**Original Research Article**

**A Study of the Influencing Factors on The Perceived Usefulness of E-Government Services among Myanmar Citizens**

**Abstract**

This research aimed to analyze the factors influencing citizens’ perceived usefulness of electronic government in Myanmar. The researcher developed a conceptual framework with the five factors. A quantitative method is used in order to analyze this study in Myanmar. A purposive sampling method was used by focusing on government staffs perceptions and 142 staff citizens were selected. This study was analyzed by using multiple regression analysis to explore the relationship between the perceived usefulness and its external factors intechnology acceptance model. It was found that the external variables: image of using E-Government services, the subjective norms and trust of the internet are significantly related to the perceived usefulness of E-Government services while the belief is not. The subjective norms and image were significant at the value at b= .236 t=2.845 p<0.05 and b=.339 t=4.553 p<0.05 respectively, while the belief is not. Trust of the internet TOI is significant at b-.118= t=-2.260 p<0. 05 and negative relationship to the PU of E-Government services. This research could be interesting to the information systems consultants, experts and specialists who provide and study the factors influencing consumers’ acceptance of electronic government services.

*Keywords— TAM; electronic government; citizens; perceived usefulness of E-Government;*

**1. Introduction**

Since the 1950s, a variety of services from government to government (G2G), Government to business (G2B), and Government to citizens (G2C) have been enabled through the use of information and communication technology (ICT), and this type of services is called E-Government or electronic government (Abied, 2017). E-Government consists of several main aspects, including social, technical, economic, political, and public purposes, and has become an important tool in administration as well as management (Nguyen, 2015).

All interactions with government stakeholders have changed as a result of the use of information and communication technologies (Pardo TA et al,2011).Electronic access to government information and services is the use of the Internet and other digital tools (Dwivedi YK et al, 2017). It made its debut in the early 1990s and utilizes extensive use of web-based IT for public outreach(Fakhoury R, 2014).The transformation agenda of new public management, which directed to reinvent public administration and make it more effective and efficient, has been significantly accelerated by E-Government(Al-Hujran et al, 2015)( Rodrı´guez,2011 et al).

The use of ICT can deliver valuable services and information to citizens, stimulate effective interactions with business and industry, enable citizen empowerment through access to information, or lead to more efficient and effective public sector management in countries around the world (Nguyen , 2015).

According to the UN E-Government survey 2024, the E-Government Development Index (EGDI): is 0.50 and it is ranked 138 th  globally, out of 193 countries. The E-Participation Index is 0.16, the Online Service Index is 0.32, the Human Capital Indies 0.50 and the Telecommunication Infrastructure Index is 0.66. These figures indicated that the middle EGDI. However, this country has encountered many political issues, the implementation is continuing and transformed to digital government steadily. There are about 128 online services in Myanmar. (<https://www.myanmar.gov.mm/gov-online-service>).

With the rising of IT technology, Myanmar has been developed an E-Government system since 2000. At the starting step, the Ministry of Telecommunication initiated with long and short-term plan and steering committee. Myanmar E-Government system is not very hinder than other developing countries and it anchored gradually and about 120 e-services are available for the citizens.

**1.2 Objectives of the study**

The objectives of this study are as follows:

(1) To identify the factors determining the perceived usefulness of E-Government services among the university staffs in the UCMS, Myanmar.

(2) To analyze the influencing factors determining perceived usefulness of E-Government services in university staffs.

**1.3 Method of the study**

This study employed a multiple regression analysis method to analyze the influencing factors on the perceived usefulness of E-Government services in Myanmar. The primary data was collected by distributing the questionnaire to 142 staffs among 190 who work at University of Co-operative and Management, Sagaing by using simple random sampling method. The questionnaire was designed with five-point Likert scale to collect the data for analyzing the perceived usefulness of E-Government services. Secondary data were also used from the relevant studies.

**1.4 Scope of the study**

Government staffs are form an important segment or component of citizens of any country, and as they also stand with the government policy, programs, and activities such as E-Government services, and that study examined the issues from their perspective. Therefore, the data were collected from 142 responses among 190 staffs with purposive sampling method. These staffs are from University of Co-operative and Management, Sagaing. This is government university in Myanmar.

