Volume 6, Issue 1. e-ISSN 2735-2234

Jurnal EVOLUSI

Please cite this article as: Junidi, NAA, & AbGhani, N (2025). A study towards awareness of government service in Gemencheh. Jurnal Evolusi, Volume 6, Issue 1.

A STUDY TOWARDS AWARENESS OF GOVERNMENT SERVICE IN GEMENCHEH

Nur Amirah Athirah Junidi*(a), Norhaninah Ab Ghani (b)
*Corresponding author**

Universiti Poly-Tech Malaysia, kl2111010096@student.kuptm.edu.my
Universiti Poly-Tech Malaysia, norhaninah@uptm.edu.com

DOI:

Received 25 November 2024, Accepted 1 April 2025, Available online 30 May 2025

ABSTRACT

The purpose of this study is to find out how prepared rural communities are to adopt and use technology, with an emphasis on closing the digital divide and using technology to strengthen underserved communities. The study focuses attention on the difficulties that rural areas confront, including a lack of adequate digital infrastructure and access to necessary online resources. This study aims toidentify barriers to technology adoption to suggest localised measuresthat support economic growth, digital inclusion, and community empowerment. In the end, the project aims to use technology as a catalyst to empower and improve rural communities, promoting fairness and advancement. The independent variable is awareness of government services. The level of information andcomprehension that citizens have about the digital services that their government offers is referred to as their awareness of government services. The dependent variables is usage of e-government services. The level to which individuals and organisations use digital platforms to communicate with government agencies and obtain services is known as e-government service usage. The method used to find information about this research is using the quantitative method. The theory that uses on this research is technology acceptance model (TAM). This research was done at Gemencheh, Negeri Sembilan with 100 respondents by quantitative method.

ARTICLE INFO

Keywords:

Lack of adequate digital infrastructure,
Access to necessary online resource,
Awareness of government services,
Usage of e-government services,
Technology Acceptance Model (TAM)

1. INTRODUCTION

Technology has greatly transformed numerous aspects of our lives, including how we interact, communicate, learn, receive healthcare, and conduct business. However, compared to urban regions, rural communities have historically been slower to adopt and utilise technology. This delay in technology adoption can be attributed to the higher rates of poverty and limited resources, as well as inferior infrastructure, prevalent in rural areas. To enable policymakers, academics, and stakeholders to develop strategies that bridge the digital divide and promote equitable access to the benefits of technology for all individuals, it is crucial to understand the level of preparedness of rural populations for technology adoption.

Technology can help close the gap between rural and urban areas in Malaysia, where a large proportion of the population lives in rural areas with unique social and cultural characteristics. In order to effectively use technology to close this gap, it is critical to understand the particular opportunities, problems, and requirements that exist in rural areas in order to design interventions that are tailored to these communities' particular situations.

One important paradigm for assessing people's preparedness to accept and use new technology is the idea of Technology preparedness (TR). TR was first defined by four dimensions: innovativeness, optimism, insecurity, and discomfort. Its goal is to provide insight into the variables that affect people's acceptance of technology. Comprehending technology use behaviours in a variety of settings requires an understanding of TR. Markus Blut and Cheng Wang reexamined the dimensionality of TR in a meta-analysis published in 2019 and looked into mediating and moderating factors in the relationship between TR and technology use. Taking into consideration variables including internet availability, digital literacy, cost, and perceived technological value, this study provided insightful information about how TR affects people's views towards technology adoption and usage.

The study assesses how prepared rural communities are to accept and make use of technology, taking into account factors such as digital skill competency, attitudes towards technology adoption, and perceived advantages and difficulties of technology integration. The goal of the research is to provide solutions to improve digital inclusion and empowerment in rural areas by identifying the critical elements impacting technological readiness. The goal of the study is to offer insightful information to scholars, decision-makers, and organisations working to close the gap between internet access in urban and rural areas. Decision-makers may create focused policies, programmes, andinitiatives to support digital inclusion, local economic growth, and community empowerment byknowing how prepared rural areas are to use technology.

