

Identifying and ranking affecting factors on adoption of electronic services in Mashhad Municipality by citizens

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Abstract

Electronic city services, play a great role in the promotion of qualitative and quantitative, accelerate and also facilitate the civil services. The aim of this research is identifying and ranking the factors that affecting the adoption of electronic services in Mashhad Municipality by citizens. Data have been collected through library method and the questionnaires have been used too. The findings of the statistical analysis of this study indicated that attitude, subjective norm, perceived behavioral control and trust of key factors influencing the intend of using the municipal electronic services.

Introduction

Modern cities are the new manifestation of life in the age of communication, and are the focal points of various services, socio-cultural interactions and economic transactions, as the city's sustainable development requires the use of modern information and communication technologies. By the increasing development of information and communication technology and its widespread use in urban communities and everyday life of citizens, urban services have undergone tremendous changes in terms of dimensions, strategic importance, and geographic focus. Given the focus of services in cities, as well as the expansion use of ICT and its widespread impact on various aspects of citizen's lives, today the use of modern methods and technologies for the provision of urban electronic services, in interactions between citizens and public and private organizations Service is considered as an effective and efficient solution in the field of urban services. Utilizing the capabilities of ICT in the field of activities and service areas of urban management institutions has also brought great

opportunities and benefits and Technology development in the form of e-municipality services and its development in the form of e-municipality services and its offering in the frame of Electronic City is a major step in the innovation and flourishing of the service activities of these organizations (Nezhad Javadipour, 2009:1). The necessity to avoid waste of resources in cities and perform the required services to citizens in the shortest possible time, It will only be possible by strengthening and empowering urban management based on ICT (Mardani, 2014:1). According to the many referrals of citizens to municipalities, it is clear that ICT has a significant role in the efficiency and creating of urban management. Therefore, in order to have all the aspects of health, architecture, green space, urbanism and ... based on appropriate model, we should use ICT in the true sense as a precise tool for urban management. Considering the importance of the acceptance of technology by citizens, this research has been conducted with the aim of identifying and ranking the affecting factors on the acceptance of municipal e-services from the perspective of the citizens.

Case Study

The statistical population of this research included citizens of Mashhad. The sample size was estimated 384 people and simple random sampling method was used.

Materials and Methods

In terms of purpose, this is an “applied” research and conducted in a “survey” method. Data collection tool were questionnaire which its validity were confirmed by experts. Cronbach's alpha was used to determine the reliability. T-test and Friedman test using SPSS21 software were used to confirm or reject hypotheses.

Questions

- What are the affecting factors on adoption of Mashhad Municipality's electronic services?
- How is the ranking of effective factors on adoption of Mashhad Municipality's electronic services?

Discussion and Results

According to result, it can be said that citizen's attitude, citizen's trust, subjective norma, Perceived behavioral controls are affecting factors on adoption Mashhad Municipality's electronic services. In addition to, Citizens' attitudes variable (with an average of 4.40), subjective norma of citizens (with an average of 3.84), perceived behavioral control (with an average of 3.55) and citizen's trust (with an average of 51.3) Ranked first to last. The value of the Chi-squared test by the significance level below 0.05 indicates the reliability of this test at 95% confidence level.

Conclusion

Based on the findings of this research, it can be concluded that attention to the internal control factors of behavior (individual characteristics such as skills, capabilities and individual abilities) and external control factors of behavior (the opportunities, resources and necessary facilities to do goal behavior), considering the effect of reference groups and individuals affecting users' mental norms, Has increased the predictive power of the behavioral intention variable. As a general result, it can be concluded that in examining the factors affecting the acceptance of electronic services, Based on the criteria of the study, the attitude variable has a better performance than Subjective norm, the perceived behavioral control and trust. According to the results of this study, IT and electronic Services custodians in the Mashhad municipality can do the necessary planning in the framework of the outcomes of this research and provide a platform for citizens to more active use of electronic Services of Mashhad municipality.

Key Words: Electronic City Services, electronic municipal, Technology Acceptance, Mashhad City