

UNIVERSITY OF TAMPERE

School of Management

ENHANCE THE TRUST OF CITIZEN ON GOVERNMENT
BY APPLYING ELECTRONIC GOVERNMENT SERVICES

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ABSTRACT

There is the trend that trust of citizens in the government declined from over the world because of many of reasons. It requires many efforts from government to rebuild the confidence of the people in the government system.

The topic of this thesis relates to enhancing the trust of the citizen on government by applying electronic government services. This thesis employs qualitative and quantitative methods to conduct the research. When we finish this study, we revealed that the e-service quality, public administration and attitude of citizens towards e-government affect the trust of people in the government system of Ho Chi Minh City. Based on the findings of this research, policy makers, public sector managers can concentrate on the improvement of e-service quality, civil service and the attitude towards e-government to enhance the trust of citizens in government.

Shortly, other researchers, managers in the public sector in Ho Chi Minh City can do further research on this topic. It would be very meaningful to rebuild, to gain the trust of the public in government.

To my parents, my wife Nguyen Na Na and my daughter Nguyen Dong Phuong,
the source of my strength and inspiration.

DEDICATION

This MPA thesis is dedicated to my father, Mr. Nguyen Thanh Xem and my mother, Mrs. Nguyen Thi Khanh, whose unending love and supports have motivated me to try my best to do my Master of Public Administration. They sacrificed everything to help their children to achieve happiness, knowledge and success.

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TABLE OF CONTENTS

ABSTRACT.....	i
DEDICATION.....	iii
ACKNOWLEDGMENTS	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES	viii
LIST OF FIGURES	x
ABBREVIATIONS	xi
CHAPTER 1. INTRODUCTION	1
1.1. Research background	1
1.1.1. E-government practices in Vietnam.....	2
1.1.2 E-government practices in district 1, Ho Chi Minh City, Viet Nam	3
1.2. Problem statement.....	9
1.3. Research Objectives	9
1.4. Structure of the thesis.....	11
CHAPTER 2. LITERATURE REVIEW	12
2.1. Literature review	12
2.1.1. Trust in the Public Administration.....	12
2.1.2. E-Service Quality	14
2.1.3. Public Administration Communication	15
2.1.4. Attitude Towards E-government.....	16

2.2. Hypothesis Development	17
H1: Public e-service quality has a positive influence on trust in the public administration	17
H2: Public administration communication has a positive influence on trust in the public administration.....	17
H3: A positive attitude toward e-government has a positive influence on trust in the public administration.....	18
2.3. Research model:	18
CHAPTER 3. RESEARCH METHODOLOGY	20
3.1. Research Procedure	21
3.2. Measurement scales	23
3.3. Sample and Data Collection process	25
3.4. Data analysis methods.....	26
CHAPTER 4. RESEARCH RESULTS	28
4.1. Descriptive analysis	28
4.1.1. Sample description.....	28
4.1.2. Descriptive analysis	31
4.2. Reliability analysis	38
4.3. Exploratory Factor Analysis (EFA)	41
4.3.1. EFA for Independent variables	41
4.3.2. EFA for Dependent variable	45
4.4. Correlation analysis.....	46
4.5. Regression analysis	48
4.5.1 Single regression	48
4.5.2. Multiple regression	52

CHAPTER 5. CONCLUSION.....	54
5.1. Conclusions.....	54
5.2. Implications.....	55
5.3. Limitations	57
5.4. Recommendations.....	57
REFERENCES.....	63
APPENDICES	67
QUESTIONNAIRE (English Version).....	67
QUESTIONNAIRE (Vietnamese Version)	71

LIST OF TABLES

TABLE 1: THE MEASUREMENT SCALES	23
TABLE 2. DESCRIPTION OF CUSTOMER’S EVALUATION FOR EFFICIENCY OF E-SERVICE QUALITY	31
TABLE 3. DESCRIPTION OF CUSTOMER’S EVALUATION FOR PRIVACY OF E-SERVICE QUALITY	32
TABLE 4. DESCRIPTION OF CUSTOMER’S EVALUATION FOR FULFILLMENT OF E-SERVICE QUALITY	33
TABLE 5. DESCRIPTION OF CUSTOMER’S EVALUATION FOR SYSTEM AVAILABILITY OF E-SERVICE QUALITY.....	34
TABLE 6. DESCRIPTION OF CUSTOMER’S EVALUATION FOR PUBLIC ADMINISTRATION COMMUNICATION	35
TABLE 7. DESCRIPTION OF CUSTOMER’S EVALUATION FOR ATTITUDE TOWARD E-GOVERNMENT.....	36
TABLE 8. DESCRIPTION OF CUSTOMER’S EVALUATION FOR TRUST IN THE PUBLIC ADMINISTRATION...	37
TABLE 9. SUMMARY OF VARIABLES’ RELIABILITY STATISTIC	38
TABLE 10. RELIABILITY ANALYSIS: ITEM-TOTAL STATISTICS.....	39
TABLE 11. KMO AND BARTLETT'S TEST OF E-SERVICE QUALITY	41
TABLE 12. ROTATED COMPONENT MATRIX ^A OF E-SERVICE QUALITY	42
TABLE 13. KMO AND BARTLETT'S TEST OF PUBLIC ADMINISTRATION COMMUNICATION AND ATTITUDE TOWARD E-GOVERNMENT	43
TABLE 14. ROTATED COMPONENT MATRIX ^A OF PUBLIC ADMINISTRATION COMMUNICATION AND ATTITUDE TOWARD E-GOVERNMENT	44
TABLE 15. KMO AND BARTLETT'S TEST OF DEPENDENT VARIABLE.....	45
TABLE 16. COMPONENT MATRIX ^A	45
TABLE 17. CORRELATIONS BETWEEN E-SERVICE QUALITY AND TRUST	46
TABLE 18. CORRELATIONS BETWEEN PUBLIC ADMINISTRATION COMMUNICATION AND TRUST.....	47
TABLE 19. CORRELATIONS BETWEEN ATTITUDE TOWARD E-GOVERNMENT AND TRUST.....	48

TABLE 20. SINGLE REGRESSION FOR H1	49
TABLE 21. SINGLE REGRESSION FOR H2.....	50
TABLE 22. SINGLE REGRESSION FOR H3.....	51
TABLE 23. MULTIPLE REGRESSION.....	52

LIST OF FIGURES

FIGURE 1. STRUCTURE OF DISTRICT 1 PEOPLE’S COMMITTEE.....	4
FIGURE 2. POSTING RESULTS OF ADMINISTRATIVE PROCEDURES.....	4
FIGURE 4. APOLOGIZED DOCUMENT FOR LATE SERVICE.....	5
FIGURE 5. SOFTWARE OF APOLOGIZED DOCUMENTS MANAGEMENT.....	5
FIGURE 6. RECEIVING AND RETURNING ADMINISTRATIVE PROCEDURE DOCUMENTS AT HOME.....	6
FIGURE 7. THE DISPLAY OF DIGITAL OFFICE FOR TASK MANAGEMENT.....	6
FIGURE 8. SYSTEM OF COLLECTING CITIZENRY REFLECTIONS.....	7
FIGURE 9. SYSTEM OF COLLECTING CITIZENRY REFLECTIONS.....	8
FIGURE 10. CITIZENRY REFLECTIONS FOR PUBLIC SERVANTS (2012 – 2014).....	8
FIGURE 11. DISPLAY OF CITIZENRY REFLECTIONS RECEIVING AND EXPLAINING.....	9
FIGURE 11. PROPOSED MODEL.....	19
FIGURE 12: THE RESEARCH PROCEDURE.....	21
FIGURE 13. GENDER.....	29
FIGURE 14. AGE OF RESPONDENTS.....	29
FIGURE 15. EDUCATION LEVEL OF RESPONDENTS.....	29
FIGURE 16. ACCESS E-SERVICE OF GOVERNMENT WITHIN LATEST THREE MONTHS.....	30
FIGURE 17. FREQUENCY OF USING E-SERVICE OF GOVERNMENT.....	30

ABBREVIATIONS

ATT	Attitude toward e-government
EFA	Exploratory Factor Analysis
EFF	Efficiency
E-S Quality	E-service quality
FUL	Fulfillment
GSO	General Statistic Office of Vietnam
H	Hypothesis
HCMC	Ho Chi Minh City
ICT	Information and Communication Technology
KMO	Kaiser-Meyer-Olkin
OSS	One-Stop-Shop
PAC	Public administration communication
PRIV	Privacy
RS	Research Question
SPSS	Statistical Package for the Social Sciences
SYS	System availability
TPA	Trust in the public administration

CHAPTER 1. INTRODUCTION

In Chapter One, the author will introduce the context of the study, the major issues, and the purpose of this thesis. Then, the author presents the research questions to clarify the aim of this study in the following section. It begins with an introduction of the research background. This thesis also introduces the key points of the research and the gaps in the literature review of trust in the public administration. The following contents describe the research questions and objectives; list of research hypotheses. Then, the proposed conceptual model is debated up with the literature review and theoretical development. There is a justification for the research and an explanation of the employed methodology after these sections.

1.1. Research background

Citizens interact with the government system in numerous roles: as clients, customers, contractors, regulate, participant, and litigant as well as in street-level encounters' (Rosenbloom et al., 2009, p.429). Governments worldwide in the democracy systems need the supports of citizens to guarantee the success of their public priorities policies (Kolsaker et al., 2008). As Tobert and Mossberger (2006) states that the democratic governances and governments significantly concerns the citizen's trust and the attitudes toward government.

Thus, governments want to maintain the supports of their citizens to build the confidence of the citizen in the state system. That why getting and keeping the trust of citizens in public administration become a crucial mission for any political leaders and public managers (Mardiyanta, 2013). It means that trust of people in public management is one of the essential factors to enhance the public and government agencies' relationship in the long-term (Warkentin et al., 2002).

Ho Chi Minh City (HCMC) is a provincial government in Vietnam. This city shows an important role in the economic development strategy of the Southern region and the whole country. In the 30 years of "Doi moi" ("Innovation"), HCMC has insisted the largest urban center in the country. In this progress, the economic development of this city has always proved its important role in many aspects. The Statistics figures show that the growth rate of this city is always higher

than the average growth rate of the country, 2.5% to 3%. In 2011, GDP increased by 6.24%; HCMC achieves 10.3%; in 2015 the growth rate of GDP of the country was 6.68%, HCMC gets 9.9%. Average period (2011-2015) the country's GDP increased by 5.9% /year; HCMC increase averaged about 9.7% /year, GDP/person 2.5 times higher than the national average (GSO, 2015).

However, the trust of the citizen towards government was suffered severely by the inconvenient, corruptions, scandals of the bureaucracy system. These inappropriate activities of government undermined the confidence of the citizen on government. Some academic research showed citizen's trust in government was declining dramatically after the World War II (as cited by Wang et al., 2007). Yildiz et al. (2013) argue that governments around the world now are facing the fact that there is the decreasing trend of citizens' trust in government. Besides, in the recent years, the public organizations' environment has become significantly uncertain and tightly interconnected (Bryson, 2011). Thus, governments need the consensus of citizens on government activities. There are many affords on public reform that was conducted for a long time. Governments spent an enormous budget on public reform to try to rebuild the trust of citizens in government.

1.1.1. E-government practices in Vietnam

Vietnam government cannot stand outside of the growing trend of e-government applying. For many years, Vietnam government has put many efforts on public reforms for building up a better government to serve citizens and to develop the country. Vietnam government has shown the commitment to improving the quality of public services to serve citizens.

In 2011, the Government issued Resolution 30c/NQ-CP of November 8th, 2011, of the Government promulgating the General administrative reform's program for the period of 2011-2020. Prime Minister leads public reform, to try to develop citizen-friendly government environment. Accordingly, in 2012, the government of Vietnam continues to demonstrate a commitment to provide better public services for people with the institutionalization of political commitments by its practical actions to serve the citizens.

In 2013, the government issued Decision No. 896 /QĐ-TTg dated June 8, 2013, by the Prime Minister approving the general scheme to simplify administrative procedures, the documents of citizens and the database related to population management period 2013 - 2020. This plan helps people to perform administrative processes simpler, easier. The state itself is also advantageous in carrying out the State management activities to citizens efficiently. Besides, the government applies the quality management system by applying National Standards ISO 9001: 2008 to operate the State

management agencies and organizations. This activity is approved by the Prime Minister in Decision No 19/2004 /QĐ-TTg of March 5, 2014. The application of the quality management system following National Standards ISO 9001: 2008 has systemized the administrative procedures and help public managers to control the government system better. Subsequently, in 2015, the Prime Minister issued Decision No.09/2015/QĐ-TTg of March 25, 2015, to apply the Regulation on the implementation of One-Stop-Shop (OSS) at the local administrative agencies. On October 26, 2015, the Prime Minister continues to approve the national program on the application of information technology in state organizations in the period of 2015-2020. It focuses on improving the performances of government to meet the requirement of public reform at this time.

Such efforts by the government to improve the quality of public services to serve citizens better and the people trust more in the government. However, the confidence in the government, in some factors, it is still suffering due to some weakness of government system. Chan et al. (2011) believe that the applying management of e-government services is reflected as a solution to get the supporting of both public agencies and citizen. Like many of other countries, Vietnam, via their Public reform strategy, tries to enhance the quality of electronic service (e-service).

On the other hand, Vietnam government also pay attention to accelerating the public administration communication to and build the positive attitude of the citizen towards e-government. All these efforts toward to increase the trust of people in government service.

1.1.2 E-government practices in district 1, Ho Chi Minh City, Viet Nam

District 1 is located in the city center of Ho Chi Minh City. For years, this district government has applied many public reform agendas, plans and has spent many efforts to contribute a civil government to citizens. For example, District 1 has publicized its management structure of divisions to local people. It helps people to know which departments has the responsibility to resolve their needs. Therefore, it also helps public servants understand their function and other departments.

