

Analysis of Citizens Satisfaction (Acceptance & Needs) for E-Government Public Services: Evidence from Palestine

تحليل رضا المواطنين (القبول و الاحتياجات) حول الخدمات العامة في الحكومة الإلكترونية: حالة من فلسطين

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DECLARATION

The work provided in this thesis, unless otherwise refereed, is the researcher's own work and has not been submitted for any other degree or qualification.

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DEDICATION

"ALL WORDS WILL NOT BE ENOUGH TO THANK YOU" "BELIEVING IN MYSELF COMES FROM YOUR SUPPORT" "EFFORTS DONE IN THIS RESEARCH COMES FROM YOUR ENCOURAGEMENT" "REAL HAPPINESS COMES FROM YOUR BEING IN MY LIFE"

I DEDICATE THIS THESIS FOR YOU '' DAD, MOM, MY WIFE, MY CHILDREN, BROTHERS & SISTERS AND ALL MY FRIENDS''

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ABSTRACT Analysis of Citizens Satisfaction (Acceptance & Needs) for E-Government Public Services: Evidence from Palestine

With the remarkable and rapid technological development, governments are developing services and quality of services by exploiting this technological development. The so-called e-government was launched to provide services to citizens electronically. The aim of this e-government is to provide a public benefit to society in general, and to improve and develop public services by measuring the satisfaction of citizens and analysis of their needs. Thus, e-government is one of the main pillars to develop the general structure of public services through the use of technology and communications to improve the performance of government agencies and to provide high-quality services. This was an interesting research point, especially as the e-government in Palestine is under construction.

The research problem is to analyze the needs of citizens in the public services of the egovernment and measure their acceptance to adopt e-government, especially as the egovernment in Palestine is under construction. This research will be considered as an essential pillar of the success of the electronic as that in the construction of any product must take into account the needs of users in its construction. Irtahi, Y.(personal communication , November 8, 2018)

The research is based on several hypotheses revolving around analyzing the needs of citizens and the division of public services from the perspective of citizens and measuring the extent of acceptance of e-government and what factors directly affect the adoption of e-government. The research attempts to answer the main questions of the research through the use of two global models: Kano model, which analyzes the

perception of citizens for public services and divided into: Must-be, One-dimension), Attractive and Indifferent Services.

The UTAUT model measures citizens' acceptance of the idea of e-government through key independent factors: Performance Expectancy, Effort Expectancy, Social Influence and Environment Facilitating Conditions and their impact on the dependent factor: future trends and the intention to use e-government (Behavioral intention) This relationship is measured by intermediate factors: gender, age, scientific level and residential area.

The researcher used the questionnaire method and the elements of the questionnaire was formed by studying the literature in this topic and collecting previous information. Where the information was collected randomly from the target population of the West Bank and those over the age of eighteen and have the right to use e-government, where the population reached in 2018 (1,711,334) people. The sample of the study was based on 400 questionnaires and the response rate was 52%.

One of the most important results and recommendations of this study is that most of the public services surveyed in the questionnaire were services that should be provided by the government in the e-government as it directly affects the satisfaction of citizens, which affects their acceptance of the existence of e-government. The acceptance of citizens for the existence of e-government was analyzed and found that all factors are influential, but the facilitating conditions factor and the performance expectancy of e-government are the more factors affecting the acceptance of citizens.

One of the most important recommendations that can serve the government at this stage is to include all services that have been classified as services must be available and considered an integral part of e-government because of its impact on the satisfaction of citizens. Giving the government importance to the supportive environment that must be available to use e-government and focus on the performance of this e-government because of their impact on people's acceptance of e-government.

Key words:

Palestinian e-government, Public services, UTAUT Model, Kano Model, Citizen needs and Citizen acceptance.

Abbreviation

- **OECD:** "Organization for Economic Co-operation and Development"
- **USAID:** "The United States Agency for International Development"
- MTIT: "Ministry of Telecom and Information Technology of the State of Palestine"
- **ICT:** "Information and Communication Technologies"
- **E-government:** "Electronic Government"
- G-C: "Government-to-Citizen"
- G-G: "Government-to-Government"
- G-B: "Government-to-Business"
- G-G: "Government-to-Government"
- **G-E:** "Government-to-Employee"
- IEE: "Internal Efficiency and Effectiveness of e-government systems"
- **PA:** "Palestinian Authority"
- **IS:** "Information System"

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CHAPTER I

THE PROPLEM AND IT'S BACKGROUND

1.1 Introduction:

In recent years, internet became one of the fundamental invention with the largest impact on human society. There has never been any other technology in the history of humankind that has influenced and changed societies in such a short period of time. A substantial growth in such Information Communication Technology (ICT) investments is evident in both developed and developing countries (Kennedy Odiwuor Okon'o, 2016).

This development and progress in ICT enabled countries to employ the concept of egovernment in order to enhance the relationship between the government on one hand, and citizens and private sector institutions on the other. This approach is meant to provide services and knowledge efficiently and effectively (Haitham Hijazi & Hanadi Salameh, 2014).

The concept of e-government is an example of the formulation of using information technology (IT). The aim of any e-government system is to bring benefits to the community, such as improving government services processes and sharing information between the government and the public through using one window. It also provides citizens with the services in a professional and quality manner, ensuring security, safety, convenience, and a considerable timesaving.

In addition, IT enables the government to implement its public policies in a more accountable and transparent manner, improving governance and continuously improving the public services. However, implementing e-government requires a deep understanding of the citizens' needs and requirements to avoid unexpected results.

Many countries aimed to measure and analyze the citizens' satisfaction on the quality of the applied e-government services. Among these countries are the United Stated of America that introduced the American Citizen Satisfaction Index (ACSI), some European countries through the European Citizen Satisfaction Index (ECSI), Canada through the Canadian Common Measurement Tool (CMT), and Sweden that introduced the original Swedish Citizen Satisfaction Barometer model (SCSB). As for Arab countries, in 2018 the Kingdom of Saudi Arabia launched an application called "WATANI" to measure the Saudis satisfaction on the provided government services in order to improve the quality of these services.

When searching for "citizen satisfaction with e-government" on any internet engine, many results from around the world will appear, including articles, research, papers... etc. Results from the developed countries that have e-government working, however, will show that these countries are still trying to analyze and measure the citizens' satisfaction and needs. As for Palestine, the e-government system is still under construction. Irtahi, Y.(personal communication , November 8, 2018)

According to the Organization for Economic Co-operation and Development (OECD) report entitled 'The Case of e-government in the Palestinian Authority', that was published in 2011, a ministerial committee for e-government was established in 2005, and produced a first comprehensive e-government strategic plan. The strategic plan

assured that e-government should provide a platform that "1. Empowers citizens to participate in government; 2. Connects citizens, the private sector and institutions to drive economic growth and meet community challenges; and 3. Delivers real public value through citizen-centric government services". With such, this promising project was is expected to provide a better life for the citizens, which is what PA aims at.

An important part of research on e-government has been on increasing the quality of services delivered to citizens based on their needs. In relation to these efforts, models of citizen satisfaction with e-government services need to be developed (Maryam Sheibani, 2012)

For the aforementioned reasons, this research will build the start point for the egovernment public services in Palestine, and will aim to analyzing the citizens' needs, perspective, quality and acceptance of the e-government system.

Additionally, this research will attempt find solutions and means to enhance the quality of public services, through using two international models built to measure citizens' satisfaction with e-government services, namely the Kano model or Kano diagram, along with the Unified Theory of Acceptance and Use of Technology "UTAUT". An explanation of both models is provided in the next chapter.

1.2 The Paradigm of the Study:

The following diagram shows the paradigm of the study:



Figure 1: The Paradigm of the Study

1.3 Research Problem

The Palestinian Ministry of Telecommunication and Information Technology (MTIT) is currently working on a new project for the e-government, Irtahi, Y.(personal communication, November 8, 2018) in which it is aiming to include all public services. As this research will analyze the citizens' satisfaction and needs, the obtained results will feed into the designing the system in a manner that shall ensure and measure the citizens' acceptance for e-government. This approach shall also help identifying the obstacles and determinants, such as emerging from the culture, or resistance from people with limited computer skills, which will eventually allow handling these obstacles efficiently. As any new service or product should meet the citizens' expectations and fulfill their needs in order to succeed, hence an analysis of the citizens' need and acceptance should be conducted. The researcher will conduct an analytical study using the Kano model to determine the must-be, one-dimensional and attractive dimensions, and will measure the citizens' acceptance using the UTAUT model in order to know the existing obstacles and determinants.

In order to answer the main question of this research "how to fulfill citizens satisfaction and increase their acceptance to use the e-government public services in PA?", answers to the following specific sub-problems and questions are sought:

- 1. What are the extent of citizens' satisfaction with e-government public services when categorized as follows:
 - 1- Must-be quality
 - 2- Attractive quality
 - 3- One-dimensional quality
 - 4- Reverse quality
 - 5- Indifferent quality
- 2. What are the extent of citizens' perspective quality with public services features that will lead to their satisfaction
- 3. Is there a relation between the social-demographic factors and the acceptance for the e-government when categorized as follows:
 - 1- Locality
 - 2- Education level
 - 3- Gender
 - 4- Age.

1.4 Hypothesis

NO.	Hypotheses
H1	 Performance expectancy affects behavioral intention to use e-government public services. H1a: Gender differences have a moderate impact on the relationship between performance expectancy and behavioral intention H1b: Age has a moderate impact on the relationship between performance expectancy and behavioral intention H1c: Locality has a moderate impact on the relationship between performance expectancy and behavioral intention H1c: Locality has a moderate impact on the relationship between performance expectancy and behavioral intention H1d: Education level has a moderate impact on the relationship between performance expectancy and behavioral intention
H2	 Effort expectancy affects behavioral intention to use e- Government public services. H2a: Gender differences have a moderate impact on the relationship between effort expectancy and behavioral intention H2b: Age has a moderate impact on the relationship between effort expectancy and behavioral intention H2c: Locality has a moderate impact on the relationship between effort expectancy and behavioral intention H2d: Education level has a moderate impact on the relationship between effort expectancy and behavioral intention
H3	 Social influence affects behavioral intention to use e- Government public services. H3a: Gender differences have a moderate impact on the relationship between social influence and behavioral intention H3b: Age has a moderate impact on the relationship between social influence and behavioral intention H3c: Locality has a moderate impact on the relationship between social influence and behavioral intention H3d: Education level has a moderate impact on the relationship between social influence and behavioral intention

H4	 Facilitating conditions affects behavioral intention to use e-government public services. H4a: Gender differences have a moderate impact on the relationship between facilitating conditions and behavioral intention H4b: Age has a moderate impact on the relationship between facilitating conditions and behavioral intention H4c: Locality has a moderate impact on the relationship between facilitating conditions and behavioral intention H4d: Education level has a moderate impact on the relationship between facilitating conditions and behavioral intention
H5	There are no significant differences in the citizens' perceptions of components of public services at the Palestinian e-government according to their personal characteristics like gender, age, educational and locality

1.5 Objectives of the Study

The goal for all governments around the world is to provide citizens with efficient and effective services, and with high quality (Maryam Sheibani, 2012). Likewise, when a country intends to apply the e-government system for public services, the decision should be based in accordance to the needs of the citizens and their expectation from the public services. According to Hoang Van Hao (2016), "once satisfaction was determined, it in turn served as the main predictor of a series of positive outcomes such as citizen trust on and confidence in government." In addition to building trust, according to Maryam Sheibani (2012), an important part of the research on e-government has been to increase the quality of services delivered to citizens based on their needs.

The main objective of this research is to understand the essential features of egovernment public services, given that this term is understood differently across the world (Ajilian Stefanie & Crameri Claudio, 2011). It is essential, before going any further, to clearly define the important aspects of public services, then determine the citizens' perspective of quality in public services, after which an attempt to measure the citizens' acceptance for e-government is carried out.

As this research will analyze the citizens' needs and satisfaction for this new e-service and measure their acceptance for adopting the e-government, it is important to take into account that citizens give attention to the features that will be provided in the egovernment. This is particularly important since the e-government in Palestine is not launched yet, hence investigating the citizens' needs will help the government to build more efficient services through inspecting the citizens' perspectives and expectations. Such features may include, but not limited to:

- Accessibility and ease to reach the services;

- If the services will save time, or will consume effort and time to get to the services;

- If the services will be available 24 hours / 7 days a week;

- The way in which they monitor their applications and inquiries

- If the e-government will actually support and enhance the public governance and transparency.

1.6 Significance of the Study

The significance of this research lays in the fact that it provides a citizen focus for designing the e-government system for public services in Palestine. Developing this model is based on in-depth study and analysis of the citizens' needs and perspective feature quality in the public services that will be provided in the e-government, and will measure their acceptance of the e-government. Hence, the importance of this research can be attributed to the following:

- 1. It targets an important issue, highlighting public service quality and its impact on citizen satisfaction.
- It will measure the citizens' acceptance for adopting the e-government according to the quality perspective.
- 3. It is expected to partake in the improvement of the public services in egovernment, so that the MTIT can make use of the results obtained of this research to develop their public services in e-government.

Furthermore, this research can guide the Palestinian e-government planners to build and adopt a successful e-government system, by taking into consideration the several factors and results that shall be obtained from this research, which can eventually maximize the e-government returns on ICT infrastructure investments and provide efficient services at a national level.

1.7 Definition of Terms

In order to have a common basis of reading and understanding of the text, the following important terms are defined and facilitated to the extent of their usage in this study.

1.7.1 E-government: "Governmental efforts to provide government services to citizens through the use of a range of technological solutions"

1.7.2 Citizen Satisfaction: "Citizen satisfaction can be defined as a citizen's summative judgment regarding the performance of his or her local government with respect to the quality of basic urban services."

1.7.3 Public Services: *"Is a service intended to serve all members of a community. It is usually provided by government to people living within its jurisdiction, either directly (through the public sector) or by financing provision of services."*

1.7.4 The Unified Theory of Acceptance and Use of Technology "UTAUT": "Is a technology acceptance model formulated by Venkatesh and others in "User acceptance of information technology: Toward a unified view."

1.7.5 Kano Model: "Is a theory for product/service development or and customer satisfaction developed in the 1980s by Professor Noriaki Kano, which classifies customer preferences into five categories."

1.8 Conceptual Framework

This research analyzed the citizens' needs in e-government in Palestine, since the egovernment in Palestine is still under construction. Hence, this research could direct and lead the government to citizens need and satisfaction.

As clarified earlier, two separate models are used in this research. The first is the Kano model, and it is used to classify the quality of services, the citizens' satisfaction and their needs. The other model is the UTAUT model, and it is used to measure the citizens' acceptance of the e-government.

Kano model survey will categorize the public services according to defined Kano model types of requirements: the *must-be*, *one-dimensional* and *attractive* (Kano et al., 1984). The result of this model will lead to knowing the categories of public services and their extent from citizens' perception and point of view.

Following applying the Kano model, a survey using UTAUT model will be used to measure the citizens' acceptance. The UTAUT model will include the defined factors of Performance expectancy, Effort expectancy, Social influence, Facilitating conditions and Behavioral intention. Adding to that, the social-demographic factors are used as moderate factors that might have an influence the previously mentioned factors, namely gender, age, education level and the region where the citizen comes from. It is worth noting that all the mentioned factors are explained in the literature review chapter.

1.9 Theoretical Framework

This research mainly focuses on service quality, citizen satisfaction and citizen acceptance for e-government. This section reviews the two models used to measure the service quality, citizen satisfaction and citizen acceptance for e-government. The data for this research was obtained from different points of view. The first is the citizens' point of view in order to determine their needs and what is considered as attractive quality for them, and what is the 'must be quality' using the five dimensions of Kano model. The second point of view is that from the citizens and ministries' employees, in order to know their acceptance for applying e-government using UTAUT Model.

Based on the above, and in order to determine the perspective quality and satisfaction, the following two models are used:

1.9.1 Kano Model:

The Kano model identifies five types of requirements that might have an effect on citizens' satisfaction (Hoang Van Hao, 2016). These requirements are explained later. This theoretical model finds a relation between these requirements, whether they were fulfilled by the purchased products or provided services, and assesses their influence on the citizen satisfaction. The information provided when applying the Kano model shall

highlight the types of the requirements in need of enhancement to ensure citizen satisfaction (Pan Qiting, Nobuhiro Uno, Yoshiaki Kubota, 2013).

Satisfaction is largely linked to the concept of quality. Ensuring the satisfaction of citizens depends on services or products' high levels of performance, which shall lead to citizens' benefits (Hoang Van Hao, 2016). In other words, the better performance leads to citizen satisfaction.

However, the relationship between citizen satisfaction and service performance can be complicated. In some cases, small improvements in performance can greatly enhance citizen satisfaction, while in other cases, a little improvement in citizen satisfaction requires huge improvements in performance. Therefore, it is important to understand this relationship well during the designing and development phases for any service in order to achieve the maximum citizen satisfaction (Hoang Van Hao, 2016).

To have better knowledge and understanding of the relationship between service (product) performance and citizen satisfaction level, Professor Noriyaki Kano (1984), from Tokyo University of Science, developed a useful diagram in which he classified the needs of citizens. The Kano model or Kano diagram, shown in Figure 2, is based on a theory proposed by Professor Kano, where he highlights the factors provided by a product or services that may affect to contribute to citizen satisfaction, which helps understanding the citizens' perspectives and expectations of products' features.



Figure 2: Graph of Kano's Model. Source: Kano et al. (1984)

The model is graphically displayed as a combination of two scales: the A scale and the B scale. The A scale reflects the services' performance or functions, and shows whether they meet the users' needs. The B scale indicates the users' reaction to the provided service: if they were satisfied delighted or disappointed, and whether their expectations were met. The users' requirements are hence divided into five categories, two of which are rare situations (Južnik Rotar & Mitja Kozar, 2017). These requirements are as follows:

- 1- Must-be
- 2- One-dimensional, Ability (Performance)
- 3- Attractive, delighters
- 4- Indifferent requirements; and
- 5- Reverse requirements (rare situation).

