

Service Delivery Management In E-Governance System With Special Reference To The Users Of Online Services

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Abstract:

India is the largest democratic country that is striving hard to move from developing status to developed country. Government is taking several initiatives to move in a positive direction. One among the initiatives is e-governance. According to Abdul Kalam e-governance is a strong tool for ensuring corruption free administration. E-governance helps to create SMART governance in the society (S=simple, M=Moral, A=Accountable=responsive and T=Transparent). In this regard the present study focus on identifying the demographic profile of the respondents, analyzing the effectiveness of e-governance initiatives from the view of users of e-services and finally to enquire about the problems experienced by the users of e-governance. For this a sample of 120 respondents are taken and data is collected through a structured questionnaire. Statistical tools like t-test, one way ANOVA and ranking methods are used for analyzing the data. It is found that employee attitude and performance is creating much disturbance in delivery of services as compared to infrastructure, information communication technology (ICT) perception and Government intervention. It is concluded that better service provider's attitude and performance needs to be enlightened for better service delivery management in e-governance system.

Key Words: E-governance, e-services, users, ICT, infrastructure, government intervention, employee attitude and performance.

Introduction: e-governance is the application of information technology for delivering better services of the government to the users of the service generally local citizens. The main users of e-services are government, citizens and also for the business purpose. It is associated with carrying out the functions of government and achieves maximum results of productivity and economic growth in the country. E-governance focus on single window clearance, overcoming barriers especially political and language barriers, assimilates back end operations and secured online transactions by making confidentiality. It is treated as an evolutionary phenomenon concentrating on changing the mindset of people across the globe.

Review of literature:

Ada Scoupala and Hanne Westh Nicolajsen(2011) said that e-service is a subfield of e-governance. Use of ICT is identified as a necessity at individual, societal and organizational level. Technology acceptance, evaluation and system architecture are identified as the most common themes. E-governance services are adapted as the most influencing factor. Quality of e-governance and stakeholder analysis are expected to be improved for the development of the country.

Ali Rostami & et al(2015) hypothesized the relationship between e-service quality and the level of communication with customers of a bank in south Tehran. Statistical tools like t-test is used and found that there is a positive and significant effect on the level of communication with customers. The e-service quality variable has 6 aspects like efficiency, availability, implementation of commitment, privacy policy, response and contact. Financial institutions believe that high service quality improves customer satisfaction.

Anu Paul and Varghese Paul(2011) focused on the dimensions and stages in e-governance and explored 4 stages namely information, communication, transaction and integration. Resistance to change, managers attitude, and behavior of management are considered as the most challenging issue in providing e-governance services. End user involvement needs to be taken into consideration and avoid resistance to change and make e-governance to move forward.

J.Sridevi&etal (2017) said that e-governance acts as a mediator between government and citizens with regard to the services delivered by the society. The study highlighted the opportunities for e-governance in the country and identified the different challenges for e-governance applicability in India like language problems, literacy rate is very low, low IT knowledge and lack of awareness in people.

Kazeem Oluwakemi Oseni & et al (Kethan Manyam and Dr.N.R.Mohan Prakash (2018) highlighted the objectives of e-governance as providing single window clearance to the customers and assimilation of back end operations to all the departments and also to provide secured online transactions. E-governance model is also explored as Government2Government, Government2Business, and Government2Citizens. Andhra Pradesh government is taking various steps to develop e-governance system in A.P by concentrating more on e-pos, mee-Bhoomi, mee-seva, e-pensions, e-cabinet, mee-kosam and C.M core Dash board.

Mohammad Abdul Salam(2017)focused on the dimensions and attributes of e-service quality and the level of customer satisfaction towards e-governance. Quota sampling method is used to collect the data. Regression analysis is used to analyze the data. The indicators like accountability, transparency, effectiveness, responsiveness, rule of law and participation are extracted for the study. Service delivery and customer satisfaction are identified to be strongly correlated for better advancement of e-governance and for better customer satisfaction.

Nikithayadav and Y.B.Singh(2012) highlighted the four pillars of e-governance as connectivity, knowledge, data content and capital and explored the applicability of e-governance between government and citizens, employees, government, business. E-governance attached to cloud computing is stressed and it not only provides organizational technology benefits but also highlights economic benefits.

Poonam Malik & et al(2014) stressed that e-governance enhanced the relationship between G2G, G2B, G2c, B2G, C2G using ICT.E-governance involves government to participate in

government decision making process. It is treated as a transition. Delivery of service and cost of e-governance are identified as the key challenging tasks for the promotion of e-governance and to reduce corruption and enhance quality of service to citizens.

PremKumar and Priya.K(2015) focused on evolution and understanding of e-governance dimensions as well as on key success factors. The services of e-governance are divided into 3 categories like publishing, interacting and transacting.

Objectives of the study:

1. To identify the demographic profile of the respondents.
2. To analyze the effectiveness of e-governance initiatives from the view of users of e-services.
3. To enquire about the problems experienced by the users of e-governance.