**2.. THEORETICAL FRAMEWORK**

**2.1 Theory of the Technology Acceptance Model**

The Technology Acceptance Model (TAM) is an information-theoretic model. It enables researchers to make statements about possible acceptance or rejection of a new technology by a designated user group. This theory and described as a consequent development under the limitation of a technological scope of the Theory of planned Behavior and the Theory of reasoned Action. This section describes the three fundamental theories and the dependencies among each other. With a growing demand for technology and the starting computerization, difficulties increase in system integration. As a consequence, the acceptance of specific technologies by their designated operators became a field of research to diminish the effects of possible rejection (Davis ,1989).

Davis described in his paper in 1989 that many studies fail to explain acceptance or rejection on scientific level Davis (1989).Therefore, he adjusted the Theory of planned Behavior by adding a technical scope, with the intention to give recommended procedure for the search of acceptance of technical products. Davis analyzes the process behind human reasonable action and developed a model of stimulus, organism and response in his doctoral thesis at the MIT Davis (1989).The following model in Figure 1 describes dependencies and points out the decision of actual use as a result of motivation and capabilities. This model was refined in Venkatesh’s and Davis’ work and results in the Technology. The main idea behind the TAM is that two major factors influence the acceptance of technology and behavior towards this specific technology. The Perceived Usefulness (PU) and the ‘Perceived Ease of Use’ (PEOU) result in the Attitude toward using and lead to the factor of ‘Behavioral Intention to Use (BI)(Anwar et al , 2021).

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Fig .1. Technology Acceptance Model, response elements (Davis, 1989)

**2.1.1** **Perceived Usefulness (PU)**

PU refers to “the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis et al., 1989). Researchers consider it one of the most important factors in determining technology adoption and have accordingly provided it with due consideration and inclusion (Sun & Zhang, 2006).

**2.1.2 Subjective Norms (SNs)**

The variable of subjective norms (SNs) refers to a person’s perception of the social pressure to either participate or not participate in a particular behavior (Fishbein & Ajzen, 1975). According to another definition, it is how a person perceives the opinion of most people important to him about whether or not he or she should engage in a particular behavior under discussion (M. Y. Wu, Chou, Weng, & Huang, 2008).

**2.1.3 Image**

Image is defined as the extent to which using an innovation is perceived to uplift one's status in his or her social system (Moore & Benbasat, 1991). In DOI theory, Image is one of the factors contributing towards ‘relative advantage’ (Saleh, 2013) and for some people, it is the most important motive.

**2.1.4 Trust of Internet (TOI)**

Salem (2006) identifies trust of e-services (TOI) as a key barrier to adoption of E-Government. Previous research found a lack of trust in the use of the Internet for transactions due to privacy and security concerns (Scott, Acton, & Hughes, 2004).

**2.1.5 Belief**

Alomari et al. (2010) claimed that a negative attitude of citizens towards using E-Government is one of the main factors behind lower adoption rates for E-Government systems and some negative attitudes concern the impersonal aspect of interacting with machines and the potential for job losses by automating services.

**2.2 Conceptual Framework**

This study adopts a conceptual framework comprising four independent variables that influence the perceived usefulness of E-Government services. They are subjective norms, image, trust of internet , and belief on the E-Government services by traditional and technical changing point of view (Figure 2).

**Independent variables** **Dependent variable**

Subjective Norms

Image

Trust of Internet

Belief

Perceived Usefulness

Figure. 2. Conceptual framework of this study

**2.3 E-Government Adoption**

E-Government adoption could be defined as the public take up and use of the implemented E-Government system. Therefore, the successful implementation of E-Government does not equal a successful adoption of E-Government. Moreover, the successful implementation of E-Government does not guarantee a successful adoption of E-Government as there is no causal relationship between them, however, the successful implementation of E-Government can contribute to the success of E-Government adoption. adoption processes faces a different set of obstacles due to the different variables and environments they deal with. However, due to some similar categorization of these obstacles, a confusion could occur when thinking about which obstacle hinder which process (Alsulaimani ,2018).

