.

Figure show Research Framework of Sustainability of EG.



The current research hypotheses:

H1. Performance expectancy has a positive effect on sustainable (usage behaviour) of EG services.

H2. Social influence has a positive effect on sustainable (usage behaviour) of EG services.

H3. Facilitating conditions have a positive influence on sustainable (usage behaviour) of EG services.

H4. Effort expectancy has a positive effect on sustainable (usage behaviour) of EG services.

Population and Sampling

The study covering the range of all government services, such as social, economic, and the rest in the specific context of dangerous zone.

Iraq citizenry from different levels of demographic features would therefore be surveyed for the purpose of this study.

Additionally, this study included 75 valid questionnaires distributed to three regions in Iraq (south, middle and north) equally.

Data analysis

Data was collected through systematic random sampling method from public universities lecturers and administrators via questionnaire.

The result of the correlation test is presented in Table 1. According to the table, the result obtained for Facilitating Conditions (FC) is ($R=0.138$, $p>0.05$), and Social Influence (SI) is ($R=0.021$, $p>0.05$) showing no correlation between FC, SI and Continued Usage Intention.

While performance expectancy (PE) is ($r=-0.342$, $p<0.05$), and effort expectancy (EE) is ($r=0.563$, $p<0.05$) indicating that PE and EE are significantly correlated with continued usage intention.

Table 1: Pearson Correlations (n=75)

	CUIT	FC	PE	SI	EE
CUIT	1				
FC	.138	1			
PE	.342**	.574**	1		
SI	.021	.432**	.409**	1	
EE	.563**	.323**	.441	.233*	1

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

The result showed that there is a significant relationship between PE and CUI at the 0.01 level of significance ($\beta = 0.226$, $p < 0.01$). Therefore, hypothesis H1 was supported.

Table 2: Summary of multiple regression results

Variable	Standard Coefficient Beta (β)	<i>P</i>
Facilitating Conditions	.096	.431
Performance Expectancy	.226	.077
Social Influence	.154	.161
Effort Expectancy	.531	.000
<i>R</i>²	.360	
<i>Adjusted R Square</i>	.323	
<i>Sig. F Change</i>	.000	

The finding suggests that individual performances in terms of life performances and accomplishments of transaction/task can be improved when the individual use the EG services the unstable and risky environment.

In addition, Effort Expectancy is significantly related with Continued Usage Intention at ($\beta=-0.531^{**}$, $p < 0.01$), which means hypothesis is supported. With these findings, it appears that EE is important among different innovations in the Middle East and non-Middle East countries

The result showed Social Influence (SI) that has no effect on Continued Usage Intention ($\beta = -0.154$, $p > 0.1$) and, this hypothesis is not supported. That indicated SI could be one of the main reasons of low usage of E-Services specifically in Iraq.

This study suggests that the EG services users do not have any influence from their pair group or anybody influencing their usage of EG services.

Finally, according to the statistic results, Facilitating Conditions showed no significant relation with Continued Usage Intention ($\beta = 0.096$, $p > 0.1$) this appears to recommend that FC has not positive effect on CUI. Thus hypothesis is not supported.

Conclusion

1. This is the first study which attempts to gain an understanding of the EG technology continued usage intention in unsecure country.
2. The findings provide several initial insights into the variables that influence continued usage intention.
3. Performance Expectancy and Effort Expectancy statistically have an impact on Continued Usage Intention.
4. While, Facilitating Conditions and Social Influence are not affecting Continued Usage Intention.

the results of this research suggest that:

1. Performance expectancy and effort expectancy highest priority variables on continued usage intention of electronic government.
2. Therefore, this study can trigger both the Iraq's central and local governments in developing and implementing better EG services, by identifying the factors that can help in providing good EG services and encourage people to deal with their transaction through the EG applications.