Therefore, from February 14th, 2012, District 1 applied for the mobile phone short message system (SMS) program on reporting procedure revolving results. There were 39.581 messages informed the result of administrative proceeding results to citizens. Furthermore, district 1 reduced the paper-based meeting invitation by using SMS meeting request. Until now, there are 28.742 SMS meeting requests have sent to district departments and ten ward governments. This application helps community managers to control public services better and manage their office more efficiently.



Figure 1. Structure of District 1 People's Committee
Source: Nguyen (2016)



Figure 2. Posting results of administrative procedures
Source: Nguyen (2016)

From 2013, District 1 expands the returning administrative procedure documents at home service. District 1 cooperates with the Post Office of the city center to deliver the resolved documents to customers home. It is a paid-service. This kind of activities can help to reduce the time of the client in proceeding public procedure documents and serve citizens better.

From 2012, if any late in public services occur, the managers of district government will send an Apologized document(s) to these customer(s) or organization(s). This service is the commitment of the public organization to the citizen whether the government was causing the late in the civil procedure processing. Furthermore, it is believed that can help to enhance the accountability of public servants. Until now, the case of slow service in housing and landing procedures were decreased significantly. In 2010: 10 cases; in 2012: 02 cases; in 2013: 02 cases; and in 2014: only 02 cases have to release apologized documents.

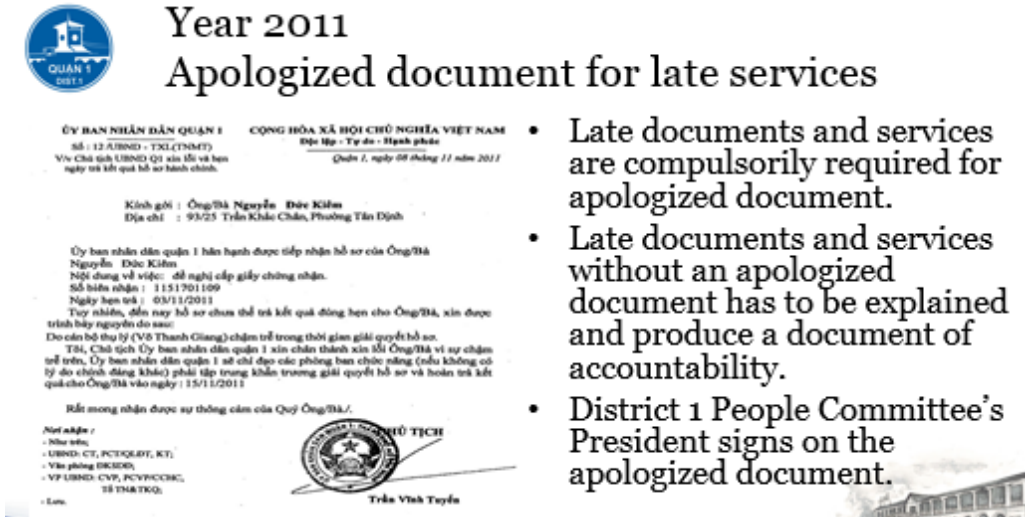


Figure 3. Apologized document for late service

Source: Nguyen (2016)

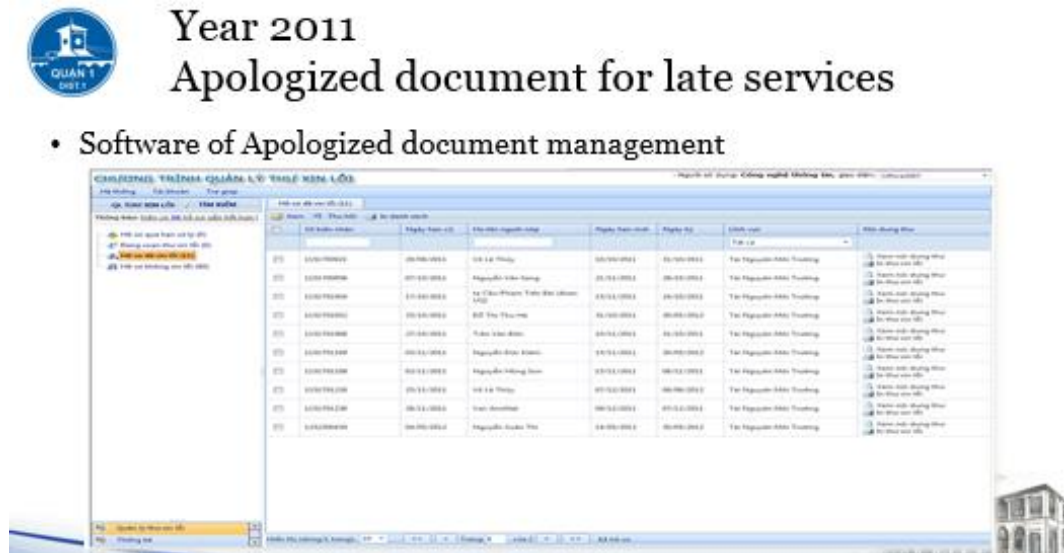



Figure 4. Software of Apologized documents management

Source: Nguyen (2016)



District 1 has also decided to apply the receive and returning administrative procedure documents at home from 2012. This application refers without fee to targeted groups such as the invalid person, oldest, severe illness, pregnancy women, orphans. If any individual from this group of people wants to do any administrative procedures, they can call the number 1900561515 to be served. Until now there are more than 80 cases were resolved.

Year 2012
Receiving and returning administrative Procedure documents at home (for special target groups)



Hỗ trợ tiếp nhận và hoàn trả hồ sơ tại nhà đối với một số trường hợp đặc biệt. Vui lòng liên hệ số điện thoại **1900561515** để được hướng dẫn giải quyết.

01/12/2012

- **Receiving and returning administrative Procedure documents at home,**
- Free
- Special target groups
- Line 1900561515 with 11 sub number directly connected with numbers of District 1 People's Committee and 10 Commune People's Committees.

Figure 5. Receiving and returning Administrative Procedure documents at home

Source: Nguyen (2016)

Therefore, District 1 launches Digital Office to control the internal tasks of the district government. Furthermore, district 1 develops office work management system via mobile devices in 2014. Until now, almost district's department offices use Digital office for task management; the digital office controlled more than 10,000 public administrative activities. There are 14 out of 27 units accomplished 100% tasks on time, and there are 08 out of 27 departments of district government finish 72% to 92% before the deathlines. These figures show the excellent efficiency of District 1's public offices.

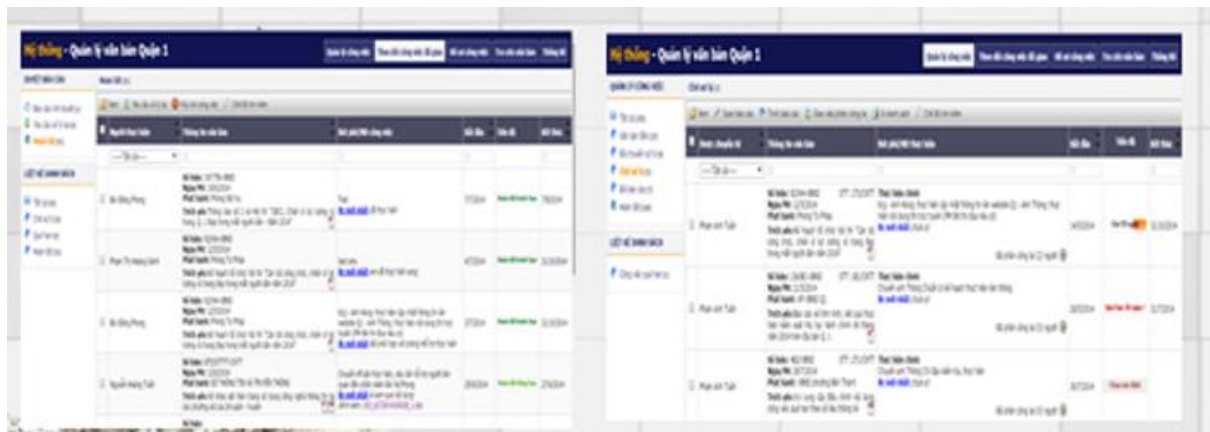


Figure 6. The display of Digital Office for task management

Source: Nguyen (2016)

To evaluate the performance of the local government, District 1 measures the satisfaction of customer by collect the feedbacks information related to its activity. There are two important instruments to gather data on performance.

Firstly, surveying citizens by using digital devices. District government organized to study the satisfying of customers to evaluate the performance of public offices and public servants. From 2011, there are 95,499 times of votes of the client on the performance of local government. There are 94,290 votes that customers satisfy with the public services (98%) compare with only 1,209 unsatisfied votes.

Year 2011
System of collecting citizenry reflections

CHƯƠNG TRÌNH KHẢO SÁT Ý KIẾN KHÁCH HÀNG Survey program version 2014

QUẬN 1
ĐỊNH 1

NGUYỄN THỊ HIẾU
 - Họ tên / Full name:
CHUYÊN VIÊN
 - Chức vụ / Position:

THÁI ĐỘ PHỤC VỤ CỦA CÔNG CHỨC
 Staff's serving attitude

THỜI GIAN TRẢ HỒ SƠ SƠ VỚI BIÊN NHẬN HỒ SƠ
 Receipt punctuality

CHẤT LƯỢNG PHỤC VỤ
 Service quality

QUẢN LÝ NỘI BỘ

Figure 7. System of collecting citizenry reflections

Source: Nguyen (2016)

Therefore, district government also did the survey of the evaluation of customers to leaders and managers of the district government. For three years, between 2012 and 2014, there are over 90% of votes which satisfied with the performance of the leaders and public servants. In 2012 and 2014, there were over 97% votes that customers feel satisfy with the government personnel performance.

- In 2012, collecting evaluation of citizens for leaders and managers .



Figure 8. System of collecting citizenry reflections

Source: Nguyen (2016)

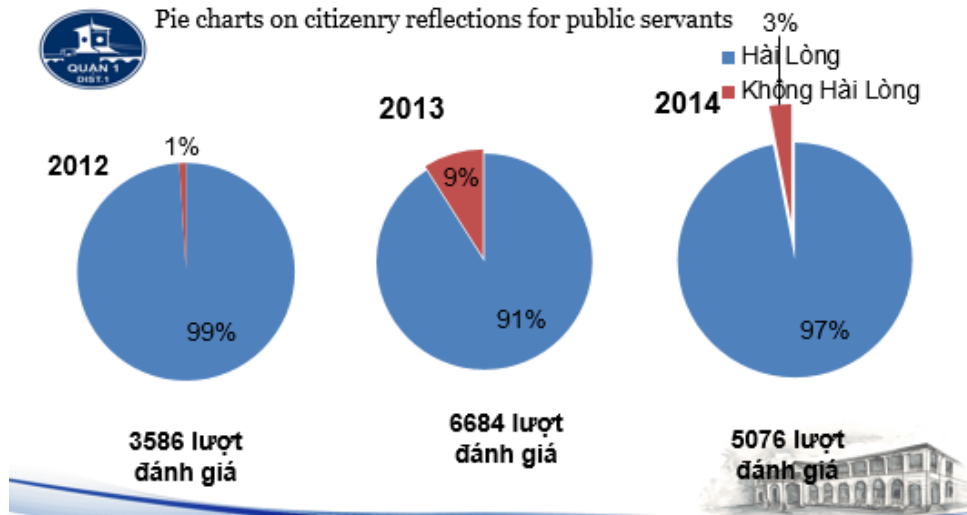


Figure 9. Citizenry reflections for public servants (2012 – 2014)

Source: Nguyen (2016)

Secondly, District 1 also establishes the hotline 1900571517 to collect citizenry reflections to contribute the District 1 political and administrative environment. District government launches Hotline system (08)39UBNDQ1 and (08)39826371 to receive the feedbacks of citizens on governmental activities. There were 68 officials comments on the public activities. With this system, the local government can serve the citizens better.

STT	Ý KIẾN PHẢN ÁNH CỦA NGƯỜI DÂN	THỜI GIAN GÓP Ý	CHỈ ĐẠO CỦA LÃNH ĐẠO UBNDQ1	KẾT QUẢ GIẢI QUYẾT
	Người dân phản ánh trước nhà số 22 đường Tôn Thất Dams, phường Bến Nghé nguyễn con đường giờ se máy và se			

Figure 10. Display of citizenry reflections receiving and explaining

Source: Nguyen (2016)

1.2. Problem statement

Vietnam government, or any governments in the world, tries to build and benefit from the trust of citizens in government activities. However, there are not much research to appraise the effectiveness of e-government in Vietnam. Therefore, in the provincial and local government, real figures of assessment from central government raise the need to conduct an academic assessment on this issue. It would be a meaningful activity to have an objective assessment of the people's trust in Vietnam government system.

The applying of e-government in Vietnam is at the dawn of this progress. There are the difficulties that some people may not be familiar with e-services that are provided by the government. Therefore, the ability to approach public services is different in different areas. There is a lack of specific national research on these issues in Vietnam. Some papers study on the adoption of citizens in the transformation of traditional government into e-government orientation. However, they just focus on the people's trust as the primary variable of e-government adoption (Bélanger & Carter, 2008; Warkentin et al., 2002). Besides, there is the lack of research efforts to trace what are the effects of e-government and whether the progress of these activities can enlarge the trust in the government system (e.g. Bannister & Connolly, 2011).

The author raises the question that whether the public services that conducted based on e-government is suitable for rebuilding the trust of citizens on government? Whether the public communication for e-government to encourage people to use government services on eGov can help to enhance the citizens trust? Or, whether improving the electronic service quality (eSerQual) is the most compelling solution for this issue? It raises motivation to research the issue to practice good governance of government and then to achieve the trust of the public on the civil service system.

1.3. Research Objectives

Vietnam is absent in current international academic research on the effects of e-government on the trust of the citizen on the government system. Besides, there is a lack of country-specific peer-reviewed studies on the enhancing the trust of the citizen on government services. This study reviews the literature on applying the e-government service in worldwide and in Vietnam.

