

Examining Behavioral Intention to Use Mobile Government Services in Bangladesh: An Empirical View

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ABSTRACT

Purpose: This study aims to identify factors influencing users' behavioural intentions towards mobile government services.

Methodology: We develop a research model with information quality, interaction quality, perceived value, power distance, and perceived compatibility. The structural equation modeling method was used to analyze the data collected through an online survey of 301 participants who are mobile government service users in Bangladesh.

Findings: The results of this study show that information quality, interaction quality, perceived value, and perceived compatibility have significant and positive influences on behavioural intention to use mobile government services.

Practical Implications: This research identified users' specific requirements and expectations about government services, and the necessary actions that the government should take in the event of dissatisfaction among the public. Moreover, the results indicate that giving users succinct and uncomplicated information suitable for standard mobile phones will motivate them to use mobile government services.

Originality/Value: This study significantly contributes to information systems literature, particularly in the domain of mobile government services. Researchers developed an integrated model with the relevant dimensions of mobile government services, explaining the variation in the behavioural intention of mobile government services.

Limitations: This research has some limitations. Initially, this investigation was confined only to the geographical boundaries of Bangladesh. Furthermore, the study model considers a limited number of factors that impact individuals' behaviour about their intention to use mobile government services. Most of the respondents are under the 20-30 age range; hence, the conclusions may not be relevant for older individuals.

1. Introduction

Mobile devices are heavily used in every aspect of our life. Since cellular and wireless communications are continuously available, location-centric, convenient, customizable, and identifiable, government agencies could profit by adopting them (Mahmud, 2012). The use of portable devices to send a mass SMS alert to all permitted inhabitants in the event of a tragedy exemplifies the positive applications of such technology. It is challenging to provide internet access via places like the desert. This aspect also promotes the adoption of cell mobile devices (Althunibat, 2022).

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The term "mobile governance" (m-governance) refers to those initiatives which aim to reduce the number of in-person interactions between the service provider and recipient, provide services in a more cost-effective, time-saving, and travel-efficient manner, and increase the availability of services around the clock (Azad, 2011). The concept of "Mobile Government" or "M-Government" implies a combination of facilities and the deliberate utilization of apps and other government resources that can only be accessed via broadband infrastructures, smartphones, notebook computers, and personal digital assistants (PDAs). Consequently, Antovski (2005) described M-Government as "obtaining governments to create information technology (IT) platforms suited to compliance with individuals' hand held gadgets. M-Government encounters several benefits that can be provided to individuals and deliver amenities to the populace in various places and domains. Also, M-government can help individuals who want instantaneous access to information and tailored assistance, in addition to administrations desiring effective and efficient use of resources and minimal federal spending (Al-Hubaishi et al., 2017). Al Thunibat (2011) mentioned that these advantages are not yet fully appreciated because m-government service adoption by residents is behind estimates in several nations, including Greece (Karatzika, 2012), India (Saxena, 2017), and Tanzania (Mandari, 2017).

In Bangladesh, the government prioritized e-governance at the beginning of 2008, emphasizing establishing broadband networks, Union Information Service Centers (UISC), and enhancing computer literacy in rural and urban areas. To facilitate communication between the general public and the government's various public sectors, the government of Bangladesh recognized that the country's population has a relatively high adoption of mobile phones. Consequently, they began the development of mobile applications. Thus, the government prioritized m-governance initiatives. Additionally, by partnering with mobile phone companies, the government sought to capitalize on the established technological infrastructure and the country's substantial number of mobile subscribers, which extends to remote networks. The public's response to using and adopting those services was evident, establishing a new horizon for government development through mobile phones.

The empirical research was undertaken in Bangladesh and the USA to investigate the role of cultural impact in shaping customer attitudes and intentions towards mGov (Shareef et al., 2016). Also, Wu et al. (2009) argued that user interface design issues play a crucial role in determining the success of m-government. Another study aimed to determine the key components crucial in implementing e-government in Bangladesh (Hossan et al., 2006). Moreover, the previous study illustrates how cultural elements affect mobile government adoption drivers. The mobile government adoption model was developed and examined in Bangladesh, Canada, and Germany. The research assesses how cross-cultural variations influence users' perceptions of adopting mobile government services (Shareef et al., 2016). Although research works on the adoption of m-government services exist (Wang, 2014; Saxena, 2018; Ahmad & Khalid, 2017), these works have not considered certain factors that have an influence on behavioural intention. These factors are the information quality, interaction quality, perceived value, power distance, and perceived compatibility. Moreover, most previous works were conducted from the standpoint of developed countries. Therefore, it is necessary to thoroughly assess the behavioural intention of m-government services in Bangladesh, indicating the need for further study in this domain.

