

THE IMPACT OF E GOVERNANCE IN PUBLIC UTILITY SERVICE SECTOR IN KERALA

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ABSTRACT

The use of information technology (IT) to enhance the services offered by the public sector for the benefit of the general public is referred to as e-Government. The government must nearly always employ IT services in an efficient manner if it wants to offer citizens hassle-free services in an era where IT is evolving quickly. ICTs (information and communication technologies) have experienced a considerable boom in the twenty-first century. It is possible to go beyond e-Government. A definition of e-government is a means of facilitating coordinated communication between the government and the people for the mutual benefit of both. We cannot fully express the idea and significance of electronic governance in a single, concise term. The main focus of e-Government is on the obligations of a democratically elected government to engage with the public in a way that achieves.

Key words: Intention to Use, Perceived Ease of Use, Computer Self-Efficacy

INTRODUCTION

When information technology (IT) is used to enhance the services offered by the public sector for the benefit of the public, this practice is referred to as e-Government. The government must nearly always employ IT services in an efficient manner if it wants to offer citizens hassle-free services in an era where IT is evolving quickly. The twentieth century has seen a considerable rise in information and communication technologies (ICT). ICT is a flexible tool that the government can use to engage the public and understand all potential needs of the people it serves. It also promises a transparent use of public funds and inspires, empowers, and encourages the public to actively participate in policymaking. To address

people' delays, ICT is the greatest option. E Governance has the ability to govern with unfurling transparency, accountability and assist them drastically to reduce the cost of government business operations. Citizens expect their services at their door step to get more updated information. With the unflinching increase in the popularity of the internet, citizens want to access the information through government websites.

NEED AND SIGNIFICANCE OF THE STUDY

In order to increase efficiency, effectiveness, and openness, the public sector in both developed and developing nations has used e-Government technologies (World Bank 2007). The field of e-Governance has seen a lot of research. The examination of the available literature revealed that there has been very little research on "the impact of e-Governance in India" (Barua, 2012; Bhatnagar, S. C., et al, 2010; Dwivedi & Bharti, 2010). Any implementation's degree of awareness, accessibility, and utilisation by the public via the e-governance system determines its success. The purpose of this study is to present a comprehensive theoretical framework for citizens that identifies the citizens' adoption variables when e-Government is implemented in Kerala's public utility service sector.

STATEMENT OF PROBLEM

The purpose of this study is to offer comprehensive theoretical frameworks that pinpoint the people' viewpoint when e-Government is implemented in India's public utility service sector. In Western nations, there are many studies on the adoption of e-government, however there are very few in the Indian setting. Every research has taken into account diverse elements from the various public utility service sectors. There is a vacuum in the literature review since there is no established standard by which to evaluate the elements that influence the adoption of e-Government. Based on this gap, the study attempts to determine the best metrics for gauging Kerala's desire to use the e-government system. Based on the gap the study tries to identify the most suitable factors for measuring the intention to use the e-Government system in Kerala. This research offers a possible relationship between the past studies and the present research findings. These study findings expressively give more importance to e-Governance in all public utility service sectors in Kerala.

OBJECTIVES OF THE STUDY

1. To understand and explore the factors influencing e-Governance services in public utility service sector in Kerala from the citizens' perspective
2. To understand and explore the impact of e-Governance services in public utility service sector in Kerala from the demographic profile of citizens' perspective.

LITERATURE REVIEW

The organisational approach for the implementation of e-Government services in Jordan is the focus of Alrawabdeh & Dia Zeglat's (2014) study. The research offers in-depth understanding regarding organisational aspects involved in e-Government implementation. For the effective deployment of eGovernment in Jordan, several researches on the effects of organisational elements are consulted. Numerous elements, including organisational culture, top management support, organisational strategy, employee skill, organisational size, management knowledge, and organisational structure are taken into consideration in the study. Two Jordanian government agencies, the Ministry of Information and Communication Technology (MICT) and Management Drivers and Vehicles Licencing (MDVL), provided the respondents for this study. A practical questionnaire was prepared and distributed to 80 Jordanian citizens out which 64 respondents, who are dynamically participated in some transaction level of e-Government services. This study reveals organization culture, top management support, organization strategy, employees' skill and organizational size were found to be integrated significant factors for predicting the impact of organizational factors on e-Government adoption. Knowledge of management and Organization structure were found to be insignificant for predicting for this study. Considering the above factors' government should mobilize its effort a bit more attention while designing and implementing e- Government services in Jordan.

Alraja et al (2015) took the help of trust models and diffusion of innovation (DOI) to support their model to determine the critical factors that unfavorably show the effect of citizens' adoption of e-Government services in Gulf Council Countries (GCC) especially of Oman. To influence the Oman citizens for adopting e-Government services this study emphasizes to build a theoretical model explaining the advantages of using e government services. The model explained various factors for e-Government adoption, namely relative advantage, trust in internet and intention to use. The sample survey was conducted to a group of citizens at Dhofar governorate Sultanate of Oman to find their bent of mind to adopt e government

services. Only 204 respondents were favorably participated in the survey out of 250. Defenselessly this model registered an appreciably 73% favoured with high variance showed their interest for adopting e government services. The strength of this model is to determine the major critical factors that affect e-Government adoption in Oman. Very limited research is conducted to find out and explore the areas which have abandoned critical factors that affect e-Government services.

