ISSN 2348-3156 (Print)
International Journal of Social Science and Humanities Research ISSN 2348-3164 (online)
Vol. 4, Issue 3, pp: (386-400), Month: July - September 2016, Available at: www.researchpublish.com

Key Factors Influence Adoption of E-government: Case of Cambodia

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Abstract: **The purpose of this paper is to investigate the key factors that positively effect on adoption of e-government in Cambodia. Study exams and the key factors that positively affect e-government adoption as the author constructs it in the research model. The primary and secondary data, the author uses both of them to complete the writing. Secondary data collects from journal articles, books, reports, conferences, and others. The primary data gathered up through the questionnaire with 1000 respondents from government officers, university officers, private organizations and citizens. The study found that the factors of research model (perceived usefulness, perceived ease of use, job relevance, relative advantage, and perceived trust) are supported. The research is significant for government policy makers to develop a better understanding of the users' need. This study suggests that government should enhance awareness of services, increase benefit of users and build up a confidential system. The study is one of few to investigate what effect users to adopt e-government in Cambodia.**

Keywords: **Trust, job relevance, e-government adoption.**

1. INTRODUCTION

In the last decade, e-government has been much mentioned by the researchers attend and find the effectiveness and use of it (Groznik & Trkman, 2009). In general, e-government is the use of via internet and computers of citizens, stakeholders, and other businesses connect with the government information. It is described as a system improved to gain accurate goals and benefits for stakeholders (Evans & Yen, 2006).

Most governments have improved e-government to better efficiency or transparency (Luna-Reyes & Gil-Garcia, 2011). According to Phu (2008) pointed that "Information and communication technology (ICT) is changing our way of life. It is also changing the way government works". Recently information societies by internet have developed as a vital network access to disseminate the products and services information (Alawneh, Al-Refai, & Batiha, 2013). E-government is a popular research finding the outcomes of e-government and the factors that affect the success of e-government adoption. The complicated degree of the e-government initiative is an importance that delivers a little understanding (Tsai, Choi, & Perry, 2009). According to Azad & Faraj (2009) suggests that the providing on the promise of e-government to transform of IT-enabled implementation that modification of service provision and processing is integrated into public sector operations.

In the context of Cambodia, As Cambodia is one of ASEAN members, Cambodia has effort to utilize information technology as a tool to achieve its role in the group and embarked on a main administration reform. The National ICT Development Authority (NiDA) is made in August 2000, Chaired by the Prime Minister as a proof the highest political will of the Cambodia in the latest technology adoption as facilitate in the effort of its administrative reform. The Government of Cambodia ratified the project of e-Government in 2001. The Cambodian national homepage (www.cambodia.gov.kh) is to deliver government information on the World Wide Web (WWW). Its goal is to strengthen national publicity and sightseeing resources to the outside world and to promote public information services reflecting Cambodian public point of view. Meanwhile, 27 governmental institutions and other ministries are linked by one online network, and 76 communes and seven districts of the Phnom Penh Municipality are linked by the Internet. NiDA has

provided ICT training courses to government officers, Phnom Penh municipality, and other schools. An electronic approval system (EAS), resident registration system, vehicle registration system, and real estate information system will be used to perform in the tasks of the government administration. The Government Administration Information System (GAIS) project with four examine core applications called, the Electronic Approval System, the Resident Registration, the Real Estate Registration and the Vehicle Registration, all of them are the main projects of the Cambodian Government (Phu, 2003).

The rest of the paper: Section 1 it will describe an introduction related to the topic such as prior studies and Cambodian e-government. Section 2, it will review of important research works within the literature review that describe the conception and definition of e-government and also previous research relating to models and theories and other factors that have positively impacted the adoption of e-government. Section 3, it will construct the model and hypothesis that we mix between the models, theories and other factors and then we will get the new model that fits the Cambodian situation. The research methodology and collection of data will discuss in section 4. Section 5, it will explain the result of data analysis from the model and hypotheses, and this section discusses the results of data analysis. The finding and discussion will explain in section 6. Finally, it is a conclusion.

2. LITERATURE REVIEW

2.1 Definition of e-government

The simple e-government definition is relevant to government provide services and information to public agencies, citizens, and businesses are using information communication technologies (ICTs) (Carter & Belanger, 2005; Edmiston, 2003; Sipior & Ward, 2005; West, 2004). Much definition of e-government is in the existing literature review. Most of it refers to concepts of government's information technology, especially application of web-based to develop the government to provide and access service businesses, other government agencies and its citizens (Alsaghier, Ford, Nguyen, & Hexel, 2009).

According to Lee & Kim (2007) stated "e-government is one of the primary keywords in information revolution". Evans & Yen (2006) pointed that "Information technology allows governments to service citizens in a more timely, effective, and cost-efficient method".

World Bank has defined trust is "the use by government agencies of information technologies (such as Wide Area Networks the Internet, and mobile computing) that have ability to transform relations with citizens, businesses, and other arms of government." (World Bank Group, 2007).