Research methodology:

Sample and data: The location of the study is restricted to Andhra Pradesh. The criteria for the selection of the study are that the respondents of the study were the users of the e-governance services. The total size of the employees comprised of 120 employees. The sample is selected on convenience sampling method is used to collect the data. Data collection is done by using a structured questionnaire and by approaching the respondents personally. The questionnaire is divided into three parts. First part is related to the demographic profile of the respondents, second part is related to the effectiveness of e-governance initiatives and the third part is about the problems experienced by the users of e-governance. The respondents were given enough time to answer all the questions.

Data analysis:

Table: 1: Gender wise classification of the respondents:

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	71	59.2	59.2	59.2
Female	49	40.8	40.8	100.0

Total	120	100.0	100.0	
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From the above table: 1 it is observed that 59.2% of the respondents are male and the remaining respondents are female.

Table: 2: Age wise classification of the respondents:
age

	Frequency	Percent	Valid Percent	Cumulative Percent
upto40	27	22.5	22.5	22.5
41-50	36	30.0	30.0	52.5
51-60	32	26.7	26.7	79.2
above 60 years	25	20.8	20.8	100.0
Total	120	100.0	100.0	

From the table:2 it is clear that 22.5% of the respondents belongs to the age below40 years, 30% belongs to the age 41-50 years, 26.7% belongs to the age 51-60 years and the remaining 20.8% belongs to the age above 60 years.

Table: 3: Education wise classification of the respondents:
education

	Frequency	Percent	Valid Percent	Cumulative Percent
up to 10th	17	14.2	14.2	14.2
intermediate	25	20.8	20.8	35.0
graduation	25	20.8	20.8	55.8
post graduation	25	20.8	20.8	76.7
others	27	22.5	22.5	99.2
Total	120	100.0	100.0	

It is observed that majority of the respondents belongs to the education of intermediate, graduation and post graduation.

Table: 4: Occupation wise classification of the respondents:
occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	private sector	46	38.3	38.3	38.3
	public sector	38	31.7	31.7	70.0
	Others	36	30.0	30.0	100.0
	Total	120	100.0	100.0	

Most of the users of e-services are government employees.

Table: 5: Usage of e-services directly: used e-services

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	111	90.8	90.8	90.8
Valid no	9	09.2	9.2	100.0
Total	120	100.0	100.0	

Most of the respondents are using e-services directly in their day to day life.

Table: 6: e-services used by the respondents: e-services

	Frequency	Percent	Valid Percent	Cumulative Percent
online bills	14	11.7	11.7	11.7
online application	20	16.7	16.7	28.3
land records	18	15.0	15.0	43.3
filling of complaints	18	15.0	15.0	58.3
Valid govt documents exchange	17	14.2	14.2	72.5
penalty payment	11	9.2	9.2	81.7
data submission	10	8.3	8.3	90.0
patents related	12	10.0	10.0	100.0
Total	120	100.0	100.0	

Highest number of respondents have used e-services for filling online applications followed by getting of land records and filling of complaints.

T-test:

H0: There is no association between views of users of e-services and the effectiveness of e-governance.

Table: 7: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
cost of service is reasonable	120	2.7417	1.09618	.10007
effectiveness of grievance handling	120	2.6583	.92123	.08410
convenient of working hours	120	1.7167	.96304	.08791
quality of interaction is good	120	1.1833	.38856	.03547
service providers are courteous and respectable	120	3.2583	1.54210	.14077
adds revenue to the govt	120	3.2583	1.54210	.14077
accountability is good	120	3.2583	1.54210	.14077
transparency is maintained	120	3.6250	1.67564	.15296
corruption is reduced	120	3.6250	1.67564	.15296
Image	120	3.6250	1.67564	.15296
travel cost	120	3.5083	1.50627	.13750
Accessibility	120	3.5083	1.50627	.13750
easy delivery	120	3.5083	1.50627	.13750
time lapse	120	4.4333	1.17204	.10699
Information	120	4.0417	1.42838	.13039

Table:8: One-Sample Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
cost of service is reasonable	27.398	119	.000	2.74167	2.5435	2.9398

effectiveness						
of grievance	31.610	119	.000	2.65833	2.4918	2.8249
handling						
convenient						
of working	19.527	119	.000	1.71667	1.5426	1.8907
hours						
quality of						
interaction is	33.361	119	.000	1.18333	1.1131	1.2536
good						
service						
providers are						
courteous	23.146	119	.000	3.25833	2.9796	3.5371
and						
respectable						
adds revenue	23.146	119	.000	3.25833	2.9796	3.5371
to the govt						
accountability	23.146	119	.000	3.25833	2.9796	3.5371
is good						
transparency	23.698	119	.000	3.62500	3.3221	3.9279
is maintained						
corruption is	23.698	119	.000	3.62500	3.3221	3.9279
reduced						
image	23.698	119	.000	3.62500	3.3221	3.9279
travel cost	25.515	119	.000	3.50833	3.2361	3.7806
accessibility	25.515	119	.000	3.50833	3.2361	3.7806
easy delivery	25.515	119	.000	3.50833	3.2361	3.7806
time lapse	41.436	119	.000	4.43333	4.2215	4.6452
information	30.996	119	.000	4.04167	3.7835	4.2999

From the results of t-test it is clear that the significant values are less than 0.05, indicating that the null hypothesis is rejected. Therefore it is identified that the views of e-service users are associated with the effectiveness of e-governance.