This study aims to reveal how government activities of government link to e-government priorities can influence the trust of citizens in the management system. Therefore, it might contribute a small light on the topic of enhancing the confidence of citizens in government by applying the electronic government service.

The aim of this thesis is trying to answer the question how to build the trust of citizens in government system by using e-government public service. Then, with this purpose, we have three sub-questions:

(1) Whether the improving of e-SerQual is the essential solution for building the trust of citizens on local government?

(2) Is it the public communication playing an important role in the construction of the confidence of the citizen in the public administration?

(3) Is it the attitude towards e-government affecting the trust of the citizen in the government?

This study aims to answer all these research questions to find out evidence of applying e-government public service would help to rebuild the trust of local citizens on government, especially in the local administration.

1.4. Structure of the thesis

The author organizes this thesis into four parts as follow: Chapter 1 is Introduction; Chapter 2 relates to literature review; Chapter 3 explains the research methodology using in this study; Chapter 4 reveals the research results, and Chapter 5 is Conclusion.

In Chapter One, the paper will introduce (1) Research background; (2) Problem statement; (3) Research Objectives; (4) Structure of the thesis. In the research background, an introduction to the academic experience on enhancing the trust of public in government. Then in the Problem statements are presented with research questions, which will be the guidance of this study.

Chapter Two consists three parts: (1) Literature review; (2) Hypothesis development; and (3) Research framework. In the Literature review, review of related researches on this topic will be conducted. The literature review also identifies previous research which is most similar to Vietnam, and to draw the big picture of this subject. Then in the Hypothesis development, we will raise three hypothesis. H1: Whether Public e-service quality may have a positive influence on trust in the public administration. H2: Whether Public administration communication would have a positive impact on trust in the public administration; and in H3: Whether a positive attitude toward e-government has a positive influence on confidence in the public administration. And then, the author will present a Research Framework that put all hypothesis to guide the research process.

Chapter Three relates to research methodology which is conduct in this thesis. The author conducts this study by using mixed methods – qualitative and quantitative methods – to investigate whether the trust of the citizens in government when they use e-government services.

Chapter Four shows the results of this study. In this chapter, the author uses a variety of tools to reveal which factors affect the trust of the citizens in government. These results will use to judge the hypothesis of this research.

Chapter Five concludes what is examined in this thesis. Furthermore, this section also shows the limitations, debate some implementation and recommendations to do the further research on the topic of this thesis.

CHAPTER 2. LITERATURE REVIEW

In Chapter Two, the author reviews some of the literature regarding the trust in the government, the quality of public administrative e-services; the public administration communication; the attitude of citizens towards e-government. Chapter Two consists of three parts: (1) Literature review; (2) Hypothesis development; and (3) Research framework. In the Literature review, review of related researches on this topic will be conducted. The literature review also identifies previous research which is most similar to Vietnam, and to draw the big picture of this subject. This chapter also shows the research model adapted to Gracia et al. (2015).

2.1. Literature review

2.1.1. Trust in the Public Administration

In the literature of public administrative reforms, trust is a core concept in literature (Heberer & Schubert, 2011), because lacking confidence and support from the majority of citizen could cause the damage to democracy (Heberer & Schubert, 2011). Trust can also merge the pressures between responsibility and flexibility by expanding the willingness of citizens to follow the authority of the government (Cooper et al., 2008). Additionally, trust is considered an essential feature to keep up long-term oriented relationships as it is a crucial aspect of maintaining long-term relationships (e.g. Anderson & Narus, 1990). Furthermore, efforts to build up trust have been set up as the primary goal by many organizations connected to many profitable outcomes (Schlosser et al., 2006).

According to Heberer & Schubert (2011), trust appears both vertically and horizontally. Trust is perceived vertically in 'relation to the state or bureaucracy' while horizontally 'between persons' (Heberer & Schubert, 2011). From the sociological approach, trust is grouped into 'generalized trust, rational trust, identity-based or group-based trust as well as moral accounts of trust' (Heberer & Schubert 2011). Among these, generalizes trust could benefit political trust as it generates a prerequisite for political trust establishment.

Approaching from the organization, Sztompka (1996) assess trust under the light of three core pillars that are reputation, performance, and appearance. The first component emphasizes the experience about the previous performance of an organization. The second element focuses on the

results or achievement of an organization. The last post relates to personal contact with an organization. This approach could benefit in examining the trust in public administrative in the context of Vietnam.

Confidence is also perceived as individual and organizational level. Trust concept includes personal trust, trust on the professionals' activities, trust within and between organizations, trust in politicians, and community members' trust (Lawton et al., 2006). In the individual level, trust indicates personal trust, trust on the professionals' activities, while political trust, community trust, and organizational trust belong to the organizational level. We cannot consider only one thing to explain why a person or a thing is believed or not. It related to personal practices, family's thinking, icons and an individual's experiences and values (Salminen et al., 2010). Political trust and confidence in public administration are all at the organizational level of trust. The point then is that the civil service is organized within a multi-layer state. Thus, degree trust differentiates at each level of government (Cooper et.al., 2008). Accordingly, there is confidence in national government and state government (Cooper et.al., 2008). State government receives a higher level of trust than that of the national government (Cooper et. al., 2008). Thus, citizens contact more frequently with state government. In Vietnam, national government indication central government while state government means local government. This approach of Cooper et. al. (2008) can be applied in the context of Vietnam to compare trust between central and local government.

Noticeably, there is a relation between political trust, trust in public administration and better governance. Bjørnskov (2010) notes that political trust could allow citizen engage more in policymaking and then improve the quality of policies. It also generates a mechanism for citizens, and other parties participate in service delivery.

Bjørnskov (2010) also presents a framework for building political trust. This framework "has principal – agent- structure" (Bjørnskov, 2010). Although this model originally used in corruption combat, it is applicable in the arena of political trust. Principal indicates the head of an organization that has responsibilities for activities that benefit trust. Agent referring to client or interest groups or citizens assesses the service delivered under control of Principal. In other words, this framework focuses on responsibilities and commitments of government and active engagement of citizen. This model for building trust mobilizes both government at every level and citizen.

The public manager also tries to increase the citizens' confidence in the public administration. However, there is a downward trend of public confidence in the government in

many countries all over the world (Al-Adawi, Yousafzai, & Pallister, 2005). Many issues caused this trend, for example, political scandals, economic instability, mass-media information, etc. (Bannister & Connolly, 2011; Welch, Hinnant, & Moon, 2005). The perspectives of many papers on e-government have considered trust as a crucial factor that needs to be researched seriously (Beldad et al., 2012). However, most of the papers mainly reflect on trust as an antecedent factor of e-services adoption (e.g. Bélanger et al., 2008; Warkentin et al., 2002), or just concentrate on confidence in a particular public e-service (e.g. Belanche et al., 2012; Wu & Chen, 2005). In contrast, few articles have paid attention to trust in the public administration as a whole, and judge it an independent variable (e.g. Carter et al., 2005).

2.1.2. E-Service Quality

From the early of the 1990s, Information and Communication Technologies (ICTs) has become effective ways to provide public services and a useful instrument to get citizens involved in a process of service delivery. E-service quality term relates to the scale of a website that can enable to stimulate the shopping, buying and delivery efficiently and more (Zeithaml et al., 2002).

In the public sector, E-service quality is conceptualized differently (Rotchanakitumnuai, 2008). According to Parasuraman et al. (2005), there are two types of online service quality. That are e-core service and e-recovery service quality. E-core service quality consists of four dimensions while e-recovery service quality has three dimensions (Parasuraman et al., 2005). Four aspects of E-core service quality include efficiency, privacy, fulfillment, and system availability (Parasuraman et al., 2005). E-recovery service quality involves “responsiveness, compensation, and contact” (Parasuraman et al., 2005). These two categories incorporate one another. Unlike Parasuraman et al. (2005), Yoo et al. (2001) suggest four dimensions of e-service quality including “ease of use, aesthetic design, processing speed, and security.” Besides, Shareef et al. (2010) cited that e-government quality emphasizes the role of government in delivering effective, efficient, and better quality services at a lower cost.

Furthermore, there is an association between e-service quality and elements of trust (Harris et al., 2004). Gronroos (1984) argued that service quality reflects the idea of customers linking their expectations on a performance of duty. Gracia et al. (2015) add a government is considered as a proper management of public e-service for citizens to do their governmental procedures on the excellent internet-based services. On the other hand, e-service is traditionally considered as a result

of an efficient management of basic informational or transactional citizen-oriented services (Halaris et al., 2007).

Kuriyan and Ray (2009) 'found a simultaneous trust in and disillusionment with the state as a provider of e-government and other services'. Trust can benefit the success of e-service application, and at the same time, it is also improved by e-service application.

2.1.3. Communication in Public Administration

Many public administrators and scholars agree that communication plays a considerably important role and the component of any regime. Communication in Public Administration is categorized into two types that are internal communication and external communication. Internal communication appears inside an organization between different parts and departments of the organization. This kind of communication also improves trust but trust between staffs (Mishra 2007). External interface, otherwise, indicates the process of transferring or exchange information between the organization and its external stakeholders (Longest Jr. et al., 2005). It is a two way-communication. Organization receives information from external stakeholders for adjustment and improvement organization's operation and performance. At the same time, the organization has to provide information to external stakeholders for specific purposes (Longest Jr. et al., 2005). In public administration, organization infers state organizations or public agency while external stakeholders are all relevant organizations, citizens, and agencies. Under the scheme of E-service delivery and in the scope of this thesis, external stakeholders are citizens and organization who are recipients of e-services provision.

Longest Jr. et al. (2005) argue that external communication depends on the relationship between state organizations and stakeholders. They divide this mutual relationship into three levels: positive, neutral and negative. These three levels of relation impact directly on the mutual communication. It is also cited that positive and neutral enable better 'starting points for effective communication than do negative relationships' (Longest Jr. et al., 2005).

Communication performance in public sector depends on four independent variables that are 'goal clarity, red tape, organizational culture and size' (Pandey et al., 2006). The red tape indicates rules, regulations, and procedures (Pandey et al., 2006). High assurance to apply electronic media covering the incorporation of business and technical goals and the development of a suitable organizational approach, culture and structure are fundamentals to reach change managing desired for firm assurance to eServices (Symonds, 2000). Gracia et al. (2015) argue that public

administration communication as the governmental communication actions directed toward citizens and focused on improving citizens' awareness, knowledge or convenience perceptions of e-government services.

According to Bhattacharjee (2000), & Yoo et al. (2000), communication indicated three aspects: the readiness of the service, feeling of the service recipient, and service usage recommendation. These aspects are all provision of information from state organizations to stakeholders. This way of communication is to generate assurance in service delivery into stakeholders. The government also communicates the advantages of a secure, convenient and satisfactory provision of e-government services. These communications could be interpreted as a sign of the public administration competence and determination to better inform and serve citizens (Carter, 2008; Welch et al., 2005). Under e-service delivery scheme, the approach of Bhattacharjee (2000), & Yoo et al. (2000) can be applicable in the context of Vietnam. The 'public administration communicates its readiness for public e-services frequently' (Belanche et al., 2014). The government expresses 'a positive feeling about using public e-services' (Belanche et al., 2014). The public administration 'recommends the use of public e-services' (Belanche et al., 2014).

Gracia et al. (2015) also believed that an optimistic attitude to e-government strengthens the encouragement of public administration communication on trust in the public management. Thus, people holding a proper attitude toward e-government may raise their confidence in the government because with the applying of e-government satisfy their needs and demands (Gracia et al., 2015).

2.1.4. Attitude Towards E-government

In the private sector, the earlier study on consumer behavior suggests that the effect of messages (such as public administration communication) on individuals might depend on their attitude toward the target (e.g. Ahluwalia, 2000). Attitude refers to an affective-evaluative tendency to react positively or adversely toward an object or a target (Shaver, 1977), in this fashion; messages are more secure when they are reliable with these judgments because people try to oppose attitude change (e.g. Ahluwalia, 2000).

The position of the citizen depends on many factors. Age is a variable that has the key role in shaping attitudes (O'Connor, 2008). Ethnicity, socio-demography, education and income are also influencing on the attitude of citizen (O'Connor, 2008).

Attitude is also considered as the perception of citizen about service delivery. According to Bhattacharjee (2000), Wu & Chen (2005), attitude refers how citizen feels about the provision of services. In compliance with this approach, citizenry view has four levels: like, pleasant, good idea and wise idea. In other words, the citizen like e-service, or is pleasant with e-service; or they believe that e-service delivery is a good idea or wise idea.

On the other hand, previous academic papers also recommend that trust is influenced by dispositions and personal principles, so there is inherent and diffused citizen's support toward the government that shapes the functional value of specific government actions (Warkentin et al., 2002; Parent et al., 2005). 2008, pp. 224-5). However, when citizens have a more optimistic attitude toward e-government, public administration communication will be more compatible with their earlier judgment and thus will influence people trusting beliefs toward the civil service to a greater extent.

2.2. Hypothesis Development

H1: Public e-service quality has a positive influence on trust in the public administration

Improve the e-SerQual is approved to enhance the satisfaction of customers on service suppliers. Then it can help to encourage the client to use eService. There is a prior research mentions that the "ease of use aesthetic design, processing speed and security" can raise the quality of e-service quality (Yoo et al., 2001). From this motivation, in this research are citizens, whether a suitable solution to enhance the trust of them in public administration.

In this research, we hypothesises that, eService of Public Administration may be a critical variable effect optimistically on government. It might be a valuable suggestion to concentrate this research on the trust of public on public authority.

H2: Public administration communication has a positive influence on trust in the public administration

Salminen et al. (2010) argue that there might be a relationship concerning the quality of services and citizens' trust. Furthermore, there is research shows that people optimistic attitude to e-government service can strengthen the public administration communication on trust (Gracia et al., 2015).