E-government adoption is to examine acceptance of information technology models and theories. Many researchers have adjusted, adopted and corroborated theories and models in order to predict and understand usage and acceptance of information technology. The researchers have studies from Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975); the Theory of Planned Behavior (TPB) (Ajzen, 1991); the Technology Acceptance Model (TAM) (Davis, 1989); the Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003); and the Diffusion of Innovation (DOI) (Rogers, 2003). Venkatesh et al., (2003) pointed, "Researchers are able to choose a suitable and ideal model and ignore the contributions from alternative models". These studies are delivered an easy way and use for users of acceptance and using e-government service.

2.2. Technology acceptance model (TAM)

TAM has been developed by Davis, et al., (1989), is a greater satisfaction for researchers who study about models to prophesy user acceptance of the innovation and technology. It has investigated through different studies by the researchers to accept technology and information system usage (Surendran, 2012). In the model of TAM, Davis (1989) has pointed that there are two factors (perceived usefulness and perceived ease of use) that influential beliefs the individual behavior to accept technology and information system. Davis has proposed perceived usefulness "the degree to which a person believes that using a particular system would enhance his or her job performance" and perceived ease of use "the degree to which a person believes that using a particular system would be free of physical and mental efforts". Bugembe (2010) found that "The goal of TAM is to predict information system acceptance and diagnose design problems before users have any significant experience with the system".

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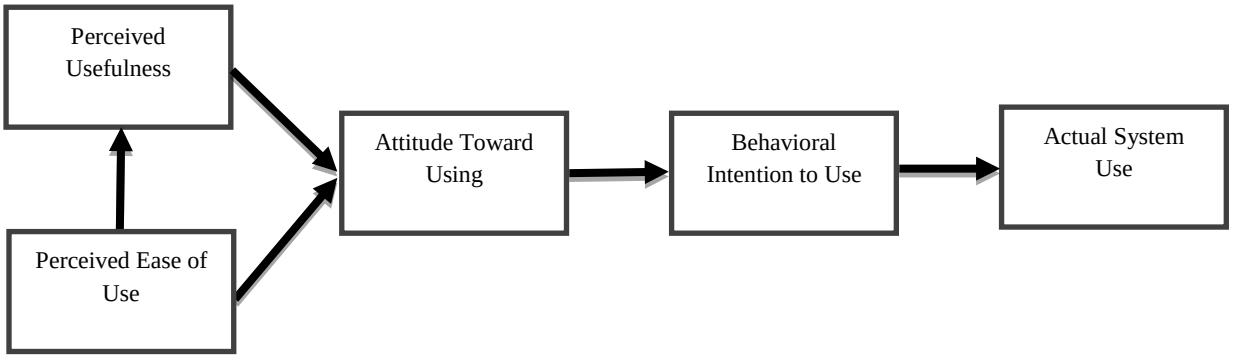

Fig.1 The Technology Acceptance Model (Davis, 1989)

2.3 Diffusion of Innovation (DOI)

Rogers (2003) pointed that "diffusion of innovations is a theory that to explain how, why and at what rate new ideas and technology extent through cultures". There are five characteristics of innovation have effected on adoption behavior: relative advantage, compatibility, complexity, trialability, and observability. A number of studies have considered adopting and using diffusion of innovation theory and its model related to political science, marketing, sociology, civics, public health, communications, economics, technology, and education (Meyer, 2004).

2.4 Perceived Trust (PT)

In the context of e-government, Alsaghier et al., (2009) proposed that "trust plays a vital role in helping citizens overcome perceived risks. Perceived trust makes citizens comfortable sharing personal information, make online government transaction, and acting on e-government advices". The antecedents to trust have used in the technology acceptance model. It has considered as the access to technology adoption (Abu-Shanab, 2014). Trust conception is a widespread sort of relationships and conjoining a subject's diversity (Gefen & Straub, 2000).

In general, perceived trust has positively effects citizens to use e-government adoption. Its conception related to expectations and risks (Bouckaert & Van de Walle, 2001). According to Warkentin et al. 2002; Belanger & Carter 2005 cited in Cabinakova et al., n.d. found that it has two measurements of the citizen's trust, trust of the government and trust of the internet, reach the e-government adoption and usage.

3. RESEARCH MODEL AND HYPOTHESIS

3.1 Technology Acceptance Model (TAM)

Davis et al., (1989) proposed that there are two variables, perceived usefulness (PU) and perceived ease of use (PEU), that impact user behavior toward behavioral intention. Davis et al., (1989) also found that "attitude did not fully mediate perceived usefulness and perceived ease of use. Based on these findings, therefore, a more parsimonious TAM was suggested which removed the attitude towards usage construct from the model" (Davis, 1989 cited in Sang, Lee, & Lee, 2009, p. 520).

Davis (1989) found that information system quality (ISQ) and information quality (IQ) has influential factors that affect the perceived ease of use of IT and perceived usefulness. Information system quality (ISQ) is an individual's apprehension about the information system quality, when she/he wants to look for the update information in the computer or internet (Kettinger & Lee, 1994; Heo & Han, 2003). Information quality (IQ) is the information quality of the e-government service will enable the people to research for the information and look at the news through online TVs and radios online (Carter & Belanger, 2005; Igaria et al., 1997).