From the mean scores it is clear that the variable time lapse in receiving the service can be neglected is considered as the most associated variable with highest mean score of 4.2215 followed by the variables like transparency, corruption reduction, image of government can be increased, travel cost can be reduced, e-services are easily accessible and e-governance makes easy delivery of government services.

ANOVA:

HO: There is no significant difference between gender and the effectiveness of e-governance initiatives.

Table:9:ANOVA

Anova

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.830	1	24.830	82.105	.000
Within Groups	35.685	118	.302		
Total	60.514	119			

It is evident from the above $F = 82.105$ and $p = 0.00$, p value less than 0.05 and hence null Hypothesis can be rejected. Therefore there is statistically significant difference between gender and the e-governance initiatives as determined by one way ANOVA.

HO: There is no significant difference between age and the effectiveness of e-governance initiatives.

Table: 10: ANOVA

Anova

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.309	3	.770	1.534	.209
Within Groups	58.205	116	.502		
Total	60.514	119			

It is evident from the above $F = 1.534$ and $p = 0.209$, p value greater than 0.05 and hence null Hypothesis can be accepted. Therefore there is no statistically significant difference between age and the e-governance initiatives as determined by one way ANOVA.

HO: There is no significant difference between education and the effectiveness of e-governance initiatives.

Table: 11: ANOVA

Anova

	Sum of Squares	Df	Mean Square	F	Sig.
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Between Groups	2.048	5	.410	.799	.553
Within Groups	58.466	114	.513		
Total	60.514	119			

It is evident from the above $F = 0.799$ and $p = 0.553$, p value greater than 0.05 and hence null Hypothesis can be accepted. Therefore there is no statistically significant difference between education and the e-governance initiatives as determined by one way ANOVA.

HO: There is no significant difference between Occupation and the effectiveness of e-governance initiatives.

Table: 12: ANOVA

Anova

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.146	2	.073	.141	.868
Within Groups	60.368	117	.516		
Total	60.514	119			

It is evident from the above $F = 0.141$ and $p = 0.868$, p value greater than 0.05 and hence null Hypothesis can be accepted. Therefore there is no statistically significant difference between occupation and the e-governance initiatives as determined by one way ANOVA.

HO: There is no significant difference between use of e-governance services and the effectiveness of e-governance initiatives.

Table:13:ANOVA

Anova

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.146	2	.073	.141	.868
Within Groups	60.368	117	.516		
Total	60.514	119			

It is evident from the above $F = 0.141$ and $p = 0.868$, p value greater than 0.05 and hence null Hypothesis can be accepted. Therefore there is no statistically significant difference between e-governance services and the e-governance initiatives as determined by one way ANOVA.

Table: 14: Problems faced by the users of e-governance

S.No	Problems faced by the users of e-governance	Total Score	Rank
1	Lack of security of data	400	V
2	Authentication to digital signature	401	IV
3	Cost	514	I
4	Lack of privacy	433	II
5	Lack of awareness of e-governance	329	VII
6	Non availability of information in local languages	419	III
7	Lack of good infrastructure	332	VI

The above table reveals the problems faced by the users of e-governance. These issues are identified as the most challenging issues. Cost of getting the e-service is identified as the most challenging problem with first rank followed by lack of privacy, non availability of information in local languages, authentication to digital signature, lack of security of data, lack of good infrastructure and lack of awareness of e-governance.

Suggestions:

1. Quality of interaction between the users and the service providers is very bad. Proper training need to be given to the service providers about the delivery of service.
2. The cost of e-services is identified as costly for rural people. So cost should be optimum to be met by the rural people.
3. Government need to provide better infrastructure facilities for development of e-governance services in the society. Most of the Citizens are facing lack of internet facilities, proper software and location problems in using the services.
4. Proper promotion of e-services need to be given to the people as people rural people are unaware of the services offered in their locality.

Conclusion:

In today's digital world communication technology is moving in a positive direction. For successful implementation of e-governance system especially in service sector security plays a vital role. In addition to that interaction, flexibility and simplicity plays a dominant role. Therefore, the users of e-governance need to be concentrated on optimally utilizing the e-service to get maximum benefits. The government called as the e-service provider needs to give equal priority for both rural and urban users. So that there will be positive movement of country towards growth can be existed.

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