By the efforts spent to research on communication activities that conducted by an organization, there was evidence proved that it has positive effects on confidence of customers to the services. With this approach, this paper supposes that whether citizens targeted of public administration communications the has the positive influence on the trust of them on the e-service that is supported a by the government. This hypothesis supposed the evidence that the communication on service may help to enhance the trust the of the customer on e-service.

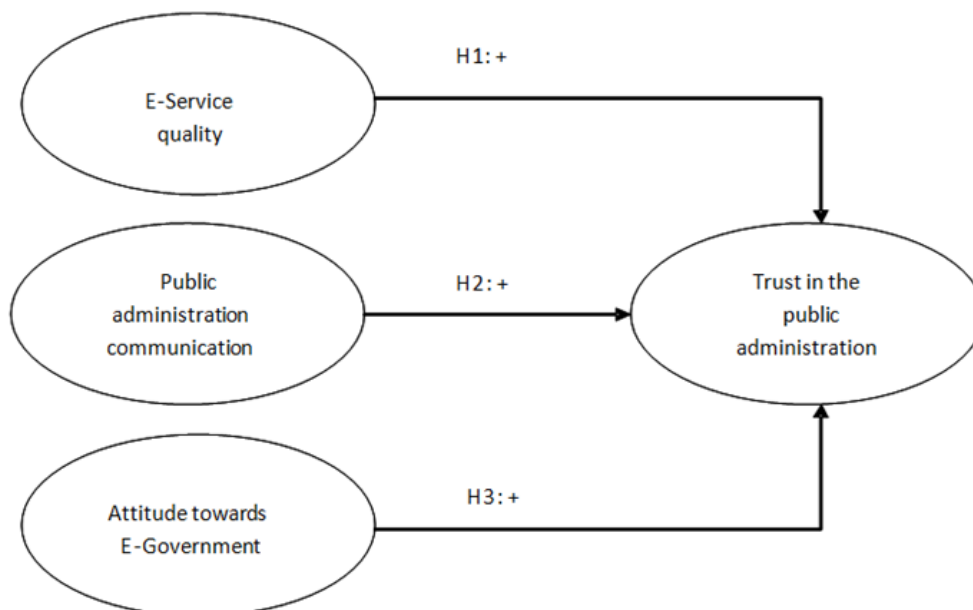
H3: A positive attitude toward e-government has a positive influence on trust in the public administration

As mentioned before in the literature review, the attitude of customer toward e-service is a crucial variable influence on the trust of the client on e-services. It raises the hypothesis that the attitude of citizens toward e-government service may have a positive impact on the public administration.

All these three assumptions pose guideline how to enhance the trust of citizens in government by applying the e-government service.

2.3. Research model:

This thesis will follow the framework as below:



Source: Adapted to Gracia et al. (2015)

Figure 11. Proposed model

In the original model, which Gracia et al. (2015) suggested in their article, there were also variables: the quality of public e-services; the public administration communication, the attitude of citizens towards e-government influence the trust of citizens in the Public Administration in Spain (2015). In this thesis, the author only investigates how the quality of public e-services; the public administration communication, the attitude of citizens towards e-government affects the trust of citizens in the Public Administration. The author redesigns the model as above to reveal how these factors influence the trust of people in the Public Administration in Ho Chi Minh City, Vietnam. Then, the author tries to suggest some solutions to enhance the trust of citizens in government in Vietnam.

CHAPTER 3. RESEARCH METHODOLOGY

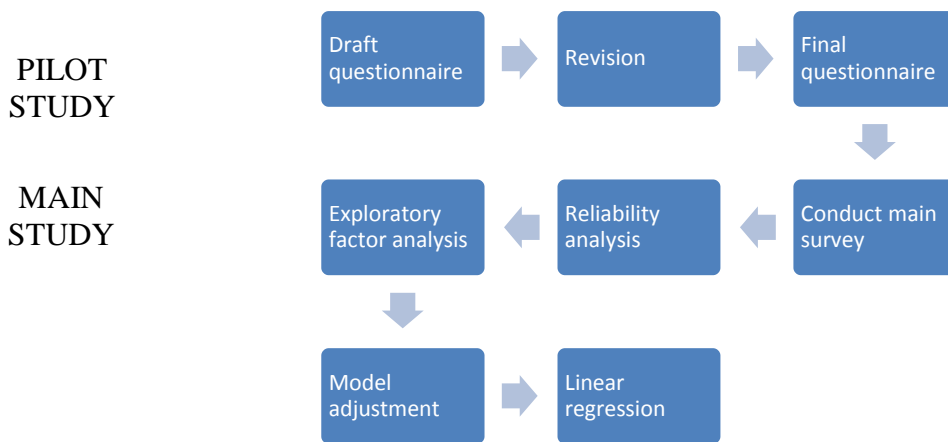
Chapter Three relates to research methodology which is conduct in this thesis. This thesis uses a mixed qualitative and quantitative methodology to investigate what factors that influence citizens' trust in e-government systems. Thus, trust is a complicated issue. This study is trying to research confidence of people in government. The purpose of applying a combination of qualitative and quantitative approaches is to increase the trustworthiness of this research due to their mutual support. An extensive and innovative form of research can be conducted with mixed methods, and the researchers can approach the research problem in many points of view (Johnson & Onwuegbuzie, 2004). Furthermore, Straub (1989) found that many research methodologists mentioned that both these methods can help to reveal the underlying meaning of phenomena in research.

In this research, the purpose of qualitative research is to clarify the perceptions and apprehend the items in the measurement scale that is used in this study. In this step, the modification of questionnaire which based on the measurement scale was done to empower the scale. Furthermore, this action helps the researcher get a big picture of the research study in reality and gain new ideas, new items if necessary to modify the analysis model and measurement scale. In this step, the focused group interview technique was implied. It can provide the researcher the historical information and the interaction can provide more the information for research (Donald & Pamela, 2006). It is meaningful for the researcher to understand more the research and conduct it in the proper direction.

Quantitative method is utilized as a deep analysis the confirmation the findings. The quantitative research method is selected to carry out this thesis. The quantitative method is based on the improvement of testable hypotheses and theories. By applying quantitative approach, the author calculates the connection of the factors that related whether the using of electronic public services that affect the confidence of the people in the government. To collect the data, we use the method of investigation interviews both online, and mutual investigate directly to the citizens. The statistical techniques are used to analyze this data.

3.1. Research Procedure

Based on the introduction of research process of Lin and Wang (2006), this study will follow the process with two main phases. (I) A pilot study with four preparation activities that are (i) drafting questionnaire, (ii) Revision, (iii) Final survey. (II) Main study with (i) Conduct primary survey, and conduct the analysis with several statistical method (ii) Reliability analysis, (iii) Exploratory factor analysis, (iv) Model adjustment and (v) Linear regression. The figure below portrayed this process:



Source: Adapted Lin & Wang (2006)

Figure 12: The Research procedure

This research then began building up a theoretical framework. Based on this theoretical framework, the author designed the questionnaire. The questionnaire was handed over to the study sample for the response. Based on the collected data, research objectives, and research question, this thesis moved to identify goals of solving research problems. Based on literature review, the argument built up a model to examine the relationship between trust and e-service quality, the public administration communication, and the attitude towards government. Then, a preliminary questionnaire was established based on the questions used in some prior research. The author conducted a primary research and survey. Then, the author used Cronbach alpha coefficient and Exploratory Factor Analysis (EFA) method to evaluate the reliability and validity of the scale of the questionnaire. Regression methods were used to assess the hypothesis that implies and detection are defined and reported.

The author used the qualitative method to conduct the pilot study. According to Van et al. (2001), and Thabane et al., (2010), when the researcher chooses the samples for pilot study, they have to represent the target study population with the purpose of ensuring the respondents can

answer all the questions in the questionnaires. The participants of the focus group were ten customers who had experiences of using government's e-services in District 1, Ho Chi Minh City. The face-to-face interview was used to try to understand the standpoint of citizens on e-service and their trust in government. The results of interviews were used to modify the questionnaire easier and reduce the bias of customers when to conduct the survey in reality. Levy (2006) notes that the responses are certainly to vary in terminology due to the nature of qualitative experimental work (p.134). Then the questionnaire was modified to be more understandable and practical. In this study, the author conducted the discussion with the group of ten participants who had experiences of using government's e-services at District 1, Ho Chi Minh City. This face-to-face interview tried to explore the standpoint of citizens on e-government's service and their trust in government. The results of interviews were used to modify the questionnaire easier and reduce the bias of customers when to conduct the survey in reality.

The author used the quantitative method to conduct the primary study. Then, the author used the quantitative survey instrument to collect data. The author designed the questionnaire based on the results pilot study and measurement scales. Citizens were asked to rank the items of size scale by Likert-scale of five. These data were analyzed using confirmatory and statistical analysis.

3.2. Measurement scales

The author structures the questionnaire of this thesis into three parts: Part I, II and III. The author inherited from previous researches and then improved this measurement scale to suit the aims of the thesis. The questions were modified and settled in English, then converted into Vietnamese version for delivery to respondents. The table 1 below will display the items in the questionnaire.

Table 1. The measurement scales

E-S Quality	<i>Efficiency (EFF)</i>	<i>EFF1.</i>	This public e-service makes it easy to find what I need.	adapted from Parasuraman et al. (2005)
		<i>EFF2.</i>	This public e-service is well organized.	
		<i>EFF3.</i>	This public e-service is simple to use.	
	<i>Privacy (PRIV)</i>	<i>PRIV1.</i>	I feel my privacy is protected on this public e-service.	adapted from Parasuraman et al. (2005), Kim, Ferrin, and Rao (2008)
		<i>PRIV2.</i>	This public e-service does not share my personal information with other sites.	
		<i>PRIV3.</i>	This public e-service protects my information against other uses.	
	<i>Fulfillment (FUL)</i>	<i>FUL1.</i>	This public e-service is truthful about its offerings.	adapted from Parasuraman et al. (2005)
		<i>FUL2.</i>	This public e-service delivers results as promised.	

		<i>FUL3.</i>	This public e-service works according to my orders.	
	<i>System availability (SYS)</i>	<i>SYS1.</i>	This public e-service launches and runs right away.	Adapted from Parasuraman et al. (2005), Taylor and Todd (1995)
		<i>SYS2.</i>	This public e-service is available whenever I need it.	
		<i>SYS3.</i>	The public e-service technology is compatible with the software I use.	
	Public administration communication (PAC)	<i>PAC1.</i>	<i>The public administration communicates its readiness for public e-services frequently.</i>	Adapted from Bhattacharjee (2000), Yoo et al. (2000)
		<i>PAC2.</i>	<i>The public administration communicates a positive feeling about using public e-services.</i>	
		<i>PAC3.</i>	The public administration recommends the use of public e-services.	
	Attitude toward e-government (ATT)	<i>ATT1.</i>	Using public e-services is an idea I like.	Adapted from Bhattacharjee (2000), Wu and Chen (2005)
		<i>ATT2.</i>	Using public e-services would be a pleasant experience.	
		<i>ATT3.</i>	Using public e-services is a good idea.	
		<i>ATT4.</i>	Using public e-services is a	

		wise idea.	
Trust in the public administration (TPA)	<i>TPA1.</i>	I trust the public administration.	Adapted from Carter and Bélanger (2005), Lee and Turban (2001)
	<i>TPA2.</i>	The public administration is a reliable organization to carry out transactions.	
	<i>TPA3.</i>	When making transactions the public administration is trustworthy.	

3.3. Sample and Data Collection process

Sample Population

This thesis collects information from Citizens who have experiences of e-service in Ho Chi Minh City, Vietnam. The author delivered the questionnaire to citizens aged 18 or older, male or female. To meet the validity requirements: he or she has used e-government services at least once time.

The author conducted this process by using web survey and the face-to-face interview with this group of citizens. The author chooses this city because the applying of e-government in this city is appraised as the best in Vietnam. The author did the pilot study, face-to-face interview, with ten clients who used e-service of government before.

Sampling frame and sampling method

The author uses the convenience sampling method (non-probability). The reason for using this method is to achieve low cost, due to time constraints, and overall the entire list can not be obtained. Some volunteers are trained to implement data collection. Also, the author also receives the support of the staff at the one-stop-shop department of District 1, 8 and 11 to help collect data. The author receives the sample from the clients who have experiences with e-government and apply the probability sampling method to this study. Then the author also randomly distributed the paper-

based questionnaires to customers. Furthermore, the author sent web-based questionnaires would to the potential e-service used clients through the email.

Sample size

For accuracy of data analysis, the sample size minimizes five times of some items and has to be at least 100 respondents (Decoste, 2004).

This thesis consists of 22 items in measurement scale; then sample size required at least 110:

$$n = 5 \times 22 = 110$$

Also to multiple regression analysis, the number of sample size must be: $n = 50 + 8m$ (where m is the number of independent variables) (Tabachnick & Fidell, 2001)

The study has three independent variables and one dependent variable so that the minimum sample size for multiple regression is 82 ($n = 50 + 8 \times 4 = 82$).

In conclusion, with 22 items and four variables and the sample size is at least 110 samples for operating EFA and regression analysis. This thesis thus prepares 300 paper-based. The respondents are citizens who have experience in using e-service from District 1, District 8 and District 11 in Ho Chi Minh City. The response rate is 270 over 300.

The thesis also prepares web-200 based survey. Correspondingly, there are 200 emails sent to those who possibly have experience in using e-service. The response rate is 103/200 with about over 50%. Both paper and web-based questionnaire sent back are 373 in total. However, only 212 samples are analyzable with 171 from the paper-based questionnaire, while 41 from web-based one.

3.4. Data analysis methods

To achieve the goal of the study, after reviewing different methods, the author combines the qualitative and quantitative research approach to conducting the research. Then, some discussions with experts have also been made to explain the research results achieved. Use EFA and coefficient Cronbach's Alpha to check the value and reliability of the scale were adapted in the research, analyze the average values of variables to assess the factors affecting the confidence of the people in government.