2. LITERATURE REVIW

2.1 Independent Variable Awareness of E-government Services.

The "awareness of e-government services" independent variable measures how well-informed and cognisant persons are about the online services provided by their government. The degree to which people are aware of the features, advantages, and accessibility of online government services is gauged by this variable.*(Chohan & Hu, 2020)* User-friendly interfaces, educational initiatives, government organisations' communication tactics, and the prominence of online services are some of the elements that can affect public knowledge of e-government services. To assess how well government activities are promoting digital services and improving citizen engagement, it is critical to understand the level of knowledge among individuals.

The knowledge of e-government services is analysed in terms of multiple factors or items. First, the respondents' opinions regarding whether or not E-Government services offer accurate and current information that is suited to their needs were evaluated. The study also looked at the degree to which people believe that E-Government websites allow them to actively participate in political affairs, including giving the government feedback. Additionally, respondents were asked to assess the possible time and financial savings associated with using e-government services. Finally, the study investigated how well E-Government platforms facilitated channels of engagement with public officials. Strategies for improving service delivery and citizen participation in the digital sphere are informed by these characteristics, which provide insightful information about how individuals view and interact with digital governance processes.

It is important for citizens to be well-informed about e-government services for several reasons. This helps in encouraging people to engage with digital services offered by the government and participate in online government activities, ultimately leading to increased engagement. By increasing awareness of available digital services, citizens are more likely to use them, thus maximising the benefits of e-government initiatives and boosting service uptake. *(Tremblay, C., Mellouli, S., Cheikh-Ammar, M., & Khechine, H. (2023)*

Moreover, raising awareness about digital tools and platforms that enable citizens to engage with government processes and access information can enhance transparency in government operations. Researchers should examine the impact of knowledge on the utilisation of e-government services to identify potential gaps in information and propose strategies to enhance awareness campaigns, ultimately improving public understanding of available digital services. By increasing awareness of e-government services, governments can boost citizen engagement, improve service delivery, and create a more effective and responsive relationship between government and citizens. This will ultimately result in a more open, inclusive, and successful governance system. *(Yuan et al., 2023)*

2.2. Usage of E-government Service

The level to which individuals and organisations communicate with government organisations and utilise digital channels to obtain government services is known as the dependent variable, "usage of e-government services". This variable gauges how much use and involvement both individuals and organisations have with electronic government services. Accessibility, usability, knowledge of services offered, and general happiness with government agencies' digital platforms are some of the factors that impact the utilisation of e-government services. *(O & Pinzón, 2018)*. To evaluate the success of digital governance projects and enhance citizen-government relations, it is essential to comprehend the trends and factors that influence the use of e-government services. Researchers can improve policy decisions targeted at improving the effectiveness, accessibility, and openness of public services through online platforms by gaining insights on the adoption and utilisation of digital government services through the analysis of this independent variable. *(O & Pinzón, 2018)*

The report that is provided outlines the research technique, with the dependent variable being the "usage of e-government services." This variable assesses how much people and organisations use digital channels to receive government services and communicate with government officials. It displays the degree of participation and application of electronic government services by people and institutions. *(Djer, 2018)*

The study aims to investigate the relationships between the independent variables and the dependent variable of using e-government services through quantitative approaches including surveys, standardised psychological assessments, and statistical analyses like correlation and regression analyses. Through exploring these connections, the study seeks to offer knowledge that can guide approaches to promote e-government service utilization, strengthen rural communities' digital inclusion, and increase rural residents' access to technology. *(Suki & Ramayah, 2019)*

2.3 Theory TAM

A well-known framework with five main elements is called the Technology Acceptance Model (TAM). Included in these structures are perceived ease of use (PEU), which focuses on the idea that people can use technology easily, perceived usefulness (PU), which relates to how much people think using a technology will improve their performance, attitude towards utilising (AT), which takes into account the emotional side of using technology, purpose to utilise (B), which represents the deliberate use of technology, and actual system utilisation (AU), which gauges how people actually use technology based on its perceived usefulness and ease of use.

According to Sukendro et al. (2020), the Technology Acceptance Model (TAM) is a predictive framework that takes into account people's opinions about a system's usefulness and simplicity of use to predict people's propensity to adopt it. They emphasise that adopting a system is influenced by one's attitude and perceived benefits, and that a system's perceived utility is shaped by how easy it is viewed to use. Research on technology adoption, especially in educational settings, has extensively utilized Davis's Technology Adoption Model (TAM). This model combines ideas, attitudes, intentions, and behaviors to explain why people choose to embrace or reject information technology. The foundation for TAM was the Theory of Reasoned Action (TRA) by Ajzen and Fishbein, which emphasized the influence of personal attitudes and subjective norms on behavior.