1.9.1.1 Must Be There (Must Be)

This requirement refers to the essential things that should be available in each product. These requirements have to be there, yet their existence will not increase or ensure citizen satisfaction, rather citizens will act normally towards these requirements. However, if there requirements are not there, then complains are inevitable. In the Kano model, these requirements are represented in the red curve at the bottom of Figure 2.

These requirements can be an attribute, a function, or any basic feature that has to be part of and exist in the product or the service. The absence of these features, on the other hand, can lead to citizen dissatisfaction and complaints, and can even cause loss of trust in the service provider. However, and as mentioned before, if these requirements are met, the citizen will be neutral. Hence, these requirements should be there, and should not negotiable for service providers.

1.9.1.2 One-dimensional, Ability (Performance)

These factors are can also be described as 'the more the better'. If the service provider fails to comply and fulfill, then citizens will be disappointed, whereas providing these factors does not necessarily ensure their satisfaction, rather they will have an ordinary and moderate reaction. However, if these factors are abundantly provided, then citizens are surely satisfied. The better the performance of these attributes and factors, the higher the level of citizen satisfaction. Conversely, the poor performance of these attributes decreases citizen satisfaction.

1.9.1.3 Attractive, Delighters

Delighter requirements are meant to satisfy citizens more. If delighters are not provided, citizens will not be disappointed, but if these requirements are given, then citizens will be very satisfied. For example: giving a high-end portable sound system as a gift when buying a laptop will make the citizen very satisfied.

It should be noted, however, that these requirement will shift by time and as the level of competition increases; the delighter of today, could be the performance of tomorrow and a Must-Be next year.

1.9.1.4 Indifferent Requirements.

With these requirements, the citizens are neutral regardless of whether they get them or do not get them, or whether these requirements are not fulfilled or completely fulfilled.

1.9.1.5 Reverse Requirements (Rare Situation)

Citizens react adversely to these requirements, where fulfilling them will cause dissatisfaction and not fulfilling them will make the citizen very satisfied. There are several reasons this can happen, one of the common ones is the citizen misinterpreted the need in the survey you designed.

The first three of the aforementioned categories should be taken into consideration when defining the product or service requirements and design. When designing a new product or service, the Must-Be requirements have to exist and be met; omitting these requirements is not an option. As for the performance requirements, it is essential when the product or service is competing with other similar products of services, as this is where the features and properties of the product or service are identified, ensuring that this particular product or service is attractive and competitive in the market.

The third requirement, or the delighters, ensure the "wow" effect in the provided service or product, where at least one or two such features that delight the citizen and enhance his/her experience shall be available in each service, leading to the superiority and preference of this product among its competitors. Integrating such features into the product or service hence embellishes it and makes it unique and distinguishable. The aforementioned factors are designed to measure the satisfaction of the citizens of a specific product or service. On the other hand, and in order to measure the acceptance of using adopting a product (which is the e-government public service for the purpose of this research), the UTAUT Model is used and explained in the following section.

1.9.2 The Unified Theory of Acceptance and Use of Technology "UTAUT"

According to Muslimin Wallang (2018), many research was done with regards to adopting e-government in several countries, where the UTAUT Model was applied and used. These include studies that were done in Kuwait, Iraq, the United Arab Emirate and the Kingdom of Saudi Arabia, where the studies used the UTAUT Model to measure the acceptance of adopting the e-government.

The UTAUT Model was first introduced in 2003 (Muslimin Wallang, 2018). It is based on investigating the Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions. According to Venkatesh et al. (2003), the four factors are defined as follows:

- 1. Performance Expectancy: "is the degree to which an individual believes that using the system will help him or her to attain gains in job performance."
- 2. Effort Expectancy: "is the degree of ease associated with use of the system."
- 3. Social Influence: "is the degree to which an individual perceives that important others believe he or she should use the new system."
- 4. Facilitating Conditions: "is the degree to which an individual believes that an organizational and technical infrastructure exists to support use of the system."

From the above-given definitions, it can be noted that the first three factors are direct determinants of usage intention and behavior, whereas the fourth is a direct determinant of the user's behavior. Venkatesh et al. (2003) noted that the factors of gender, age,

education level, and locality might have a potential impact on the four key components of usage intention and behavior while using the UTUAT Model, as it is largely influenced by the socio-demographic characteristics of people (Khaled Ahmed Al Mansoori, 2017).

The components of the UTUAT Mode and the socio-demographic factors affecting it are represented in Figure 3 below.



Figure 3: The unified theory of acceptance and use of technology. Source: Venkatesh et al. (2003)

Regardless of the gap that emerged from the impact of the socio-demographic factors, researchers who used the UTAUT in measure e-government adoption or acceptance recommended that the model should be regularly modified and revised to be made fit for different applications in the different contexts (Venkatesh et al., 2003).

Previous studies that used the UTAUT Model investigated organizational contexts where the performance expectancy was the main driver by which the intentions and behaviors related to technology use where measured and assessed. However, citizens' acceptance to technology and the way they would react to e-government public services is still largely unexplored (Khaled Ahmed Al Mansoori, 2017), which is also another downside of the UTAUT model that ignored some important components such as the quality of services and citizens' satisfaction (Saleh Alghamdi & Natalia Beloff, 2014; Kriti Priya Gupta, Preeti Bhaskar, 2016).

It is important to examine the quality of e-services and citizens' satisfaction in order to increase their acceptance to e-government services (Muslimin Wallang, 2018). Therefore, this research will use the amended and modified UTAUT Model to measure the citizens' acceptance to e-government, and Kano Model to measure their perspective on the quality as well as their satisfaction.

Additionally, and for the purpose of this research and in order to answer the research questions, taking in consideration the Palestinian culture and context, modifications on the previously-mentioned socio-demographic factors are to be taken as follows: voluntariness determinant will replace locality and experience will replace the education level.

CHAPTER II

LITERATURE REVIEW

Previous literature and studies on e-government showed that this tool is important and shall lead to developing any country and enhance the trust and relationship between the citizens and their governments. In the Arab countries, e-government is perceived as a tool for sustainable economy and public confidence (Ali M. Al-Khouri, 2013).

This chapter summarizes the concept of e-government and provides evidence for its importance and necessity for adoptions by governments, which is the focus of this research.

2.1 Introduction

According to Heeks (2008), e-government uses ICTs in order to change the interactions with citizens, businesses as well as the government, (West (2004)) on the other hand says that e-government is the way governments deliver information and services online through the internet or other digital means. He believes that e-government is so distinctive as it allows citizens to pursue public services at their own expediency and independently of office work time. Through such a technology, citizens will have access the truthful information they need easily, which in turn will lead to the transparency, convenience, revenue growth, and/or cost reductions (West, 2004).

Citizens' satisfaction is a critical and decisive factor for the continuous use of egovernment services as it can substantially lead to the failure or success of the system. The main obstacle for e-government planners and practitioners is hence to find and identify the key determinant that might have an impact on the satisfaction of the users (Babur Hayat Malik, Cai Shuqin, Cai Shuqin, Abdul Ghaffar Mastoi, Abdul Ghaffar Mastoi, Noreen Gul, Noreen Gul, Hifza Gul, Hifza Gul, 2016)

2.1.1 E-government

Governments nowadays use different ways and methods to provide their services. A well performing e-government system requires that all citizens have an access to information technology solutions, where information technologies are used to create and deliver the services. This approach is useful and has an effective impact on the businesses as well the citizens.

The innovation of e-government has moved the global society to an electronic system. In this regard, (Bashar et al. (2011)) argues that the traditional public sector is a reactionary and costly system that uses a lot of paperwork; whereas e-services create an interactive platform where the citizens can easily engage.

The duty of local governments is to perform their tasks and provide their services to the communities in the highest quality. To allow the proper implementation and execution of these tasks, local governments need to ensure implementing a monitoring and evaluation scheme, taking into consideration the citizens' perspectives and concerns (Sutopo, Bambang; Wulandari, Trisninik Ratih; Adiati, Arum Kusumaningdyah; and Saputra, Dany Adi, 2017).

The expansion of ICT is affecting the functions and roles of governments, and its use in governmental services is becoming a need and a necessity to fit into the digital economy phenomenon (AL-Rababah & Abu-Shanab, 2010).

According to Jing Fan & Wenting Yang (2015), the main reason governments are adapting e-government public services around the world is based on the management theory that argues that governments should act as suppliers of services, whereas citizens and firms receive these services (ElKheshin, Sara Abdelsalam, 2016). Given the rapid improvements happening on information technology, governments hence dedicated their efforts towards empowering the citizens and firms to have higher and more efficient access to the offered services (ElKheshin, Sara Abdelsalam 2016)

According to (ElKheshin, Sara Abdelsalam (2016)), e-government can involve four types of stakeholders, namely the governments, citizens, businesses, and employees. The relationship between these stakeholders can be in five contexts:

- 1- Government-to-Citizen (G2C);
- 2- Government-to-Business (G2B);
- 3- Government-to-Employee (G2E);
- 4- Government-to-Government (G2G); and
- 5- Internal Efficiency and Effectiveness of e-government systems (IEE).

2.1.2 E-government Definition

There is no specific definition of e-government; rather it is a multi-faceted concept, and could be diverse and a debatable issue. Table 2 includes some definitions of e-government provided by the different researchers:

Table 1: E-government Definitions

Ajilian, Crameri, 2011, P.4: "at which point electronic government is a service providing a clear benefit to its users" David McClure, Associate Director of the U.S., General Accounting Office before the U.S. Congress, quoted by (Layne and Lee 2001, p. 123): "Electronic government refers to government's use of technology, particularly web-based Internet applications to enhance the access to and delivery of government information and service to citizens, business partners, employees, other agencies, and government entities. It has the potential to help build better relationships between government and the public by making interaction with citizens smoother, easier, and more efficient. Indeed, government agencies report using electronic commerce to improve core business operations and deliver information and services faster, cheaper, and to wider groups of citizens".
Rafia NAZ, 2009, on E-governance for Improved Public Service Delivery in Fiji, P.190: "The concept
of electronic governance (e-governance) is defined as the application of Information and
Communication Technology (ICT) to the government processes to bring Simple, Moral, Accountable,
Responsive, and Transparent (SMART) governance".
Belanger and Carter, 2008, P.5:
"The use of information technology to enable and improve the efficiency with which government
services are provided to citizens, employees, businesses and agencies".

Chen et al., 2007, P.45:

"'Digita' government is the initiative taken by governmental agencies and organizations to use the Internet technology in increasing their working effectiveness and efficiency".

When designing a new system, the designers need to make sure this new system has benefits. According to Dinoroy Aritonang (2017), there are six benefits for the electronic government:

- Removed Boundaries: which means that e-government will break down barriers in the government and provide integrated services across for all governmental bodies. "With electronic government, the provision of seamless access will be taken much further and will make government much more approachable" Dinoroy Aritonang (2017).
- 2- Enhanced Accessibility: e-government will increase access to information and services, without requiring citizens to visit the government office or having their inquiries processed through phones that operate during specified working hours, which can be problematic for people, especially those in regional and remote locations.
- 3- Improved Service Quality: the e-government aims at improving service quality and value for all citizens, through offering convenient, reliable and less-costly services"
- 4- Integrated Agencies: e-government offers a platform that integrate services provided by all governmental bodies especially that several services are closely related and

information is provided from more than one agency. This leads to high-value services that provide efficiency benefits for the citizens and the government alike.

- 5- Improved Reputation: e-government gives a modern image of the country that applies it, which encourages people to visit, and investors to bring their businesses to.
- 6- Greater Citizen Participation: e-government offers a user-friendly platform that encourages all people to engage in and contribute to easily.

According to Sara ElKheshin (2016), both the citizens and governments can benefit the e-government services, where through this platform governments can offer a wide range of information and services, such as governmental forms and services, public policy information, employment and business opportunities, voting information, tax filing, license registration or renewal, payment of fines and submission of comments to government officials.

The following objectives are attributed to the G2C dimension explained earlier, based on the approach of Sara ElKheshin (2016):

- To provide one-stop, online access to information to individuals;
- Citizens should be able to find what they need quickly and easily;
- Receiving services should be citizen-focused and not agency focused;
- Disintermediation of civil service staff, i.e. delivering services directly to Citizens; and
- Building and enhancing trust between the government and the citizen.

Despite the numerous benefits e-government will have for the citizens and the government, it is important to keep in mind that the e-government system is affected by internal and external environments. According to Dinoroy Aritonang (2017), e-government not only depends on the available resources, but is also related to the governmental political will to develop it. This is mainly affected by the economy, democracy, education, Internet usage, as well as peer pressure.

On the other hand, technical matters contribute to the quality of e-government services and facilities. According to Carter (2005), Citizens' intention to use e-government is based on their perception on the easiness of use, compatibility, and the way its affects their trust. This means that the e-government system should be advanced and sophisticated on one hand, but most importantly, it should be citizen oriented and user-friendly (Dinoroy Aritonang, 2017).

2.1.3 E-government in Palestine

As mentioned earlier, some obstacles hindered the Palestinian Authority (PA) from implementing the overarching e-government strategy, regardless of the fact that there has been strong foundations laid towards the establishment of a successful e-government in Palestine (USAID| WestBank/Gaza, 2015). These obstacles include not only the lack of financial means, but also the continued Israeli occupation, complex political environment, in addition to the lack of communication between and within the concerned ministries.

Nonetheless, Information Technology (IT) is becoming more ingrained and deep-rooted in the culture of the PA, where emails and internal portals are becoming the norm, in addition to the daily work practices of public servants. Furthermore, many ministries have active IT departments that are eager to build out and support more e-government services for their respective ministries.

To mention a few examples, the Ministry of Transportation offers a few online governments to citizen (G2C) services such as traffic violation queries, results of driving tests, in addition to an option to download application forms. The Ministry of Finance provides information services about employees' pay slip and taxpayer data. Similarly, the Ministry of Economy and Trade provides users with a facility to search about existing companies, in addition to the possibility to download all registration forms.

As mentioned in the OECD report entitled: 'The case of e-government in the Palestinian Authority, 2011', the first strategic plan for the e-government was issued in 2005, by president Abbas, where it included a vision for better life for citizens ensuring that adopting e-government will fulfill this vision.

The report also referred to the citizens' engagement and participation in the government through the e-government, as it will provide a platform to connect the citizens, private sector and other institutes with the government, which will influence the growth of Palestinian economy, and supply the citizens' real value by using the centric government services.

The report was based on a declaration adopted in 2010, when the Ministry of Transportation with the Minister committee, based on instructions from president Abbas, issued the Electronic Transaction Law, in order to put the base for the e-services in the PA. According to the Ministry of Transportation's formal website, they started working on the Palestinian e-government project since 2014, declaring its main objectives as follows:

- Applying the concepts of governance, which support e-government.
- Upgrading the technical infrastructure to ensure best practices.
- Developing a highly efficient administrative and financial environment to serve applying the e-government
- Raising the efficiency of the relevant human resources to serve the effective and successful application of this project.
- Promoting the digital knowledge in society.
- Ensure applying a legal environment that supports electronic transactions.
- Enhancing the integration of governmental and non-governmental data.
- Developing the computer systems in governmental institutions to achieve a comprehensive electronic transformation.
- Providing electronic services that meet the needs and aspirations of the citizens.

In 2015, Kristen Majed made an assessment entitled 'E-Gov Services Report USAID Compete Project' funded by the USAID to help the Ministry of Telecommunications and Information Technology (MTIT) to start working on the e-government project. The assessment found that the current state of e-government services in the Palestinian government is fragmented, but indicated promises for the future (Kristen, Majed 2015). The assessment also identified the top ten public services that could influence the citizens that are listed in Table 3:

1a) Smartcard/biometric ID to facilitate	6) Social support one-stop shop:
authenticated e-government services	✓ Cash transfer
	✓ Emergency aid
1b) Citizen portal/service gateway	✓ Small project loans
(ic) chillen portal ser free gate i ay	\checkmark Ornhan aid
2a) SMS Cotomor	\cdot U come for the dischlord
2a) SIVIS Galeway	
	✓ Food ald
2b) Central call center for G2C service information	
	7) Civil records:
3) Car importation application and information	✓ Birth certificates
	✓ Death certificates
4) Car purchase and maintenance services:	
-) Car parenase and maintenance services.	9) Health incurance vehicletion (nublic health
• Dynamometer car history	8) Health insurance vandation (public health
 Garage service information 	insurance)
5) Traffic advisory services:	9) Property tax payment and pertinent
✓ accidents	subservices:
\checkmark traffic jam alerts	✓ assessment information
✓ traffic awareness	\checkmark TBC other sub-services
	10) Latter of good standing
	10) Letter of good standing

 Table 2: Top 10 e-government service list. Source: Kristen, Majed (2015)

These top ten services will affect the citizens' quality of life, as they will improve the efficiency and reduce the costs, improve trust in government, improve service to constituents, and engage citizens in collaborative government and crisis response (Kristen, Majed 2015). The aforementioned factors will therefore bring benefits for the citizens and the government alike.

During working on this research, the researcher conducted an interview with the head of e-government unit at MTIT to learn more about the project and at what phase it currently is. However, the head of unit made it clear that there is no progress in the project as they did not receive the needed funds required for the implementation of the system. Irtahi, Y.(personal communication , November 8, 2018).

2.2 Public Services

Public services are essential in building a strong and civilized society. Under certain circumstances, public services can take a central role in the formation of public

structural and collective identities (Newman, 2009). This explains the main difference between private and public services, since citizens do not get benefits from private services as they do from public services.

However, according to Rafia (2009), public service delivery is considered week, slow and unresponsive in developing countries as it does not comply with the citizens' preferences and priorities and at times does not meet the expected quality. Therefore, governments are expected to better understand citizens' needs and give attention to their priorities when delivering public services. This will help increase and enhance the trust between the citizens and government (Hartley, 2005).