When performing the quantitative research, the researcher must use different kinds of scales. The socio-economic phenomenon is very complicated to study. The author used the quantitative method to quantify the concept of investigation. It requires checking the scale and the reliability of the measurement scale before use. The various indicators measuring help express different dimensions of the concept want to measure.

One of the measurement form of abstract concepts most commonly used in the economic and social research developed by Rennis Likert scale introduction. Likert method is on a list of items that can be measured for a concept and find a set of questions to measure better position the various aspects of the theory. In this thesis will use a scale of 5 levels of popularity.

After the author has conducted the interview based on Likert scale. The authors carried out the inspection of the relationship between the items and calculating Cronbach alpha questions. The author checks the elements that have already been asked to contribute to the measure of a theoretical concept.

The formula of Cronbach's alpha is:

$$A = Np / \{1 + p(N-1)\}$$

In which ρ is the average correlation coefficient. By convention, then a set of questions to measure items are rated as good to have coefficients α greater than or equal to 0.8.

Based on the assumptions, models, and the author argues, a set of question was posed to test in practice. This instrument is to confirm the assumptions about the factors that affect the trust of the people in the government. Whether the implementation of electronic public services can help enhance the confidence of citizens against state agencies or not.

Statistical Program for Social Sciences software (SPSS), version 20.0, is used to analyze the data collected. The research conducted by collecting direct opinion of the people about the use of electronic public services in state agencies in Ho Chi Minh.

CHAPTER 4. RESEARCH RESULTS

Chapter Four shows the results of this study. In this chapter, the author uses the variety of tools to reveal which factors affect the trust of the citizens in government. These results will use to judge the hypothesis of this research.

4.1. Descriptive analysis

4.1.1. Sample description

The data in Figure 13 examines the demographic feather of respondents. Female respondents contribute 50.47% which is relatively higher than its counter partner with only 49.53%. It indicates that the gender balance in the sample is similar to the gender balance in a broad survey which is conducted by the government. The share of female in population is often higher than the males.

A majority of the respondents belongs to the middle age group between 30 to 40 years of age (44.8%) followed by those between 20 to 30 years old (37.7%), over 40 years old (14.1%) and younger than 20 years old (3.3%) (Figure 14). This result can be explained that person with age in the range of 30 to 40 is more likely to a leading labor in the family, or the central decision-making in the household. Therefore, they are like to conduct e-service to get information related to their family life. The person with age in the range of 20 to 30 may start to join to the labor market, and they also need the e-service to get some quality the education certificate, living status. The younger person has the lowest share since their parent is more likely to help them to use this service.

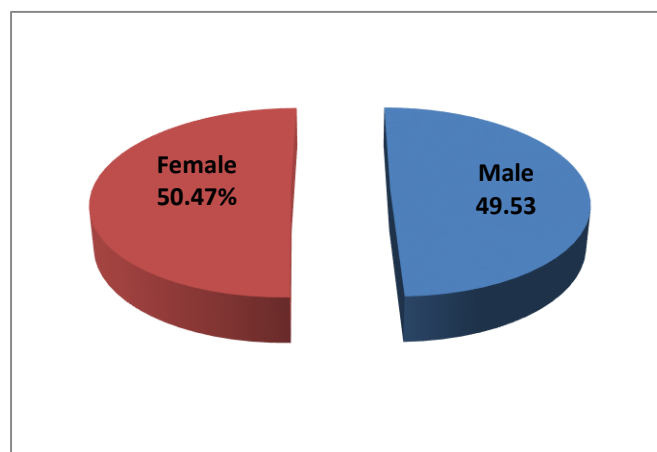


Figure 13. Gender

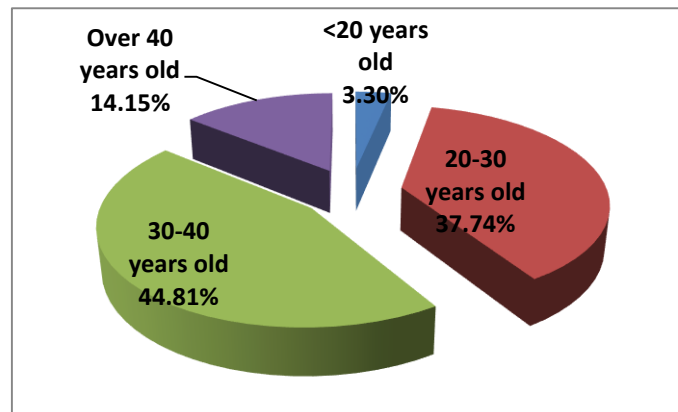


Figure 14. Age of respondents

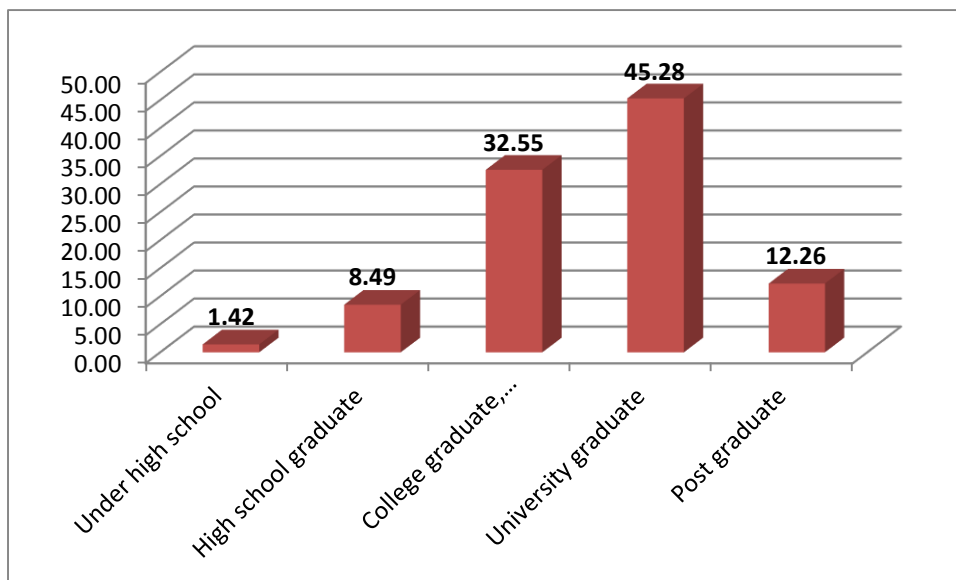


Figure 15. Education level of respondents

Concerning educational background, the majority of the respondents hold the undergraduate degree with 45.2% of the bachelor. This factor is followed by 32.5% of college or vocational training. While respondents from other educational background are relatively small with only 12.2% with postgraduate, and 8.49% with high school degree. The least is in high school of 1.4%. This finding is also not surprising. Conducting with e-service require some knowledge of IT as well as, and moreover, the one who graduated college or university is often with the age higher than 20-year-olds.

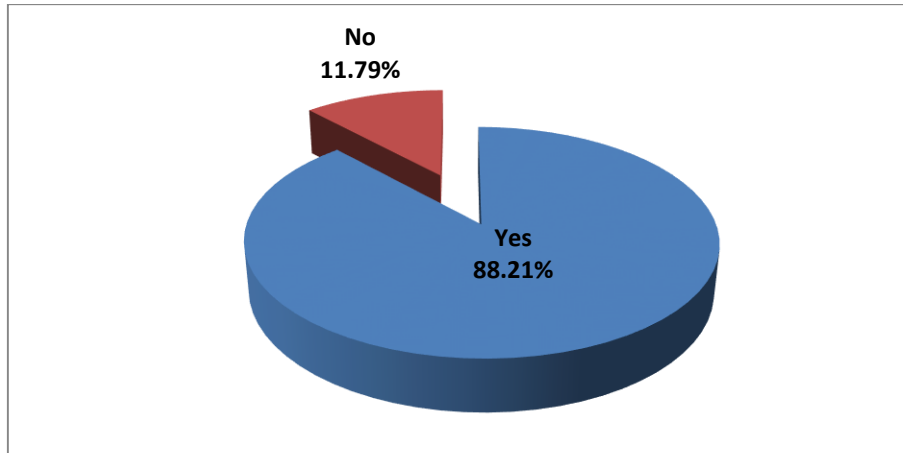


Figure 16. Access e-service of government within latest three months

Figure 16 shows that 88.2% of total respondents said that they had accessed e-service of government within latest three months, and only 11.8% of them had not used this service in the most recent quarter. It indicates that need of using e-service is high. It could assume that the citizen believes on this service, and development of this service could support their life easier.

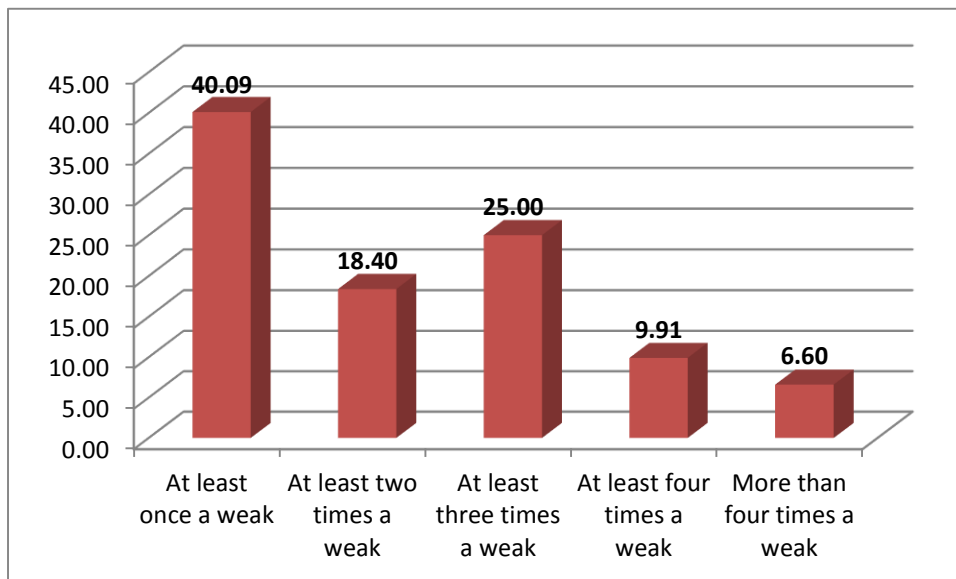


Figure 17. Frequency of using e-service of government

The figure 17 above shows out the frequency of using e-service government that 212 respondents have done. With the majority of 40% for using at least once a week while comparing with 25% of respondents doing three times a week and 18.4% of two times a week or 9.9% of using e-service government four times a week. Only 6.6% that equals to 14 people out of 212 respondents

use e-service government more than four times a week. This finding confirmed the previous finding that there is a high demand of e-service.

4.1.2. Descriptive analysis

4.1.2.1. E – Service quality

a. Efficiency

The majority of respondents have good feedback on the efficiency of E-service quality. There are 31.6% of respondents answer ‘agree’ and 48.1% response ‘strongly agree.’ About 79% of 212 respondents agree and strongly agree that public e-service is easy to use. Mean values of these two categories are quite excellent with 4.26 and 4.19.

Table 2. Description of customer’s evaluation for efficiency of E-service quality

No.	Efficiency	Frequencies					Mean	Std. Deviation
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree		
1	This public e-service makes it easy to find what I need	0	3	40	67	102	4.26	0.812
		0.0%	1.4%	18.9%	31.6%	48.1%		
2	This public e-service is well organized	0	10	35	81	86	4.15	0.861
		0.0%	4.7%	16.5%	38.2%	40.6%		
3	This public e-service is simple to use	0	11	31	76	94	4.19	0.874
		0.0%	5.2%	14.6%	35.8%	44.3%		

Regarding efficiency, there are three dimensions measured that are easy to find, well-organized manner and simplicity. Most of them put their trust on the security of public E-service quality. It makes the mean value quite high ranging from 4.21 to 4.25. Only a few of total respondents were afraid when they provided personal information for using this public E-service.

Table 3. Description of customer's evaluation for privacy of E-service quality

No.	Privacy	Frequencies					Mean	Std. Deviation
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree		
1	I feel my privacy is protected on this public e-service	2	5	29	86	90	4.21	0.836
		0.9%	2.4%	13.7%	40.6%	42.5%		
2	This public e-service does not share my personal information with other sites	2	4	31	84	91	4.22	0.832
		0.9%	1.9%	14.6%	39.6%	42.9%		
3	This public e-service protects my information against other uses	3	3	35	68	103	4.25	0.881
		1.4%	1.4%	16.5%	32.1%	48.6%		

Table 4 shows us the result of descriptive analysis of fulfillment of public E-service quality. “This public e-service delivers results as promised” got the highest mean score (4.33) with more than 80% respondents’ agreement.

Table 4. Description of customer’s evaluation for fulfillment of E-service quality

No.	Fulfillment	Frequencies					Mean	Std. Deviation
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree		
1	This public e-service is truthful about its offerings	1	4	33	77	97	4.25	0.82
		0.5%	1.9%	15.6%	36.3%	45.8%		
2	This public e-service delivers results as promised	0	4	28	74	106	4.33	0.775
		0.0%	1.9%	13.2%	34.9%	50.0%		
3	This public e-service works according to my orders	2	5	30	76	99	4.25	0.854
		0.9%	2.4%	14.2%	35.8%	46.7%		

According to the Table 5, the majority of respondents highly appreciate the system availability of public E-service quality quite well. However, this matter is assessed lowest in the factor group of E-service quality. The overall means of all six categories varied from 3.59 to 3.80. Class of “This public e-service launches and runs right away” has a good mean value of 3.80). Most of them (76.4%) have also agreed “This public e-service is available whenever I need it.”