**2.4. E-Government Adoption in Myanmar**

The E-Government process in Myanmar began in the early 2000s. In 2000, the Initiative for ASEAN Integration (IAI) Work Plan was launched to launch the e-ASEAN Framework, which will be implemented in the country by the end of the year. The e-ASEAN Framework aims to facilitate the establishment of a data infrastructure in the region, facilitate the development of e-commerce, promote ICT infrastructure, and create a regional platform for the development of services. The region is experiencing a rapid growth in the number of people living in the country, and the number of people living in the country is increasing. The government is planning to launch an ICT Application Center in the country and implemented E-Government.In 2005, the Myanmar ICT Development Master Plan was launched by the President of Myanmar, aiming to boost the country's ICT sector. In 2010, the Myanmar ICT Development Master Plan was launched as part of the Follow Up Plan, which aims to implement the E-Government strategy with the aid of Republic of South Korea (master plan). In order to implement the E-Government concept in the country, the government had performed to include all government ministries by following systematically and to continue sustainable development, MPT takes the aid of ADB for development 2015-2020 e- government master plan. At 2023, the E-Government steering committee is reformed and the ongoing administrations are processed under this committee with updated master plan (2025-2030).(E-Government Master Plans, MOTC)

**2.5 Myanmar E-Government Road Map**

The E-Government roadmap of Myanmar is as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| **Terms** | **Major Task** | **Direction** | **Target Web Presence** |
| Initiative | • Establish Fundamental/ Critical ICT  Infrastructure  • Deliver e-Services  • Develop Policies, Laws, Standards,  Organizations and Skills | Infrastructure  Establishment | Enhanced |
| Short Term  (Priority) | • Government’s Priority Projects  • Shared Infrastructure, data, e-  Services  • e-Services across all urban area | Reusable and  Interoperable | Interaction |
| Mid-Term  (Expansion) | • Enhance ICT Infrastructure  • Expand e-Services across nationwide | Interoperable and  Sustainable |  |
| Long Term  (Sustain) | • Fair and sustainable public sector  in digital environment  • Sustainable, Data-Driven, Open by  Default, User-Driven  Administration, Government as a  Platform and Proactiveness | Digital  Government | Seamless or Fully  Integrated |

Source : e-gov master plan (MOTC,2030)

**list 1-** **The E-Government roadmap of Myanmar**

At the present condition all of the ministries in Myanmar is executing the E-Government administrations by structuring the E-Government departments since 2019.Every ministry had E-Government department with IT HR resources and changing and replacing speedy the ordinary administration task (https:motc.gov.mm). There are (31) ministries in Myanmar and ministries that directly related to public have the public e-services. Among the public direct services, e-payment system, Universities’ online education systems, abroad passport services and vehicles registration services and online tinder system, online court system are very popular services.

As the footing of E-Government system Myanmar Telecom Sector was reformed in 2013 and liberalized to attract the foreign investment, job creation and local telecom industry market development. Telecommunications Law No. 31/2013 (Telecoms Law) was introduced on 8 October 2013, providing a modern regulatory framework for Myanmar’s telecommunications sector. (Myint,2022)

The biannual E-Government survey assessed by the United Nations, presents trends and relative rankings of E-Government development across 193 Member States through a quantitative composite index, the E-Government Development Index (EGDI), with three separate components - the Online Service Index (OSI), Telecommunication Infrastructure Index (TII), and Human Capital Index (HCI), show that Myanmar was at the rank 164 in 2020. This was an improvement from the score in the 2019 survey which was 171. To date, the Myanmar national portal offers more than 120 services online and more than 600 downloadable public service application forms.

**3. Methodology**

Quantitative method is used to analyze this study. The purposive sampling method has been used. The researcher distributed about 160 questionnaires by hand, 140 questionnaires were received and being completed properly and 20 questionnaires were missing. This research consists of five different factors. These factors are subjective norms, image, belief and trust of internet factors as an independent variable and perceived usefulness as the dependent variable.