H1. Perceived usefulness (PU) has positively influenced to adoption of e-government.

H2. Perceived ease of use (PEOU) has positively influenced to adoption of e-government.

3.2 Perceived Trust (PT)

Perceived trust is one of the key significant factors in the adoption of e-government (Belanger & Carter, 2008; Ebrahim & Irani, 2005; Warkentin et al., 2002), because when the users browse portal of government or administrative transactions

performance, they hope that the information provide by governmental portal is reliable, accurate, and timely. Perceived trust is defined as "an expectancy that the promise of an individual or group can be relied upon" (Rotter, 1971). This research showed that perceived trust is one of the factors positively impacts the adoption of e-government.

H3. Perceived trust has positively influenced to adoption of e-government.

3.3 Diffusion of innovation (DOI)

A number of researchers have found that relative advantage, compatibility and complexity are more significant than other factors related to intention to use e-government (Carter & Belanger; Agarwal & Prasad, 1998; Tornatzky & Klein, 1982), but only one factor, relative advantage, is important so that we construct it into the research model. According to Rogers (2003) defined that relative advantage is "the degree to which an innovation is perceived as better than the idea it supersedes".

H4. Relative Advantage (RA) has positively influenced to adoption of e-government.

3.4 Job Relevance (JR)

In the context of e-government adoption, job relevance has found to be important (Vathanophas, Krittayaphongphun, & Klomsiri, 2008). Venkatesh & Davis (2000) defined that job relevance is, "an individual's perception regarding the degree to which the target system is applicable to his or her job performance". Job relevance is an important key to attract the citizens' adoption of e-government through finding and searching a job.

H5. Job relevance (JR) has positively influenced to adoption of e-government.

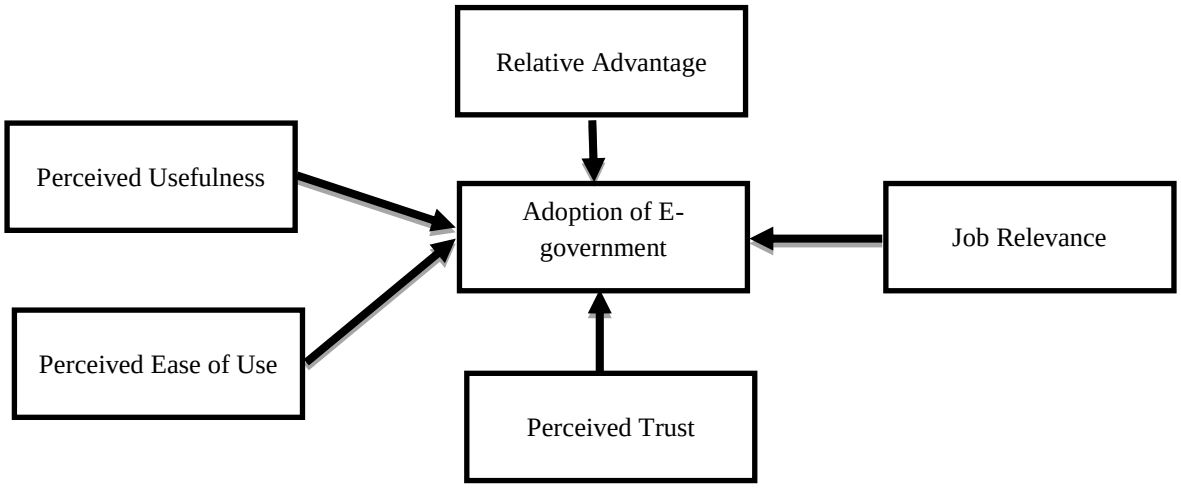

Fig.2 Research Model

4. RESEARCH METHODOLOGY

4.1 Sampling

Both of primary and secondary data conducted in this paper. The secondary data is collected from journal articles, reports, conferences, and others. The primary data collected from survey questionnaires with size of 1000 respondents who selected deliberately by 100 respondents from Parliaments, 350 respondents from Ministries, 150 respondents (students and lectures) from Universities, and 400 respondents from citizens who are satisfy using technology via computer and internet. The questionnaires divided into three parts; first part of the questionnaire describes personal information such as gender, age, monthly income, education background and place of use internet. The second part of it will try to get information related to the factors that influent to users' adoption of e-government. In this section, the research study is to understand the respondents' opinion related to the topic. Last part of the questionnaire, will ask some questions related to topic that the respondents could express their ideas good or bad. The respondents requested to file the questionnaire duration of 10-15 minutes. The questionnaires will be conducted from 2015 October 9 to 2016 January 8.

