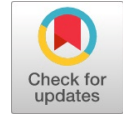


e-Governance through e-Seva in Tamilnadu

C. R. Senthilnathan, V.Dhayalan



Abstract: e-governance/e-seva has become a key mantra for the governments to improve their services to the general public after the advancement of Information and communication technology (ICT). India being one of the developing countries, has initiated their ICT services in the form of eSava. Though government started these services in India about four year ago, this study is initiated to find the consumers perception on the eSevacentres and the gaps in the consumer expectations. Three constructs namely, system stability, service reliability and service quality are used in the study to measure the satisfaction. It is found that of the three measures, system stability and service quality have less positive impacts on consumer satisfaction indicating that definitely the government has to improve their service. Whereas the service reliability is better as far as the satisfaction level of the consumers concerned.

Keywords: eSeva, Consumer perception, ICT, Service quality.

I. INTRODUCTION

e-governance / e-seva is all about the implementation of information and communication technologies (ICT) to help the government in administration, support public services and creating relationship among its citizens. Government usage of ICT is to create governmental policies, norms and regulations and thereby to manage and monitor its governance is known as e-governance (Palvia& Sharma,(2007)). Before the implementation of e-governance across Pan India, one should take into consideration the ground level realities in accessing internet in the villages of India (Malhotra.C.,Chariar.V, Das .L (2010)).

Like any other developing countries, India also faces many major hurdles and oppositions in the implementation of ICT in various government sectors (Mistry.H (2010), Dwivedi (2010). S.K, Kumar.S.P (2010)), The reason for these inadequacies is defiance in finance, lack of motivation and awareness , lack of trust, and lack in technical design. Some of the previous studies (Rajagopalan.R,(2008), Guma.P.K(2013), Odat.A.M,(2012)) have identified that major problem in Indian e-governance is that it is not citizen centric and suggest that it should be citizen and more specific community centric and duly understanding the local needs and their demands. One of the major vision projects of Indian Government is to enable all Government services with information technology which will enable accessibility to every man in the Indian village in a more efficient and reliable way. The vision project name is e-Sevai meaning service through electronic media.

II. OBJECTIVES AND SCOPE OF THE STUDY

- To study the consumer perception on eSavai service
- To find the extent of consumer satisfaction

This study will help in identifying the satisfaction level of the consumer and would help in rectifying the lacuna in the service procedures. This will also bring out the consumer expectations which can be addressed in near future for enhancing the consumer satisfaction.

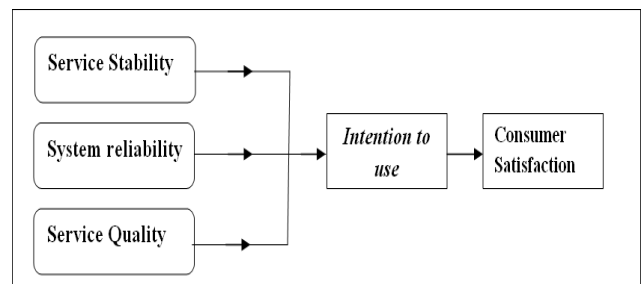
III. REVIEW OF LITERATURE

In the economy wise classification, one among the top states is Tamilnadu. Tamilnadu has enabled many of its services through the e-seva platform (Kumar et al.,2017). Over the years the public interest has increased dramatically in the use of ICT and e-technology is the solution for this. Today, e-governance plays an importance role in transforming the political, social and economical landscape of an economy. The success of the implementation of ICT by the government is not as easy as it looks. The success of implementation includes other important factors like cultural values and attitude within the government and its ethics (Asgarkhani .Mehdi, 2005).

IV. METHODOLOGY

The sample size of the current study is 206 with the respondents selected at simple random technique with a well structured questionnaire. Five point likertscale is used to access the responses of the respondents. To statistically analyse the data, SmartPLS software is used.

V. CONCEPTUAL FRAMEWORK



The major two objectives of any government is to convey the relevant information to the general public and to increase the level of transparency of the government functioning. (Ma,Chung et al., 2005). A good government system's goal should be to provide the required, reliable, useful and timely information service which is easily accessible to all the people.(Baker, 2009).

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The three major dimensions which determine the satisfaction level of e-seva (eGovernance) users are service quality, system reliability and stability. Service quality refers to all the services at the one-stop service centre like the birth/death, income, community certificate etc.,. System reliability is the eSavai service provider's ability to provide accurate and dependable service to the consumers. Also it includes the government policy on the consumers' personal data protection. The success of the eSevaicentres mainly depends on the perception of the consumers about the service they receive from the service personnel. Knowing the importance of these three constructs the below mentioned three hypotheses were formulated.