The survey was used to collect data by the form of a questionnaire related to participants’ perceptions and opinions regarding to the factors influencing the citizens’ acceptance of electronic government in UCMS. Questionnaire consisted of two sections: First section consisted of demographic questions and Second section consisted of five variable factors and their question items. In the study, further of the information are gathered from previous studies and literature. The survey was prepared in the form of a questionnaire related to participants’ perceptions and opinions regarding to the factors influencing the consumers’ acceptance of electronic government among the UCMS staffs. The questionnaire was validated from pervious researchers and adapted from **(**Ali, 2021) and (Davis, 1989).

The questionnaire consisted of five factors and each factor had different questions. The first factor was perceived usefulness which consisted of 7 questions, the second factor was subjective norms which consisted of 7 questions, the third factor was image towards using electronic government which consisted of 8 questions, the fourth factor is trust of internet and consists of 8 questions and the last factor was belief to use electronic government which consisted of 8 questions.

**3.1 Statistical analysis**

Regression analysis was done after reliability test by using SPSS software version 23.

**4. Results**

**4.1. Reliability test**

The reliability test is a crucial step in ensuring the consistency and accuracy of the data collected for this study. It assesses the degree to which the measurement instruments used in the survey (i.e., the questionnaire items) consistently measure the intended constructs.

**Table 1. Reliability Statistics**

|  |  |  |
| --- | --- | --- |
| **Dimensions** | **Cronbach's Alpha** | **Number of items** |
| Perceived Usefulness | 0.69 | 7 |
| Subjective Norms | 0.690 | 7 |
| Image | 0.795 | 8 |
| Trust of Internet | 0.805 | 8 |
| Belief | 0.763 | 8 |

Table 1 shows the reliability statistics of the key factors influencing the perceived usefulness of E-Government services. This study used five-point Likert scales ranging from (1)strongly disagree to (5) strongly agree. The researcher used reliability to test in order to find out whether all items used to analyze the current study are reliable or not. In terms of *Perceived Usefulness* factor, the Cronbach’s Alpha = 0.690, since (0.690 >0.6) therefore 7 questions of perceived usefulness were reliable. In terms of *subjective norms* as independent factor, the Cronbach's Alpha =0.690, since (0.690>0.6) therefore 7 questions of subjective norms 2022were reliable. In terms of *image* factor, the Cronbach's Alpha = 0.795, since (0.795>0.6) therefore 8questions of image are also reliable, and in terms of *belief* using e government factor, the Cronbach's Alpha =0 .747 for 8 items, since (0.747 >0 .6) therefore 8 questions of belief towards perceived usefulness of E-Government were reliable, and in terms of *trust of internet*  factor, the Cronbach's Alpha = 0.805 for 8 items, since (0.805 > 0.6) therefore 8 questions of trust of internet towards perceived usefulness of E-Government were reliable.

**4.2 Interrelated Factors**

Table 2, shows the correlation analysis. According to the correlation analysis it can be seen in the table, the Pearson correlation between perceived usefulness and its influencing factors.

**Table 2. Correlation of Perceived Usefulness PU and independent factors of E- Government**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Description** | **Pearson Correlation** | **P value (two tailed sig)** |
| 1 | Subjective Norms | 0.434 \*\* | 0.000 |
| 2 | Image | 0.492\*\* | 0.000 |
| 3 | Trust of the Internet | 0.123 | 0.144 |
| 4 | Belief | 0.388\*\* | 0.000 |

\*\* Correlation is significant at the 0.01 level (two tailed),“\*\*” indicates significance at 0.01 level

Table (2) describes the independent variables of subjective norms, image, and belief were significantly correlated with perceived usefulness PU at 0.01 level. This result revealed that the subjective norms, image, and belief were strongly correlated with PU of E-Government services. According to the correlation result, the stronger these variables the more PU was created. Among these variables of independent, the image of using e-gov services had the strongest correlation with PU. The correlation result showed that these external factors were important to influence the citizens’ PU of e- government. The stakeholders of E-Government system had to consider these external factors to get the success model of national E-Government system and plan for the Myanmar current situation and global situation.