When adopting e-government, governments should consider applying the broader context of the system, and not only simple services. E-government is the basis in improving the efficiency of delivering public services to the citizens, businesses, and agencies, and the access to information at lower costs can enhance the interconnections between the government and their citizens (Kennedy Okong'o, 2016). On the hand, Holzer (2015) argues that the use of e-government by citizens will create a better role in governmental functions due to the combination of ICTs and citizen participation, as through this system, public services are delivered more efficiently, easily and more quickly to citizens, enterprises and organizations (Europa, 2018).

2.3 Service Quality

Service quality is recognized as one of the main factors behind the sustainability of a company, or a provider, and one of its driving forces. (Sá Filipe, Rocha Álvaro, Cota Manuel, 2015). It is the key tool for measuring the success of the provided service, as it is the most important requirement for the user. This section tries to provide evidence for

the importance of analyzing the citizens' needs and expectations in order to enhance the service quality, which will lead to their satisfaction.

To maintain the quality of any service, the needs and expectations of citizens should be determined, as they are the most important factors that influence the citizen perception of quality and his loyalty. Likewise, and due to the aforementioned reasons, service quality is a key requirement for implementing and adopting the e-government system (Nguyen Hien, 2014).

Quality of services is determined by the level of quality expected by the citizen. If the expected level of quality is consistent with the perceived level of service, the service is satisfactory. However, if the expected quality is greater than the perceived service, then it will not satisfy the citizen, and if the expected quality is less than perceived quality, it will definitely satisfy the citizen. In fact, both the expectation and the perception of the service quality are subject to personal considerations of the citizen, and therefore the quality issue is a relative matter (Angelova, Biljana & Zeqiri, Jusuf, 2011).

Adding to that, service quality helps the firm, or the provider, to be distinctive and gain competitive advantage by continuously improving (Ismail, Yunan, 2016). Thus, the need to evaluate quality can ultimately be perceive a success factor to the service provider. In the case of e-government, evaluating the quality of the provided services is particularly significant as it will lead to providing an efficient management of government information, and giving better and transparent services to the community (Nguyen Hien, 2014).

In the service field, the citizen usually demands the highest and finest quality, while the service provider has to keep improving the service quality to meet the citizens' needs, by

upgrading operational process, identifying problems quickly and measuring citizen satisfaction (Nguyen Hien, 2014). For this reason, determining the expected quality starts from the citizens' needs.

In e-government public services, citizens are the service users. They are the ones who evaluate how the service should be (Sá Filipe, Rocha Álvaro, Cota Manuel, 2015). Yet since the human nature is demanding, and since technological development is rapid, analyzing the citizens' needs and expectations is the first purpose of this.

2.4 Citizens Satisfaction

Many studies on e-government focused on giving attention to citizen-centric services and self-service delivery options, where the citizen's role in the service itself is crucial (Chatfield, A. & AlAnazi, J. Mutared, 2013). For that, attention is given to citizen satisfaction with self-services in e-government.

The success of organizations depends on the relation between the organization and its citizens, since the citizen satisfaction is the main factor for the organization's success. Citizens' satisfaction of public service delivery can hence be determined by knowing how much the citizens are satisfied with public service quality (Salim, M., Peng, X.B., Almaktary, S.Q. and Karmoshi, S, 2017).

Oliver (1980) proposed the Expectation Confirmation Theory (ECT) to examine the consumer satisfaction and re-purchase behavior. The ECT theory explains that consumers create an initial expectation before purchasing, and then develop perceptions about the consumed service or product after a trial period. The satisfaction level is then determined based on whether their expectation was confirmed after examining the performance of the service or product.

Based on the above, it can be stated that satisfaction is attached to the service quality, and it is influenced by the experience and the work up attitude (Oliver, 1999). In electronic services, technological failure may lead to citizens' dissatisfaction resulting in the negative type of perception of functional quality of related service. Dissatisfaction may also result from service-design problems or technology-design problems (Babur Hayat Malik, Cai Shuqin, Cai Shuqin, Abdul Ghaffar Mastoi, Abdul Ghaffar Mastoi, Noreen Gul, Noreen Gul, Hifza Gul, Hifza Gul, 2016).

The European Commission (2013), declared in a press release that "in the universe of EU Citizens, 46% use the Internet to look for a job, to use the public library, to submit tax declarations, to register births, to request a passport or to use other public administration services. In the same document, it is said that 80% of the citizens believe that the public services offered on the Internet allow them to save time, 76% appreciate their flexibility and 62% claim to save money with them".

Previous studies on Information Systems declared that service quality can be a key term for determining the success of electronic services (e.g., Petter, DeLone, & McLean, 2008; Zeithaml, Berry, & Parasuraman, 1996). Therefore, examining the quality of eservices is important to increase people's adoption and acceptance of e-government services (Muslimin Wallang, 2018).

2.5 Must-Be Quality and Attractive Quality Role in Citizen Satisfaction

To answer the question of how can a company consistently satisfy its citizens, Kano et al. (1984) introduced the theory of attractive quality to better explain the roles that different quality attributes play for citizens. Kano Model or Kano diagram, explained in section 1.9.1, presents the factors and product attributes, features or requirements that

affect citizen satisfaction, where satisfaction is related to satisfying the hidden and clear citizen needs in the set of product attributes. This is also confirmed by Tontini et. al. (2013), who said that a key challenge to success and increase of interest in a particular product is identifying the relation between attributes performance and citizen satisfaction

As for e-government, previous studies tried to determine maturity models to rank egovernment portals and serve as a guide to help agencies enhance the quality of egovernment portals (Abdoullah Fath-Allah, Laila Cheikhi, Rafa E. Al-Qutaish, and Ali Idri, 2014). Some studies identified 17 models and others identified 25 models, and almost all them have a lot of common features and similarities. Most models identified three main stages: presence, communication, and integration (Hamad.Almuftah, Vishanth.Weerakkody, Sankar.Sivarajah, 2016). Other models with also common features identified four stages of different names but similar content. Those stage are: presence, interaction, transaction and integration (Abdoullah Fath-Allah, Laila Cheikhi, Rafa E. Al-Qutaish, and Ali Idri, 2014).

The most important features in these maturity models, are (Abdoullah Fath-Allah, Laila Cheikhi, Rafa E. Al-Qutaish, and Ali Idri, 2014):

- "One stop shop"
- "Citizen centricity"
- "Interoperability"
- "Payment"
- "E-participation"
- "Personalization"

According to the (Imbamba, Kimile, 2017), the UN e-government survey in 2016, 193 countries were evaluated through the following indictors:

1- Availability of Online Services:

Online services include access to content, online payments, search systems and engines, feedback mechanisms, tax filing, registration of businesses and data sharing. Such services should be accessed through a website, where the increased online services eventually lead to increased interactivity with government.

2- E-participation:

Citizen are more empowered and feel motivated when they actively participate in developing public policy and decision making by giving their opinion, through an email or via social media, rather when they are passive recipients of information.

3- Collaborative Governance:

The collaborative governances reflects the government's ability to share and deliver its services using online platforms in a trustworthy, transparent and accountable mechanism, aiming at investing in the infrastructure.

4- Availability of Multichannel Mix:

This indicates the users' availability to use the technological services anytime and anywhere, through local digital centers, mobile phones, social media, and open access facilities provided by the governments.

5- Digital Divide:

Digital divide highlights the importance of targeting all society segments, even the vulnerable and disadvantaged groups through the digital tools such as e-government, including people with physical disabilities, the aged, the illiterate, and those living in the rural areas.

6- E-government Usage:

the e-government usage stresses on developing user friendly platforms and collaborative systems that offer tracking, monitoring and feedback mechanisms and tools that are easy to use, and encourage the citizens, businesses, foreign investors as well as public service officers to use.

7- Open Government Data Initiatives:

This indicator is attributed to citizens' right to information, where open government data portals shall enable the users to find all needed and relevant data important to their daily lives and wellbeing, like education, health, agriculture, finance, social welfare and environment.

2.6 Acceptance of e-government

Several developing countries attempted to utilize models of e-government similar to those of developed countries thinking it would yield to the same benefits and results. However, Heeks (2003) realized that several developing countries failed at installing e-government systems given the large gap between the users and the platform, due to weak adoption of services by the users. In reality, services are designed to meet the needs of each individual citizen (Deloitte, & Touche, 2000), hence it is necessary to understand what is attractive to citizens, in order to be included in e-government (Susanto, 2013).

According to Susanto (2013), the psychological drivers that determine the actions and behaviors of individuals interested in using e-government services are the use attitude, mentality, social-demographics factors, expected benefits and the service provider, which is the government in the case of e-government.

As mentioned previously in section 2.2.1, the e-government serves different stakeholders, namely (G2C), (G2B), (G2E), (G2G), and (IEE). This leads to different goals and interest, depending on the beneficiary. Therefore, the different modality of usage and the diverse stakeholders may affect the adoption and acceptance of using the e-government (Fan, Jing & Yang, Wenting, 2015). For this reason, several researchers proposed eight models to measure the adoption and acceptance of using technology, whereas the UTAUT Model integrates elements from the eight models, unifying them all.

The eight models are (Wang, Hung, Seng-cho. (2006); Alshehri, & Drew, Rayed. (2013):

- "the Theory of Reasoned Action (TRA)",
- "the Technology Acceptance Model (TAM)",
- "the Motivational Model (MM)",
- "the Theory of Planned Behavior (TPB)",
- "the Combined TAM and TPB (C-TAM-TPB)",
- "the Model of PC Utilization (MPCU)",
- "the Innovation Diffusion Theory (IDT)", and
- "the Social Cognitive Theory (SCT)"...

2.6.1 UTAUT Construct

UTAUT is one of the latest developments in the field of general technology acceptance models. Like earlier acceptance and adoption models, it aims to explain the user intentions to use an Information System (IS), and to further the usage behavior. Venkatesh et al. (2003) created this synthesized model to present a complete picture of the acceptance process, overcoming all what previous individual models were able to do (Alshehri, & Drew, Rayed. 2013).

Since UTAUT integrates all preceding models, it has the power to measure technology adoption better than the other models, which explain why is has been adopted in most of the recent researches and studies on e-government as it contains most of the variables that could explain the acceptance in e-government (Khaled Al Mansoori, 2017).

As mentioned earlier, the UTAUT Model is based on investigating the Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions. This Model has been amended to fit the e-government sector, and hence the following subsections provide an explanation of how the UTAUT factors will influence egovernment.

2.6.1.1 Performance Expectancy (PE):

Performance Expectancy "is the degree to which an individual believes that using the system will help him or her to attain gains in job performance" (Venkatesh et al., 2003). Many researchers mentioned that the performance expectancy is the predictor of intention to use e-government services (Khaled Al Mansoori, 2017; Wang, Yi-Shun & Hung, Ying-Hsun & Chou, Seng-cho. 2006).

The performance expectancy used in previous models was perceived as usefulness from the TAM and the combined TAM-TPB model, job-fit from the MPCU model, outcome expectancy from the SCT model, extrinsic motivation from the MM model, and relative advantage from the IDT (DOI) model (Venkatesh et al., 2003; Khaled Al Mansoori, 2017; Wang, Yi-Shun & Hung, Ying-Hsun & Chou, Seng-cho. 2006).

2.6.1.2 Effort Expectancy (EE):

Effort Expectancy "is the degree of ease associated with use of the system" (Venkatesh et al., 2003). This factor play a key role in facilitating the acceptance of technology. The effort expectancy used in the previous models was perceived ease of use from TAM/TAM2 Models, complexity from the MPCU Model, and ease of use from the IDT (DOI) model. (Venkatesh et al., 2003; Khaled Al Mansoori, 2017; Wang, Yi-Shun & Hung, Ying-Hsun & Chou, Seng-cho. 2006).

2.6.1.3 Social Influence (SI):

Social Influence is the impact of the surrounding people, or the 'important others' on the individual to make him/her believe he or she should use the new system or service (Venkatesh et al., 2003). It is one of the essential factors to persuade and convince people to accept and use new technology (Khaled Al Mansoori, 2017).

The social influence used in the previous models as subjective norm from the TRA, TAM2, TPB/DTPB, and C-TAM-TPB Models, social factors from the MPCU Model, and image from the IDT (DOI) model (Venkatesh et al., 2003; Khaled Al Mansoori, 2017; Wang, Yi-Shun & Hung, Ying-Hsun & Chou, Seng-cho. 2006).

2.6.1.4 Facilitating Conditions (FC):

Facilitating conditions reflect the degree to which users perceive the provided infrastructure and facilities, whether organizational and technical, and their efficiency to support the system. As for e-government, and according to Khaled Al Mansoori (2017), facilitating conditions implies' the citizens' expectation of having a good infrastructure, active helpdesk and efficient technical team that support the applied e-government system. In previous models, such factors are perceived as behavioral control in the TPB/DTPB and C-TAM-TPB Models, as facilitating conditions in the MPCU Model,

and compatibility factors in the IDT (DOI) model. All in all, these conditions are important as they influence, guide and control the users' behaviors (Venkatesh et al., 2003; Khaled Al Mansoori, 2017; Wang, Yi-Shun & Hung, Ying-Hsun & Chou, Seng-cho. 2006).

2.6.2 Social-Demographic Factors:

According to Susanto, (2013), demographic characteristics have an essential role in the adoption of e-government services. Demographic factors such as the users' age, gender, education levels, as well as their locations, will have a potential impact and influence on their intention to using e-government, which might hence affect its adoption (Alghamdi, Beloff, 2016). On the other hand, Khaled Al Mansoori (2017) argues that age, gender, experience, and education could influence enhancing the conditions of the provided services to more attractive towards the users and their behaviors.

2.6.2.1 Age

Age is a vital variable that influences the e-government usage levels, as it affects users' behaviors and interests in its adoption (Khaled Al Mansoori, 2017). Hence, measuring the effect of age on e-government adoption will lead to better understanding of the effect age, which will be needed to improve the e-government to be more user-friendly, taking into account all age-groups and their abilities (Alghamdi, Beloff, 2016).

2.6.2.2 Gender:

The usage behavior of a purchased service is very much affected by gender in the domain of IS research (Venkatesh et ai, 2003; OKUNOLA, 2015; W. Kupangwa & J. Dubihlela, 2016). On the other hand, (Tarhini, Elyas, Akour & Al-Salti, 2016) noted that different genders have different interests when it comes to purchasing high

technology products. Likewise, gender is expected to play a major role in the adoption and use of e-government services in Palestine, as previous studies showed the little interest of females in using e-government services when compared to male users. Hence, studying the impact of gender in the usage and acceptance of e-government in Palestine is important.

2.6.2.3 Education Level:

Education level is considered a main factor that influences the adoption of technology and hence might affect measuring the use and acceptance of e-government (W. Kupangwa, J. Dubihlela, 2016). Venkatesh et al, (2003) noted that people with higher education levels are more likely to understand how and when to use technology especially that people who cannot read or write are rarely expected to use technology.

2.6.2.4 Locality:

There are three main areas that make up the localities in Palestine, mainly urban areas (big cities), rural areas (villages) and refugee camps. According to Okunola (2015), internet usage is increasing in urban areas more than rural areas and refugee camps, which may affect the use of e-government and create a problem.

CHAPTER III

METHODOLOGY AND PROCEDURE OF RESEARCH

The purpose of this research is to identify service features and quality characteristics for applying e-government, and to measure the citizens' acceptance for the this system. This chapter presents the methods used to conduct this research, the research instruments, and the statistical tools utilized for the interpretation of findings.

3.1 Research Design

This research employed a quantitative research method, including questionnaires reflecting the real situation.

3.2 Research Models

To identify the citizens' needs; the researcher used the Kano Model to classify the public services to be provided by the Palestinian e-government. For this purpose, some previous research literature were reviewed to clarify these characteristics. In addition to the literature review, this study used the quantitative approach to test the quality critical empirically. These features or characteristics are categorized according to Kano Model as shown in Figure 4.



Figure 4: Proposing model for measuring citizens need for public services in e-government

On the other hand, to measure the citizens' acceptance for public services in egovernment, the researcher used the UTAUT Model that measures the four dimensions (performance expectancy, effort expectancy, social influence and facilitating conditions). The first three dimensions are direct determinants of usage intention and behavior, and the fourth is a direct determinant of user behavior (Venkatesh et al., 2003). Gender, age, education level, and locality are expected to moderate the impact of the four key constructs on usage intention and behavior. Since the e-government in PA is still under construction and not launched yet, the model should be regularly modified and revised to be made fit for different applications in the different contexts (Venkatesh et al., 2003). This research aimed to consider the behavioral intention as the indicator to definite direction on adoption e-government. As mentioned in previous studies that the behavioral intentions will have a positive correlation and direct influence on usage behavior (Venkatesh et al., 2003), (Mohammed Alshehri, Steve Drew and Rayed AlGhamdi, 2013). The relationship between the aforementioned factors is shown in Figure 5.



Figure 5: Proposing model with new variables for measuring citizens acceptance for public services in e-government

3.3 Research Variables

Citizens' satisfaction is considered as a dependent variable that is influenced by the citizens' needs and acceptance, and it will determine their needs through the must be, performance, attractive, reverse and indifferent factors. It is also dependent on the citizens' acceptance that is measured by the four dimensions: performance expectancy, effort expectancy, social influence and facilitating conditions, which consequently influence the behavior intention. All these dimensions are also affected in one way or another by the moderate factors of gender, age, education level, and locality. All the above mentioned variables are represented in Figure 6.



Figure 6: Research Variables

In order to test the hypothesis of the research, a new questionnaire is built using the two models, the Kano Model and UTAUT Model. The first part of the questionnaire is based on the Kano Model and is used to analyze the needs and categorize the features. The second part of the questionnaire is based on the UTAUT Model to reflect the relation between the four moderate factors (age, gender, education level and locality) on the four constraints (Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI) and Facilitating Conditions (FC)), as shown in Figure 5.

3.4 Questionnaire Development

As mentioned earlier, this survey is conducted to analyze the citizens' needs and acceptance to e-government public services. Therefore, and for the purposes of this survey, a mixed questionnaire is built using the models explained earlier. The first part in the questionnaire uses the Kano Model in order to measure the needs of the citizens,

and second part of the questionnaire uses the UTAUT model to measure the acceptance in using e-government. As seen in tables 4 and 5, the questionnaire instruments are utilized and adopted from other sources reviewed in the literature review, with some modifications proposed and adjusted by the researcher to serve the subject.