Table 5. Description of customer’s evaluation for system availability of E-service quality

No.	System availability	Frequencies					Mean	Std. Deviation
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree		
1	This public e-service launches and runs right away	1	11	39	73	88	3.80	0.823
		0.5%	5.2%	18.4%	34.4%	41.5%		
2	This public e-service is available whenever I need it	2	9	39	95	67	3.73	0.913
		0.9%	4.2%	18.4%	44.8%	31.6%		
3	The public e-service technology is compatible with the software I use	3	10	30	80	89	3.59	0.928
		1.4%	4.7%	14.2%	37.7%	42.0%		

4.1.2.2. Public administration communication

Regarding public administration communication, the overall means of all seven activities were safe. The average scores range from 4.10 to 4.15 (Table 6). This factor indicates a quite well performance in public administration communication in Ho Chi Minh City.

Table 6. Description of customer's evaluation for public administration communication

No.	Public administration communication	Frequencies					Mean	Std. Deviation
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree		
1	The public administration communicates its readiness for public e-services frequently	4	11	23	95	79	4.10	0.923
		1.9%	5.2%	10.8%	44.8%	37.3%		
2	The public administration communicates a positive feeling about using public e-services	3	6	32	88	83	4.14	0.876
		1.4%	2.8%	15.1%	41.5%	39.2%		
3	The public administration recommends the use of public e-services	5	5	26	94	82	4.15	0.894
		2.4%	2.4%	12.3%	44.3%	38.7%		

4.1.2.3. Attitude toward e-government

Attitude toward e-government of customer was measured by four items that adapted from Adapted from Bhattacharjee (2000), Wu and Chen (2005). The descriptive result of attitude toward e-government of customer in Ho Chi Minh City is presented in Table 7. The overall means of ten questions were very high, ranging from 4.25 to 4.42. This factor indicates that the customers in Ho Chi Minh City are actively willing to try and use public E-government service. The percentage of respondents.

Table 7. Description of customer's evaluation for attitude toward e-government

No.	Attitude toward e-government	Frequencies					Mean	Std. Deviation
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree		
1	Using public e-services is an idea I like	1	5	20	96	90	4.27	0.766
		0.5%	2.4%	9.4%	45.3%	42.5%		
2	Using public e-services would be a pleasant experience	2	5	21	93	91	4.25	0.804
		0.9%	2.4%	9.9%	43.9%	42.9%		
3	Using public e-services is a good idea	1	1	21	80	109	4.39	0.724
		0.5%	0.5%	9.9%	37.7%	51.4%		
4	Using public e-services is a wise idea	1	1	19	79	112	4.42	0.714
		0.5%	0.5%	9.0%	37.3%	52.8%		

4.1.2.4. Trust in the public administration

In this section, the respondents have shown their trust in the public administration. The data indicated that more than 80% of respondents put their trust when making transactions with the government. Only fewer than 5% of them did not trust the public administration.

Table 8. Description of customer's evaluation for trust in the public administration

No.	Trust in the public administration	Frequencies					Mean	Std. Deviation
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree		
1	I trust the public administration	4	5	26	82	95	4.22	0.889
		1.9%	2.4%	12.3%	38.7%	44.8%		
2	The public administration is a reliable organization to carry out transactions	1	5	30	76	100	4.27	0.825
		0.5%	2.4%	14.2%	35.8%	47.2%		
3	When making transactions the public administration is trustworthy	0	4	28	85	95	4.28	0.762
		0.0%	1.9%	13.2%	40.1%	44.8%		

4.2. Reliability analysis

For reliability analysis, this thesis uses Cronbach's alpha reliability analysis method. The standard score of the coefficient is 0.7 (Pallant, 2011). The measurement is reliable if its coefficient count is equal or greater than 0.7.

This thesis also applies Corrected Item-to-total Correlation test. The standard of value of Corrected Item-to-total Correlation is smaller than 0.3.

According to the below table, the value of Cronbach's Alpha ranges from 0.876 to 0.933 which is over than the acceptable value of 0.7. This figure proves the high reliability of variable measurement. This figure also indicates satisfaction of requirement suggested for this thesis.

Table 9. Summary of variables' Reliability statistic

No.	Variables	Items	Number of items	Cronbach's Alpha
1	E – Service quality	EFF1 – EFF3 PRIV1 – PRIV3 FUL1 – FUL3 SYS1 – SYS3	12	0.933
2	Public administration communication	PAC1 – PAC3	3	0.895
3	Attitude toward e-government	ATT1 – ATT4	4	0.876
4	Trust in the public administration	TPA1 – TPA3	3	0.902

Also, almost the values of Corrected Item-Total Correlation are greater than 0.3. Consequently, the designed scale in this study is reliable. Furthermore, this scale is meaningful for statistic method. These four factors of customer satisfaction have qualified the conditions of using linear regression analysis.

Table 10. Reliability analysis: Item-Total Statistics

Construct	Variables	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
E – Service quality	Efficiency: Cronbach's alpha = 0.892				
	EFF1	8.34	2.661	0.763	0.869
	EFF2	8.46	2.458	0.792	0.842
	EFF3	8.41	2.385	0.812	0.825
	Privacy: Cronbach's alpha = 0.834				
	PRIV1	8.47	2.515	0.629	0.833
	PRIV2	8.46	2.354	0.719	0.747
	PRIV3	8.43	2.180	0.741	0.724
	Fulfillment: Cronbach's alpha = 0.839				
	FUL1	8.58	2.178	0.698	0.779
	FUL2	8.30	2.242	0.731	0.751
	FUL3	8.58	2.122	0.679	0.800
	System availability: Cronbach's alpha = 0.811				
	SYS1	8.16	2.799	0.560	0.843
	SYS2	8.25	2.646	0.689	0.714

	SYS3	8.13	2.371	0.743	0.652
Public administration communication	Public administration communication: Cronbach's alpha = 0.895				
	PAC1	8.29	2.727	0.792	0.852
	PAC2	8.25	2.852	0.803	0.843
	PAC3	8.25	2.831	0.786	0.857
Attitude toward e-government	Attitude toward e-government: Cronbach's alpha = 0.876				
	ATT1	13.06	3.859	0.717	0.847
	ATT2	13.08	3.748	0.710	0.852
	ATT3	12.94	3.849	0.785	0.821
	ATT4	12.92	4.012	0.728	0.844
Trust in the public administration	Trust in the public administration: Cronbach's alpha = 0.902				
	TPA1	8.55	2.221	0.806	0.863
	TPA2	8.50	2.346	0.838	0.832
	TPA3	8.49	2.630	0.782	0.882

4.3. Exploratory Factor Analysis (EFA)

In relation to the theoretical framework, there are 19 observed variables of six factors that have the impact on trust in the public administration. The author used EFA with Varimax rotation to evaluate 19 observed variables of these six factors. Then, the author also used the Kaiser-Meyer-Olkin (KMO) and Bartlett test evaluate compatibility of the collected data.

4.3.1. EFA for Independent variables

EFA in this section applies to 19 variables, and its results are described in below tables:

4.3.1.1 EFA for E – Service quality

Table 11. KMO and Bartlett's Test of E-service quality

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.907
Bartlett's Test of Sphericity	Approx. Chi-Square	1.739E3
	df	66
	Sig.	.000

KMO Value is the Degree of Common Variance. The KMO statistic is a Measure of Sampling Adequacy (Cerny et al., 1977). KMO value from 0.90 to 1.00 is considered marvelous. KMO value from 0.80 to 0.89 is worthy. KMO value from 0.70 to 0.79 is adequate. KMO value from 0.60 to 0.69 is middling. KMO value from 0.50 to 0.59 is miserable. And KMO value from 0.00 to 0.49 is “Don't Factor” (bama.ua.edu, 2015).

From the table 11 above, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.90, which is considered marvelous and excellent. It means that the factor analysis is appropriate.

In the Bartlett's Test of Sphericity, significance value is 0.00, less than 0.05 indicates high importance. Therefore, factor analysis is adequate, and there may have the relationship or connections among factors on the whole.

The observed variables had the correlation with each other due to the KMO values of all factors are greater than 0.7, and the Barlett's Test significant is smaller than 0.05. Besides, these results satisfied the strict conditions of EFA method, and the EFA factor analysis in this study is appropriately evaluated. This below table depicts the element distribution by using EFA analysis:

Table 12. Rotated Component Matrix^a of E-service quality

	Component	
	1	2
EFF3.	.849	
EFF2.	.819	
SYS1.	.757	
EFF1.	.756	
SYS3.	.683	
FUL3.	.654	
FUL2.	.644	
SYS2.	.616	
PRIV3.		.880
PRIV2.		.844
FUL1.		.662
PRIV1.		.583
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

The table above shows the Exploratory Factor Analysis after applying principle components analysis, Varimax rotation, and cut off Eigenvalue of equal to above 1 (≥ 1). With 12 components and the Initial Eigenvalues cumulated up to 66.2%, there are two new factors are created. This 66.2% can clarify 66.2% of total variance explained.

The two new factors of E – Service quality is:

Efficiency, System availability and Fulfillment factor includes EFF3, EF2, SYS1, EFF1, SYS3, FUL3, FUL2 and SYS2.

Privacy factor includes PRIV3, PRIV2, FUL1 and PRIV1.

4.3.1.2. EFA for Public administration communication and Attitude toward e-government

Table 13. KMO and Bartlett's Test of Public administration communication and Attitude toward e-government

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.821
Bartlett's Test of Sphericity	Approx. Chi-Square	919.052
	df	21
	Sig.	.000

The observed variables had the correlation with each other due to the KMO values of all factors are greater than 0.7, and the Barlett's Test significant is smaller than 0.05. Besides, these results satisfied the strict conditions of EFA method, the EFA factor analysis in this study is appropriately evaluated.

Table 14. Rotated Component Matrix^a of Public administration communication and Attitude toward e-government

	Component	
	1	2
ATT3.	.902	
ATT4.	.873	
ATT1.	.779	
ATT2.	.735	.402
PAC3.		.890
PAC1.		.890
PAC2.		.868
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

The Table 14 above shows the Exploratory Factor Analysis after applying principle components analysis, Varimax rotation, and cut off Eigenvalue of equal to above 1 (≥ 1). With 12 components and the Initial Eigenvalues cumulated up to 78.02%, there are two new factors are created. This 78.02 percent can clarify 78.02 percent of total variance explained.

The two new factors seem to be the same with the former factors:

Attitude toward e-government factor includes: ATT3, ATT4, ATT1 and ATT2.

Public administration communication factor includes: PAC3, PAC1 and PAC2.

4.3.2. EFA for Dependent variable

Trust in the public administration is the dependent variable with three observed variables.

Table 15. KMO and Bartlett's Test of dependent variable

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.747
Bartlett's Test of Sphericity	Approx. Chi-Square	406.584
	df	3
	Sig.	.000

The value of KMO of 0.747, which is bigger than 0.7 and the Bartlett's test significant that is lesser than 0.5 of this factor meets the requirements. Therefore, EFA analysis is also appropriate.

The below table shows the factor loading of most of the variables was greater than 0.5. Thus, we could come to the conclusion that in this case, the EFA analysis has practical significant.

Table 16. Component Matrix^a

	Component
	1
TPA2	.931
TPA1.	.914
TPA3	.902
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

The measurement scales of the research model are tested for validity and reliability with the proving by EFA and Cronbach Alpha Reliability Analysis.

4.4. Correlation analysis

The author uses the Correlation Analysis technique in this thesis to measure the relationship between two or more variables. When two variables have the correlation, it is understood that they vary together. The relationship can be positive or negative. A positive correlation means high scores on one variable are associated with high scores on the other and vice versa. On the other hand, negative correlation indicates that low scores on the second variable are followed by high scores on the first variable and vice versa.

To determine appropriate correlation analysis method to be used, a normality test is conducted. The normality test in this research is done through Kolmogorov-Smirnov Test. The result shows that all the sig. Values are less than 0.05. Thus, it can be confirmed the unnormal distribution of data. The assumption of data normal distribution of Pearson correlation analysis is not met. Then, the Spearman is used.

Table 17. Correlations between E-service quality and Trust

			Average of E - Service quality	Average of Trust in the public administration
Spearman's rho	Average of E - Service quality	Correlation Coefficient	1.000	.597**
		Sig. (2-tailed)	.	.000
		N	212	212
	Average of Trust in the public administration	Correlation Coefficient	.597**	1.000
		Sig. (2-tailed)	.000	.
		N	212	212
**. Correlation is significant at the 0.01 level (2-tailed).				

The table above shows that the E-service Quality (independent variable) has a positive relation with Trust in the Public Administration (dependent variable) through the association is moderate due to the Spearman's rho correlation is moderate (0.507).

Table 18. Correlations between Public administration communication and Trust

			Average of Public administration communication	Average of Trust in the public administration
Spearman's rho	Average of Public administration communication	Correlation Coefficient	1.000	.639**
		Sig. (2-tailed)	.	.000
		N	212	212
	Average of Trust in the public administration	Correlation Coefficient	.639**	1.000
		Sig. (2-tailed)	.000	.
		N	212	212
**. Correlation is significant at the 0.01 level (2-tailed).				

The table above shows that that Public administration communication (independent variable) has a positive relation with Trust in the government (dependent variable) through the association is quite strong because the Spearman's rho correlation is quite high (0.639).

Table 19. Correlations between Attitude toward e-government and Trust

			Average of Attitude toward e-government	Average of Trust in the public administration
Spearman's rho	Average of Attitude toward e-government	Correlation Coefficient	1.000	.573**
		Sig. (2-tailed)	.	.000
		N	212	212
	Average of Trust in the public administration	Correlation Coefficient	.573**	1.000
		Sig. (2-tailed)	.000	.
		N	212	212
**. Correlation is significant at the 0.01 level (2-tailed).				

The table above indicates that that Attitude Toward E-government (independent variable) has a positive relation with Trust in the Public Administration (dependent variable) through the association is moderate.