**4.3 Analysis of PU of E-Government Services**

As the final step of analysis, multiple regression was conducted to prove the objectives of relationship between PU and the factors affecting of E-Government services. The result of multiple regression analysis are shown in Table (3).

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Table 3. Coefficients** **Multiple Regression Analysis of PU** | | | | | | | | |
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** | **Collinearity Statistics** | |
| **B** | **Std. Error** | **Beta** | **Tolerance** | **VIF** |
| 1 | (Constant) | 1.874 | 0.296 |  | 6.342 | 0.000 |  |  |
| SNs | 0.236 | 0..083 | 0.242 | 2.845 | 0.005\*\* | 0.677 | 1.476 |
| Img | 0.339 | 0..074 | 0.411 | 4.553 | 0.000\*\*\* | 0.602 | 1.662 |
| ToI | -0.118 | 0..052 | -0.183 | -2.260 | 0.025\* | 0.749 | 1.334 |
| Blf | 0.085 | 0.071 | 0.110 | 1.203 | 0.231 | 0.592 | 1.689 |
| P<0.05 : Dependent Variable: PU, SNs= Subjective Norms, Img= Image  ToI= Trust of Internet, Blf= Belief | | | | | | | | |

Table (3) presents the multiple regression analysis revealed that the subjective norms, and image were significant and positive relationship to PU of E-Government at b= .236 t=2.845 p<0.05 and b=.339 t=4.553 p<0.05 respectively. Trust of the Internet TOI is also significant bur it is negative relationship to the PU of E-Government services at b-.118= t=-2.260 p<0. 05. But the result did not significant relationship between external variable of belief and PU of E-Government (b= t = p<). This study estimates the following model:

Y= a + b1x1+ b2x2+ b3x3+b4x4

where

Y=Perceived Usefulness on E-Government Services

a= Constant intersection

b=Coefficient (the slope of regression)

x1= Subjective Norms

x2= Image

x3=Trust of Internet

PU of E-Government services= 1.874 +0.236 SNs +0.339 Img - 0.118 ToI

According to the multiple regression results, if the factors affecting of E-Government services are not presented, the amount of PU of E-Government services was 1.874. One additional unit of subjective norms increased 0.236 in PU of E-Government services. One additional unit of image increased 0.339 in PU of E-Government services. This is the strongest predictor. One additional unit of “trust of internet ToI” decrease 0.118 in PU of E-Government service. The result showed that among the significant affecting factors of e-gov services, image is the most significant factors to influence the PU of e-gov services and in reversely, belief of traditional customs is not significant to have effect on PU of e-gov services. The beliefs in this study has small Beta value 0.110 and indicated the weak relationship to the PU of e-gov system. This relationship is not statistically significant with the value of p=0.231).

The citizens considered that their image for technology utilization in their work and personal life is crucial. The image is the most important factor for PU of e-services. The utilization of technology of the other persons are impressive and the effectiveness of the work done is assumed as very impressive and they tried to get the improvement technical utility image for their work and life. This factor described their attempt to use the modernize technology.

The finding of this study explored that the staffs of UCMS well understood these capacities, the technical skill is essential and they must try not to be hinder one over their rivals. As these expert skill can change their positions and role, they have to follow the technology ongoing and they are ready to learn the new technology. Therefore this variable “image” is the most significantly related to the PU of e-gov services with value of p=0.000

Additionally, subjective norms of individual person plays a significant role for PU of e-gov services. According to its second strongest significant factor in this result, the users are forced by their working environment stakeholders to use e-services and they want to try by their working environment than themselves. This result revealed that the seniors such as their head of department or the E-Government expert persons can force them to use E-Government services and they became capacitive and they can change their working style steadily. Therefore, the working environment’s or their team encouragement is very important for the staffs. This findings shows that social pressure from working atmosphere is very strong and that could affect working styles with the ahead of technology.According to this finding, the E-Government planner should construct the technology influence community to be effective and efficient government that save the unnecessary expenses from country and public.