This study demonstrates the necessity for more studies on the behavioural intention to use mobile government services in Bangladesh. To address this research gap, we provide a comprehensive approach that evaluates the variables that impact the intention to use mobile government services in Bangladesh. This research investigates the key factors that impact users' intention to use mobile government services in Bangladesh. This study aims to analyze the primary elements that impact why people use mobile government services in Bangladesh. To achieve the research objectives, this study's research question is: What factors contribute to the increased intention to use mobile government services in Bangladesh?

This research's results are important for theoretical comprehension and practical implementation. This study provides a theoretical contribution to the literature on mobile government services. More precisely, this study constructs a model using perceptions to discover the key factors determining mobile government services in Bangladesh. This research aims to identify the primary elements influencing the intention to use mobile government services. Subsequently, it will provide recommendations and guidelines to facilitate the expansion of mobile government services in Bangladesh. The subsequent parts are organized in the following way. Section 2 of our study presents the theoretical framework and the development of hypotheses. Section 3 presents the study design and methods. The study model's empirical results and discussion will be in section 4 and section 5. Sections 6, 7, 8, and 9 include the study's theoretical implications, limitations, future directions, and conclusions.

2. Theoretical Framework & Hypothesis Development

Researchers have performed several studies to determine the factors influencing the widespread use of new technologies. These studies are divided into two distinct sections. One set focuses on assessing the success of the new technologies at the scale of the institution and whether they are appropriate. In contrast, another set focuses on determining the acceptance of new technology by incorporating the intent to use them as a dependent variable (Compeau DR, 1995; FD, 1989; Goodhue DL, 1995; Leonard-Barton D, 1988; Venkatesh V, 2003). The theories of planned behaviour (TPB), innovation diffusion theory (IDT), theory of reasoned action (TRA), technology acceptance model (TAM), as well as inspirational models, merged TAM and TPB (C-TAM-TPB), model of computer usage, and social cognitive theory, are all frequently applied and favoured by scholars in the field of technological approval (Venkatesh V, 2003). The eight currently accepted theories are combined in the new theory UTAUT, which accounts for 70% of the variation in intentionality (Venkatesh V, 2003). The information systems success model, also referred to as the IS success model or the DeLone and McLean IS success model, is a framework in the field of information systems that aims to comprehensively explain the factors that contribute to the success of information systems. This concept was formulated by Ephraim R. McLean and William H. DeLone in 1992. However, in response to criticisms from other scholars, the authors reformulated the theory ten years later (Chaudary, 2023).

Following the IDT theory and the illuminating TPB, we discovered that users' behaviours and perceptions of mGov were influenced by their perspective of compatibility (PCOM) with the feature-providing and acquisition routine for mGov (ZamZami et al., 2014). Moreover, perceived value is the reciprocal evaluation of the overall utility that consumers derive from consuming a product or services (Zeithaml, 1988). Individuals evaluate the perceived benefits and cost of a specific product (McDougall & Levesque, 2000). Previous study identified that perceived value is a crucial indicator of an individual's ability to make a decision (Sakthirama & Venkatram, 2013). Beugelsdijk (2018) argued that power distance significantly impact user behaviour.

Based on Awa et al.'s research in 2017, there is a need to expand, revise, or integrate models for particular information systems. This approach allows for a comprehensive analysis of the important factors that affect the adoption of new technology. As a result, we combine different models to determine the primary factors that influence the intention to use mobile government services. The research model integrates constructs such as perceived compatibility from IDT and information quality from the IS success model, along with the concepts of interaction quality, perceived value, and power distance, based on the existing body of literature. The aim of this framework is to determine the behavioral intention to use mobile government services. The hypotheses presented in the subsequent sections are the basis for this research initiative. The hypotheses that have been developed for this research endeavor are further discussed upon in the following sections.