4.5. Regression analysis

In this section, the linear regression is used to examine the hypotheses relationships among four different quotations. According to the linear regression model, coefficient score refers to the relations between independent and dependent variable. In other words, the coefficient value indicated the cause and effect relationship between two types of variables.

4.5.1 Single regression

Firstly, the author examines the relationship between one dependent variable and one independent variable by using the Simple Linear Regression method. The results of a simple linear regression are shown in the tables below:

Hypothesis 1 (H1): Public e-service quality has a positive influence on trust in the public administration

Table 20. Single regression for H1

Independent Variable	Dependent Variable (Y-Trust in the public administration)				
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-3.367E-016	0.050		0.000	1.000
X ₁ – E-Service quality	0.684	0.050	0.684	13.595	0.000
R = 0.684; R ² = 0.468; Adjusted R ² = 0.466; F = 184.836; Sig. = 0.000					

The E-service Quality has the correlation to Trust in the Public Administration as shown in the above table. It is due to the significant level of p (sig. = .000). Then, there is a robust relationship between Trust and the E-service Quality because the correlation coefficient R is 0.684. Trust in the public administration can be explained by e-service quality (R²=46.8%). Also, trust can be sufficiently used to describe e-service quality because F value is 184.836 and its significance value of 0.000. Additionally, the independent variable significantly contributes to the equation that predicts trust in the public administration because the t value is 9.128, higher than 2, with the significant level of 0.000.

In conclusion, we can define that government E-service quality has a positive relation to confidence in the government in HCMC. The hypothesis 1 is interpreted as in below formation:

$$Y = -3.367E-016 + 0.684 X_1$$

Where: Y: trust in the public administration

X₁: public E-service quality

Hypothesis 2 (H2): Public administration communication has a positive influence on trust in the public administration

Table 21. Single regression for H2

Independent Variable	Dependent Variable (Y-Trust in the public administration)				
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-3.860E-016	0.052		0.000	1.000
X ₂ – Public administration communication	0.654	0.052	0.654	12.517	0.000
R = 0.654; R ² = 0.427; Adjusted R ² = 0.425; F = 156.672; Sig. = 0.000					

The single regression model in Table 21 implies a correlation between public administration communication and trust in the government. It is because the significant level of p is .000 (sig. = .000). There is a robust relationship between trust and the public administration communication because the correlation coefficient R is 0.654. There appears a strong prediction of the variance in trust with government communication (R² = 0.427). Confidence in the government can be explained by public administration communication (R²=42.7%). Trust can be sufficiently used to define public administration communication because F value is 156.672 and its significance value of 0.000. Additionally, the independent variable significantly contributes to the equation that predicts trust in the public administration due to the t value is 9.128, higher than 2, with the significant level of 0.000.

It is clearly that government communication has the positive relation to trust. The hypothesis 1 is interpreted as in below function:

$$Y = -3.860E-016 + 0.654 X_2$$

Where: Y: trust in the public administration

X2: public administration communication

Hypothesis 3 (H3): Attitude toward e-government has a positive influence on trust in the public administration

Table 22. Single regression for H3

Independent Variable	Dependent Variable (Y-Trust in the public administration)				
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-3.014E-016	0.054		0.000	1.000
X ₃ – Attitude toward e-government	0.614	0.054	0.614	11.277	0.000
R = 0.614; R ² = 0.377; Adjusted R ² = 0.374; F = 127.164; Sig. = 0.000					

The single regression model in Table 22 implies a correlation between e-government and trust in the public administration. It is because the significant level of p is .000 (sig. = .000). There is a robust relationship between trust and e-government because the correlation coefficient R is 0.614. There appears a strong prediction of the variance in trust with e-government (R² = 0.377). Trust in the public administration can be explained by e-government (R²=37.7%). Because F value is 156.672 and its significance value of 0.000, trust can be sufficiently used to describe e-government. Additionally, the independent variable significantly contributes to the equation that predicts trust in the public administration because the t value is 9.128, higher than 2, with the significant level of 0.000.

It is clearly that government communication has the definite relation to trust. Hypothesis 1 is interpreted as in below function.

In conclusion, we can define that attitude toward e-government has the definite relation to trust in the public administration in HCMC. Hypothesis 1 is constructed as in below function:

$$Y = -3.014E-016 + 0.614 X_3$$

Where: Y: trust in the public administration

X₃: Attitude toward e-government

4.5.2. Multiple regression

In this section, the author applies the multiple regression models to evaluate the influence of the whole three main factors affecting on trust in the public administration in HCMC.

Table 23. Multiple regression

Independent Variable	Dependent Variable (Y-Trust in the public administration)				
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
(Constant)	B	Std. Error	Beta		
X ₁ – E-service quality	-2.977E-16	0.044		0.000	1.000
X ₂ – Public administration communication	0.319	0.067	0.319	4.774	0.000
X ₃ – Attitude toward e-government	0.277	0.064	0.277	4.314	0.000
	0.314	0.053	0.314	5.930	0.000
R = 0.769; R ² = 0.592; Adjusted R ² = 0.586; F = 100.643; Sig. = 0.000					

As shown in Table 23 above, there is the robust relationship between the observed and predicted value of dependent variable (trust in the public administration) due to the high value of multiple correlation coefficients ($R = 0.769$). $R^2 = 0.592$ meant that 59.2% of the variance in trust in the government can be predicted from three above factors (E-service quality, Public Administration Communication and Attitude toward e-government). Also, there is the combination of three independent factors significantly predicted trust in the public administration because the value of F is 100.643 and significant at $p = 0.00$ (less than 0.05).

Besides, the result of multiple regression also proves that E-service quality, Public Administration Communication and Attitude toward e-government had the positive relationship with trust in the public administration with $p = 0.00 < 0.05$. Among these three factors, E-service quality had the strongest impact on confidence in the government with $Beta = 0.319$.

CHAPTER 5. CONCLUSION

Chapter Five concludes what is examined in this thesis. Furthermore, this section also shows the limitations, debate some implementation and recommendations to do the further research on the topic of this thesis. In this chapter, the results from this study will be reviewed.

This chapter begins with the conclusion from the experimental research. Therefore, this chapter also examines the hypothesis and find what is the key factors influence the trust of the citizens on e-government. Besides, this section also showed the margins of this research and the recommendations for research shortly.

5.1. Conclusions

E-service quality is assessed concerning efficiency, privacy, fulfillment and system availability. The majority of respondents answers that e-service quality is efficient. Among three dimensions of the effectiveness of e-service quality, availability of e-service receives the highest rate of strong degree while the simplicity of e-service is lowest. This factor indicates that to some extent, and citizens have difficulties in assessing e-service.

In contrast, with efficiency, the privacy of citizen using e-service is much lower. Although the highest response rate falls in actively degree level, the figures are under 50%. Citizens are still aware of their unprotected personal information.

Regarding fulfillment, the proportion of respondents perceives that e-service is provided in trustful, promised and following manners. Commitment in e-service delivery has the highest response with 4,33% mean score.

The lowest rate of reaction falls in the system of availability of e-service. All three criteria of availability have the low average rating with fewer than 4 in comparison with other three dimensions of e-service quality. Noticeably, just only 31,6% strongly agrees “that the public e-service is available whenever I need it.” This small response questions the quality of e-service in general because availability is the important factor that could hinder the e-service quality.

Similarly, to e-service quality, public administration communication and attitude to e-government have very high mean scores with slightly over 4. Government communication focuses

on promoting the usage of e-service in citizens. These activities are quite efficient and are somewhat appreciated by the people.

The study showed that more than 80% of respondents put their trust when making transactions with the public administration. Only fewer than 5% of them did not trust the government. Also, we can define that government E-service quality has the definite relation to trust in the public administration in HCMC. And the government communication is correlated to confidence in the government. Furthermore, attitude toward e-government also has the positive relation to trust in the public administration in HCMC.

Cronbach's alpha and Corrected item to Total correlation prove the reliability of collected data with Cronbach's alpha equals and over 7.0 while Corrected item to Total Correlation is under 0.3.

Exploratory factor analysis for independent variables, e-service quality, public administration communication, attitude toward e-government and dependent variables is also carried out to test the validity of measurement scale of the research model.

The result of multiple regression also proves that E-service quality, Public Administration Communication and Attitude toward e-government had the positive relationship with trust in the public administration with $p = 0.00 < 0.05$. Among these three factors, E-service quality had the strongest impact on confidence in the government with $\text{Beta} = 0.319$.

5.2. Implications

This study approach can use for the research on the trust of the citizens in government by the applying the e-government services. The model in this study can be utilized for the further research. This model was designed and experienced by reality research so it can use for reference for another study about the trust of the citizens toward e-government facilities.

The results are mentioned in Chapter 4 could suggest many implications for trust improvement.

Firstly, empirically, confidence and e-service quality have the positive relation. Trust of the citizen in government can be promoted by enhancing the quality of e-service. The meaningful contribution of this study is the identification of the E-service quality, Public Administration

Communication and Attitude toward e-government have the positive relationship with trust in the public administration

Secondly, for the efficiency of e-service quality, some areas of public management need to improve. These areas are assessability, well-organised e-service, and simplicity. Simplicity receives the highest rate of the disagreeing level with 52% among the three sectors. Simplicity thus is the riskiest area that requires more concentration from the government.

Thirdly, although the majority of respondents believe their privacy assurance from e-service, there is still some those who concern about their privacy. These figures refer the need improving the confidence of citizen about their protected privacy. A government should strictly carry their commitment to protecting citizen's privacy whenever they use e-service. Also, there is a need to legalize privacy protection.

Fourthly, regarding fulfillment of e-service quality, there are 3.3% answers strongly disagree and disagree. In comparison with categories of neutral, agree and strongly agree, the proportion of 3.3% is not hugely significant. However, this 3.3% implies many citizens do not satisfy with item "this public e-service works according to my orders". Then, the implications here is to better the e-service quality so that it could work as citizens' rules.

To sum up, it raises a need for more investment to enhance the E-service quality, Public Administration Communication and Attitude toward e-government because these factors in their return increase the trust of the citizens on governance. It could be a meaningful evidence to pursue Ho Chi Minh City leader to direct their local government system to serve citizens better. It qualified with the proper direction of the government agenda.

5.3. Limitations

This experimental research has some potential limitations.

Firstly, bias naturally happens in the progress of the study. During doing this research, the objectives of the study are to find, understand, interpret and examine the findings subjectively. However, Blumberg (2005) mentioned that the interpretive paradigm tries to understand realities and to offer interpretive explanations, which are meaningful for the text's authors in its context. It means that the researcher and the authors' values and bias are easy to enter the research process.

Secondly, the participants' e-government experience was entirely different, and it could cause bias in their responses. Some citizens had a bad experience, and some had real experience with the e-service from the government. There was the fact that, some people did not want to share their right thinking about government. It might be a characteristic of the Asian culture when they mentioned about the politic and government issues.

Thirdly, the majority of the questionnaires were collected by the paper-based survey (270 items). Even there were about 200 e-mails sent, but only roughly 110 responds were received. At the end of this process, there are only 212 qualified samples that can be used for data analyzing. It raised the feeling that the utilization of the modern technique to communicate with the government also was unusual in Ho Chi Minh City.

Lastly, this study was only conducted in Ho Chi Minh City, with the small sample size. That why there could be a risk in generalizing.

5.4. Recommendations

This study provides a basis for further research on the trust of the citizens in e-government systems. It reveals the fact that all the variables (E-service quality, Public Communication and Attitude towards e-government) have the influence on the trust of the citizens on e-government in Ho Chi Minh City, Vietnam. Additional efforts are needed to investigate these factors at both Ho Chi Minh City and nation-wide scale.

There are many solutions to enhance the trust of citizens in government. Administrative reform efforts of Vietnam Government can concentrate on the organization, functions, tasks of government system to improve the efficiency and effectiveness of its operations. The Government should conduct a total review and issue new regulations on the role, duties, powers of the

government system. Furthermore, the government can consider the decentralization of the central - local government in areas of budget management, human resources management, land, natural resources, state-owned enterprises, investment plans and promulgate legal documents. On the other hand, the government can reform law system by promoting independence and responsibility in decision-making and implementation of the local government levels. Besides, there is a need to improve the quality of governmental employees to meet the requirements of developing of the country; focus on building the next generation of officials and staff members who qualify the qualities, skills and professional to serve citizens better. It is also necessary to establish and implement policies to attract, detection, and treatment key talented people in public service activities. Another action should be taken to apply modern governments to strengthen the trust of the people towards government: Change from the "management" into the "serving" to satisfy the suitable needs of individuals. Encourage public servants to be responsible to the citizens as customers of public services. Continue to build e-government service system. Furthermore, application advanced standards of quality management in operation within the state administrative services, basic standards.

Some Solutions to Enhance Trust of Citizens in Government:

(1.) Improving the Public e-Service Quality

(i.) Provide Variety of Public e-services

(a.) Simplify the public administrative procedures system

The first solution is to apply Result-based Management (RBM) practice in drafting and implementing the General Agenda of simplifying administrative procedures from the central to local level government. This program has to identify critical tasks in each stage of operation and mandates relevant competent authorities, particularly for groups of administrative procedures related to urban management, environmental resources, and foreign investment. Then, it has to identify clearly the mechanism responsibility to the central and local government in reviewing, reporting, and simplifying public administrative procedures.

The report of simplifying civil service systems program of ministries and localities has to show the amount of specific administrative procedures to be streamlined, the savings rate of the cost of implementing simplifying administrative procedures compare with prior proceedings. Results of the simplifying administrative procedures should demonstrate significant meaning both for the

people and the related state regulatory bodies. These results must be updated, and publicly and comprehensively listed through the public information and communication channels to inform individuals and organizations.

(b.) Apply electronic quality management system version of ISO 9001:2008 in the management of state agencies, state administrative bodies.