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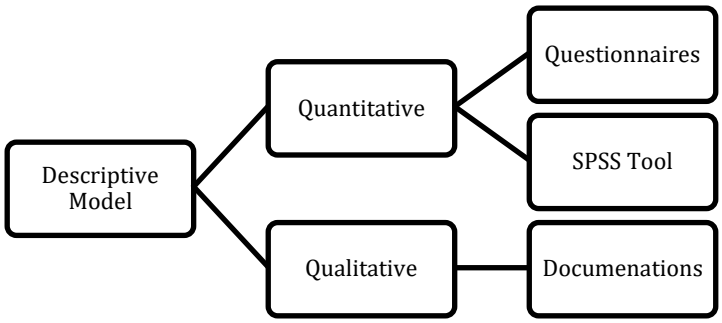

Fig. 3 sampling of research methodology

4.2 Development of Instrument

The items construct in the research model were adapted from previous studies (Carter and Belanger, 2005; Davis, 1989; Eachus, 1996; Gefen and Straub, 2000; McKnight et al., 2002; Pavlou, 2003; Van Slyke et al., 2004). Previous studies from David (1989); Carter and Belanger (2005) dimension of intention to use e-government, perceived usefulness and perceived ease of use were adjusted. Perceived trust was adjusted from the study of Carter and Belanger (2005) and Van Slyke et al., (2004). Job relevant was adjusted from the study of Venkatesh and Davis (2000). Relative advantage was adjusted from the study of Carter and Belanger (2005). A list of items is delivered in Appendix. The items were rated on a seven point Likert scales ranging from one (strongly agree) to seven (strongly disagree).

5. RESEARCH RESULT AND DISCUSSION

This section is the significant part of this research to showcase result from the empirical finding. It is of absolute important step to analyze and interpret data for proving research significant. This part mainly focuses on primary data collected from questionnaire distributed to respondents who has experienced in electric government in Cambodia.

Table. 5.1 Frequency

Modules	Strongly disagree	Disagree	Undecided	Agree	Strongly Agree
Perceived Usefulness	Frequency				
1. Using e-government will improve the performance in the workplace	17	45	21	366	351
2. Using e-government will increase the productivities	12	76	51	391	314
3. Using e-government will improve the effectiveness and efficiency in the workplace	45	61	10	300	384
Perceived Ease of Use					
1. E-government system is easy way to do what I want to do	25	82	3	303	387
2. E-government system is easy way to use	9	27	11	341	412
3. Interaction with e-government will be precise and accurate	2	16	14	410	358
4. It is easy to use e-government system on the internet	3	30	13	347	407
Perceived Trust					

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1. In my idea, e-government system can be trust and confident	5	48	3	377	367
2. Seats E-government system must be assured that personal data will not be abused	10	139	4	318	329
3. E-government system must be assured that there is protection cyber information theft	11	93	11	315	370
Relative Advantage					
1. Using E-government system will promote my efficiency in collecting true and clear information	1	16	3	325	455
2. Using E-government system will make it easy to interact with government agency	22	13	4	315	446
3. Using E-government system will enhancing efficiency in interacting with government agency	7	30	13	367	383
Compatibility					
1. E-government services are appropriate for my information needs	1	35	3	370	391
2. Using e-government system would fit into my lifestyle	5	25	5	353	412
3. E-government services fit well with the way that I want to collect information	32	0	20	325	423
Job Relevant					
1. Using e-government will be necessary in the workplace	24	62	4	412	298
2. Using e-government will be relevant on my job in the workplace	11	48	1	407	33
3. E-government service facilitate to my daily job	30	7	8	367	388

5.1 Demography

Gender: From demography profile, the sample predominantly consisted of male, 61.6%, while females are 38.4%. As mentioned earlier, this study conducted at Cambodia Senate where pa can be waiting to take bus or leaving the bus. Here we could understand that most public bus passengers are males rather than female.

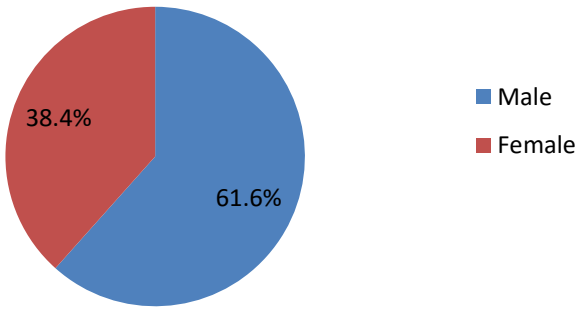

Fig. 4 Gender

Age: The below figure indicates that respondents are predominantly at the age between 26-45 years old with 53%, 41% for those whose age is under 25, 5% of age between 46-55 and 1% for people whose age is above 55. According to this

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result, we can assume that people who current use e-government are those at the age under 25 and age between 26-45 years old (53% + 41%). This group prefers to use electric government than those whose age more than 46 years old.

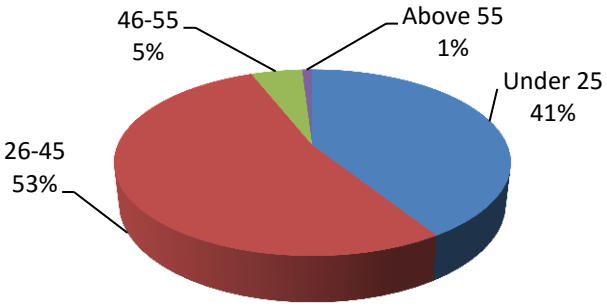

Fig. 5 Age

Occupation: This study surveyed 800 people that among them 28% are students, 24% are professors, 30% are officers, and 18% are private's owner. From the occupation result, we could see that student, professor and officer are more conversant in using electric government service than other group of citizen.

