

Factors Affecting Citizens' Intent to Use Government Websites: With Reference to MBA Students in The University of Sri Jayewardenepura in Sri Lanka

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Abstract

Sri Lanka started its e-government initiative in 2005 under the 'e-Sri Lanka national development project'. The online portal offers A-Z government web indexes, 108 e-services for citizens, 51 e-services for businesses and 10 non-residence related e-services. Like in many other developing countries, the E-government initiative in Sri Lanka has faced a number of challenges since its inception. Sri Lanka ranked 74th on according to the E-Government index in 2014. Even though the government spent millions of dollars on this project, e-government adaption in Sri Lanka is low when compared to some countries in Asia. That is because of lack of current information on the sites, less user friendliness, less usefulness and less ease of use. The main objective of this study is to investigate significant factors affecting citizens' intent to use Government websites with reference to MBA students in the University of Sri Jayewardenepura, Sri Lanka. This research used an online survey as a form of data collection covering 8 variables. These data were used to analyze the effect on demographic variables and understand the relationship and causal relations among quantitative variables against the dependent variable. Findings show the rejection of variables "Trustworthiness", "Trust in Internet", "Facilitating Conditions" and "Computer self-efficacy" from the conceptual model and acceptance of "Trust in Government", "Perceived Usefulness" and "Perceived Ease of Use" from the model. Policy recommendations suggested enhancing the country's overall use of government websites.

Keywords: E-government, Sri Lanka, Government Websites, Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB)