A FRAMEWORK TO STUDY FACTORS INFLUENCING THE ACCEPTANCE OF INFORMATION TECHNOLOGY IN YEMEN GOVERNMENT

By

SAMI MOHAMMED SALEH AL HADERI

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ABSTRACT

Organizations around the world are looking for the development and keep up to date with emerging technology. Thus, they pay more intention to develop their technology infrastructure to improve productivity, effectiveness, or to adopt e-government. However, in reality, not all companies adopt and use effectively, or even use, information technology. And in reality, not all employees in organizations accept, adopt, and use effectively, or even use, information technology. When this happens, there is a gap between the ideal and the reality of the actual usage of information technology. As a result, there is need to study and understand the factors affecting the acceptance of technologies. This study aims to test the success of the technology acceptance model in Yemen culture. In addition, This study aims to investigate the factors influencing the acceptance of technology in Yemen public sector. This study developed a framework based on two theories, TAM 2 and UTAUT. In addition, the study added two important factors of organization culture and government support to the key factors in the theory of technology acceptance in order to provide better understanding for the factors influencing the acceptance of information technology among the individual perceptions. survey questionnaire was distributed to 53 government utilities and 357 cases were used in the analysis. Structural Equition Modeling AMOS 18 was used for the analysis of the proposed model, from a total 14 hypothesis, 11 were supported and three hypothesis were rejected. This study provided empirical evidence for the effects of new technology determinants in the government sector. In particular, it has successfully revealed that organization culture, government support, subjective norm, top management support and information quality are important determinants in influencing the adoption of technologies. The findings confirmed the theory of TAM and showed its potential capability in the Middle East, particularly in Yemen.

Keywords: Technology Acceptance Model, National Culture, Government Sector, Structural Equition Modeling, Yemen.

ABSTRAK

Organisasi di seluruh dunia mengawasi dan berusaha untuk pembangunan dengan kemunculan teknologi baru. Oleh itu, mereka memberi lebih tumpuan membangunkan infrastruktur teknologi untuk meningkatkan produktiviti, keberkesanan atau untuk menerima pakai e-kerajaan. Walau bagaimanapun, pada hakikatnya, tidak semua syarikat menerima pakai dan menggunakan secara berkesan atau pun menggunakan teknologi maklumat. Pada hakikatnya, tidak semua pekerja dalam organisasi menerima, menerima pakai, dan menggunakan dengan berkesan, atau pun menggunakan, teknologi maklumat. Apabila ini berlaku, wujudlah jurang antara ideal dan realiti sebenar penggunaan teknologi maklumat. Oleh itu terdapat keperluan untuk mengkaji dan memahami faktor-faktor yang mempengaruhi penerimaan teknologi. Kajian ini bertujuan untuk menguji kejayaan model penerimaan teknologi dalam budaya Yaman. Di samping itu, kajian ini bertujuan untuk mengkaji faktorfaktor yang mempengaruhi penerimaan teknologi di sektor awam Yaman. Selain itu, kajian ini membangunkan satu rangka kerja yang berdasarkan dua teori; TAM 2 dan UTAUT. Di samping itu, kajian ini bertujuan untuk mengkaji faktor-faktor yang mempengaruhi penerimaan teknologi di sektor awam Yaman. Kajian ini juga menambah dua faktor penting iaitu budaya organisasi dan sokongan kerajaan kepada faktor-faktor utama dalam teori penerimaan teknologi untuk memberi kefahaman yang lebih baik tentang faktor-faktor yang mempengaruhi penerimaan teknologi maklumat dalam kalangan persepsi individu. Satu soal selidik telah diedarkan kepada 53 utiliti kerajaan dan 357 kes telah digunakan dalam analisis kajian. Structural Equition Modeling AMOS 18 telah digunakan untuk analisis model yang dicadangkan; daripada 14 hipotesis, 11 hipotesis telah disokong, dan tiga hipotesis ditolak. Secara khususnya, kajian ini telah berjaya mendedahkan bahawa budaya organisasi, sokongan kerajaan, norma subjektif, sokongan pengurusan atasan, dan kualiti maklumat adalah penentu penting dalam mempengaruhi penggunaan teknologi. Dapatan kajian ini mengesahkan teori TAM dan menunjukkan keupayaan potensi di Timur Tengah, khususnya di Yaman.

Kata kunci: Model Penerimaan Teknologi, Kebudayaan Kebangsaan, Sektor Kerajaan Structural Equition Modeling, Yaman

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LIST OF ABBREVIATION

IT Information technology

YR The Yemeni Rial

CIA The Central Intelligence Agency

ICT Information and communication technology

USA United state of america

PC Personal Computer

UTAUT Unified theory of acceptance and use of technology

TAM Technology Acceptance Model

BEA Bureau of Economic Analysis

OCAM Office, Computing and Accounting machinery

IPE Information Processing Equipment

ERP Enterprise resource planning

CSE Computer self-efficacy

GCSE General computer self-efficacy

SCSE Syestem computer self-efficacy

IS Inforamation system

EMR Electronic Medical Record System

SN Subjective norm

WebCT Web communicate technology

POLNET police office interanet

TPB Theory of planned behavior

TRA Theory of reasoned action

TMS Top management support

UNESCO United Nations educational, Scientific and Cultural organization

CEO Chief executive officer

SEM Structural Equation Modeling

AMOS Aviation maintenance, repair, and operations system

GLS Generalized list square

OLS Ordinary list square

MDIL Maximum likelihood

DF Degree of freedom

Sig Significant

KMO Kaiser-Meyer-Olkin Measure of Sampling Adequacy

AVE Average Variance Extracted

X²/**df** Minimum Discrepancy **CMIN** / Degree Of Freedom **DF**)

GFI Goodness of Fit

AGFI Adjusted Goodness of Fit index

NFI Normed Fit Index

TLI The Tucker-Lewis index

RFI The relative fit index

RMSEA Root Mean Square Error of Approximation

Culture 8

Cult15 Culture 15

Cult17 Culture 17

Culture 23

Culture 25

Culture 28

Top1 Top management support 1

Top2 Top management support 2

Top4 Top management support 4

Top6 Top management support 6

Top7 Top management support 7

Gov2 Government support 2

Gov3 government support 3

Gov6 Government support 6

Gov7 Government support 7

Effic4 Self-efficacy 4

Effic5 Self-efficacy 5

Iqua4 Information quality 4

Iqua6 Iinformation quality 6

NNFI Non-Normed Fit Index

NFI Normed Fit Index

RMR Root Mean Square Residual

ECVI The expected cross-validation index

p probibility

Y Estimated value

T-value Test value

EASE Ease of use

Useful Usefulness

Intention Intention behavior to use

BI Intention behavior to use

Norm's Subjective norm

Quality Information quality

CHAPTER ONE

INTRODUCTION

1.0 Introduction

Countries and governments try to develop and extend their business and economies throughout the world by building relations and agreements. Enhancing trade relations between countries and governments is possible with the application of information technology. The spread of information technology (IT) across the globe is unstoppable because of the benefits it offers. Many organizations are willing to invest huge sums of money on information technology to support different strategic and operational objectives for the purpose of gaining competitive advantage (Venkatesh, Morris, Davis, & Davis, 2003).

From the government point of view, the advent of IT is beneficial as it does not only allow ease of communication with the rest of the world, but it also enables the government to offer better quality services to the general public. The use of IT in government agencies marks the establishment of e-government. But unfortunately, acquiring appropriate IT is not a sufficient condition for utilizing it effectively. Equally important is the acceptance of the government employees of the new technology (Traunmuller & Lenk, 2002).

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