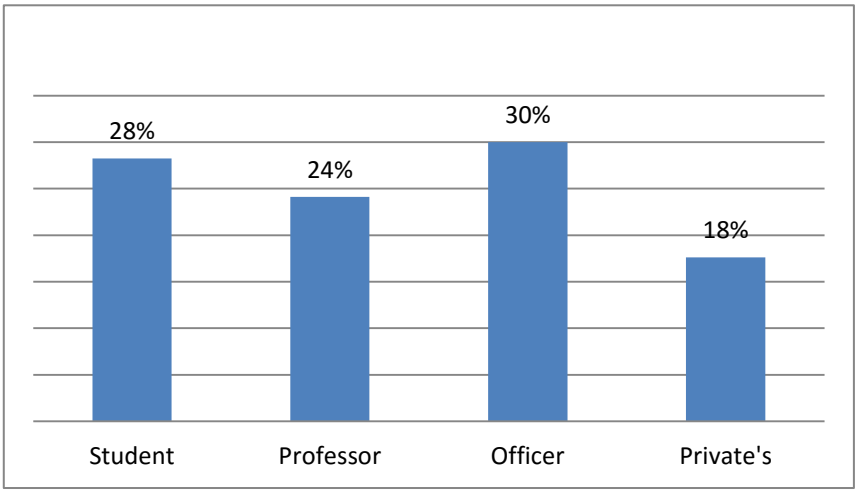

Fig. 6 Occupation

Monthly Income: this variable is very important and sensitive demographic profile. The below figure shows that 15.5% of citizens have less than 100 USD , 22.1% of citizens have monthly income between 100-300 USD, 39.4% of citizens have monthly income between 300-500 USD and 23.0% of citizens have income above 500 USD.

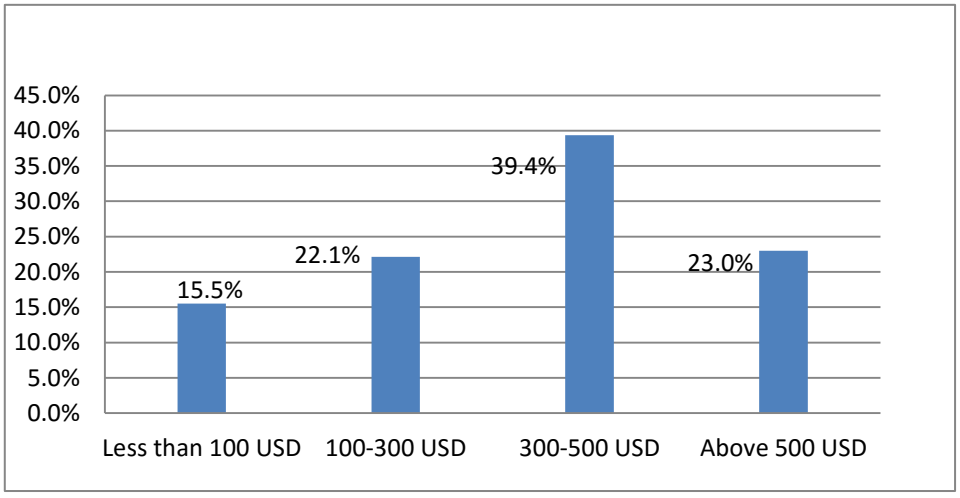

Fig. 7 Income

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International Journal of Social Science and Humanities Research ISSN 2348-3164 (online)
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Experience using Internet: From the research and analyze demonstrate that 64.5% of citizens has used Internet more than 6 years, following by 22.1% has used Internet between 4-6 years, while 8.4% has used Internet between 1-3 years and 5.0% has used Internet less than 1 year.

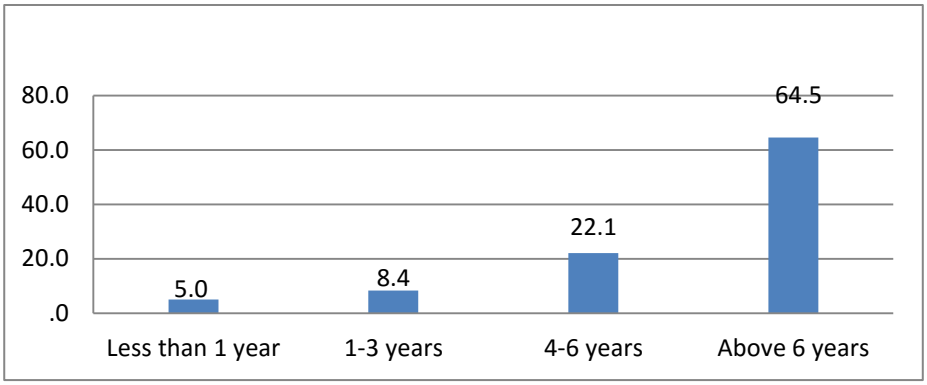

Fig. 8 Experience in using internet

Education: the research demonstrate that 57% of citizens are bachelor of education, following by 26% are master of education, while 11% are phd of education and 6% are diploma of education. Thus, the result is important because most citizens have high education to use and adopt electric government service in Cambodia