No.		Service	Adopted by:	
1	a	Providing the public services of e-government through a single window	Kristen, Majed, 2015; Sara	
	b	Providing the public services of e-government without a single window	Aritonang, 2017	
2	a	The existence of a text messages system to follow up on services provided through e-government public services	Kristen, Majed, 2015; Dinoroy Aritonang, 2017; (UN) e-	
	b	There is no need for a system of text messages to follow up on services provided through e- government public services	government survey, 2016	
2	a	Provides a centralized call center for electronic services through e-government public services	Kristen, Majed, 2015; Dinoroy	
3	b	There is no centralized call center for electronic services through e-government public services	government survey 2016	
4	а	Availability of e-government public services for 24 hours / 7 days a week	Kristen, Majed, 2015; Sara ElKheshin, 2016; Dinoroy Aritonang, 2017; (UN) e- government survey, 2016	
	b	e-government public services are not available for 24 hours / 7 days a week		
~	а	Availability of e-payment mechanism through e- government public services	(UN) e- government survey 2016; Abdoullah Fath-Allah, Laila	
5	b	There is no e-payment mechanism through e- government public services	Cheikhi, Rafa E. Al-Qutaish, and Ali Idri, 2014	
a		Provides a mechanism to follow up on applications submitted through e-government public services	(UN) e-government survey, 2016; Abdoullah Fath-Allah, Laila	
6	b	There is no mechanism to follow up applications submitted through e-government public services	Ali Idri, 2014; Dinoroy Aritonang, 2017	
7	a	Provide a personal profile containing the information and applications submitted through e-government public services	(UN) e-government survey 2016; Abdoullah Fath-Allah, Laila	
	b	There is no personal profile containing the information and applications submitted through e- government public services	Cheikhi, Rafa E. Al-Qutaish, and Ali Idri, 2014	

Table 3: Features to categories citizens need with public services in the e-government using Kano Model

No.		Service	Adopted by:
8	a	Receive electronic copies of services provided through e-government public services	Sara ElKheshin, 2016; Dinoroy
	b	Does not receive electronic copies of services provided through e-government public services	government survey, 2016
0	a	Linking all the services provided by the various ministries in the e-government public services	(UN) e-government survey, 2016;
9	b	Not to link all the services provided by the various ministries in the e-government public services	ElKheshin, 2016
	a	Provide an alert mechanism in the case of the expiration of a public service through e-government	Sara ElKheshin, 2016; Dinoroy Aritonang, 2017; (UN) e- government survey 2016:
10	b	There is no alert mechanism in the case of the expiration of a public service through e-government	Abdoullah Fath-Allah, Laila Cheikhi, Rafa E. Al-Qutaish, and Ali Idri, 2014
11	a	Provides information about individual financial fees through e-government public services	Sara ElKheshin, 2016; (UN) e- government survey, 2016;
11	b	Does not provide information about individual financial fees through e-government public services	Cheikhi, Rafa E. Al-Qutaish, and Ali Idri, 2014
10	a	Provides guidance services through e-government public services (traffic and warning crises)	Kristen, Majed, 2015; (UN) e-
12	b	Does not provide guidance services through e- government public services (traffic and warning crises)	government survey, 2016
12	a	Availability of e-government public services in the form of an application	(UN) e-government survey, 2016; Abdoullah Fath-Allah, Laila Chaikhi Pafa E. Al Outaich and
15	b	There is no application for the e-government public services	Ali Idri, 2014; Dinoroy Aritonang, 2017
	а	Applications submitted through limited windows through e-government public services	Sara ElKheshin, 2016; Dinoroy Aritonang, 2017; (UN) e- government survey, 2016:
14	b	Applications submitted through multiple windows through e-government public services	Abdoullah Fath-Allah, Laila Cheikhi, Rafa E. Al-Qutaish, and Ali Idri, 2014
15	a	Public services in e-government support multi languages	(UN) e-government survey, 2016; Abdoullah Fath-Allah, Laila
15	b	Public services in e-government do not support multi languages	Cheikhi, Rafa E. Al-Qutaish, and Ali Idri, 2014
16	a	Provide mail service for transactions resulting from e-government public services	Sara ElKheshin, 2016; (UN) e- government survey, 2016;
16	b	There is no mail service for transactions resulting from e-government public services	Cheikhi, Rafa E. Al-Qutaish, and Ali Idri, 2014
17	a	Provide printing features for the application in e- government public services	Sara ElKheshin, 2016; (UN) e- government survey 2016 /
	b	There is no printing features for the application in e- government public services	Cheikhi, Rafa E. Al-Qutaish, and Ali Idri, 2014

No.		Service	Adopted by:
18	а	Provides frequent update for the e-government public services	
	b	There is no frequent update for the e-government public services	Added by Researcher
a		The public services in e-government must be available any time any where	Sara ElKheshin, 2016; Dinoroy Aritonang, 2017; (UN) e- government survey 2016:
19	b	The public services in e-government must not be available any time any where	Abdoullah Fath-Allah, Laila Cheikhi, Rafa E. Al-Qutaish, and Ali Idri, 2014
20	а	Access to public services in e-government without additional fees	
	b	Access to public services in e-government with additional fees	Added by Researcher
21	a	Unify the entry process for e-government services in one special code	Dinoroy Aritonang, 2017; (UN) e- government survey, 2016; Abdoullah Fath-Allah, Laila
	b	Lack of uniformity in the process of entering services in the e-government special code	Cheikhi, Rafa E. Al-Qutaish, and Ali Idri, 2014; Kristen, Majed, 2015

The UTAUT questionnaire instrument was adopted by Venkatesh et al.,(2003), and modified by Khaled Al Mansoori, (2017) in order to meet the e-government usage, and further modified to meet Arab cultures as his research was conduct in the United Arab Emirates.

#	Questions	Factor To Test	Adapted From	Modified BY
1	I would find the e-government services useful to get Government services.			Khaled Al Mansoori, 2017
2	Using e-government services enables me to get Government services more quickly.		Venkatesh et al., 2003.	Khaled Al Mansoori, 2017
3	Using e-government services would make it easier to get the services.			By the Researcher
4	The e-government would enable me to get services whenever I need, 24 hours / 7 days a week.	expectancy	Suha Alawadhi, Anne Morris, 2008	
5	The e-government would give all citizens equal chance to carry out their businesses with government.		Suha Alawadhi, Anne Morris, 2008	

		-	-	
6	My interaction with e-government services would be clear and understandable.		Venkatesh	
7	It would be easy for me to become skillful in using e- government services.	Effort		
8	I would find the e-government services easy to use.	expectancy	et al., 2005.	
9	Learning to operate e-government services is easy for me.			
10	People who influence my behavior think that I should use e-government services.			
11	People I care about should use the e-government services.	Social influence	Venkatesh	By the Researcher
12	The senior management in the government encourage people to use e-government services.	Social initialice	2003.	
13	In general, the government has supported the use of e- government services.			
			•	
14	I have the resources necessary to use e- government services.			
15	I have the knowledge necessary to use e- government services.	Facilitating	Venkatesh et al., 2003.	
16	e-government services are compatible with other technologies I use.	conditions		
17	I can get help from others when I have difficulties using e-government services.		Khaled Al Mansoori, 2017	
		•	L	
18	I will always try to use e-government services to get government services		Khaled Al Mansoori, 2017	
19	I plan to continue to use e-government services to get government services frequently.	Behavioral Intention	By the Researcher	
20	I intend to use e-government services to get government services in the future		Venkatesh et al., 2003.	Khaled Al Mansoori, 2017

The questionnaire (see appendix 1) consists of 3 parts: the first part covers the socialdemographic factors (namely: gender, age, education level and locality) which are expected to influence the adoption of in e-government public services, as these factors are considered as moderate factors in the UTAUT Model. The second part highlights the features expected to be included in the e-government public services, to categorize the citizens' needs using the Kano Model. These features are demonstrated in table 4. The last part is consisted of five sections: namely performance expectancy, effort expectancy, social expectancy, facilitating expectancy and behavior intention; the five of which influence the use of e-government according to UTAUT Model.

3.5 Building the Kano Model Questionnaire

The Must-be, one-dimensional, attractive and the product (service) requirements proposed by the Kano Model can be identified and classified through a questionnaire that provides a functional or a dysfunctional form of question, similar to those shown in Table 6. For each pair of questions, the respondent can answer in one of five different ways illustrated in Figure 7. The product (service) features can then be classified by combining the two answers in the Kano evaluation Table shown in Figure 7.

Table 4: Functional and dysfunctional questions in the Kano questionnaire (Shiba et al., 1993;					
Matzler and Hinterhuber, 1998; Ghosh et al., 1998)					
How do you feel if you go a restaurant and it:					
Functional form of question:	a) Satisfied				
a) If the product/service provided to you works well, how	b) Should be that way				
would you feel?	c) Can live with that				
	d) Neutral				
	e) Dissatisfied				
Dysfunctional form of question:	a) Satisfied				
b) If the product/service provided to you does not work well,	b) Should be that way				
how would you feel?	c) Can live with that				
	d) Neutral				
	e) Dissatisfied				

Customer	Customer Dysfunctional (negative) question					
Requirements V	,	1 1:1-0	2 must he	2	4 11	6 diality
		1. like	2. must-be	5. neutral	4. live with	5. distike
Functional	1. like	Q	Α	Α	A	0
(positive)	2. must-be	R	Ι	Ι	Ι	М
question	3. neutral	R	I	I	Ι	M
	4. live with	R	Ι	Ι	Ι	М
	5. dislike	R	R	R	R	Q

Requirement is...

A: attractive	O: One-dimensional
M: must-be	Q: Questionable
R: Reverse	I: Indifferent

Figure 7: Kano evaluation Table (Shiba et al., 1993; Matzler and Hinterhuber, 1998)

3.6 Questionnaire Translation

In order to distribute the survey in West Bank, Palestine, the survey was translated from English to Arabic by professional translating services as the original survey was developed in English and the mother language in Palestine is Arabic.

3.7 Questionnaire Arbitration

The questionnaire was sent to professionals (see appendix (2)) for arbitration and enriching the content of the questionnaire based on their knowledge and experience. The provided comments and modifications were taken into consideration and the questionnaire was updated accordingly.

3.8 Population, Sample Size and Sampling Technique

One of the critical tasks for a survey was to obtain a representative sample of citizens (Hoang Van Hao, 2016). According to the Palestinian Central Bureau of Statistics (PCBS), the population of Palestine (the West Bank and Gaza Strip) in the year 2019 is "4,976,684", but for the political status, the Gaza strip is not included in the research. Thus, the population targeted in the research is that in the West Bank, which adds up to "2,986,714" of the total population.

However, there is a portion of the population that cannot legally use the e-government public services as they are under the age of 18 years old. Therefore, the research population is 1,711,334 persons who can legally use the e-government public services and are older than 18 years old.

To determine the sample size, the following formula, adopted from Daniel WW (1999) is used. The total sample size will be 335 citizens plus the initial 50 for testing the survey.

 $n = N^*X / (X + N - 1),$

where:

- $X = Z\alpha/22 *p*(1-p) / MOE2$, and
- n= Sample Size.
- ** Zα/2 is the critical value of the Normal distribution at α/2 (e.g. for a confidence level of 95%, α is 0.05 and the critical value is 1.96),
- MOE is the margin of error,
- P is the sample proportion,
- N is the population size.

According to sample size equation, the researcher distributed 400 surveys randomly by hardcopy. And the return surveys were 201 with response rate 52%. Visser, Krosnick, Marquette and Curtin (1996) who showed that surveys with lower response rates (near 20%) yielded more accurate measurements than did surveys with higher response rates (near 60 or 70%).

3.9 Data Collection

The date used in this research is based on the basic data obtained through the questionnaires that was built and designed for the mixed models; the Kano model to measure the citizens' perspective on quality in public services features, and the UTAUT

model to measure the citizens' acceptance of e-government. The data was collected randomly "sample random" through the survey which given to the citizens by hardcopy.

3.10 Pilot Survey Testing

Before starting data collection of the research questionnaire, we did reliability and validity for pilot sample. The pilot was applied on 20 response of questionnaire, the result of these tests as following:

3.10.1 Reliability Test

To measure the Reliability of the questionnaire, we get the Cronbach Alpha by using Statistical Package for Social Sciences (SPSS). If the Cronbach alpha value is greater than 0.70 it is acceptable and good. The overall reliability of the four main variables is more than 0.70. It is concluded that the measurement scales of the whole sections of questionnaire are stable and consistent.

Table 7: Reliability Test						
	Cronbach's Alpha	N of Items				
Performance Expectancy	0783	5				
Effort Expectancy	0.753	4				
Social Influence	0.738	4				
Facilitating Conditions	0.84	4				

3.10.2 Validity Test

To examine the validity of the questionnaire, the Spearman correlation test was used to measure the correlation between each paragraph of the field and its overall factors. The significance of each statement with the overall factor gives an indication of validity.

3.10.2.1 Validity of Performance Expectancy Section

Table 8 mentions that all the statements of performance expectancy section are significant since the (p-value < 0.05). This indicates that the performance expectancy section in the questionnaire is valid.

Table 8: validity of performance expectancy				
	Performa	ince		
	Correlation	Sig. (2-		
	Coefficient	tailed)		
I would find the e-Government services useful to get Government services.	.698**	.000		
Using e-government services enables me to get Government services more	.770***	.000		
quickly.				
Using e-government services would make it easier to get the services.	.735***	.000		
The e-government would enable me to get services whenever I need, 24	.643***	.000		
hours / 7 days a week.				
The e-government would give all citizens equal chance to carry out their	.697**	.000		
businesses with government.				

3.10.2.2 Validity of Effort Expectancy Section

Table 9 mentions that all the statements of effort expectancy section are significant since the (p-value < 0.05). This indicates that the effort expectancy section in the questionnaire is valid.

Table 9: validity of effort expectancy		
	Effort Expectancy	
	Correlation	Sig. (2-
	Coefficient	tailed)
My interaction with e-government services would be clear and	.699**	.000
understandable.		
It would be easy for me to become skillful in using e- government	.756**	.000
services.		
I would find the e-government services easy to use	.781**	.000
Learning to operate e-government services is easy for me.	.725**	.000

3.10.2.3 Validity of Social Influence Section

Table 10 mentions that all the statements of social influence section are significant since the (p-value < 0.05). This indicates that the effort social influence section in the questionnaire is valid.

Table 10: validity of social influence		
	Social Influence	
	Correlation	Sig. (2-
	Coefficient	tailed)
People who influence my behavior think that I should use e-	.706**	.000
government services.		
People I care about should use the e-government services.	.698**	.000
The senior management in the government encourage people to use e-	.783**	.000
government services.		
In general, the government has supported the use of e- government	.711**	.000
services.		

3.10.2.4 Validity of Facilitating Conditions Section

Table 11 mentions that all the statements of Facilitating conditions section are significant since the (p-value < 0.05). This indicates that the effort Facilitating conditions section in the questionnaire is valid.

Table 11: validity of Facilitating conditions					
	Facilitating conditions				
	Correlation	Sig. (2-			
	Coefficient	tailed)			
I have the resources necessary to use e-government services.	.809**	.000			
I have the knowledge necessary to use e-government services	.860**	.000			
e-government services are compatible with other technologies I use.	.891**	.000			
I can get help from others when I have difficulties using e-	.710 ^{**}	.000			
government services.					

3.10.2.5 Validity of Behavioral Intention Section

Table 12 mentions that all the statements of behavioral intention section are significant since the (p-value < 0.05). This indicates that the effort behavioral intention section in the questionnaire is valid.

Table 12: validity of Behavioral intention					
	behavioral Intention				
	Correlation	Sig. (2-			
	Coefficient	tailed)			
I will always try to use e-government services to get government	.815**	.000			
service					
I plan to continue to use e-government services to get government	.885**	.000			
services frequently.					
I intend to use e-government services to get government services in	.897**	.000			
the future					

3.10.2.6 Validity of All Variables

Table 13 shows that all variables are correlate since the (p-value < 0.05).

Table 13: validity of all variable								
	behavioral Intention							
	Correlation Coefficient Sig. (2-tailed)							
Performance	.492**	.000						
Effort	.374**	.000						
Social	.297**	.000						
Facilities	.626**	.000						

3.10.2.7 Discriminated Validity:

Discriminated validity tested by comparing average variance extracted (AVE) calculated in the table 14 with the correlation between dimensions from factory analysis as shown below where AVE is highlighted in yellow:

Table 14: Component Correlation Matrix							
		performance expectancy	effort expectancy	social expectancy	Facilitating conditions	behavioral intention	scale
performance expectancy	Pearson Correlation	1					
effort expectancy	Pearson Correlation	<mark>.504^{***}</mark>	1				
social expectancy	Pearson Correlation	.449**	<mark>.426^{***}</mark>	1			
Facilitating conditions	Pearson Correlation	.456**	.322**	<mark>.605^{***}</mark>	1		
behavioral intention	Pearson Correlation	.581**	.469**	.370**	<mark>.631^{***}</mark>	1	
scale	Pearson Correlation	.761**	.692**	.750**	$.808^{**}$	<mark>.810^{**}</mark>	1

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

Having a close look to the correlation matrix above, it is clearly showing that all dimensions are uncorrelated to each other's which means that the concept of performance expectancy, effort expectancy, social influence and facilitating conditions are clearly defined and each one of them measures a different concept.

From the tests above, the questionnaire passes the reliability and validity tests. So that It can be distributed to a larger sample and then analyzed to achieve the study objectives.

CHAPTER IV

ANALYSIS AND INTERPRETATION OF DATA

This chapter represents the analysis of the data collected throughout previous chapters and also from the respondents to the questionnaires were processed and analyzed. And obtained the result of the analysis using statistical method beginning by describing the method of data preparation, descriptive statistics of participants using Statistical Package for Social Sciences (SPSS).