In conclusion, The Technology Acceptance Model (TAM), which focuses on important elements such perceived utility, ease of use, attitudes, intents, and actual system utilisation, is regardedas a useful framework for understanding technology adoption and acceptance. Through highlighting these components, TAM offers insights into people's perceptions of and interactions with technology, as well as the reasons behind their adoption and the real-world usage patterns that stem from those goals. Researchers and practitioners can acquire a thorough grasp of the elements impacting user acceptability and adoption of technology thanks to TAM's comprehensive methodology.

3. METHODOLOGY

3.1 Research Approach And Design

This study analyses the factors influencing adults' usage of e-government services in rural Gemencheh, Negeri Sembilan, through a quantitative approach. The study method is survey-based, with respondents completing a standardised questionnaire. The study's target population is fromGemencheh, a rural the village in Negeri Sembilan, Malaysia. Participants in the survey must be permanent residents of Gemencheh aged 15 and over 65.

3.2 Research Instrument

A structured questionnaire with multiple components serves as the survey instrument for this investigation. The survey asks questions concerning digital literacy, e-government service utilisation, awareness of e-government services, faith in government, e-government accessibility, and e-government quality perception.

The investigation selects individuals from the target population using a probability sampling technique, specifically simple random sampling. In order to accurately reflect the rural population of Gemencheh, a sample size of one hundred respondents was determined.

3.3 Data Analysis

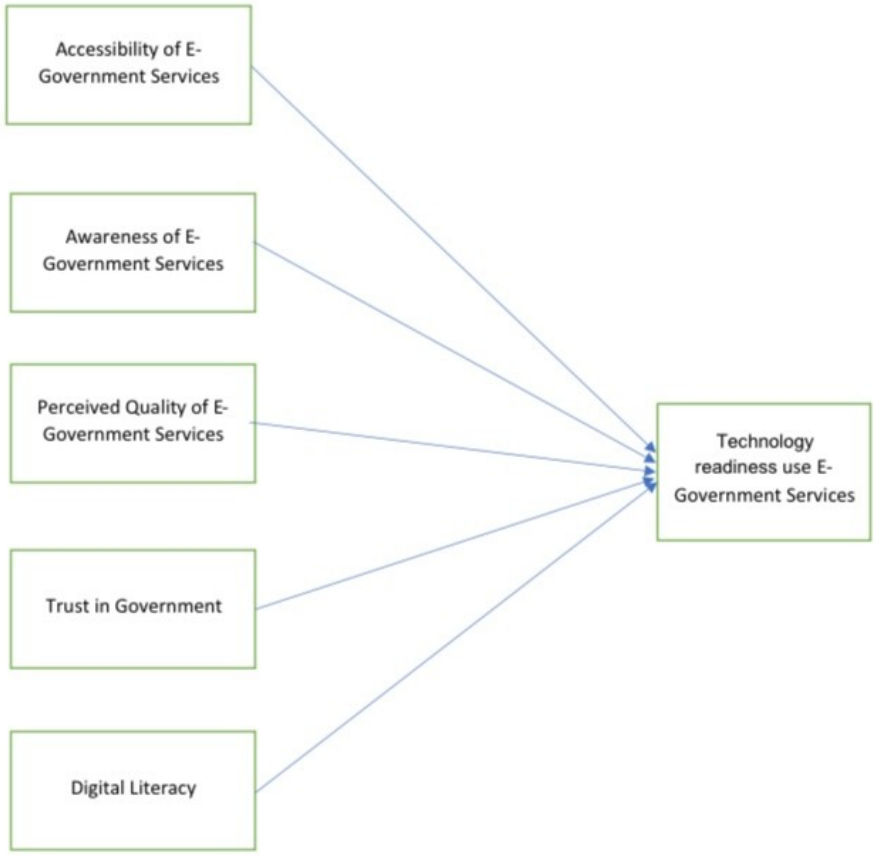
The survey questionnaire data is going to be analysed using descriptive as well as inferential statistical methods. Descriptive statistics such as means, frequencies, percentages, and standard deviations will be used to summarise the survey results and demographic data. On the other hand, inferential statistics such as regression analysis and correlation are going to be used to analyze the relationships between the dependent and independent factors.