H₀₁: Service satiability has a positive effective on consumer satisfaction

H₀₂ : System reliability has a positive effective on consumer satisfaction

H₀₃ :Service quality has a positive effective on consumer satisfaction

VI. DATA ANALYSIS AND INTERPRETATION

Of the sample data collected, 68% of them were male, 62.5% of the sample were in the age group 20 – 30 years old, 48.8% of the respondents were neither working in government nor private and 69.2% of them were graduates (Table 1).

Table 1

Gender	Male	68%	Occupation	Government	13.4%
	Female	32%		Private	37.8%
				Others	48.8%
Age	< 20	2.3%	Education	High school	21.1%
	20 - 30	62.5%		Graduate	69.2%
	30 - 45	23.8%		Others	9.7%
	>45	11.4%			

VII. MEASUREMENT MODEL ANALYSIS

The data for the constructs were examined for convergent, discriminant validity and reliability. The table 2 shows the constructs loading well above the required value, ie, .40 (Hair et al.,2013). The values of the average variance extracted were also well greater than .50 (Fornell&Larcker, 1981). This shows that the convergent validity is true. Also

overall reliability of all the items taken together were greater than the tabulated value of 0.70 (Hair et al., 2013), indicating construct reliability. By comparing the correlation of square root values of AVEs, the discriminant validity is examined (Fornell&Larcker, 1981). The table 3 indicates the square root values of the AVE of every item greater than its correlation values with every other item, thereby proving the constructs discriminant validity.

Table 2

Construct / Items	Factor Loading	Composite Reliability (CR)	Average Variance Extracted (AVE)
Service Stability		0.941	0.794
1. System failure rarely occurs in the eSavaicentre	0.711		
2. I need not to visit the eSevaicentre more than once to complete my work	0.823		
3. It took minimum time to complete my work as mentioned by the centre	0.781		
4. Timely reporting of the progress of the work	0.727		
System Reliability		0.799	0.682
1. Whenever I visit the eSevaicentre, personnel were ready to serve me	0.840		
2. eSavai personnel were very prompt in answering my queries	0.862		
3. The eSevai personnel does not ask any extra money to complete the service	0.850		
4. eSevai protects my personal information	0.794		
Service Quality		0.891	0.674
1. eSevai personnel in quick in service delivery	0.907		

2. Accuracy of the delivered service is very good 0.834
3. Promptness is understanding my requirement by the eSevai personnel 0.889
4. Easiness in understanding the eSevai procedure 0.918

Table 3

	Service Stability	System Reliability	Service Quality	Consumer Satisfaction
Service Stability	(0.820)			
System Reliability	0.608	(0.888)		
Service Quality	0.621	0.623	(0.825)	
Consumer Satisfaction	0.513	0.408	0.545	(0.947)

The main diagonal shows the constructs correlations with the square root of AVE

VIII. STRUCTURAL MODEL ANALYSIS & RESULTS

A collinearity test is used to check whether constructs are highly correlated to each other. Table 4 shows the VIF values of all the constructs. It is observed that the values are above the minimum threshold value of 3.3 showing that there is no collinearity among the factors/constructs (Diamantopoulous and Siguaw, 2006).

Table 4

Constructs	Weights	t-value	VIF
Service Stability	0.314	13.071	1.132
System Reliability	0.306	14.026	1.600
Service Quality	0.402	11.483	1.274
Consumer Satisfaction	0.335	8.085	1.369

IX. HYPOTHESIS TESTING

As per the procedure, a bootstrapping sample of 5000 was considered to assess the hypothesis relationship between the constructs. The outcome of the assessment explains that the 3 exogenous constructs collectively explains about 68% of the variance in consumer satisfaction (endogenous construct). The values of effect size of all the endogenous constructs were tested to find the impact of exogenous construct on it (Hair et al., 2013). To determine the magnitude of the effect on the endogenous constructs, the guidelines of Cohen's (1988) were used. It was found that the (f^2) values are 0.17 and 0.16 for Service Stability and Service Quality suggesting a medium effect and 0.29 for System Reliability suggesting somewhat a large effect on the consumer satisfaction.

X. CONCLUSION

Tamilnadu government has successfully started its ICT project all over the state. Much as been debated about state's use of ICT in its day-to-day services through the eSevaicentre. To understand the perception of the consumers regarding the functionality of the eSevaicentre,

this study is been initiated. Three key constructs were used and it is observed that out of the three constructs, service stability and service quality had relatively less positive impacts on consumer satisfaction indicating that definitely the government has to improve in these areas and the system reliability is better as far as the satisfaction of the consumers. Thus the study suggests the government agencies to concentrate on the lacuna and improve their service to the Tamilnadu general public and make the eSavaicentre a grand success.

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