This factor is significant and moderately related to PU and this findings shows that social pressure from working atmosphere is very strong and that could affect working styles with the ahead of technology. According to this finding the E-Government planner should construct the technology influence community to be effective and efficient government that save the unnecessary expenses from country and public

Then, the final significant factor is trust of internet to service provider. In this research, the questions of this variable were suspicions of user to internet service provider and internet source security. Therefore, this is negatively correlate and significant factor for PU. Some of internet insecurity cases are understood and they don’t satisfy these unsecure protections conditions of ISP. Therefore, internet security is important for usage of internet services and has negative impact to PU of E-Government services. In Myanmar, among the staffs of government, the digital literacy is not too low level and according to the survey, they have known well the internet security and they understood that the private ISPs in Myanmar might not have strong advanced security system for internet infrastructure but they accept it according to the technology condition of their country.

This finding explored the fact that the users could aware the security of internet and they wanted to get secure connection but they have to accept the current technical criteria and their usage is continued.

In this study, some people still prefer in ordinary working conditions although they were using the e- services and they don’t want speedy transactions and they are still liking unnecessary steps for their power coverage.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Table 4. Model Summary** | | | | | | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .572a | .327 | .308 | .41333 | .327 | 16.667 | 4 | 137 | .000 |
| a. Predictors: (Constant), Blf, ToI, SNs, Img | | | | | | | | | | |
| b. Dependent Variable: PU | | | | | | | | | | |

This table (4) explores the result of multiple regression analysis assessing the relationship between four independent variables of factors affecting for E-Government services and the dependent variable of PU. The value R = 0.572 and R square = 0.327 , Adjusted R square is 0.308, standard error of estimate is 0.41333 which can be assumed as average distance between the computed values and regression line, the R square change is 0.327 for four factors affecting, the F change is 16.667 and sig F change is 0.000 respectively and this model is statistically significant at 0.001 level. The independent variables , the affecting factors can predict reliably the dependent variable PU and this sig and F change can indicate the model is acceptable. The R square value > 0.3 is accepted as moderate value in this field. All of the factors affecting indicators (independent variables )in this model are statistically significant and these values can support this model acceptable. In summary, this regression model is accepted with statistically significantly and the independent factors “affecting factors” can explore the PU of E-Government services.

**5. Conclusion**

By using the access of the internet , many developing countries’ government implemented e- government system . They delivered the e-services to the citizens with customized system and software. They have forced the government staffs to be friendly these applications and systems as the first step. When these systems were running to the public, the government staffs are already friendly. With the advance of technology, the public are skillful already and they like the efficiency and effectiveness services and they trust these e government services are fast response and transparency. As they become the more expert these systems, the government served as the next step to sophisticated system to support the citizens need with the safe and secure ways. This study is concluded with the citizens acceptance of perceived usefulness toward using and implementing electronic government. The finding revealed that the external factors defined as subjective norms, image and trust of the internet has correlated to perceived usefulness towards E-Government of the Citizens. Myanmar.

Finally, the finding of this study revealed that increases in personnel and organizational image of the work life, trust of internet and belief of effectiveness of new technology aid work will lead to increases to perceived usefulness of electronic government. Switching the automation systems towards the E-Government is the most important reconstruction and essential channel between the government and their citizens. Implementing electronic government will enhance service to citizens; leads to better performance for both public and private sector organizations facilitate operations and enhancing their Performance. They are very essential to understand and recognize the importance of successfully implementing electronic government project from government sector to public sector.

**6. Further Works**

The study focuses on factors influencing citizens (UCMS staffs )’acceptance of Perceived usefulness of implementing the electronic governance in Myanmar. There was a limitation to the current study that should be highlighted so as to avoid any over generalizations and misinterpretations of the results. Limitation was due to time concerns; the present study was confined to 142 units (staffs ) from university were selected in the organization. For future studies it is recommended to have bigger sample size in order to obtain more effective and efficient results. The main limitation of this research is sample size used. However, it is known that small samples are supportive for rich description in quantitative research; in this case it would be exciting to observe how the consequences extend to the broader. However, another limitation of this study was focusing on citizens with English knowledge and E-Government knowledge.

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