In a pilot test, the clarity, comprehensibility, and relevance to the study research questions of the questionnaire will also have been pretested. Mutua confirmed that pilot testing could be done through pretesting and help in confirming the validity and reliability of the research findings. In the formulation of the score, the questionnaire’s item reliability will be based on Cronbach’s alphacoefficient.

This drawn methodology will result in the acquisition of a deep understanding of the variables influencing the use of e-government services by adults in rural areas. The final aim is to obtain data that can be used to make policies regarding the digital generation of marginalized groups.

3.4 Research Framework

This study's research methodology is based on Davis's (1989) Technology Acceptance Model (TAM), which contends that two important factors influencing people's intentions to utilise technology are perceived utility and perceived ease of use. Extending this paradigm, the research integrates supplementary elements such digital literacy, e-government service accessibility, awareness, and perceived quality, as well as government trust and digital literacy.



4. FINDINGS AND DISCUSSION

Correlations

		Accesibility	awareness	Quality	Trust	digital	DVegovernment
Accesibility	Pearson Correlation	1	.691**	.647**	.712**	.415**	.636**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	99	99	99	99	98	99
awareness	Pearson Correlation	.691**	1	.748**	.829**	.646**	.782**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	99	99	99	99	98	99
Quality	Pearson Correlation	.647**	.748**	1	.733**	.644**	.710**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	99	99	99	99	98	99
Trust	Pearson Correlation	.712**	.829**	.733**	1	.557**	.753**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	99	99	99	99	98	99
digital	Pearson Correlation	.415**	.646**	.644**	.557**	1	.598**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	98	98	98	98	98	98
DVegovernment	Pearson Correlation	.636**	.782**	.710**	.753**	.598**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	99	99	99	99	98	99

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

In the scope of the study, the researchers are looking into how people's awareness of e-government services relates to several aspects including interaction with government officials, savings, timely delivery of accurate data, and the capacity to voice opinions. Each item in the supplied tables denotes a statement about how people view e-government services. It is possible that the respondents were asked to score each statement on a scale from 0% to 100% based on how much they agreed with it.

In this kind of independent variable, the first questioning was, "Does the e-government service offer the exact information I need?" The average score of 3.44 for item 1 indicates that respondents' perceptions of e-government services' ability to provide accurate information are fairly positive. This shows that most respondents generally concur that these platforms provide the precise information they need. The comparatively low standard deviation of 0.539 suggests a reasonable level of agreement among participants, suggesting a uniform assessment of the accuracy of data given by e- governance services.

The second question is, Do e-government services typically offer current information? Item 2, which has a mean score of 3.47, suggests that respondents are somewhat more in agreement than item 1 about the timeliness of information delivered by e-government services. This implies that most respondents think these platforms provide current information. The respondents' consistent view of the timeliness of information provided by E-Government services is indicated by the standard deviation of 0.578, which suggests a similar level of consensus as that observed in item 1.

The third question is, Can I actively voice my opinions to the government using e-government websites? The respondents' level of agreement about the effectiveness of e-government websites to encourage active participation in governmental matters was somewhat lower (item 3, mean score of 3.35). This suggests that although respondents generally express a modest level of agreement, there may be limitations to the platforms' ability to effectively facilitate public interaction. In comparison to items 1 and 2, the standard deviation of 0.577 indicates a stable but somewhat more variable view across respondents.

Apart from that, the question is if using e-government services can save money and time. With the highest mean score of 3.52, item 4 stands out as having substantial support from respondents for the potential time and money savings linked to using e-government services. This shows that respondents generally accept the benefits of such platforms in terms of efficiency. A widespread belief in the savings provided by E-Government services is shown by the standard deviation of 0.612, which is significantly greater than that of items 1 and 2. This suggests a rather consistent perception among respondents.

Final question is, Can I use e-government services to communicate with government officials? Item 5 shows a somewhat positive view among respondents about the usefulness of e-government platforms in facilitating communication with government officials, with a mean score of 3.45. This shows that most respondents think these sites' communication channels are easily accessible. The standard deviation of 0.611 suggests that respondents' perceptions of the communication skills of e-government services are constant, which is consistent with the level of consensus shown in items 1 and 2.