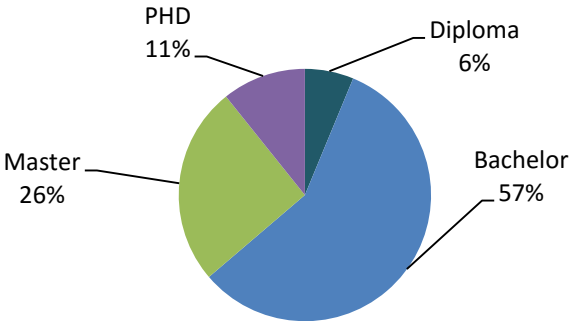

Fig. 9 Education of respondents

5.2 Factor Analysis

This section is to discuss the discussion of the sixteen questions that presented in the second part of the questionnaire. These questions are the five mains factors including perceived usefulness, perceived ease of use, perceived trust, job relevant and relative advantage which are considered as independent variables while the dependent variable is Adoption of e-government (AOE) will be discussed as well to assess the overall adoption from citizens in using electric government in Cambodia.

Table 5.2: Frequency and Means Score of Factors

Perceived Usefulness (%)	**1**	**2**	**3**	**4**	**5**	**Mean**
1. Using e-government will improve the performance in the workplace	2.1	5.6	2.6	45.8	43.9	4.24
2. Using e-government will increase the productivities	1.5	9.5	0.9	48.9	39.3	4.15
3. Using e-government will improve the effectiveness and efficiency in the workplace	5.6	7.6	1.3	37.5	48.0	4.15

Perceived Ease of Use (%)						
1. E-government system is easy way to do what I want to do	3.1	10.3	4.0	37.9	48.4	4.18
2. E-government system is easy way to use	1.1	3.4	.1	43.9	51.5	4.41
3. Interaction with e-government will be precise and accurate	.3	2.0	0.1	52.9	44.8	4.40
4. It is easy to use e-government system on the internet	.4	5.4	.3	50.9	43.4	4.32
Perceived Trust (%)						
1. In my idea, e-government system can be trust and confident	.6	6.0	.4	47.1	45.9	4.32
2. E-government system must be assured that personal data will not be abused	1.3	17.4	.5	39.8	41.1	4.02
3. E-government system must be assured that there is protection cyber information theft	.1	14.1	.1	46.3	39.4	4.11
Relative Advantage (%)						
1. Using E-government system will promote my efficiency in collecting true and clear information	.1	2.0	.4	40.6	56.6	4.52
2. Using E-government system will make it easy to interact with government agency	0.0	1.6	.5	40.9	57.0	4.53
3. Using E-government system will enhancing efficiency in interacting with government agency	.4	4.3	.4	49.1	45.9	4.36
Job Relevant (%)						
1. Using e-government will be necessary in the workplace	3.00	7.80	0.5	51.5	37.3	4.12
2. Using e-government will be relevant on my job in the workplace	1.4	6.0	0.1	50.9	41.6	4.25
3. E-government service facilitate to my daily job	4.8	11.8	0.1	46.8	36.6	3.99
Adoption of E-government (%)						
1. I have intention to use e-government for my job in the future.	5.8	8.1	3.9	40.4	41.9	4.05
2. I'm assuming I will use e-government system.	4.1	7.8	3.1	50.0	35.0	4.04
3. The number of users using e-government will be increased	6.6	9.4	5.6	47.6	30.8	3.87
4. The Users using e-government will get more benefits for their job and life.	6.5	9.5	1.1	46.5	36.4	3.97
5. E-government will facilitate to access information quickly and timely.	4.8	11.8	.1	46.8	36.6	3.99

5.3 Reliability analysis

The research instrument is to test to find out if the research analyze is reliable before presenting the discussion and findings. Below table demonstrates the reliability of this research.

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International Journal of Social Science and Humanities Research ISSN 2348-3164 (online)
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Cronbach's coefficient alpha values is chosen to examine the internal consistency of the measure (hinton et al.,2004; and Field, 2005), has suggested four points of different reliability: excellent reliability (0.90 and above), high reliability (0.70-0.90), high moderate reliability (0.50-0.70) and low reliability (0.50 and below).

Table 5.3 Total reliability statistics

Reliability Statistics of Five factors

Construct	No of Items	Cronbach's Alpha	Type
Perceived Usefulness (PU)	3	0.911	Excellent Reliability
Perceived Ease of Use (PEOU)	4	0.894	High Reliability
Perceived Trust (PT)	3	0.917	Excellent Reliability
Job Relevant (JR)	3	0.882	High Reliability
Relative Advantage (RA)	3	0.875	High Reliability
N = 800			

From the result of the table 5.2 shows that all factors affect electric government adoption in Cambodia is surely reliable based on the cronbach's alpha. The reliability are, perceived usefulness is (0.911 or 91.1%) reliability, perceived ease of use is (0.894 or 89.4%) reliability, perceived trust is (0.917) or (91.7%) reliability, job relevant is (0.882 or 88.2%) reliability and relative advantage is 0.875 or 87.5 reliability. Thus, cronbach's result of perceived usefulness and perceived trust have excellent reliability with cronbach's score more than (0.90 or 90%).