4.1 Data Preparation of Kano model

The evaluation table of the combination questions shown in Figure 7 gives an indication of the citizens' perception. If, for example, the results produced a category A attribute (Attractive), this means that the citizen or citizen expects an attractive service, which is hence a requirement that the service provides has to offer to ensure the satisfaction of this citizen. (P Qiting, N Uno, Y Kubota – 2011).

If, on the other hand, combining the answers produced category I (Indifferent), this means that it doesn't matter whether a specific service feature is present or not. The citizen is neutral and does not think this feature is adding value to the service, and his satisfaction is not strongly affected by it (DS Zhu, CT Lin, CH Tsai, JF Wu – 2010).

The Q (Questionable) result, if produced, means that there was something wrong in phrasing the question or that it was misunderstood. If category R (Reverse) is produced in the evaluation table, this means that this particular service feature is strongly

unwanted and undesired. Having categories Q and R in the evaluation table indicate a problem with the question or the data gathering (Clausing, 1995).

In addition to the Kano questionnaire, it may be helpful to determine the relative importance of each individual product (service) criteria, showing the hierarchy of what citizens, or citizens in the case of this research, need more or think of higher importance, using Table 15 (P Qiting, N Uno, Y Kubota – 2011).

Table 15: table of result								
Product Requirement	Α	0	М	Ι	R	Q	Total	Category
#1 Requirement								
#2 Requirement								

4.1.1 Citizen Satisfaction Coefficients (CSCs)

There are two types of coefficients to measure the citizen satisfaction, and can be calculated using the data summarized in Table 17. Those are the enhanced Satisfaction Coefficient (SC) and the reduced Dissatisfaction Coefficient (DC). They can be measured using the below equations:

$$SC = \frac{A+O}{A+O+M+I}$$
$$DC = \frac{O+M}{A+O+M+I}$$
4.2 Result of Kano Model

Using Kano's evaluation table (Figure 7) the respondents answers were summarized and calculated see (appendix 3). The result classified the features into six categories using template table (Table 15). And the result was as shown in table 16:

Table16: Kano Quality elements									
	E-government Features	А	0	Μ	Ι	R	Q	Total	Category
1	Using Single window	44	59	64	33	0	1	201	М
2	Text Message System	55	72	37	35	0	2	201	0
3	centralized call center	53	56	50	38	2	2	201	0
4	Availability for 24 hours / 7 days a week	52	55	55	35	2	2	201	O+M
5	e-payment mechanism	40	67	46	44	0	4	201	0
6	to follow up on applications	44	62	44	46	0	5	201	0
7	personal profile	42	56	51	48	0	4	201	0
8	electronic copies of services	33	61	50	51	0	6	201	0
9	Linking all the services		48	57	57	1	5	201	M+I
10	0 alert mechanism		56	59	37	3	5	201	М
11	information about individual financial fees	32	52	62	51	2	2	201	М
12	traffic and warning crises	53	40	38	65	0	5	201	Ι
13	Smart mobile application	53	61	38	46	0	3	201	0
14	submitted through limited windows	41	49	53	52	5	1	201	М
15	support multi languages	31	43	41	76	4	6	201	Ι
16	mail service	33	36	51	77	0	4	201	Ι
17	Provide printing features	36	46	52	60	5	2	201	Ι
18	frequent update	38	37	66	54	3	3	201	М
19	available any time any where	37	55	48	53	4	4	201	0
20	Access without additional fees	44	65	49	38	1	4	201	0
21	Unify the entry with special code	28	49	60	58	5	1	201	М

From table 16 we can know the quality categories for each feature but in case tie occurs, Mehta, Bhavsar (2017) advise to take the following rule into the consideration in case tie occurs in the feature-wise; M>O>A>I.

4.2.1 Attractive Quality Element

This kind of features never brings dissatisfaction in users. But with the respondent's judgment, none of the feature is classified distinctively as 'Attractive'. However, if we look at the number of times the attractive is repeated and it is close to the indifferent, this characteristic can be considered as an attractive as A>I. so we can consider "traffic and warning crises feature" as an "Attractive".

4.2.2 Must be Quality Element

Normally, users believe that this type of features and services has to be available and should be working properly. Because they believe that such features are basic features and must be offered to them. One can consider them as necessary inbuilt features. In absence of such features or inefficient functioning of them might be the cause of high-level citizen's dissatisfaction. Regarding to the result 8 features described as "M" namely; "Using Single window", "Availability for 24 hours / 7 days a week", "Linking all the services", "Alert mechanism", "Information about individual financial fees", "Submitted through limited windows", "Frequent update" and "Unify the entry with special code".

4.2.3 One-Dimensional Quality Element

The features which have been classified as one dimensional quality elements might bring a high level of citizen's satisfaction when exist. Again, this can bring a high level of citizen's dissatisfaction on the unavailability of them. Regarding to the result "9" features described as "O" namely; "Text Message System", "Centralized call center", "E-payment mechanism", "to follow up on applications", "Personal profile", "Electronic copies of services", "Smart mobile application", "available any time anywhere" and "Access without additional fees".

4.2.4 Indifferent Quality Element

It has been found that users do not bother about the availability of some of the features. These features are classified as 'Indifferent' normally they do not become the cause of high level of citizen's satisfaction when they are available. Even more, an unavailability of such feature does not lead citizen's dissatisfaction. Regarding to the result "3" features described as "I" namely; "Support multi languages", "Mail service" and "Provide printing features". This category could be done but with the lowest priority.

4.2.5 Citizen Satisfaction Coefficients (CSCs)

SC and DC give the answer of questions like; "*at what extent citizen's satisfaction can be influenced by any particular feature/ service?*" Mehta, Bhavsar (2017). This might help in order to decide the quality of the service to satisfy user. If the value of SC falls closer to '1' then it indicates the high-level user's satisfaction. At the same time, the value of DC falls near '-1' then a high level of user's dissatisfaction can be associated with the absence/ poor quality of that particular feature of e-government. The values of these coefficients are calculated for listed features of e-government (Table 17).

Table 17: Citizen satisfaction coefficients								
Features	Category	SC	DC					
Using Single window	М	0.5	-0.6					
Text Message System	0	0.6	-0.5					
centralized call center	0	0.6	-0.5					
Availability for 24 hours / 7 days a week	М	0.5	-0.6					
e-payment mechanism	0	0.5	-0.6					
to follow up on applications	0	0.5	-0.5					
personal profile	0	0.5	-0.5					
electronic copies of services	0	0.5	-0.6					
Features	Category	SC	DC					
Linking all the services	М	0.4	-0.5					
alert mechanism	М	0.5	-0.6					
information about individual financial fees	М	0.4	-0.6					

traffic and warning crises	А	0.5	-0.4
Smart mobile application	0	0.6	-0.5
submitted through limited windows	М	0.5	-0.5
support multi languages	Ι	0.4	-0.4
mail service	Ι	0.4	-0.4
Provide printing features	Ι	0.4	-0.5
frequent update	М	0.4	-0.5
available any time any where	0	0.5	-0.5
Access without additional fees	0	0.6	-0.6
Unify the entry with special code	М	0.4	-0.6

4.3 Profile Sample

The respondents of the questionnaire were 201 (appendix 4), which 53.7% where male and 46.3% female, they are distributed among age as 25.4% between (18-24), 25.4% (25-31), 26.9% (32-38), 14.4% (39-44) and 8% (45 and more). The education level was categorized in PhD which had 3% of respondents, Master degree 20.4%, Bachelor degree 61.2%, Diploma 8.5% and high school and less 7%. And the work sector divided into 5 categories; public sector with 55.2%, private sector 12.4%, freelancing 7%, house wife 2% and other-sector 23.4%. Also, the locality where urban 48.3%, rural 43.3% and camp 8.5%.

4.4 Result of UTAUT Model

The Statistical Package for the Social Sciences (SPSS) used to analyze the UTAUT model in order to know the behavior intention toward acceptance of using e-government. As detailed in the previous chapter this model includes one dependent variable "Behavior intention" and four independent variables "Performance Expectancy, Effort Expectancy, social influence and Facilitating conditions" which influence the behavior intention among the four moderate factors "Gender, Age, Education Level and Locality".

In order to test the relation between the variables (dependents and independents) the Spearman's correlation test was conducted and result signed to significant correlation between the variables which the Facilitating conditions have the highest coefficient then the performance expectancy, then the effort expectancy and then the social influence. See table 18.

Spearman'sPerformanceCorrelation CoefficientrhoEffort.507**	Sig. (2-tailed) .000	N 201
Spearman'sPerformance.507**rhoEffort.376**	.000	201
rho Effort .376 ^{**}		
	.000	201
Social .293**	.000	201
Facilities .625**	.000	201

The multi- regression used to analyze the model, first regression done to analyze the dependents variable with the independents variables without the moderate factors, the result as shown in table 19 show that R-square is0.566, that's means, the change in the dependant factor "behavior intention" influenced by the four dependant factors "performance expectancy, effort expectancy, social influence and Facilitating conditions". And table 20, shows that, there is significant relation between the variables since the p-value less than .05.

Table 19: Model Summary								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate				
1	.752 ^a	.566	.557	.46745				

Table 20: Regression between dependant and independents										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics			
		В	Std. Error	Beta			Tolerance	VIF		
1	(Constant)	.221	.274		.806	.421				
	Performance	.390	.074	.313	5.232	.000	.630	1.587		
	Effort	.251	.066	.218	3.823	.000	.694	1.441		
	Social	175	.065	171	-2.695	.008	.560	1.784		
	Facilities	.516	.060	.535	8.642	.000	.590	1.695		

In order to test the model with its all instruments (dependents, independents and moderators) factors, we did a regression with interaction between the independents and moderators' factors which categories as dummy variable. the R- square was .810 as seen in table 21. And this explain the change in the behavior intention comes from the independent and moderate factors.

Table 21: regression for all instruments Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate			
1	.900 ^a	.810	.731	.36465			

This analyses result gives the significant relation between the variables and moderators.

4.4.1 Significant Factors and Moderators

The performance expectancy had a significant effect on behavior intention and the relationship would be moderated among education level through (master degree, bachelor degree and diploma degree). See appendix (5)

The effort expectancy had a significant effect on behavior intention and the relationship would be moderated among locality. See appendix (5)

The Facilitating conditions had a significant effect on behavior intention and the relationship would be moderated among age (25-31), education level (diploma) and locality. See appendix (5).

Education level, (Master Degree) and age, (25-31) years range, were found to be significant moderator in terms of influencing the behavior intention to use e-government public services. But the other subcategories and ranges in the education level (PhD, Bachelor, Diploma and high school and less) are not significant. Also, age ((18-24), 32-38), (39-44) and (45 and mode)) are not significant. See appendix (5)

Also, the social influence among the education level and locality has a positive effect on behavior intention.

4.4.2 Non-Significant Factors and Moderators

The social influence did not have a significant effect on behavior intention to use egovernment.

Gender and locality, also are insignificant as a moderating factor on behavior intention.

4.4.3 Normality Test

In order to use regression, test the data should be normal distributed, we did normality test for the error. So, that the error should be normally distributed and have equal variance regardless to the value of the independent's variables. The table 22 shows that p-value is more than 0.05.

Table 22: Tests of Normality								
	Kolmogorov-Smirnov ^a			Shapiro-Wilk				
	Statistic	df	Sig.	Statistic	df	Sig.		
Standardized Residual	.048	197	.200*	.989	197	.130		

4.4.4 The Relation Between Main Variable and Moderators' Factors.

In order to observe the differences between the variables among the moderator's factors

Mann-Whitney and Kruskal Wallis test used because the data was not normal. The

result of this test will lead to which variable is affected by which moderate factor.

4.4.4.1 Gender

As shown in the table 23, there is significant difference in the Social influence, Facilitating conditions and behavior intention Among the gender since the p-value less than 0.05.

Table 23: Gender with variables								
Gender	Mann-Whitney U	Wilcoxon W	Ζ	Asymp. Sig. (2-tailed)				
Performance	4211.000	8582.000	-2.009	.045				
Effort	4584.500	10470.500	-1.080	.280				
Social	3940.000	8311.000	-2.662	.008				
Facilities	3634.000	8005.000	-3.408	.001				
Behavior	2872.500	7243.500	-5.448	.000				

4.4.4.2 Age Group

As shown in the table 24, there is no significant difference in the variables among age group since the p-value more than 0.05.

Table 24: age with variables								
Age	Performance	Effort	Social	Facilities	Behavior			
Chi-Square	7.919	3.533	9.005	4.513	.830			
df	4	4	4	4	4			
Asymp. Sig.	.095	.473	.061	.341	.934			

4.4.4.3 Education Level

As shown in the table 25, there is significant difference in the performance expectancy

and effort expectancy Among the education level, since the p-value less than 0.05.

Table 25: education level with variables									
Education	Performance	Effort	Social	Facilities	Behavior				
Chi- Square	15.472	20.540	7.513	1.756	2.267				
df	4	4	4	4	4				
Asymp. Sig.	.004	.000	.111	.780	.687				

4.4.4 Locality

As shown in the table 26, there is significant difference in the performance expectancy and effort expectancy Among the locality, since the p-value less than 0.05.

Table 26: locality with variables								
Locality	Performance	Effort	Social	Facilities	Behavior			
Chi-Square	12.033	13.584	1.540	1.808	3.366			
df	2	2	2	2	2			
Asymp. Sig.	.002	.001	.463	.405	.186			

4.5 Hypothesis Test

After this analysis for the data obtained from the distributed surveys, the result will used

to examine the hypothesis.

4.5.1 H1: Performance Expectancy Affects Behavioral Intention to Use e-Government Public Services.

Regarding to table 20, the p-value resulted from the regression test shows that there is a relation between the performance expectancy and behavioral intention. For that the hypothesis is accepted.

The below table, shows the regression test between the performance expectancy and behavioral intention through the moderate factors to test the sub-hypotheses.

Table 27: performance through the moderate factors									
Model	Unstandardize d Coefficients	Std. Error	Standardize d Coefficients	t	Sig.	Full model			
	В		Beta						
Gender*Performance	-0.036	0.182	-0.108	-0.195	0.845	0			
Age(25-31)*Performance	0.243	0.272	0.635	0.892	0.374	0			
Age(32-38)*Performance	0.137	0.225	0.367	0.608	0.544	0			
Age(39-44)*Performance	-0.217	0.307	-0.449	-0.707	0.481	0			
Age(45- more)*Performance	0.397	0.522	0.663	0.76	0.448	0			
Education(PhD)*Performance	-1.324	2.197	-1.564	-0.603	0.548	0			
Education(Master)*Performance	-1.256	0.393	-3.104	-3.198	0.002	1			
Education(Bachelor)*Performanc e	-1.26	0.328	-3.636	-3.845	0	1			
Education(Diploma)*Performance	-2.087	0.468	-3.426	-4.461	0	1			
Locality(Rural)*Performance	-0.33	0.318	-1.015	-1.039	0.301	0			
Locality(Urban)*Performance	-0.431	0.345	-1.259	-1.251	0.213	0			

- H1a: Gender differences have a moderate impact on the relationship between performance expectancy and behavioral intention.

As resulted from regression test in table 27, gender differences have no impact on relationship between performance expectancy and behavioral intention since the p-value is more than 0.05. For that the null hypothesis is rejected and accept the alternative hypothesis.

- H1b: Age has a moderate impact on the relationship between performance expectancy and behavioral intention.

As resulted from regression test in table 27, age has no impact on relationship between performance expectancy and behavioral intention since the p-value is more than 0.05. For that the null hypothesis is rejected and accept the alternative hypothesis

- H1c: Locality has a moderate impact on the relationship between performance expectancy and behavioral intention

As resulted from regression test in table 27, locality has no impact on relationship between performance expectancy and behavioral intention since the p-value is more than 0.05. For that the null hypothesis is rejected and accept the alternative hypothesis

- H1d: Education level has a moderate impact on the relationship between performance expectancy and behavioral intention.

As resulted from regression test in table 27, education level (Master, Bachelor and diploma) has impact on relationship between performance expectancy and behavioral intention since the p-value is less than 0.05. For that the hypothesis is accepted.

4-5-2 H2: Effort Expectancy Affects Behavioral Intention to Use e- Government public Services.

Regarding to table 20, the p-value resulted from the regression test shows that there is a relation between the effort expectancy and behavioral intention. For that the hypothesis is accepted.

The below table, shows the regression test between the effort expectancy and behavioral intention through the moderate factors to test the sub-hypotheses.

Table 28: effort expectancy through the moderate factors									
Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Full model			
	В		Beta						
Gender*Effort	0.226	0.167	0.635	1.356	0.177	0			
Age(25-31)*Effort	0.289	0.198	0.717	1.464	0.145	0			
Age(32-38)*Effort	-0.328	0.189	-0.829	-1.736	0.085	0			
Age(39-44)*Effort	-0.316	0.278	-0.597	-1.135	0.258	0			
Age(45-More)*Effort	-0.466	0.302	-0.721	-1.541	0.125	0			
Education(Master)*Effort	-0.115	0.333	-0.274	-0.345	0.731	0			
Education(Bachelor)*Effort	0.222	0.251	0.608	0.882	0.379	0			
Education(Diploma)*Effort	-0.601	0.587	-0.831	-1.024	0.308	0			
Locality(Rural)*Effort	-0.879	0.372	-2.547	-2.363	0.02	1			
Locality(Urban)*Effort	-0.889	0.352	-2.461	-2.526	0.013	1			

- H2a: Gender differences have a moderate impact on the relationship between effort expectancy and behavioral intention.

As resulted from regression test in table 28, gender differences have no impact on relationship between effort expectancy and behavioral intention since the p-value is more than 0.05. For that the null hypothesis is rejected and accept the alternative hypothesis.

- H2b: Age has a moderate impact on the relationship between effort expectancy and behavioral intention.

As resulted from regression test in table 28, age has no impact on relationship between effort expectancy and behavioral intention since the p-value is more than 0.05. For that the null hypothesis is rejected and accept the alternative hypothesis

- H2c: Locality has a moderate impact on the relationship between effort expectancy and behavioral intention.

