



Measuring e-government service value with the E-GOVSQUAL-RISK model

Siriluck Rotchanakitumnuai

*Department of Management Information Systems, Thammasat University,
Bangkok, Thailand*

Abstract

Purpose – The purpose of this paper is to study the e-government service quality and risk perceptions of personal income taxpayers on e-government service value.

Design/methodology/approach – The study uses qualitative in-depth interview and content analysis to explore the determinants of e-government service quality and risk dimensions of e-government service value.

Findings – The findings suggest that perceived value of e-government service is e-government service quality, which consists of service design, web site design, technical support, and customer support quality. On the other hand, the three perceived risk concerns are performance, privacy, and financial audit risk.

Research limitations/implications – The study interviews the small samples of income taxpayers to develop the determinants of e-government service value, future studies should utilize a quantitative study to strengthen the results. Future researchers could also expand the results to other groups of taxpayers (e.g. corporate tax) to explore and compare factors that contribute to e-government service value.

Practical implications – The results can assist e-government service design not only to increase electronic service quality but also to reduce risk facets in order to enhance e-government service value and enlarge acceptance from income taxpayers. E-government service providers can use the research model to detect electronic service weaknesses and risks so that the appropriate resources can be allocated to improve the system more effectively.

Originality/value – This study outlines e-government service value in terms of e-government service quality and risk perspectives or the E-GOVSQUAL-RISK model which contributes to the different knowledge on e-government service.

Keywords Electronic commerce, Customer services quality, User studies

Paper type Research paper

Introduction

Electronic service via the internet channel has a great impact on changing business and government operations. Electronic service can assist in enhancing service to customers and reducing operation costs to the organizations. Unlike interpersonal operations, electronic service entails greater risks to online users. Such risks include security concerns, and distrust of electronic service providers (Rotchanakitumnuai and Speece, 2003). In quality management, one major factor that influences online users to adopt electronic service is the quality of the system. Many studies have developed

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