5.4 Comparative analysis of Factors

This section is all about comparing between the five factors by taking each average mean score as basis of comparison. By doing this, we could see which factor has the strongest argument from respondents.

Table 5.4: Descriptive Statistics among factors

	Mean	Std. Deviation	N
PU	4.1783	.56222	800
PEOU	4.3269	.42805	800
PT	4.1479	.55556	800
JR	4.1881	.64600	800
RA	4.4707	.38282	800
AOE	3.9910	.51766	800

Factor comparison reflects the mean scores, standard deviations, and reliability scores in Table5.3. The result indicated the factors affect electric government adoption in Cambodia. Overall adoption of e-government which is the dependent variable, measured on a 5-point scale, received a mean score of 3.9910 (std = . 517), suggesting citizen has adopted in electric government in general. Moreover, all the other five factors, perceived usefulness (PU), perceived ease of use (PEOU), perceived trust (PT) , job relevant (JR) and relative advantage receive means score of 4.178 (std=.562), 4.326(std= .428), 4.147 (std= .555), 4.188 (std= .646) and 4.470 (std=.382) respectively. This result shows the average score of adoption e-government is closely related with the average score of the five factors, so the citizens highly intend to use electric government in Cambodia.

5.5 Pearson's correlation

Pearson's correlation is used to estimate the relationship between two variables to see if one variable has an association with other variable. By studying this correlation, we could comprehend more obviously on relationship between two variables. This part will first analyze the relation between two demographic factors, namely, age and education, with each of the five factors. Then, correlation between each of the five factors with adoption of e-government (AOE) will also be analyzed to study how much is the correlation between them. Usually running an SPSS correlation analysis will show R in range from -1 to +1. R from R in between 0 and -1 suggest a negative correlation of the two variables while otherwise is a positive correlation.

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Table 5.5: correlation of e-government adoption with factors

Factors	PU	PEOU	PT	JR	RA	AOE
PU	1					
PEOU	.630**	1				
PT	.638**	.569**	1			
JR	.656**	.748**	.594**	1		
RA	.649**	.819**	.617**	.938**	1	
AOE	.664**	.678**	.571**	.742**	.744**	1

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

5.6 Regression Result

The section used regression analysis to test proposed hypotheses in which the result of adoption of e-government was presented in table 5.7. The result indicated that 79.7% (R square =.792) of variance of e-government adoption is explained by the five predictors (see table 5.5), suggesting good predictors. H1: Perceived Usefulness (PU) has positive affect Adoption of E-government. The result showed that the Perceived Usefulness positively affects e-government adoption(β=.161, p=.000). Thus, H1 is accepted. H2: Perceived Ease of Use e-government (PEOU) has positive affect adoption of e-government. The result showed that Perceived Ease of use positively and significantly impact on electric government adoption (β=.106, p=.000), thus H2 is accepted. H3: Perceived Trust (PT) has positive affect Adoption of E-government. The result indicated that perceived trust positively and significantly impact on electric government adoption (β=.156, p=.000), thus H3 is also accepted. H4: Job Relevant (JR) has positive affect adoption of e-government. The result indicated that the predictor positively and significantly effects on e-government adoption (β=.221, p=.000), thus H4 is accepted. H5: Relative Advantage (RA) has positive affect Adoption of E-government. The result indicated that Relative Advantage positively and significantly impact on electric government adoption (β=.115, p=.013), thus H5 is accepted.

Table 5.6: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792[a]	.628	.626	.06321

a. Predictors: (Constant), RA, PT, PU, PEOU, JR

Table 5.7 Coefficient

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.592	.093		17.169	.000
	PU	.161	.022	.238	7.385	.000
	PEOU	.106	.029	.143	3.638	.000
	PT	.156	.025	.067	2.237	.000
	JR	.221	.049	.293	4.550	.000
	RA	.115	.053	.158	2.147	.032

a. Predictors: (Constant), RA, PT, PU, PEOU, JR

b. Dependent Variable: AOE

5.7 Discussion

Among the five factors, the study found citizens who adopt in e-government in Cambodia is positively effective with the factors. From H1 (perceived usefulness) is supported. This demonstrates that increasing perceived usefulness has

positively influenced to adoption of e-government so that citizens consider the using e-government will improve the performance in workplace and will increase the productivities with the effectiveness and efficiency in the workplace as well. From H2 (perceived ease of use) is supported. This indicates, citizens consider e-government system is easy way to do whatever they want, e-government system is easy to use, interaction with e-government will be precise and accurate and citizens also consider the g-government system is easy to use through the Internet. From H3 (perceived trust) is supported. The result show that citizens believe on e-government adoption which includes e-government system can be trust and confident, e-government system must be assured that personal data will not be abused, and e-government system must be assured that there is protection cyber information theft. These ideas indicate perceived trust has positively influenced toward e-government adoption in Cambodia. From H4 (job relevant) is support. It demonstrates that citizens in Cambodia believe e-government will be relevant and necessary with their job in workplace and it also facilitates to their daily job. H5 (relative advantage) is supported. This hypothesis has positive affect adoption of e-government in Cambodia because people consider that using e-government system will promote my efficiency in collecting true and clear information, using e-government system will make it easy to interact with government agency, using e-government system will enhancing efficiency in interacting with government agency. These results indicate that higher levels of perceived relative advantage are positively associated with increasing adoption of e-government system in Cambodia.