As resulted from regression test in table 28, locality has impact on relationship between performance expectancy and behavioral intention since the p-value is less than 0.05. For that for that the hypothesis is accepted.

- H2d: Education level has a moderate impact on the relationship between effort expectancy and behavioral intention.

As resulted from regression test in table 28, education level has no impact on relationship between performance expectancy and behavioral intention since the p-value is more than 0.05. For that the null hypothesis is rejected and accept the alternative hypothesis

4.5.3 H3: Social Influence Affects Behavioral intention to Use e- Government public services.

Regarding to table 20, the p-value resulted from the regression test shows that there is a relation between the Social influence and behavioral intention. For that the hypothesis is accepted.

The below table, shows the regression test between the social influence and behavioral intention through the moderate factors to test the sub hypotheses.

Table 29: social influence through the moderate factors										
Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Full model				
	В		Beta							
Age(25-31)*Social	-0.165	0.225	-0.366	-0.732	0.465	0				
Age(32-38)*Social	-0.194	0.19	-0.463	-1.022	0.309	0				

Age(39-44)*Social	0.358	0.29	0.699	1.232	0.22	0
Age(45-more)*Social	0.049	0.261	0.069	0.188	0.851	0
Education(PhD)*Social	1.345	1.613	1.407	0.834	0.406	0
Education(Master)*Social	0.208	0.423	0.452	0.491	0.624	0
Education(Bachelor)*Social	0.388	0.385	1.002	1.009	0.315	0
Education(Diploma)*Social	1.449	0.655	2.058	2.213	0.029	1
Locality(Rural)*Social	-0.981	0.454	-2.624	-2.159	0.033	1
Locality(Urban)*Social	-0.694	0.448	-1.788	-1.548	0.124	0

- H3a: Gender differences have a moderate impact on the relationship between social influence and behavioral intention.

As resulted from regression test in table 29, gender differences have no impact on relationship between social influence and behavioral intention since the p-value is more than 0.05. For that the null hypothesis is rejected and accept the alternative hypothesis.

- H3b: Age has a moderate impact on the relationship between social influence and behavioral intention.

As resulted from regression test in table 29, age has no impact on relationship between social influence and behavioral intention since the p-value is more than 0.05. For that the null hypothesis is rejected and accept the alternative hypothesis.

- H3c: Locality has a moderate impact on the relationship between social influence and behavioral intention.

As resulted from regression test in table 29, locality through category (Rural) has impact on relationship between social influence and behavioral intention since the p-value is less than 0.05. For that the hypothesis is accepted. - H3d: Education level has a moderate impact on the relationship between social influence and behavioral intention.

As resulted from regression test in table 29, education level through category (Diploma) has impact on relationship between social influence and behavioral intention since the p-value is less than 0.05. For that the hypothesis is accepted.

4.5.4 H4: Facilitating Conditions Affects Behavioral Intention to Use e-Government Public Services.

Regarding to table 20, the p-value resulted from the regression test shows that there is a relation between the facilitating conditions and behavioral intention. For that the hypothesis is accepted.

The below table, shows the regression test between the facilitating conditions and behavioral intention through the moderate factors to test the sub hypotheses.

Table 30: facilitating conditions through the moderate factors									
Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Full model			
	В		Beta						
Gender*Facility	0.227	0.149	0.658	1.52	0.131	0			
Age(25-31)*Facility	0.51	0.213	1.24	2.398	0.018	1			
Age(32-38)*Facility	0.303	0.166	0.75	1.829	0.07	0			
Age(39-44)*Facility	0.237	0.292	0.475	0.812	0.418	0			
Age(45-more)*Facility	0.315	0.27	0.436	1.167	0.245	0			
Education(PhD)*Facility	0.191	0.69	0.193	0.276	0.783	0			
Education(Master)*Facility	0.444	0.335	1.021	1.327	0.187	0			
Education(Bachelor)*Facility	0.359	0.302	0.987	1.192	0.235	0			
Education(Diploma)*Facility	1.028	0.378	1.48	2.721	0.007	1			
Locality(Rural)*Facility	1.9	0.447	5.323	4.253	0	1			
Locality(urban)*Facility	1.905	0.462	5.297	4.124	0	1			

- H4a: Gender differences have a moderate impact on the relationship between facilitating conditions and behavioral intention.

As resulted from regression test in table 30, gender differences have no impact on relationship between facilitating conditions and behavioral intention since the p-value is more than 0.05. For that the null hypothesis is rejected and accept the alternative hypothesis.

- H4b: Age has a moderate impact on the relationship between facilitating conditions and behavioral intention.

As resulted from regression test in table 30, age through category (25-31) has impact on relationship between facilitating conditions and behavioral intention since the p-value is less than 0.05. For that the hypothesis is accepted.

- H4c: Locality has a moderate impact on the relationship between facilitating conditions and behavioral intention.

As resulted from regression test in table 30, locality has impact on relationship between facilitating conditions and behavioral intention since the p-value is less than 0.05. For that the hypothesis is accepted.

- H4d: Education level has a moderate impact on the relationship between facilitating conditions and behavioral intention.

As resulted from regression test in table 30, education level trough category (Diploma) has impact on relationship between facilitating conditions and behavioral intention since the p-value is less than 0.05. For that the hypothesis is accepted.

4.5.5 H5: There Are No Significant Differences in the Citizens' Perceptions of Components of Public Services at the Palestinian e-Government According to Their Personal Characteristics Like Gender, Age, Educational and Locality.

- Using Mann-Whitney U test resulted that there is no significant relationship between the citizens' perceptions of components of e-government public services with gender, since the p-value more than 0.05. table 31.

Table 31: citizens' perceptions with gender						
	Needs					
Mann-Whitney U	4928.5					
Wilcoxon W	10814.5					
Z	-0.228					
Asymp. Sig. (2-tailed)	0.82					

- Using Kruskal Wallis Test resulted that there is no significant relationship between the citizens' perceptions of components with age, since the p-value more than 0.05. table 32.

Table 32: citizens' perceptions with age						
	Needs					
Chi-Square	5.708					
df	4					
Asymp. Sig.	0.222					

- Using Kruskal Wallis Test resulted that there is a significant relationship between the citizens' perceptions of components with education level, since the p-value less than 0.05. table 33.

Table 33: citizens' perceptions with education level					
	Needs				
Chi-Square	10.899				
df	4				
Asymp. Sig.	0.028				

- Using Kruskal Wallis Test resulted that there is no significant relationship between the citizens' perceptions of components with locality, since the p-value more than 0.05. table 34.

Table 34: citizens' perceptions with locality						
	Needs					
Chi-Square	10.899					
df	4					
Asymp. Sig.	.028					

In conclusion "H5" can be accepted according to gender, age and locality, but according to education level the "H5" is rejected.

4.6 Interpretation of Data

As resulted from Kano model analysis, 17 out of 21 features showed out to be essential based on user preference and they should be included in e-government from the beginning of the startup phase, out of 17, 8 features were classified as "Must be", i.e. these features are built in and the probability of exclusion of any of them increases the probability of system failure, the rest of the 17 are "one dimensional" features, excluding such feature increases the citizen dissatisfaction while keeping them will not necessarily increase the citizen satisfaction.

Compared to similar studies our results were likely to be logical since the chosen features where of high probability to exist within already running e-government systems.

On the other hand, features that were categorized as "Indifferent" or "Attractive" by our respondents are those features that might be "one dimensional" after getting the needed user experience and getting to use the e-government system by citizens, since theoretical knowledge might not be enough to get the citizens know what they exactly need or want. So these categories can be implemented in the second phase as the citizen when the citizens become more experienced and aware of their needs, so the "Indifferent" could be "Attractive" and "Attractive" could be "One- dimensional".

In conclusion, we take in consideration the features categorized as "must-be" and "one-Dimensional" in the first phase the e-government system deployment.

Going through the result coming from the UTAUT model explaining the acceptance and adoption of e-government, we found that the facilitating conditions and performance expectancy have the highest affect on behavioral intention. Which reflects citizen expectations, of high performance with less facilitating conditions leading to higher adoption of the e-government system usage. Also, when moderator factors were included we found that the education level has the highest impact over all factors, and this is a logical result since this research measures the behavioral intention for a nonexisting system. So, the education level reflects the experience of people and how they think about the e-government.

CHAPTER V

SUMMARY CONCLUSION & RECOMMENDATION

This chapter will lighted the main findings gained from the survey's result, which answers the proposed research questions "What are the factors related to citizens' satisfaction with e-government public services when categorized as follows: Must-be quality, Attractive quality, One-dimensional quality, Reverse quality, Indifferent quality?" and "What are the factors related to citizens' perspective quality with public services features that will lead to their satisfaction?" and "Is there a relation between the social-demographic factors and the acceptance for the e-government when categorized as follows: Locality, Education level, Gender, Age?".

According to this finding the researcher put the recommendations based to research analyses.

5.1 Finding and Conclusions

Regarding to research questions, and after analyses the data obtained from the distributed surveys, the answers of the question can be summarized as follow:

Question one: What are the extent of citizens' satisfaction with e-government public services when categorized as follows: Must-be quality, Attractive quality, One-dimensional quality, Reverse quality, Indifferent quality?

The e-government features collected in the survey which adopted from literature reviews was tested to be modified regarding to Kano model quality elements. And these categories have affected with demographic factors namely "Gender, Age, Education level and Locality". This question was tested through the hypothesis "H5", and resulted that gender, age and locality does not affect the citizens perception of e-government public services. But the education level is making deference.

Question tow: What are the extent of citizens' perspective quality with public services features that will lead to their satisfaction?

This question answered through analyzing citizens need and acceptance using Kano model and UTAUT model. Here the result can summarize as follow: all e-government features were categorized as must be "M" and One-Dimensional "O" should be included in e-government services from the beginning to satisfy the citizens. Also, as a result from the UTAUT model the Performance expectancy of the e-government and facilities conditions needed to use the e-government are the significant variables that affect the behavioral intention toward using or adopting the e-government, and these moderated through the demographic factors.

Question three: Is there a relation between the social-demographic factors and the acceptance for the e-government when categorized as follows: Locality, Education level, Gender, Age?".

This question was answers through testing the relation between main variable and moderators' factors in chapter four. And the result shows that all demographic factors included in this research do not have a significant relationship on behavioral intention to use e-government public services except the gender which is significant. But when taking the demographic factors as a moderator factors through the UTAUT model the age and education level have a direct impact on behavioral intention. Also, the other factors have impact through the independent factors.

In the conclusion, the features "Using Single window", "Availability for 24 hours / 7 days a week", "Linking all the services", "Alert mechanism", "Information about individual financial fees", "Submitted through limited windows", "Frequent update" and "Unify the entry with special code" which categorized as must-be "M" and "Text Message System", "Centralized call center", "E-payment mechanism", "to follow up on applications", "Personal profile", "Electronic copies of services", "Smart mobile application", "available any time anywhere" and "Access without additional fees" which categorized One-dimensional "O" should be obtained in the e-government public services to meet citizens need recording to Kano model result.

On the other hand, to e-government performance and the facilitating conditions are keyfactors that affect the adoption of e-government.

5.2 Recommendation

The government need to pay more attention to e-government public services specially that the e-government in Palestine still under-constructions by identifying which features should be built in the first phase and what features will rise citizens satisfaction. Also, give attention toward the demographic factors and where the impact of these factors is making differences on accepting the e-government?

5.2.1 Recommendation related to e-government features

To enhance a better quality of public services delivered to citizens based on their needs, this research gives the government a full analysis of e-government proposed features categorized according to citizens quality perceptions.

The result of the research shows that "17" of "21" features of public services were listed in the survey are categorized as Must-be and One-Dimensional, and these two quality elements are the most important dimensions according to Kano model. And these are the two categories if exist will lead to citizens satisfaction. For that, I recommend the PA government to take these features in consideration in building the e-government.

Besides that, the features which were categorized as Indifferent or Attractive can be as a second features phase.

5.2.2 Recommendation Related to Performance Expectancy

As a result, when the e-government has efficient performance this will increase citizens behavioral intention to use the e-government. All instruments used in performance expectancy in the survey had a mean with "4" of the Likret-scale regarding to all demographic factors, see appendix 7 and this lead for acceptance. Here the government should pay attention for what increase e-government performance such as e-payment mechanism, less waiting time, freedom from fees, or Availability for 24 hours / 7 days a week.

5.2.3 Recommendation related to Effort Expectancy

All citizens should be provided with accessible, transparent and user-friendly egovernment services, and how citizen can access the e-government such as using single window, follow up on applications, linking all the services, unify the entry with special code and other features listed. Complexity should be avoided and simplicity should be sought in the design of e-government services.

5.2.4 Recommendation Related to Social Influence

Social influence does not have a significant impact on behavioral intention to adopt the e-government, that relate to many reasons, maybe because the citizens in PA did not use the government yet. And after using the e-government public services the social influence will differ as the word of mouth could affect then.

5.2.5 Recommendation Related to Facilitating Conditions

The facilitating conditions have the highest impact on behavioral intention to adopt egovernment, and that could be it's the part which belong to citizens them self, as if they have the resources necessary to use e-government services, the knowledge necessary to use e-government services and if the e-government services are compatible with other technologies they use, for that when the e-government was user friendly and does not need special resources it will be adopted.

In conclusion, as the Palestinian Ministry of Telecommunication and Information Technology (MTIT) is currently working on a new project for the e-government, in which it is aiming to include all public services. As this research analyzed citizens' acceptance and needs, the obtained results will feed into the designing the system in a manner that shall ensure and measure the citizens' acceptance for e-government. This approach shall also help identifying the obstacles and determinants, such as emerging from the culture, or resistance from people with limited computer skills, which will eventually allow handling these obstacles efficiently.

this research clearly defines the important aspects of public services, then determine the citizens' perspective of quality in public services, and measure the citizens' acceptance for e-government is carried out.

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Annexes

Appendix (1): The Arabic Questionnaire



تحليل رضا المواطنين (القبول والاحتياجات) حول الخدمات العامة للحكومة الإلكترونية: حالة من فلسطين

السادة المحترمون

تحية طيبة وبعد:

الاستبيان المرفق هو جزء من دراسة علمية بعنوان "تحليل رضا المواطنين (القبول والاحتياجات) حول الخدمات العامة في الحكومة الإلكترونية: دليل من فلسطين ". حيث أن هذا البحث هو لتحليل احتياجات المواطنين و مدى تقبلهم للحكومة الالكترونية. وذلك استكمالا لمتطلبات درجة الماجستير في ادارة الجودة من الجامعة العربية ألأمريكية فلسطين بإشراف الدكتور شريف أبو كرش.

لذا أرجو من حضرتكم قراءة فقرات هذا الاستبيان والإجابة عليها بعناية حيث ان اجابة الأسئلة ستستغرق 5–8 دقائق. علما بأن المعلومات التي ستدلون بها ستعامل بالسرية التامة ولن تستخدم إلا لأغراض البحث العلمي.

* [#]الحكومة الالكترونية : " هي جهود حكومية لتقديم الخدمات الحكومية للمواطنين من خلال استخدام مجموعة من الحلول التكنولوجية ".

أشكر لكم حسن تعاونكم

الباحث بجاد حسين

الجزء الاول: بيانات حول معبئ الاستبانة



الجزء الثاني: تحليل احتياجات المواطنين للحكومة الالكترونية.

