ABSTRACT

Government sector nowadays is trying to expand the use of Information and Communication Technology (ICT) to provide the services to citizen. Personalization is part of evolution of ICT in delivering the relevant information tailored to citizen’s needs and preferences. Personalization has been widely implemented in the private sector, but recently still gains the new concept in the government sector. Understand the needs of citizens are very important to improve the citizen satisfaction and result to repetitive visit. Based on the findings from another researcher, personalization is positively related to service quality. There are various personalization models have been reviewed by researcher, but an appropriate personalization models are selected based on the services provided by government. Beside that, the implementation of personalization in the private sector and oversea public sector need to be studied for personalization model benchmarking. To meet the best result from this project, Majlis Perbandaran Johor Baru Tengah (MPJBT) is researcher’s selected case study in order to achieve the objective of this project. Hopefully the result of this project will give a beneficial contribution for information delivery to its citizen.
ABSTRAK

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CHAPTER 1

PROJECT OVERVIEW

1.1 Introduction

Organizational spending on IS/IT is continuously expanding. Government is one of the organizations that has impact of the advancement of Information and Communication Technology (ICT) for the public administration. There are many developing and developed countries including Malaysia are implementing e-government. The implementation of e-government started since the initiation of Multimedia Super Corridor (MSC) in 1996 by the Malaysian government. Like most of another private sector that increasingly utilizing ICT for their business model, now public sector such as e-government agencies also begin to utilize the use of ICT for communicating with their citizen and its business partner in effective and efficient manner. Another main target of E-government initiative is to increase the awareness of citizen that associated with the existing services provided and local issues that hopefully will increase the willing of citizen in supporting the government vision and mission.
Government has a good potential to enhance services to its citizens by utilizing the internet and the evident now is obvious than ever before. E-government technology is created to make government more efficient, responsive, transparent and legitimate. Information of services holds the critical role in increasing citizen awareness, but now government is facing the information delivery problem to citizen especially if the existing information of service is overwhelming. When the existing information in the website is overwhelming and it indicates that users are facing the information overload.

Personalization aims to deliver the information based on the citizen’s needs and interests, improves the communication, and hence results to the citizen satisfaction and repetitive visit. Personalization of e-government services is resulted from the innovation and evolution of the intentions-based approach where a basic form of segmentation was used. Beside that, personalization even can predict the behavior of citizen hence easily influence citizen behavior.

Unfortunately, lack attention to further study regarding personalization approach in the government sector can inhibit the evolution of ICT in the government sector, while it is rapidly growing in the private sector for further study. The more advanced of Information personalization models and approaches have been further researched in the private sector for years, but recently it has only researched in the public sector as the concept for personalization. So in this study, researcher will propose the most appropriate technique that will be applied in the personalization website focusing on the G2C (Government to Citizen) and electronic service.
1.2 Background of the Problem

Governments today are measured by citizen satisfaction. Government now is facing two critical problems: effective and efficient information service delivery to citizen and low cost budget in generating service operational. Beside that, citizens now expect more personalized service because they need a less effort in finding the information based on the service they are really need in.

Citizens are often overwhelmed by the information overload before they try to find out the information that satisfies their needs. And personalization approach has emerged as an important segment by reducing information overload and customizing information access. Most government web sites only have and provide good graphic interface design, but they provide no method for citizens for relevant service information, and interact with the government agencies. A perfect example is the Immigration Department’s website www.imi.gov.my which has been frequently criticized for being outdated and unfriendly.

Beside that, most of the E-Government websites are not in bi-lingual. Language is also considered an issue in personalization website. Some government agencies should be given a pat on the back for providing information in both English and Melayu, while the targets of the Immigration Department’s website are not only for those Malaysian citizens but also the foreigners who intend to find out the information related to their permit to enter Malaysia. By the language problem provided to customers, it will not give any benefit for foreigners who don’t understand the language. It was also discovered that the last update for Malaysia E-Government was done the year before which it makes this website pretty redundant.
For years e-commerce website applies personalization concept in their business model to increase citizen satisfaction and repetitive visits, but still recently gain attention in e-government sector for their service. Without personalization technique, so government will find the difficulty in building the citizen satisfaction, user behavior can not be predicted and consequently difficult to build long lasting relationship with their citizens. Government can reach their vision and mission by engaging their citizen to support their government. One of the evident supports is by conducting the service provided by their government.

But how could a government engage the citizen to support their government’s vision and mission while the citizens are always miss of the information regarding the related service. Beside that, they are also faced with the overwhelming information regarding the related service and it can result to the reluctance of citizen to conduct the service provided. There is no other choice but delivering them with the related information and needs so that the service quality can be improved hence citizen satisfaction is established.

1.3 Statement of the problem

This research is conducted as an attempt to find the answers to some problems, relating to:

i. Does the information provided in Malaysia e-government website has satisfied the Malaysia citizens?
ii. How the services given by Government meet the customer needs?

iii. What are the suggestions for the improvement that can benefit for Malaysia Government?

This research attempts to provide the answers for these questions. Researcher intends to use a relevant research methodology to analyze the data that will be gathered for studying purpose, afterward researcher will come up with the proposed models and features for the improvement of information service delivery to citizen. These proposed models and features will enhance the management performance of each service areas.

1.4 Project objectives

The objectives of this project work are:

i. To analyze the current implementation of E-Government website, its strength and limitation of how to provide the information services to citizen.

ii. Identify the requirements needed to personalize the services.

iii. To propose the best personalization models based on the services provided in Malaysia government.

iv. To propose updated features for E-Government portal with personalization strategies as the gate between government and citizens.
1.5  Scope of the Project

The study will focus on a Government environment in Malaysia. The researcher chooses Malaysia government and MPJBT as the government agency, because the implementation of CRM and personalization for government would bring benefits to the public administration and Malaysian in several ways. With reference to the problem statement and objectives of this project, completion of this project will cover five main scopes as highlighted below

i. The subject domain is restricted to the Malaysia Government as the service provider.
ii. The customer as the service consumer is the citizens
iii. The system applies the category of G2C (government to citizen)
iv. Personalization focuses on the services provided by government.

1.6  Project Importance

Personalization in e-government requires a long-term commitment from both agency and citizen side, because according to van der Geest et al. (2005), there are three different types of objectives of Personalization.

i. Effective and efficient way in communication between government and citizen
ii. Predict citizen behavior.
iii. Influence citizen’s willingness for applying service and increase citizen service awareness

According to the objective of the personalization stated above, the effectiveness and efficiency of communication between government and its citizen are very valuable, because the overwhelming information in e-government website can result to the unusefull information for those who do not need it, thereby information personalization will provide the more relevant information according to the citizen’s needs so that it can result to the ability of government to predict the behavior of its citizen. Beside that, by applying personalization, it is able to influence the users in order to make them demonstrate desired behavior. In this case, for public organizations whose task is to enforce the law, personalization could be a means to increase citizens' compliance to the law.

1.7 Conclusion

Government agencies are the organization that gives the service for large number of citizens, e-government agencies face problems in creating, improving and maintaining good relationships with its citizen. As the organization that deals with citizen, the success of the government is measured by the citizen’s satisfaction. Government still finds the difficulty in information delivery to its citizen because still there is no appropriate approach for the information delivery. Information personalization is the most appropriate approach for delivering the information to citizen and the most personalization model will be proposed in the next section of this study.