2.1 Information Quality

Information quality (IQ) is now recognized as a multifaceted notion that includes crucial relationships between several criteria, including rapidity, correctness, relevance, and more. All of those features help to ensure that the data is accurate. Information quality is how effectively the system can communicate the knowledge's purposeful significance, encompassing attributes like currencies, comprehensiveness, correctness, and formatting (Jeon, 2008). Users need to be able to interpret the information that arrives from the service's platform to help them complete tasks and achieve satisfaction with their services (Wang K. a.-L., 2012). In a study, consumers' intention to use health information systems were most significantly influenced by the quality of web-based health information (Zhang, and Kim, 2022). Martono et al. (2020) also identified that information quality significantly influences employee's intention to use financial information system. Every phase of federal interactions needs material with an elevated perfection standard. However, several restrictions have been noted regarding the quantity and nature of details that may be accessed through mobile government, in addition to the requirement for quickly rendering all the required data obtainable (Almarashdeh, 2020). Accordingly, we can develop the following hypothesis:

H1: *There is a positive relationship between information quality and behavioural intention to use mobile government services.*

2.2 Interaction Quality

The client's assessment of how the remedy is provided throughout their experience is called interaction quality. User opinion of the brilliance of dealings with vendors of services and interaction quality are correlated. In the context of mobile service providers, interaction can be either human or machine-based, according to (Nysveen, 2005). It indicates that interactions occur during assistance, such as when a consumer speaks of client maintenance or utilizes an automated kiosk to submit an assistance demand. The connections that occur during service provision have the most significant influence on the standard of service since offerings are fundamentally nebulous (Al-Hubaishi et al., 2017). Someone working for them ought to appear courteous and supportive while interacting with consumers, whether via chat on the Internet, messages, or telephone calls, and they ought to reply favourably to their questions. To establish enduring user connections, companies that provide services must be willing to address client concerns while offering thorough answers to client inquiries (Yang, 2012). Chaudary (2023) argued that users intend to use AI-based voice assistance system when the interaction quality is high. Also, the acceptability of a human like AI device is higher when it is capable of demonstrating interactive behavior with the human user (Pelau, Dabija, & Ene, 2021). Thus, we can develop the following hypothesis:

H2: *There is a positive relationship between interaction quality and behavioural intention to use mobile government services.*

2.3 Perceived Value

Someone's opinion of the merits or attractiveness of an item or offering, particularly in contrast to that of a rival, is known as perceived value. People evaluate something or someone based on the resources that have been expended, such as time, money, and effort, instead of what they have obtained, such as results and desired advantages. Although it influences contentment and behavioural goals, perceived value has been recognized as an important concept in understanding users' behaviour (Almarashdeh, 2020). When customers are certain that the vendor they regularly use provides higher admiration than the rival suppliers, the relationship between customer satisfaction and devotion to the business appears to be highest (Chang, 2009). People in the mobile government services arena require reassurance that using wireless networks is more advantageous than using standard or online government services (Almarashdeh, 2020). Also, Behnam et al. (2020) argued that intention to use customer knowledge management is significantly and positively correlated with perceived value. After reviewing other literature, we can recommend the hypothesis:

H3: A significant relationship between perceived value and behavioural intention to use mobile government services may exist.

2.4 Power Distance

This concept implies that regardless of unfairness and inequity, everyone must recognize and consent that their standing and status within society significantly impact how they behave and how others behave regarding themselves. Consequently, any weaker resident anticipates disparities so that everyone's spectrum of resilience in their environment is apparent, from the most influential to the least persuasive. The power distance varies from nation to nation (Ahmad Althunibat, 2022) the impact of familiarity on how individuals perceive current technological advances (De Mooij, 2015). Our research concludes that a rapidly escalating relationship exists between someone's legitimacy in culture and the adoption of technological advancements. This is because, due to multiple variables and circumstances, someone has more opportunities to apply and embrace gadgets, making them more receptive to new ideas (de Mooij, 2015). This study shows that users and non-users of mobile government services experience or may experience disparities. According to previous studies, not all categories of people receive the same services. In other papers, it has a negative impact, too. We can recommend the following hypothesis:

H4: There is a relationship between power distance and behavioural intention to use mobile government services.