It needs the mandatory implementation of administrative procedures for individuals or organizations. Furthermore, public administrators have to update the quality management system timely to make sure that the government works smoothly and more efficiently. Accordingly, for all administrative procedures, authorities have to specify each process steps with clearly defined functions and responsibilities. Then, the management must resolve quality and period for each phase of the public administration process for each division and specific civil servants. Government officials and federal departments have clearly to define their responsible, accountable and disciplinary level in corresponding to the defect in violation of the fulfillment of poor quality or late record. Implementing Apologizes Letter for the clients and organizations if there are poor quality, or delay procedures happening.

(c.) Develop the system of inter-administrative procedures

Based on the statistical results, simplify administrative procedures, develop and implement inter-administrative procedures between the same or different level of state governmental agencies in resolving the administrative procedures for the citizen.

The inter-administrative procedure principle has to ensure laws, rules, accurate and maximizes the convenience for citizens and organizations. The implementing of this policy need to make sure compliance with the principle of the one-stop shop in receiving and returning results in administrative records. Strictly prohibited resolving administrative records without via the one-stop shop as prescribed.

The implementing of inter-administrative procedures have to ensure the participation and commitment of the inter-sectoral level or other related departments during applying criteria of administrative proceedings. Accordingly, base on the corresponding to the functional unit, related tasks, administrators have to determine the specific responsibility for the quality of the content, the settling time for each particular phase of the process to resolve administrative procedures.

Specifying the responsibilities of civil servants to perform the tasks for receiving and returning the results of public administrative records. Specifying the controlling, guidance of administrative procedures, systematize all data related to administrative records to ensure to apply the efficient public regulatory process. Set up the entire process of the settlement of administrative record in each stage of settlement dossiers for citizens.

Apply the advancement of information technology in the implementation of inter-administrative procedures settlement of administrative proceedings. Focusing on the implementation of the public administrative software to build inter-database records, administrative procedures between government agencies. Thus, the Ministry of Science and Technology has to take the primary responsibility in collaboration with the Ministry of Justice (through the Department of Administrative Procedure Control), the Ministry of Home Affairs, other ministries and localities to construct and apply unified public administrative software to resolve administrative records on a national scale.

The construction and using inter-public administrative procedure software have to unified use between the state regulatory agencies, prevent complicating administrative proceedings. The evaluation of the effectiveness of inter-administrative procedures demonstrated by indicators of reducing the number of times to resolve administrative records of individuals and organizations. On the other hand, it also relates to the reducing the administrative costs, the cost of wasting time to participate in the settlement documents, administrative procedures of the government.

(ii.) Develop and implement the pathway of providing public e-services

The implementation and deployment roadmap of providing public e-services helps the government managers identify the essential services to provide to the citizens. The 5-years period roadmap, consistent with the implementation of the resolutions the Communist Party of Vietnam, the direction of central government and the capacity of application of the local administration. According to the Decree 43/2010/NĐ-CP of the Government on government supply e-services, this roadmap should is clearly defined for groups of administrative procedures that will provide public e-services on levels 2, 3, 4. When government constructs this roadmap, the financial resources, human resources have to be clearly defined to serve best the set of performance objectives. Also, administrators have to establish public administrative procedures focus on business registration, tax, investment licensing, construction license, housing ownership and residential land use rights of individuals and organizations.

(iii.) Invest the information technology infrastructure

Contributing the staff perform the administrative reform duty and applying of information technology in the public sector.

Ministry of Home Affairs in collaboration with the Ministry of Science and Technology to identify the roadmap of e-government implementation. It should adapt to the implementing capacity of municipal governments and rural governments. Upgrading the capacity Department Administrative Procedures Control in controlling the public administrative procedures. Accordingly, establish at the central administration level groups of experts who have practical experiences and academic research capacity to conduct public governmental research and guide the implementing of public reform to all levels of the government system.

On the other hand, Ministry of Home Affairs guides local government level to the establish the expert groups who have practical experience to guide the implementation of administrative reform. Furthermore, these groups of experts can help local government apply the advancement of information technology in construction the facilities of e-government.

This solution motivates responsibility of only officials and enhances the role of the head unit in the public administrative reform. Furthermore, it can help to build the efficiency, the professional of government and create the satisfaction of citizens and organizations.

(2.) Enhancing the Public Administration

(i.) Diversify the receiving channels to get feedbacks of citizens

Set up the variety of channels to receive comments directly from residents: Receiving and processing directly feedback from individuals and organizations via the hotline system, citizen meetings. Leaders should visit residents to strengthen the understanding and listening, people.

Research and develop provincial system operator to receive the reflection of individuals and organizations. Moreover, this system can help administrators to connect to the departments, local authorities in handling feedback of clients. Build dynamic city web to openly inform the processing results to the people.

(ii.) Diversify the information and communication channels

Prepare and develop public relation programs; communication plans to connect actively to the news agencies, radio stations to promote the achievement of administrative reform, as well as the information on the implementation of the utility of particular e-services.

Use propaganda tools to promote the using of public e-services on social networks such as Facebook, LinkedIn, Twitter.

(3.) Contribute to the attitude of citizens toward e-government services

Motivate them to participate in using public administration e-services to increasing the satisfaction of people on information technology and e-service utilities. Focus on the implementation of information technology towards people by increasing the opening of short-term classes, free internet, and related public administration services.

Encourage and create positive habits of citizens to explore and use government e-services in the form of incentives such as free SMS for clients when they send messages to local government to resolve administrative procedures. Besides, local governments can coordinate with the private sector to give online public services' clients gift shopping, entertainment vouchers to encourage them to use public e-service.

Build support programs of resolving civil administrative procedure, especially focus on priority groups. The local government makes supportive programs to determine administrative procedures for elderly people, the physically disabled, pregnant women, children or individuals with poor health, inability to do their administrative procedures by themselves. Accordingly, these kinds of clients will not have to pay any fee to do their public business processes. This process may follow three basic steps: (One) Get requests from the client; (Two) Coordinate to inspect, verify and implement the Receiving>Returns public administrative procedures; (Three) Complete and send the results to the citizen's home. The government managers should periodically review the implementation of this program and continuous improvement to facilitate the people when they do public administrative procedures.

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APPENDICES

QUESTIONNAIRE (English Version)

Questionnaire No:

Interviewer:

Time:, Date (dd/mm/yyyy):.../.../2015. At:

Please take a few minutes to complete this survey. Your opinion will help us assess and improve e-service quality of local government to serve you better.

Part I. Classification

1. Have you have been using any e-service of government agency?

Yes No

Part II. Assessment of e-service quality of local government

If yes, please express your perceptions about service quality of e-service of local government agency by choosing from a 5 point-scale extending from 1 = “*strongly disagree/ the least satisfied*” to 5 = “*strongly agree/ the most satisfied*”.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

Please give your comments on attributes on e-service quality of local government. Mark your answers on numbers expressing agreement level on each line bellow.

	I.1. E-S Quality					
	<i>I.1.1. Efficiency</i>					
2.	This public e-service makes it easy to find what I need.	1	2	3	4	5
3.	This public e-service is well organized.	1	2	3	4	5
4.	This public e-service is simple to use.	1	2	3	4	5
	<i>I.1.2. Privacy</i>					
5.	I feel my privacy is protected on this public e-service.	1	2	3	4	5
6.	This public e-service does not share my personal information with other sites.	1	2	3	4	5
7.	This public e-service protects my information against other uses.	1	2	3	4	5
	<i>I.1.3. Fulfillment</i>					
8.	This public e-service is truthful about its offerings.	1	2	3	4	5
9.	This public e-service delivers results as promised.	1	2	3	4	5
10.	This public e-service works according to my orders.	1	2	3	4	5
	<i>I.1.4. System availability</i>					
11.	This public e-service launches and runs right away.	1	2	3	4	5
12.	This public e-service is available whenever I need it.	1	2	3	4	5
13.	The public e-service technology is compatible with the software I use.	1	2	3	4	5
	<i>I.2. Public administration communication</i>					
14.	The public administration communicates its readiness for public e-services frequently.	1	2	3	4	5

15.	The public administration communicates a positive feeling about using public e-services.	1	2	3	4	5
16.	The public administration recommends the use of public e-services.	1	2	3	4	5
<i>I.3. Attitude toward e-government</i>						
17.	Using public e-services is an idea I like.	1	2	3	4	5
18.	Using public e-services would be a pleasant experience.	1	2	3	4	5
19.	Using public e-services is a good idea.	1	2	3	4	5
20.	Using public e-services is a wise idea.	1	2	3	4	5
<i>I.4. Trust in the public administration</i>						
21.	I trust the public administration.	1	2	3	4	5
22.	The public administration is a reliable organization to carry out transactions.	1	2	3	4	5
23.	When making transactions the public administration is trustworthy.	1	2	3	4	5

Part III: Please answer below questions

24. Your gender

- Male Female

25. Your age group

- Under 20 From 30 to under 40
 From 20 to under 30 Over 40

26. Your education

- Under high school College graduate, undergraduate student Post graduate
 High school graduate University graduate Other:

27. Have you access e-service of government within latest three months?

- Yes No

28. How often do you access e-service of government?

- At least once a week At least 3 times a week Others
 At least 2 times a week At least 4 times a week

Please check again your answer to make sure you did not ignore any questions. Sincerely appreciate your time and cooperation!

QUESTIONNAIRE (Vietnamese Version)

PHIẾU KHẢO SÁT

Về dịch vụ công điện tử của chính quyền địa phương

Xin cảm ơn quý vị đã dành chút thời gian tham gia khảo sát. Ý kiến của quý vị sẽ giúp nâng cao chất lượng các dịch vụ công điện tử của chính quyền địa phương hiện nay.

Phần I. Câu hỏi phân loại

1. Quý vị đã bao giờ sử dụng dịch vụ công điện tử do nhà nước cung cấp chưa?

Ví dụ : Đăng ký hồ sơ qua mạng internet: Đăng ký kinh doanh, cấp bản sao hộ tịch v.v...

Có Không

Nếu có, xin tiếp tục trả lời câu hỏi tiếp theo.

Phần II. Đánh giá chất lượng dịch vụ công điện tử của cơ quan nhà nước địa phương

Quý vị vui lòng khoanh tròn lựa chọn của quý vị cho từng câu hỏi dưới đây:

	Hoàn toàn không đồng ý	Không đồng ý	Bình thường	Đồng ý	Hoàn toàn đồng ý				
	1	2	3	4	5				
2.	Dịch vụ công điện tử giúp tôi dễ dàng tìm thông tin cần thiết				1	2	3	4	5
3.	Dịch vụ công điện tử được tổ chức tốt.				1	2	3	4	5
4.	Dễ dàng sử dụng dịch vụ công điện tử.				1	2	3	4	5
5.	Tôi cảm thấy quyền bảo mật của tôi được bảo vệ khi sử dụng dịch vụ công điện tử.				1	2	3	4	5
6.	Dịch vụ công điện tử không chia sẻ các thông tin cá nhân của tôi với các trang mạng khác.				1	2	3	4	5
7.	Dịch vụ điện tử bảo vệ thông tin cá nhân của tôi khỏi bị sử dụng trái phép.				1	2	3	4	5

8.	Các dịch vụ công điện tử là đáng tin tưởng.	1	2	3	4	5
9.	Dịch vụ công điện tử trả kết quả xử lý đúng hẹn.	1	2	3	4	5
10.	Dịch vụ công điện tử thực hiện đúng các yêu cầu của tôi.	1	2	3	4	5
11.	Dịch vụ công điện tử được vận hành tốt.	1	2	3	4	5
12.	Dịch vụ công điện tử luôn sẵn sàng bất cứ khi nào tôi cần.	1	2	3	4	5
13.	Dịch vụ công điện tử tương thích với phần mềm ứng dụng tôi đang sử dụng.	1	2	3	4	5
14.	Chính quyền địa phương sẵn sàng giao tiếp hỗ trợ người dân khi họ sử dụng dịch vụ công điện tử..	1	2	3	4	5
15.	Cơ quan hành chính nhà nước tích cực trong việc cung ứng và sử dụng dịch vụ công điện tử.	1	2	3	4	5
16.	Cơ quan hành chính nhà nước chủ động đề nghị người dân sử dụng dịch vụ công điện tử.	1	2	3	4	5
17.	Sử dụng dịch vụ công điện tử là việc mà tôi rất thích.	1	2	3	4	5
18.	Sử dụng dịch vụ công điện tử sẽ là một trải nghiệm thú vị.	1	2	3	4	5
19.	Sử dụng các dịch vụ công điện tử là ý tưởng tốt.	1	2	3	4	5
20.	Sử dụng các dịch vụ công điện tử là một ý tưởng thông minh.	1	2	3	4	5
21.	Tôi tin tưởng hoạt động của cơ quan hành chính nhà nước	1	2	3	4	5
22.	Cơ quan hành chính nhà nước là tổ chức đáng tin cậy trong việc thực hiện giao dịch hành chính.	1	2	3	4	5
23.	Việc thực hiện các giao dịch hành chính là đáng tin tưởng.	1	2	3	4	5

Phần III: Vui lòng trả lời các câu hỏi tiếp theo

24. Giới tính

- Nam Nữ Khác:

25. Độ tuổi

- Dưới 20 Từ 30 đến dưới 40
 Từ 21 đến dưới 30 Trên 40

26. Trình độ học vấn

- Dưới THPT Đang học cao đẳng, đại học Sau đại học
 Tốt nghiệp THPT Tốt nghiệp Cao đẳng, đại học Khác:

27. Trong 03 tháng qua, quý vị có sử dụng dịch vụ hành chính công điện tử nào của nhà nước không?

- Có Không

28. Quý vị có có thường xuyên thực hiện giao dịch hành chính công điện tử không?

- Ít nhất 1 lần/tháng Ít nhất 3 lần/tháng Trên 4 lần/tháng
 Ít nhất 2 lần/tháng Ít nhất 4 lần/tháng

Mong quý vị xem lại bảng hỏi để tránh bỏ sót câu trả lời. Xin cảm ơn thời gian và sự hợp tác của quý vị!