Weerakkody & Carter (2008) According to the survey, respondents' intentions to use electronic government services in Oman are significantly influenced by both relative benefits and internet trust...

Abied et al (2015) proposed a conceptual system which is based on Innovation selection show for actualizing citizen's appropriation of e-Government administrations in Libya. Maybe for the primary time the creators considered the geological condition of Libya, where populace is spread over constantly, where the web framework is the as it were conceivable component to interface and bring Libyan government and citizens to zero vicinity. The authors' advance examine for creating a appropriate show for directing the Libyan e-Government partners to co-operate with them within the endeavors of executing e-Government administrations. They recognize the following eight variables that are critical and topped within the list of events in different writing audits. The components are deliberate to utilize, seen ease of utilize, seen usefulness, subjective norm, picture, encouraging conditions, believe of web, computer self adequacy at the side statistic variable moreover considered in this ponder. The creators conclude that this sort of inquire about will provide legitimate direction for e-Government specialists whereas creating and executing e-Government administrations in Libya.

Meftah et al (2015) proposed a model for factors influencing citizens' adoption of eGovernment services in Bahrain using 140 sample respondents from Bahrain employees were considered for this study. The research model explained various factors for citizens' adoption to use e-Government like Culture, Awareness and Trust towards adopting e-Government services. This study has identified factors Culture, Awareness and Trust are significant variables that will increase citizens' demand on e-Government services. The most important factor in this research is trust. The factor trust includes legality of the website content and simple web design. To build complete trust and confidences in the power of the

internet for safeguarding their information on the website, and its unfailing capacity to use e-Government website without any fear, to redress the citizens' aspirations, ambitions and expectations of Bahrain citizens".

Bahrani et al (2015) has proposed a model for continuance intention towards e-Government web-based application such as e-filing in Southern Malaysia using survey with 216 respondents from the states of Johor, Melaka and Negeri Sembilan. For measuring continuance intention towards e-Government web based application the authors used Technology Acceptance Model (TAM), Diffusion of Innovations (DOI) theory and Expectation-Confirmation Model (ECM). The factors used in this study are Website Design, Complexity, Perceived Usefulness and Continuance intention. The key focus of their study is citizens' willingness to interact and use e-Government services continuously instead of initial intention to use. The study reveals that all the three factors have a significant impact on citizens' continuance intention to use e-Government applications in Malaysia. A simple understandable website design, with less ambiguity, and favorable condition for adoptability are the key object to motivate the citizens' for the continuance use of e-Government service.

RESEARCH METHODOLOGY

This study undertook a combination of exploratory, descriptive and causal relationship. Based on the theoretical framework of the study the questionnaire design framed and then data collection was planned and executed.

SAMPLING TECHNIQUES

The convenience sampling is used in this study because the researcher has not having the population list to be studied. The advantage of this sampling method is relative less cost and time, very easy to carry out with few rules in data collection.

SOURCE OF DATA

Data collection can be defined as collecting raw data and converts them into useful information. Data collection can be classified into primary and secondary data. Primary data is a data collected newly from the origin whereas secondary data uses the primary data by the researchers for their research. Primary data is collected by any one of the standard methods of

research, which are surveys, filed studies, experiments, system studies, etc. Great care needs to be taken to ensure that the data collections are relevant, accurate, current and unbiased

SAMPLE SIZE

The survey questionnaire was distributed among a total of 400 respondents to citizens. From a total of 390 responses were collected, 384 were usable responses obtained and used for all the analysis.

TOOLS USED FOR ANALYSIS

- ❖ Regression analysis
- ❖ Independent t-test

RESULT AND DISCUSSION

Testing Hypotheses of Citizens’ Perspective of e-Government System

Ho: Perceived ease of use of e-Government service has no positive influence on intention to use e-Government system.

H1: Perceived ease of use of e-Government service has positive influence on intention to use e-Government system.

TABLE 1

LINEAR REGRESSION ANALYSIS WITH INTENTION TO USE AS DEPENDENT VARIABLE AND PERCEIVED EASEOF USE AS INDEPENDENT VARIABLE

Dependent variable	F(R2)	Independent Variable β	β-value	t-value	p-value
Intention to Use	91.277**(0.297)	Perceived Ease of Use	0.532	8,546	.000**

From the above TABLE 5.40, the analysis shows the independent variable perceived ease of use explain 29.7% (R Square = .297) of the variance in intention to use the e-Government

services. The probability value of p was found significant at 0.01 level ($p < .01$) Hence the null hypothesis is rejected, which implies the acceptance of the alternate hypothesis.

Inference: The hypothesis H1 is accepted which implies that perceived ease of use has a positive influence on intention to use the e-Government system in India.

H0: Computer Self Efficacy of e-Government service has no negative influence on intention to use the e-Government system.