 ما هو شعورك اذا توفرت الخدمات التالية في الحكومة الالكترونية؟ 						
لا احب ذلك	ممکن توافر ها	محايد	يجب أن تتوافر	أحب ذلك	الخدمة	الرقم
					وجود نافذة واحدة للخدمات العامة في الحكومة الالكترونية	1
					وجود نظام رسائل نصية لمتابعة الخدمات المقدمة من خلال الحكومة الالكترونية	2
					توفر مركز اتصال مركزي للخدمات الالكترونية	3
					توفر الحكومة الالكترونية على مدار 24 ساعة في 7 ايام	4
					توفر الية الدفع من خلال الحكومة الالكترونية باستخدام بطاقة الائتمان عبر الانترنت	5
					توفر الية لمتابعة الطلبات المقدمة من خلال الحكومة الالكترونية	6
					توفر ملف شخصي يحتوي على المعلومات و الطلبات المقدمة من خلال الحكومة الالكترونية	7
					استلام نسخ الكترونية للوثائق المقدمة من خلال الحكومة الالكترونية	8
					ربط جميع الخدمات المقدمة من الوزارات المختلفة في الحكومة الالكترونية	9
					توفر الية للتنبيه في حال انتهاء صلاحية خدمة عامة من خلال الحكومة الالكترونية	10
					توفر معلومات بالرسوم المالية الخاصة بكل خدمة للفرد من خلال الحكومة الالكترونية	11
					توفر خدمة ارشاد بأحوال الطرق من خلال الحكومة الالكترونية (ازمات مرورية و تحذيرية)	12
					توفر الحكومة الالكترونية على شكل تطبيق هاتفي ذكي	13
					ان يتم تقديم الطلبات بأقل نوافذ ممكنة من خلال الحكومة الالكترونية	14
					توفر الحكومة الالكترونية بأكثر من لغة	15
					توفر خدمة البريد للمعاملات الناتجة من الحكومة الالكترونية	16

 ما هو شعورك اذا توفرت الخدمات التالية في الحكومة الالكترونية؟ 							
لا احب ذلك	ممکن توافر ها	محايد	يجب أن تتوافر	أحب ذلك	الخدمة	الرقم	
					توفر امكانية طباعة الطلبات من خلال الحكومة الالكترونية	17	
					توفر تحديثات دورية للحكومة الالكترونية	18	
					ان يتم استخدام الحكومة الالكترونية باختلاف المكان و الزمان	19	
					تقديم الخدمات العامة في الحكومة الالكترونية بدون مقابل مادي اضافي	20	
					توحيد عملية الدخول للخدمات في الحكومة الالكترونية برمز خاص واحد	21	

		۶ā	فومة الالكتروني	التالية في الحك	2. ما هو شعورك اذا لم تتوفر الخدمات	
لا احب ذلك	ممکن توافر ها	محايد	يجب أن تتوافر	أحب ذلك	الخدمة	الرقم
					عدم وجود نافذة واحدة للخدمات العامة في الحكومة الالكترونية	1
					عدم وجود نظام رسائل نصية لمتابعة على الخدمات المقدمة من خلال الحكومة الالكترونية	2
					عدم توفر مركز اتصال مركزي للخدمات الالكترونية	3
					عدم توفر الحكومة الالكترونية على مدار 24 ساعة في 7 ايام	4
					عدم توفر الية الدفع من خلال الحكومة الالكترونية باستخدام بطاقة الائتمان عبر الانترنت	5
					عدم توفر الية لمتابعة الطلبات المقدمة من خلال الحكومة الالكترونية	6
					عدم توفر ملف شخصي يحتوي على المعلومات و الطلبات المقدمة من خلال الحكومة الالكترونية	7
					عدم استلام نسخ الكترونية للوثائق المقدمة من خلال الحكومة الالكترونية	8
					عدم ربط جميع الخدمات المقدمة من الوزارات المختلفة في الحكومة الالكترونية	9
					عدم توفر الية للتنبيه في حال انتهاء صلاحية خدمة عامة من خلال الحكومة الالكترونية	10
					عدم توفر معلومات بالرسوم المالية الخاصة بكل خدمة للفرد من خلال الحكومة الالكترونية	11
					عدم توفر خدمة ارشاد بأحوال الطرق من خلال الحكومة الالكترونية (ازمات مرورية و تحذيرية)	12
					عدم توفر الحكومة الالكترونية على شكل تطبيق هاتفي ذكي	13
					لا يتم تقديم الطلبات بأقل نوافذ ممكنة من خلال الحكومة الالكترونية	14
					عدم توفر الحكومة الالكترونية بأكثر من لغة	15
					عدم توفر خدمة البريد للمعاملات الناتجة من الحكومة الالكترونية	16

 ما هو شعورك اذا لم تتوفر الخدمات التالية في الحكومة الالكترونية? 										
لا احب ذلك	ممکن توافر ها	احب ذلك يجب أن تتوافر محايد			الخدمة	الرقم				
					عدم توفر امكانية طباعة الطلبات من خلال الحكومة الالكترونية	17				
					عدم توفر تحديثات اولية للحكومة الالكترونية	18				
					لا يتم استخدام الحكومة الالكترونية باختلاف المكان و الزمان	19				
					عدم تقديم الخدمات العامة في الحكومة الالكترونية بدون مقابل مادي اضافي	20				
					عدم توحيد عملية الدخول للخدمات في الحكومة الالكترونية برمز خاص واحد	21				

الجزء الثالث: تحليل قبول المواطنين للحكومة الالكترونية.

الرقم	الحالة	غیر موافق بتاتا	غیر موافق	لا استطيع التحديد	موافق	موافق تماما
	الأداء المتوقع					
1	أرى ان خدمات الحكومة الالكترونية مفيدة للحصول على الخدمات الحكومية					
2	استخدام الخدمات الحكومية الالكترونية تمكنني من الحصول على الخدمات الحكومية بسر عة أكبر					
3	استخدام الخدمات الحكومية الالكترونية يسهل الحصول على الخدمات الحكومية					
4	الحكومة الالكترونية ستمكنني من الحصول على الخدمات الحكومية كلما احتجتها على مدار 24 ساعة خلال 7 ايام اسبوعيا					
5	نتيح الحكومة الإلكترونية لجميع المواطنين فرصة متساوية لنتفيذ أعمالهم مع الحكومة.					
	الجهد المتوقع	1				
	استخدار خدمات للحكومة الالكترمندة سدكون واخرجا ومفوووا					
6	استعدام محتلك المحتولات الانتشار وليك سيتنون والصلف والمعهولها					
6 7	السلحام حديث المحصومة (يسترونية السينون والصح و معهومة سيكون من السهل بالنسبة لي ان أصبح ماهرا في استخدام خدمات الحكومة الالكترونية					
6 7 8	السلحة محمدات المحكومة الإنشرونية السينون والصلح والمعهومة سيكون من السهل بالنسبة لي ان أصبح ماهرا في استخدام خدمات الحكومة الالكترونية سأجد خدمات الحكومة الالكترونية سهلة الاستخدام					
6 7 8 9	ستحدام محلقات المحلومة الإنشرونية سيتون والصف و معهونا سيكون من السهل بالنسبة لي ان أصبح ماهرا في استخدام خدمات الحكومة الالكترونية سأجد خدمات الحكومة الالكترونية سهلة الاستخدام تعلم استخدام الحكومة الالكترونية سيوفر عليّ الجهد					
6 7 8 9	سلسحام حدمات المحلومة الالترونية سيتول والمعط و معهوما سيكون من السهل بالنسبة لي ان أصبح ماهرا في استخدام خدمات الحكومة الالكترونية سأجد خدمات الحكومة الالكترونية سهلة الاستخدام تعلم استخدام الحكومة الالكترونية سيوفر عليّ الجهد التأثير الاجتماعي					
6 7 8 9 10	السلحام لمحلمات المحلومة الالترونية سيتول والصح و معهولت سيكون من السهل بالنسبة لي ان أصبح ماهرا في استخدام سأجد خدمات الحكومة الالكترونية سهلة الاستخدام تعلم استخدام الحكومة الالكترونية سيوفر عليّ الجهد التأثير الاجتماعي الاشخاص الذين يؤثرون علي يرون انه يجب ان استخدم خدمات الحكومة الالكترونية في حال توفرها					
6 7 8 9 10 11	السعدام حديثات المحتومة الالترونية سيتون والصف و معهونا سيكون من السهل بالنسبة لي ان أصبح ماهرا في استخدام خدمات الحكومة الالكترونية سأجد خدمات الحكومة الالكترونية سهلة الاستخدام تعلم استخدام الحكومة الالكترونية سيوفر عليّ الجهد التأثير الاجتماعي الاشخاص الذين يؤثرون علي يرون انه يجب ان استخدم خدمات الحكومة الالكترونية في حال توفرها أرى ان الاشخاص المهمون بالنسبة لي يجب ان يستخدموا الحكومة الالكترونية في حال توفرها					

31	بشكل عام، الحكومة تدعم استخدام الحكومة الالكترونية		
	البيئة الداعمة		
41	نتوافر لدي الموارد اللازمة لاستخدام خدمات الحكومة الالكترونية		
51	نتوافر لدي المعرفة اللازمة لاستخدام الحكومة الالكترونية		
61	خدمات الحكومة الإلكترونية متوافقة مع التقنيات الأخرى التي أستخدمها.		
71	يمكنني الحصول على الدعم الفني أو المساعدة من الأخرين عندما أواجه صعوبات في		
/1	استخدام خدمات الحكومة الإلكترونية.		
	التوجهات المستقبلية		
18	سأحاول دائمًا استخدام خدمات الحكومة الإلكترونية للحصول على الخدمات الحكومية		
10	بشکل متکرر		
19	أرغب بأن يتم توسيع وزيادة الخدمات المقدمة عبر الحكومة الإلكترونية.		
20	أنوي استخدام خدمات الحكومة الإلكترونية للحصول على الخدمات الحكومية في		
20	المستقبل		

شاكرا لكم حسن تعاونكم

Appendix (2)

List of Referees

No.	Name	Specialization	Mobile No.	Institution
1	Dr. Sharif M. Abu Karsh	Finance 00970599776711 Arab An		Arab American University
2	Dr. Ashraf Mimi	Quality Management	00970598995920	Arab American University
3	Dr. Yousef Sabbah	InfoSec	00970592961987	Al-Quds Open University
4	Dr. Ahmed Abualrub	Accounting & Finance	00905488732537	Cyprus International University
5	Mr. Aysar Tomi		00970599312237	Palestinian Central Bureau of Statistics
6	Mr. Ali Jabbarin	Applied Statistics	00970569898970	Palestine Economic Policy Research Institute-MAS

Appendix 3

Providing the public services of e-government through a single window * Providing the public services of e-government without a single window

Count				-			
	Providing the public services of e-government without a single window						
		Like	Must be	Neutral	Live with	Dislike	Total
Providing the public	Like	1	14	11	19	59	104
services of e-	Must be	0	12	2	7	52	73
single window	Neutral	0	1	6	1	9	17
	Live with Dislike	0	0	4	0	3	7
Total		1	27	23	27	123	201

The existence of a text messages system to follow up on services provided through e-government public services * There is no need for a system of text messages to follow up on services provided through e-government public services

Count			-				
	There is no on services	Total					
		Like	Must be	Neutral	Live with	Dislike	
The existence of a text	Like	2	19	9	27	72	129
messages system to	Must be	0	11	8	12	34	65
provided through e-	Neutral	0	0	2	1	2	5
government public services	Live with Dislike	0	1	0	0	1	2
Total		2	31	19	40	109	201

Provides a centralized call center for electronic services through e-government public services * There is no centralized call center for electronic services through e-government public services Count

	There is no centralized call center for electronic services through e-government public services								
		Like	Must be	Neutral	Live with	Dislike	Total		
Provides a	Like	2	17	13	23	56	111		
centralized call center for electronic services through e-	Must be Neutral	2	11	4	18	44	79		
government public services	Live with Dislike	0	3	2	0	6	11		
Total		4	31	19	41	106	201		
Count									
--------------------	-------------------------	----------	--	---------	--------------	---------	-------	--	--
		e-govern	e-government public services are not available for 24 hours / 7 days a week						
		Like	Must be	Neutral	Live with	Dislike	Total		
Availability of e-	Like	2	18	11	23	55	109		
government public	Must be	2	11	3	5	47	68		
/ 7 days a week	Neutral	0	0	9	0	3	12		
	Live with Dislike	0	0	1	6	5	12		
Total		4	29	24	34	110	201		

Availability of e-government public services for 24 hours / 7 days a week * e-government public services are not available for 24 hours / 7 days a week

Availability of e-payment mechanism through e-government public services * There is no epayment mechanism through e-government public services

Count	-			-					
		Ther	There is no e-payment mechanism through e- government public services						
		Like	Must be	Neutral	Live with	Dislike	Total		
Availability of e-	Like	4	13	12	15	67	111		
payment mechanism	Must be	0	11	6	10	29	56		
government public	Neutral	0	0	4	6	9	19		
services	Live with Dislike	0	2	0	5	8	15		
Total		4	26	22	36	113	201		

Provides a mechanism to follow up on applications submitted through e-government public services * There is no mechanism to follow up applications submitted through e-government public services Count

	There submi	There is no mechanism to follow up applications submitted through e-government public services					
		Like	Must be	Neutral	Live with	Dislike	Total
Provides a mechanism to follow	Like	5	18	10	16	62	111
	Must be	0	7	7	16	38	68
submitted through e-	Neutral	0	2	3	1	4	10
government public services	Live with Dislike	0	7	1	2	2	12
Total		5	34	21	35	106	201

Provide a personal profile containing the information and applications submitted through e-
government public services * There is no personal profile containing the information and
applications submitted through e-government public services

		There is r and applic	There is no personal profile containing the information and applications submitted through e-government public services					
		Like	Must be	Neutral	Live with	Dislike	Total	
Provide a personal profile containing the	Like	4	19	7	16	56	102	
	Must be	0	9	8	26	41	84	
applications	Neutral	0	0	2	0	4	6	
submitted through e- government public services	Live with	0	0	1	2	6	9	
	Dislike							
Total		4	28	18	44	107	201	

Count

Receive electronic copies of services provided through e-government public services * Does not receive electronic copies of services provided through e-government public services Count

count							
		Does not t					
		T '1 .	Martha	N. davi	Live	D'.1'1	T . (. 1
		Like	Must be	Neutral	With	Dislike	Total
Receive electronic	Like	6	15	4	14	61	100
copies of services	Must be	0	11	14	20	34	79
government public	Neutral	0	1	1	0	8	10
services	Live with Dislike	0	1	0	3	8	12
Total		6	28	19	37	111	201

Linking all the services provided by the various ministries in the e-government	public services *
Not to link all the services provided by the various ministries in the e-governme	nt public services
Count	

	Not to 1 minis	Not to link all the services provided by the various ministries in the e-government public services						
	ļ	í '			Live			
		Like	Must be	Neutral	with	Dislike	Total	
Linking all the	Like	5	13	9	11	48	86	
services provided by	Must be	0	15	7	24	45	91	
in the e-government	Neutral	0	0	5	3	11	19	
public services	Live with Dislike	1	1	2	0	1	5	
Total		6	29	23	38	105	201	

Count		U					
		There is no of	There is no alert mechanism in the case of the expiration of a public service through e-government				
		Like	Must be	Neutral	Live with	Dislike	Total
Provide an alert mechanism in the	Like	5	20	7	14	56	102
	Must be	1	12	6	15	52	86
of a public service	Neutral	2	0	0	0	2	4
through e- government	Live with Dislike	0	0	2	2	5	9
Total		8	32	15	31	115	201

Provide an alert mechanism in the case of the expiration of a public service through e-government * There is no alert mechanism in the case of the expiration of a public service through egovernment

Provides information about individual financial fees through e-government public services * Does not provide information about individual financial fees through e-government public services Count

	Does not p fees						
		Lilto	Mustha	Noutral	Live	Dialilia	Totol
		LIKE	Must be	Neutral	witti	DISIIKE	Total
Provides information about individual	Like	2	14	6	12	52	86
	Must be	2	16	5	12	44	79
through e-	Neutral	0	3	3	3	11	20
government public services	Live with Dislike	0	1	2	6	7	16
Total		4	34	16	33	114	201

Provides guidance services through e-government public services (traffic and warning crises) * Does not provide guidance services through e-government public services (traffic and warning crises)

Count			,				
		Does governme	Does not provide guidance services through e- government public services (traffic and warning crises)				
		Like	Must be	Neutral	Live with	Dislike	
Provides guidance services through e-	Like	5	15	10	28	40	98
	Must be	0	13	5	24	31	73
services (traffic and	Neutral	0	0	7	0	3	10
warning crises)	Live with Dislike	0	7	2	7	4	20
Total		5	35	24	59	78	201

Count				-					
		There	There is no application for the e-government public services						
		Like	Must be	Neutral	Live with	Dislike			
Availability of e-	Like	3	16	11	26	61	117		
government public	Must be	0	11	4	12	36	63		
of an application	Neutral	0	1	6	0	1	8		
	Live with	0	8	0	4	1	13		
	Dislike								
Total		3	36	21	42	99	201		

Availability of e-government public services in the form of an application * There is no application for the e-government public services

Applications submitted through limited windows through e-government public services * Applications submitted through multiple windows through e-government public services

Count	Count								
		Applica t	ations submi hrough e-go	tted through vernment pu	n multiple wi Iblic service	indows s			
		Like	Must be	Neutral	Live with	Dislike	Total		
Applications	Like	1	9	7	25	49	91		
submitted through	Must be	4	12	6	17	43	82		
through e-	Neutral	0	1	12	2	5	20		
government public services	Live with	1	1	0	1	5	8		
	Dislike								
Total		6	23	25	45	102	201		

Public services in e-government support multi languages * Public services in e-government do not support multi languages

Count	Count								
		Public se	Public services in e-government do not support multi						
			languages						
					Live				
		Like	Must be	Neutral	with	Dislike	Total		
Public services in e-	Like	6	6	7	18	43	80		
government support	Must be	2	16	4	21	35	78		
multi languages	Neutral	1	0	17	2	3	23		
	Live with	0	3	5	8	3	19		
	Dislike	0	1	0	0	0	1		
Total		9	26	33	49	84	201		

Count							
		There is r	no mail servi e-govern	ce for transa ment public	actions resul services	ting from	
		Like	Must be	Neutral	Live with	Dislike	Total
Provide mail service	Like	4	10	8	15	36	73
for transactions	Must be	0	13	8	26	48	95
government public	Neutral	0	1	6	3	2	12
services	Live with	0	5	6	9	1	21
	Dislike						
Total		4	29	28	53	87	201

Provide mail service for transactions resulting from e-government public services * There is no mail service for transactions resulting from e-government public services

Provide printing features for the application in e-government public services * There is no printing features for the application in e-government public services Count

	There is							
					Live			
		Like	Must be	Neutral	with	Dislike	Total	
Provide printing features for the application in e- government public services	Like	2	14	5	17	46	84	
	Must be	4	13	3	20	43	83	
	Neutral	1	4	1	5	4	15	
	Live with	0	6	5	3	5	19	
	Dislike							
Total		7	37	14	45	98	201	

Provides frequent update for the e-government public services * There is no frequent update for the e-government public services

Count									
		There is n	There is no frequent update for the e-government public services						
		Like	Must be	Neutral	Live with	Dislike	Total		
Provides frequent	Like	3	14	8	16	37	78		
update for the e-	Must be	3	11	7	18	59	98		
services	Neutral	0	5	1	1	5	12		
501 11005	Live with	0	0	4	7	2	13		
	Dislike								
Total		6	30	20	42	103	201		

Count								
		The pu	The public services in e-government must not be available any time any where					
		Like	Must be	Neutral	Live with	Dislike	Total	
The public services	Like	4	11	12	14	55	96	
in e-government	Must be	4	10	5	20	44	83	
any time any where	Neutral	0	1	2	1	3	7	
	Live with	0	4	9	1	1	15	
	Dislike							
Total		8	26	28	36	103	201	

The public services in e-government must be available any time any where * The public services in e-government must not be available any time any where

Access to public services in e-government without additional fees * Access to public services in egovernment with additional fees Count

		Acces	ss to public s ac	services in e dditional fee	-governmen es	government with			
					Live				
		Like	Must be	Neutral	with	Dislike	Total		
Access to public	Like	4	16	8	20	65	113		
services in e-	Must be	1	4	3	15	41	64		
additional fees	Neutral	0	2	3	2	3	10		
	Live with	0	3	1	5	5	14		
	Dislike								
Total		5	25	15	42	114	201		