In conclusion, the examination of these issues sheds light on the various perspectives that respondents hold regarding e-government services. Benefits like savings and information accessibility are generally well-received, although there might be space for development in certain areas, including active citizen engagement.

5. CONCLUSION

In conclusion, this study explores the complex environment of e-government services in rural areas, with a particular emphasis on Gemencheh, Negeri Sembilan, Malaysia. The report provides detailed insights into the problems and achievements of e-government programmes in rural areas by carefully analysing patterns of awareness and utilisation.

A significant discovery of the study is the remarkable degree of knowledge among participants about the existence and possible benefits of e-government platforms. This awareness points to a potentially strong basis for rural communities to adopt and use digital governance technologies. The survey also emphasises favourable opinions about the increased information accessibility and efficiency improvements made possible by e-government services. These opinions imply a widespread understanding of the advantages these platforms can provide in terms of improving citizen access to governmental resources and information and streamlining processes.

Considering these advantageous features, the study also points up certain areas that need focus and development. For example, questions have been made about how well e-government platforms encourage proactive citizen engagement. This indicates the necessity of developing ways to improve engagement and interaction in these virtual forums in order to guarantee that they function as channels for important communication and cooperation between the general public and governmental organisations.The study also emphasises difficulties with the accuracy and timeliness of information shared via e-government channels. Since citizens depend on current and accurate information to make educated decisions and participate in government processes, addressing these issues is essential to preserving credibility and confidence in digital governance projects.

Although these obstacles, the study emphasises how revolutionary e-government servicesmight be in reducing the gap between the public and public servants. Policymakers and stakeholders can customise interventions to target particular adoption and utilisation hurdles in rural contexts by utilising insights from the Technology Acceptance Model (TAM) framework and taking into account other characteristics like digital literacy and government trust.

In the end, this study advances our knowledge of the potential benefits and difficulties of implementing e-government in rural communities. Through the use of these insights, policymakers may formulate focused interventions aimed at fortifying digital governance projects. This will ultimately cultivate a governance structure that is more inclusive, transparent, and responsive, thereby effectively catering to the demands of rural communities.

REFERENCES

Technology Acceptance Model - TheoryHub - Academic theories reviews for research and T&L. (n.d.). https://open.ncl.ac.uk/theories/1/technology-acceptance-model/

Blut, M., & Wang, C. (2019, August 5). Technology readiness: a meta-analysis of conceptualizationsof the construct and its impact on technology usage. Journal of the Academy of Marketing Science. https://doi.org/10.1007/s11747-019-00680-8

Chohan, S. R., & Hu, G. (2020). Strengthening digital inclusion through e-government: cohesive ICT training programs to intensify digital competency. Information Technology for Development, 28(1), 16–38. https://doi.org/10.1080/02681102.2020.1841713

Yuan, Y., Dwivedi, Y. K., Tan, G. W., Cham, T., Ooi, K., Aw, E. C., & Currie, W. L. (2023). Government Digital Transformation: Understanding the role of Government Social media. Government Information Quarterly, 40(1), 101775. https://doi.org/10.1016/j.giq.2022.101775

Tremblay, C., Mellouli, S., Cheikh-Ammar, M., & Khechine, H. (2023). E-Government Service adoption by Citizens: A literature review and a High-level model of influential factors. Digital Government (New York, N.Y. Online), 4(1), 1–24. https://doi.org/10.1145/3580369

O, M. L. C., & Pinzón, B. H. D. (2018). Theoretical Perspectives on Usage of E-Government Services: A literature review. ResearchGate. https://www.researchgate.net/publication/327904926_Theoretical_Perspectives_on_Usage_of_e-Government_Services_A_Literature_Review

Djer, F. (2018). Factors influencing the intention to use e-government services in Algeria: an empirical study. ResearchGate. https://www.researchgate.net/publication329963324_Factors_Influencing_the_Intention_to_Use_E-government_Services_in_Algeria_An_Empirical_Study

Suki, N. M., & Ramayah, T. (2019). User acceptance of the E-Government Services in Malaysia: Structural equation Modelling approach. Interdisciplinary Journal of Information, Knowledge, andManagement, 5, 395–413. https://doi.org/10.28945/1308