H1: Computer Self Efficacy of e-Government service has negative influence on intention to use the e-Government system.

TABLE 2

LINEAR REGRESSION ANALYSIS WITH INTENTION TO USE AS DEPENDENT VARIABLE AND COMPUTER SELF-EFFICACY AS INDEPENDENT VARIABLE

Dependent variable	F(R²)	Independent Variable β	β-value	t-value	p-value
Intention to Use	288.030**(0.328)	Computer Self-Efficacy	0.647	16.971	.000**

From the above TABLE 2 the analysis shows the independent variable computer self-efficacy explain 32.8% (R Square = .328) of the variance in intention to use the e-Government services. The probability value of p was found significant at 0.01 level ($p < .01$) Hence the null hypothesis is rejected, which implies the acceptance of the alternate hypothesis.

Inference: The hypothesis H1 is accepted which implies that computer self-efficacy has a negative influence on intention to use the e-Government system in India.

H0: Website Quality of e-Government service has no negative influence on intention to use the e-Government system.

H1: Website Quality of e-Government service has negative influence on intention to use the e-Government system.

TABLE 3

LINEAR REGRESSION ANALYSIS WITH INTENTION TO USE AS DEPENDENT VARIABLE AND WEBSITE QUALITY AS INDEPENDENT VARIABLE

Dependent variable	F(R ²)	Independent Variable β	β -value	t-value	p-value
Intention to Use	4.373**(0.23)	Website Quality	0.115	2.318	.021*

From the above TABLE 3 the analysis shows the independent variable computer self-efficacy explain 23% (R Square = .23) of the variance in intention to use the e-Government services. The probability value of p was found significant at 0.01 level (p ,.01) Hence the null hypothesis is rejected, which implies the acceptance of the alternate hypothesis.

Inference: The hypothesis H1 is accepted which implies that Website Quality has a negative influence on intention to use the e-Government system in India.

Ho: There is no significant difference between genders in predicting the overall intention to use the e-Government system.

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TABLE 4

A COMPARISON OF GENDER AND INTENTION TO USE e-GOVERNMENT SYSTEM

Gender	N	Mean	Std. Deviation
Male	270	5.200	0.859
Female	114	5.123	0.914

While comparing the difference in genders from TABLE 4, the mean obtained for male is 5.2, whereas mean obtained for female is 5.123 which shows that female are more intend to use e-Government system

TABLE 5.5

GENDER WISE COMPARISON OF INTENTION TO USE e-GOVERNMENT SYSTEM

	Levene's Test for Equality of Variances				t-test for equality of means
	F	sig.	T	df	Sig.(2-tailed)
Equal variances assumed	0.516	0.473	-0.651	374	0.515
Equal variances not assumed	0	0	-0.641	326.56	0.521

The influence of gender in predicting the overall intention to use the e-Government system is measured using independent t-test. The obtained result is shown in TABLE 5.. The probability value of p was found not significant at 0.05 level ($p > 0.05$). Hence the null hypothesis is accepted which implies that the alternate hypothesis is rejected. The hypothesis H1 is rejected which implies that there is no significant difference between genders in predicting the overall intention to use the e-Government system India

FINDINGS

The findings from the research study will definitely give a clear set of objectives for the government for structuring various guidelines for implementing the e-Government system in public utility service sectors. Government officials as well as e-Government practitioners can take these frameworks as a pilot model for testing the intention to use e-Government system in public utility service sectors. If government focuses more attention on well-defined strategies to maximize the usage of the online system, it will create a great impact upon the minds of the citizen to move forward and interact with the online system.

IMPLICATIONS OF THE STUDY

The study is relevant for government to citizens (G2C) and government to employees (G2E) as it provides insights and methodology for measuring the intention to use the e-Government system in public utility service sectors. Based on various e-Government adoption studies the

study proposes two theoretical models: namely citizens' perspective for intention to use the e-Government system and maximize user satisfaction. This study has the orientation of recognizing the major factors which contributes more for implementing e-Governance in the field of public utility service sectors. This study also reveals that there is a need to study both employees' and citizens' attitude towards using e-Government system which helps them to provide the necessary resources for implementing the new system

CONCLUSION

In today's advanced world governments around the world has got to join data and communication advances devices into their day to day exercises. Different considerations of authors have one common objective that's to utilize the fullest capacity of ICT in open division. Kerala caught on the possibility of e-Governance on a culminate wide base covering all the viewpoints to provide a palatable reaction with its effortlessness in operations will unquestionably energize and impact the Kerala mass. For fruitful execution and survival of e-Government framework it ought to have way better adoptability, security, interactivity, compatibility, adaptability, straightforwardness, utility and possibility conjointly with a well-organized foundation to impact the individuals to come forward increasingly to include themselves within the utilize of e-Government administrations. Within the nonappearance of any one of the components said over the execution of eGovernment will not achieve its objective. In spite of rejecting all the boundaries such dialect obstruction, framework, debasement, absence of education, destitution, political flimsiness etc, the Indian intellect set prepared to acknowledge and welcome all the challenges and change over them in a fruitful way and appear their boldness to create all the outlandish things conceivable.

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