Unify the entry process for e-government services in one special code * Lack of uniformity in the process of entering services in the e-government special code

count								
	Lack of u							
					Live			
		Like	Must be	Neutral	with	Dislike	Total	
Unify the entry process for e-	Like	1	13	4	11	49	78	
	Must be	5	8	3	16	51	83	
in one special code	Neutral	0	5	4	9	5	23	
	Live with	0	6	3	4	4	17	
	Dislike							
Total		6	32	14	40	109	201	

Appendix 4

	Gender									
		Frequency	Percent	Valid Percent	Cumulative Percent					
	Male	108	53.7	53.7	53.7					
Valid	Female	93	46.3	46.3	100.0					
	Total	201	100.0	100.0						

	Age									
		Frequency	Percent	Valid Percent	Cumulative Percent					
	18-24	51	25.4	25.4	25.4					
	25-31	51	25.4	25.4	50.7					
	32-38	54	26.9	26.9	77.6					
Valid	39-44	29	14.4	14.4	92.0					
	45 and more	16	8.0	8.0	100.0					
	Total	201	100.0	100.0						

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
	PhD	6	3.0	3.0	3.0
	Master	41	20.4	20.4	23.4
Valid	Bachelor	123	61.2	61.2	84.6
	Diploma	17	8.5	8.5	93.0
	High School and less	14	7.0	7.0	100.0
	Total	201	100.0	100.0	

Locality

		Frequency	Percent	Valid Percent	Cumulative Percent
	urban	97	48.3	48.3	48.3
	rural	87	43.3	43.3	91.5
Valid	camp	17	8.5	8.5	100.0
	Total	201	100.0	100.0	

Appendix (5)

Model		Unstan Coef	dardized ficients	Standardized Coefficients	t	Sig.	Full
		В	Std. Error	Beta	·	~-8.	model
	(Constant)	679	1.666		408	.684	0
	Performance Expectancy	1.727	.461	1.389	3.749	.000	1
	Effort Expectancy	.976	.456	.848	2.139	.034	1
	Social Influence	.450	.506	.440	.889	.376	0
	Facilitating conditions	-2.123	.560	-2.203	-3.791	.000	1
	D(gender)	.283	.823	.201	.344	.732	0
	D(age25-31)	-3.662	.994	-2.274	-3.686	.000	1
	D(age32-38)	.220	.839	.139	.262	.794	0
	D(age39-44)	287	1.426	143	201	.841	0
	D(age45-more)	-1.212	2.169	473	559	.577	0
	D(education, PhD)	041	6.675	010	006	.995	0
	D(education, Master)	3.429	1.725	1.987	1.988	.049	1
	D(education, Bachelor)	1.795	1.520	1.247	1.181	.240	0
	D(education, Diploma)	1.414	2.377	.535	.595	.553	0
	D(locality, Rural)	.876	.818	.625	1.070	.286	0
	D(locality, Urban)	.194	.836	.137	.232	.817	0
	Gender*Performance	036	.182	108	195	.845	0
	Age(25-31)*Performance	.243	.272	.635	.892	.374	0
	Age(32-38)*Performance	.137	.225	.367	.608	.544	0
1	Age(39-44)*Performance	217	.307	449	707	.481	0
	Age(45- more)*Performance	.397	.522	.663	.760	.448	0
	Education(PhD)*Performance	-1.324	2.197	-1.564	603	.548	0
	Education(Master)*Performance	-1.256	.393	-3.104	-3.198	.002	1
	Education(Bachelor)*Performance	-1.260	.328	-3.636	-3.845	.000	1
	Education(Diploma)*Performance	-2.087	.468	-3.426	-4.461	.000	1
	Locality(Rural)*Performance	330	.318	-1.015	-1.039	.301	0
	Locality(Urban)*Performance	431	.345	-1.259	-1.251	.213	0
	Gender*Effort	.226	.167	.635	1.356	.177	0
	Age(25-31)*Effort	.289	.198	.717	1.464	.145	0
	Age(32-38)*Effort	328	.189	829	-1.736	.085	0
	Age(39-44)*Effort	316	.278	597	-1.135	.258	0
	Age(45-More)*Effort	466	.302	721	-1.541	.125	0
	Education(Master)*Effort	115	.333	274	345	.731	0
	Education(Bachelor)*Effort	.222	.251	.608	.882	.379	0
	Education(Diploma)*Effort	601	.587	831	-1.024	.308	0
	Locality(Rural)*Effort	879	.372	-2.547	-2.363	.020	1
	Locality(Urban)*Effort	889	.352	-2.461	-2.526	.013	1
	Gender*Social	257	.145	703	-1.778	.078	0
	Age(25-31)*Social	165	.225	366	732	.465	0

Model	Unstan Coef	dardized ficients	Standardized Coefficients	t	Sig.	Full model
Age(32-38)*Social	194	.190	463	-1.022	.309	0
Age(39-44)*Social	.358	.290	.699	1.232	.220	0
Age(45-more)*Social	.049	.261	.069	.188	.851	0
Education(PhD)*Social	1.345	1.613	1.407	.834	.406	0
Education(Master)*Social	.208	.423	.452	.491	.624	0
Education(Bachelor)*Social	.388	.385	1.002	1.009	.315	0
Education(Diploma)*Social	1.449	.655	2.058	2.213	.029	1
Locality(Rural)*Social	981	.454	-2.624	-2.159	.033	1
Locality(Urban)*Social	694	.448	-1.788	-1.548	.124	0
Gender*Facility	.227	.149	.658	1.520	.131	0
Age(25-31)*Facility	.510	.213	1.240	2.398	.018	1
Age(32-38)*Facility	.303	.166	.750	1.829	.070	0
Age(39-44)*Facility	.237	.292	.475	.812	.418	0
Age(45-more)*Facility	.315	.270	.436	1.167	.245	0
Education(PhD)*Facility	.191	.690	.193	.276	.783	0
Education(Master)*Facility	.444	.335	1.021	1.327	.187	0
Education(Bachelor)*Facility	.359	.302	.987	1.192	.235	0
Education(Diploma)*Facility	1.028	.378	1.480	2.721	.007	1
Locality(Rural)*Facility	1.900	.447	5.323	4.253	.000	1
Locality(urban)*Facility	1.905	.462	5.297	4.124	.000	1
a. Dependent Variable: Behavior						

Appendix 6

Citizens' perceptions of components of public services at the Palestinian e-government according to their personal characteristics like gender, age, educational and locality.

Ranks

Age		Ν	Mean Rank
	18-24	51	112.39
	25-31	51	108.19
Nada	32-38	54	89.69
needs	39-44	29	90.81
	45 and more	16	98.41
	Total	201	

Test Statistics^{a,b}

	Needs
Chi-Square	5.708
df	4
Asymp. Sig.	.222

a. Kruskal Wallis Test

b. Grouping Variable: Age

Ranks

Education	Level	Ν	Mean Rank
	PhD	6	45.25
	Master	41	101.56
Nooda	Bachelor	123	101.27
meeus	Diploma	17	89.59
	High School and less	14	134.71
	Total	201	

Test Statistics^{a,b}

	Needs
Chi-Square	10.899
df	4
Asymp. Sig.	.028

a. Kruskal Wallis Test

b. Grouping Variable: Education Level

Ranks

Loc	cality	Ν	Mean Rank
	urban	97	101.44
Neede	rural	87	106.46
Needs	camp	17	70.56
	Total	201	

Test Statistics^{a,b}

	Needs
Chi-Square	5.439
df	2
Asymp. Sig.	.066

a. Kruskal Wallis Test b. Grouping Variable: Locality

Ranks

Gender		Ν	Mean Rank	Sum of Ranks
	Male	108	100.13	10814.50
Needs	Female	93	102.01	9486.50
	Total	201		

Test Statistics^a

	Needs
Mann-Whitney U	4928.500
Wilcoxon W	10814.500
Z	228
Asymp. Sig. (2-tailed)	.820

a. Grouping Variable: Sex

Appendix 7

Performance Effort Social Facilities Behavior * Sex

		Mean		Std. Deviation				
		Sex	Sex					
	Male	Female	Male	Female	Total			
Performance	4.2259	4.0258	4.1333	.46087	.65224	.56510		
Effort	3.8542	3.9032	3.8769	.55967	.66044	.60731		
Social	3.6968	3.4677	3.5908	.68789	.66064	.68339		
Facilities	3.9514	3.5941	3.7861	.66755	.74264	.72388		
Behavior	4.3241	3.8925	4.1244	.68276	.73419	.73749		

Performance Effort Social Facilities Behavior * Age

		Mean						Std. Deviation					
		Age					Age						
	18-24	25-31	32-38	39-44	45 and more	Total	18-24	25-31	32-38	39-44	45 and more	Total	
Performanc	4.011	4.176	4.170	4.131	4.262	4.133	.4443	.5680	.7385	.4285	.4177	.5651	
e	8	5	4	0	5	3	6	1	9	4	3	0	
Effort	3.833	3.955	3.884	3.767	3.937	3.876	.6298	.4992	.7643	.4673	.4873	.6073	
	3	9	3	2	5	9	1	6	5	8	4	1	
Social	3.470	3.558	3.615	3.870	3.484	3.590	.5693	.4811	.8884	.5575	.8872	.6833	
	6	8	7	7	4	8	1	1	9	0	7	9	
Facilities	3.710	3.852	3.782	3.965	3.500	3.786	.7719	.6188	.8370	.6222	.5845	.7238	
	8	9	4	5	0	1	7	2	1	2	2	8	
Behavior	4.163	4.098	4.074	4.218	4.083	4.124	.7003	.7551	.8727	.4982	.7252	.7374	
	4	0	1	4	3	4	9	1	6	2	1	9	

Performance Effort Social Facilities Behavior * Education Level

	Mean						Std. Deviation					
	Education Level						Education Level					
	PhD	Master	Bachelor	Deploma	High School and less	Total	PhD	Master	Bachelor	Deploma	High School and less	Total
Performance	4.8000	4.2341	4.0488	4.3647	4.0143	4.1333	.40000	.46883	.57508	.60098	.48652	.56510
Effort	4.5833	4.0854	3.8191	3.6618	3.7321	3.8769	.37639	.52025	.61095	.40448	.77500	.60731
Social	4.2083	3.7134	3.5122	3.7059	3.5179	3.5908	.74861	.49863	.75058	.52467	.52316	.68339
Facilities	4.0000	3.9146	3.7642	3.7059	3.6071	3.7861	1.07238	.59058	.73851	.89371	.56936	.72388
Behavior	4.5000	4.2033	4.1084	4.1176	3.8810	4.1244	.54772	.65777	.69147	.89707	1.13685	.73749

		Ν	Iean	Std. Deviation				
		Lo	Locality					
	urban	rural	camp	Total	urban	rural	camp	Total
Performance	4.2701	4.0874	3.5882	4.1333	.46462	.48771	.98861	.56510
Effort	4.0052	3.8305	3.3824	3.8769	.50515	.57503	.96468	.60731
Social	3.6778	3.5086	3.5147	3.5908	.55546	.73379	1.00184	.68339
Facilities	3.8351	3.7874	3.5000	3.7861	.62279	.77434	.94786	.72388
Behavior	4.2234	4.0881	3.7451	4.1244	.59263	.80287	1.00367	.73749

Performance Effort Social Facilities Behavior * Locality

تحليل رضا المواطنين (القبول و الاحتياجات) حول الخدمات العامة في الحكومة الحكومة الإلكترونية: حالة من فلسطين

مع التطور التكنولوجي الملحوظ والسريع فإن الحكومات أصبحت تعمل على تطوير الخدمات وجودة الخدمات باستغلال هذا التطور التكنولوجي. حيث تم اطلاق ما يسمى بالحكومة الالكترونية والتي تعمل على توفير الخدمات للمواطنين الكترونيا. وتهدف هذه الحكومة الالكترونية الى توفير منفعة عامة للمجتمع بشكل عام، والى تحسين وتطوير الخدمات العامة وذلك من خلال قياس رضا المواطنين وتحليل احتياجاتهم. وبذلك تكون الحكومة الالكترونية واحدة من الدعائم الاساسية لتطوير الهيكل العام للخدمات العامة ذلك من خلال توظيف التكنولوجيا و الاتصالات لتطوير اداء والاجهزة الحكومية ولتقديم خدمات العامة دلك من خلال توظيف التكنولوجيا و الاتصالات لتطوير اداء

تكمن مشكلة البحث حول تحليل احتياجات المواطنين في الخدمات العامة للحكومة الالكترونية وقياس مدى تقبلهم لتبني الحكومة الالكترونية. فسيعتبر هذا البحث بمثابة ركيزة اساسية لنجاح الحكومة الالكترونية حيث انه عند بناء أي منتج يجب ان يراعى احتياجات المستخدمين في بناءه. وتعتبر هذه الدراسة من الاوائل اقليميا و عالميا التي تدمج تحليل الاحتياجات و القبول و تعتبر الأولى على المستوى المحلى في نوعها.

ويهدف البحث الى توضيح سمات الحكومة الالكترونية من وجهة نظر المواطنين و تحديد احتياجاتهم بناء على تقسيم هذه السمات حسب نموذج Kano، ومن ثم تحليل توجه المواطنين لفكرة وجود حكومة الكترونية و قياس مدى قبولهم باستخدام نموذج UTAUT.

ويقوم البحث على عدة فرضيات تدور حول تحليل احتياج المواطنين وتقسيم الخدمات العامة من منظور المواطنين وقياس مدى تقبلهم للحكومة الإلكترونية وما هي العوامل المؤثرة بشكل مباشر على تبني الحكومة الالكترونية. ويحاول البحث على الاجابة عن الاسئلة الرئيسية للبحث من خلال استخدام نموذجين عالميين: Kano model حيث يعمل على تحليل نظرة المواطنين للخدمات العامة وتقسيمها الى: خدمات يجب ان تتوفر (Must-be) ، خدمات يفضل وجودها -One)

(dimension، خدمات جذابة(Attractive) وخدمات غير ذات أهمية (Indifferent). و نموذج UTAUT حيث يعمل على قياس تقبل المواطنين لفكرة الحكومة الالكترونية من خلال عوامل رئيسية مستقلة و هي : توقع أداء الحكومة الالكترونية (Performance Expectancy)،

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توقع الجهد المطلوب لاستخدام الحكومة الالكترونية (Effort Expectancy) ، والتأثير الاجتماعي (Social Influence) وتأثيرها وللجتماعي (Social Influence) وتوفر البيئة الداعمة (Behavioral) وتأثيرها على العامل التابع : التوجهات المستقبلية ونية استخدام الحكومة الالكترونية (Behavioral) والمستوى intention). وهذه العلاقة يتم قياسها من خلال عوامل وسيطة وهي : الجنس والعمر والمستوى العلمي والمنطقة السكنية.

حيث استخدم الباحث طريقة الاستبيان وتم تكوين عناصر الاستبيان من خلال دراسة الادبيات في هذا الموضوع وجمع معلومات سابقة. حيث تم جمع المعلومات بطريقة عشوائية من مجتمع الدراسة المتمثل في عدد سكان الضفة الغربية ومن هم فوق سن الثامنة عشر ويحق لهم استخدام الحرومة الالكترونية حيث ان عددهم بلغ في عام 2018 (1.711.334) نسمة. وارتكزت عينة الدراسة على 400 استبيان وكانت نسبة الردود 52%.

ومن أهم النتائج و التوصيات لهذه الدراسة ان معظم الخدمات العامة التي تم استطلاعها في الاستبيان كانت عبارة عن خدمات يجب ان توفر ها الحكومة في الحكومة الالكترونية حيث انها تؤثر على رضا المواطنين بشكل مباشر مما يؤثر على قبولهم لوجود الحكومة الالكترونية. وتم تحليل قبول المواطنين لوجود الحكومة الالكترونية وتبين ان كل العوامل مؤثرة ولكن عامل البيئة الداعمة و عامل توقع اداء الحكومة الالكترونية اكثر العوامل المؤثرة على قبول المواطنين. ولمن المتابي مما يؤثر على قبولهم لوجود الحكومة الالكترونية. وتم تحليل قبول المواطنين لوجود الحكومة الالكترونية وتبين ان كل العوامل مؤثرة ولكن عامل البيئة الداعمة و عامل توقع اداء الحكومة الالكترونية اكثر العوامل المؤثرة على قبول المواطنين. ومن اهم التوصيات التي يمكن ان تخدم الحكومة في هذه المرحلة ان يتم تضمين جميع الخدمات ومن اهم التوصيات التي يمكن ان تخدم الحكومة في هذه المرحلة ان يتم تضمين جميع الخدمات التي تم تصنيفها على انها خدمات يجب ان تتوفر وخدمات خدمات بفضل تواجدها واعتبارها جزء لا يتجزأ من الحكومة الالكترونية لما ملكترونية ورضا المواطنين. واعتبارها جزء ومن اهم التوصيات التي يمكن ان تخدم الحكومة في هذه المرحلة ان يتم تضمين جميع الخدمات ومن اهم التوصيات التي يمكن ان تخدم الحكومة في دومات خدمات بفضل تواجدها واعتبارها جزء المن الم التي تم تصنيفها على انها خدمات يجب ان تتوفر وخدمات خدمات بفضل واحماء الحكومة أهمية التي تجزأ من الحكومة الالكترونية لما لها تأثير على رضا المواطنين. واعطاء الحكومة أهمية الليئة الداعمة التي يجب ان تتوفر لاستخدام الحكومة الالكترونية والتركيز على الما مراحية والتركيز على الماء الحكومة أهمية الليئة الداعمة التي يجب ان تتوفر الما حرام الحكومة الالكترونية والتركيز على الماء الحكومة أهمية الالكترونية لما لها من تأثير على من المواطنين.

الكلمات المفتاحيه:

الحكومية الالكترونية في فلسطين، احتياجات المواطنين في الحكومة الإلكترونية، قبول المواطنين للحكومة الالكترونية، UTAUT Model ، Kano Model، الخدمات العامة في فلسطين.