

GENDER DIFFERENCES AMONG MALAYSIAN E-GOVERNMENT USERS

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ABSTRACT: One of the great benefit of e-government is it will save time and cost. This study attempts to test whether there are differences between men and women in the intent to continue using e-government. A survey instrument is based on questionnaires. The survey was distributed to civil servants around Kuantan district. The findings suggest that there is a significant difference between men and women in continuance intention to use e-government. Practical implications are also discussed.

KEYWORDS: *E-Government, Descriptives Statistics, Technology Acceptance Model, Theory of Reasoned Action, SPSS*

1.0 INTRODUCTION

E-government can be developed based on several function, one of the most widely used is between citizen and the government. The benefits of e-government are much needed in order to facilitate the communication between citizens and their government. However, the usage of several types of e-government in Malaysia is still low.

The Malaysian Statistics Department reported that in year 2015, there were 73.5% Malaysian used ICT infrastructure and for year 2017, there were only 78.9% of usage being recorded. Thus, the increment of an ICT usage was only 7.35%. Malaysian government has spent a considerably huge amount of investment for e-government facilities thus underutilized of an e-government will jeopardize the future of e-government successfulness. Previous study has identified several factors on why people uses e-government. Those factors can be found for example in Lallmahomed, Lallmahomed, & Lallmahomed (2017), Carter & Bélanger, (2005), Dahi & Ezziane (2015) and Yavwa & Twinomurizi (2018). Those factor are belonging to several prominent theories in management literature system literature (MIS). Study by Abdullah, Ramli, Bakodah, & Othman, (2019) found that the factor 'information about products or services' is mutually influenced by the factors 'convenience' 'ease of use system' and 'web reputation. Another study by Nizam, Hwang, & Valaei (2019) found that convenience, security, and cost saving were proved to make significant influences on consumers purchase decision using E-wallet. This study is aiming to determine the gender differences among Malaysian e-government users.

2.0 RESEARCH METHODOLOGY

This study uses quantitative study method. data is collected using a non-probability sampling method such as convenience sampling. Measurement instruments were questionnaires in the present study are borrowed from the previous literature. Completed questionnaires were first

checked and coded. The instrument was measured using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Of 1000 questionnaires distributed to the targeted population, 700 were returned, 77.6 (%) with usable data.

3.0 RESULTS AND DISCUSSION

The data was analyzed by mean of SPSS 20. T-test is the statistical analysis involved to answer the research question. We found that there is significant difference between male and female in terms of continuance intention to use e-government in Malaysia. Results indicate a significant difference for male ($M = 4.18$, $SD = .76$) over female ($M = 4.02$, $SD = .74$), $t(541) = -2.035$, $p < .05$ (see Table 1).

Table 1: Gender differences in continuance intention to use e-government

Variable	male		female		95%CI	
	<i>n</i>	<i>M(SD)</i>	<i>n</i>	<i>M(SD)</i>	<i>LL</i>	<i>UP</i>
Gender	116	4.18 (.76)	427	4.02(.74)	-0.3107	-0.0055

Note. CI confidence interval; *LL* = lower limit, *UL* = upper limit.

This study is in line with previous study of Powell in 2012 where the gender was found significantly moderates the relationship between computer anxiety and intention to use. This study reinforces the argument that men are prone to have more tendency to continue using e-government application. The innovative characteristic of men over women can be a justification on the difference. Since men are always interested in the new technology, it can be an opportunity to deliver additional strategy on how to attract more users to use the application. The most practical way is to invent an application that related to men. Therefore, such approach can prevent unnecessary expenditures of funds as well as prevent wasteful investment on e-government facility installation.

4.0 SUMMARY

This study provides appropriate data for future planning for e-government development to strategize and create compelling and attractive content that inspires user to continue use e-government. The Malaysian Government for example should follow in the footsteps of other developed countries, which was already success in e-government implementation.

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