Analyzing into each factors revealed in more detail of the strength attributes under each dimensions. According to the above table of perceived usefulness factor, all sub-factors related with usefulness has positively influenced with each other and gained mostly agree and strongly agree level. For driving perceived ease of use factor, most sub-factors received strongly agree and agree level; suggesting all statements are true which make citizens adopt in e-government services. For perceived trust factors, all of sub-sectors had also received strongly agree and agree which indicated all the statements suggested are acceptable for citizens. For job relevant factor, respondents also felt satisfied with as seen through the high degree of strongly agree and agree on all sub-factors. For relative advantage with all sub-factors gained mostly agree and strongly agree which indicate relative advantage has positive influenced on adoption of e-government. From this illustration and the hypothesis analysis, all the five factors, consisting of perceive usefulness, perceive ease of use, perceived trust, job relevant and relative advantage have a positive influence on adoption of e-government.

The analysis of the correlation between the five proposed factors also found that these five factors had positive correlation with adoption of e-government, suggesting that the increase of these five factors would influence positively on e-government adoption in Cambodia.

6. CONCLUSION

This research study had strongly focused citizen's adoption of e-government in Cambodia.800 respondents were accounted for this study analysis as they were asked to fill the questionnaire that contained testing dimensions from the Cambodians. These factors were taken and considered as relevant to Cambodian context based on literature review and research experience with the adoption of e-government in Cambodia. Then, fives hypotheses were constructed in according to these factors to see the citizens' intention on e-government adoption.

The main purpose of this study refers to developing the understanding and significance of the factors affected e-government adoption. There are five variables in constructs the research model such as perceived usefulness, perceived ease of use, job relevance, relative advantage and perceived trust that are positive affect to adoption of e-government. The results showed that these factors have affected users' adoption of e-government in Cambodia. Moreover, users are easy to understand and more beneficial of information provided by government.

This study explores to offer greater services and understanding of information technology acceptance of the users through government. Practice and implementation of government are the way to develop a better information technology. Information technology is providing a better way in all aspects and changing the way of life. It also can build more facilitation to accomplishment our works.

From the finding of this study, it is demonstrated that proposed factors has both positive association and insignificant relationship with adoption of e-government in Cambodia. The result shows that the citizens have accepted and agreed that e-government providing perceived usefulness, perceived ease of use, perceived trust, job relevant and relative advantage for them. Among all the positive associations that were found with adoption of e-government, all factors was reported as the most Influential factors that affect Cambodians to adopt in e-government. Furthermore, based on correlation of the

five dimensions and the e-government adoption variable, all proposed five factors are positively correlated with e-government adoption. As a result, we could comprehend that the higher perceived usefulness, perceived ease of use, perceived trust, job relevant and relative advantage, the higher adoption of e-government is.

From Pearson correlation explained about correlation between two variables while regression analysis will tell whether the five proposed dimensions should be influential factors toward e-government adoption in Cambodia. After analyzing the five hypotheses, researcher confidently concluded that all proposed five effected factors have significant impact on adoption of e-government. Thus, policy makers can adopt and adjust these five factors into their consideration in order to encourage and attract more and more citizens to use e-government for millennium term.

7. ACKNOWLEDGEMENT

This thesis was made possible by many sincere supporters and advisers. I would like to show my honor gratitude to respectful people who have contributed their precious time and shared their remarkable ideas and academic experience to me because without the support from all of them, I would not finish this thesis. Therefore, this is a good opportunity for me to express my greatest respect and gratitude to the following people.

Firstly, I would like to express my gratitude respect to my relatives, my parents, brother and sister for raising me up to this point, and supporting me. They always encourage and help me in any situations that I have met. I am also grateful to their efforts and financial support.

Secondly, I really thank to the Chinese Government that provides opportunity and supporting me to study in Huazhong University of Science and Technology (HUST) which is one of the best universities in China.

Thirdly, I would like to express my honor respect to my research advisor, **Pro. Xu Xioalin**, **Pro. Huang Dong**, who guides, invaluable suggestions, shares his knowledge and experience, and constant feedback help me in working this thesis. Especially, he has been continuous supports, patience, motivation, enthusiasm, and immense knowledge for this research, thus this thesis research goes well.

Finally, I thank to all the cooperation members and professors in college of public administration (HUST) who provided useful comments, encouraged, motivated, shared experience and resources during my taking courses at university.

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