2.5 Perceived Compatibility

The degree to which the m-government services are compatible, given a potential individual's activity and preferred method of receiving the amenities, is referred to as compatibility. The intention to use new technology is influenced by perceived compatibility (PC). The capability of the m-government to coordinate with the individual's behaviours and lives and improve their perception reflects their compatibility. According to Abbad (2009), an accepted concept was more likely to be transparent to someone who wants to adopt it. Additionally, researchers said that the fewer elements that significantly alter the behaviour of a breakthrough depicted, the better appropriate it is. This implies that m-government functionality is crucial to users' acceptance of it. Modern m-government services should be added to communication with citizens, minimizing the need for additional procedures, tools, or skills. Using mobile government services should be enjoyable and improve people's perceptions of their way of existence (Althunibat, 2022). Senali et al.(2023) identified that perceived compatibility positively affects the IU e-wallets. Accordingly, we can formulate the hypothesis:

H5: A significant relationship exists between perceived compatibility and behavioural intention to use mobile government services.

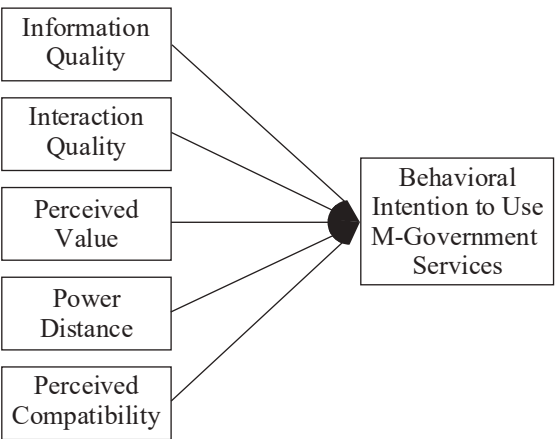


Figure 1.
Research Model
 Source: Authors' Generated

3. Research Design and Methods

3.1 Measurement Instruments

The measurement items for each construct were gathered from prior studies. The measurement items for each latent component are listed in Appendix 1.

3.2 Questionnaire Design and Data Collection

The Questionnaire comprises 26 measurement items aimed at identifying the behavioural intentions of the people of Bangladesh regarding the use of mobile government services. A Google form was used to collect data, which was then transferred into the Smart PLS for analysis. The questionnaires were written in English and divided into three sections. Part one briefly summarizes the study's aims and assures participants that their responses will only be utilized in this research work and that researchers will keep their responses strictly confidential. Part two comprises the demographic profile of the respondents, and Part three includes measurement items of constructs as illustrated in the research model (Figure 1). The constructs were measured using a scale (five-point Likert-type), which ranged from 1 to 5, where one was considered "Strongly Disagree" while five was regarded as "Strongly Agree". The Google form was opened on May 17, 2023, and the acceptance of response on May 23, 2023. Twenty-six measurement questions were used in this research work, and we considered 301 samples for analysis. The respondents were selected based on Malhotra's (2011) suggestion that data sets are at least four or five times the variable. Its study received 301 responses from Bangladeshis in response to these recommendations. The convenience sampling technique was used to collect data. Convenience sampling is a type of non-probability survey strategy that entails collecting data from people in society who are easily accessible. It is most commonly used during the experimental stages of a study (Sekaran, 2010)

3.3 Analysis

Researchers nowadays evaluate study methods with many relationships, which must be used. Structural equation modelling (SEM) is a technique that is applied to numerous analytical investigations to examine relationships between constructs. SEM was used in this study to analyze the data for the measurement model and structural model. The partial least squares (PLS) method and the Smart PLS version 3 software were used to investigate the hypotheses. Smart PLS is a popular software tool using SEM in the Partial Least Squares method (Wong, 2013). We also used SPSS 25.00 for demographic analysis.

4. Results

4.1 Demographic Information

The results show that percent of the respondents (49.8%) were between the ages of 20-24 and that the majority of respondents (59.5%) are male, while females (40.5%). The respondents were dominated by students (74.8%), followed by business people (4.3%), government officials employees (8.3%), housewives (2.3%), and job holders (10.3%).

Table 1.

Demographic Information

Items		Frequency	Percentage
Gender	Male	179	59.5
	Female	122	40.5
Age	Under 20	22	7.3
	20-24	150	49.8
	25-29	96	31.9
	30-34	21	7.0
	Above 34	12	4.0

Education	SSC	4	1.3
	HSC	59	19.6
	Graduate	140	46.5
	Post Graduate	96	31.9
	PhD	2	0.7
Occupation	Student	225	74.8
	Businessman	13	4.8
	Housewife	7	2.3
	Govt. Employee	25	8.3
	Job Holder	31	10.3

Source: Authors' Generated

4.2 Measurement Model

The evaluation of reliabilities of individual items, convergent validity, and discriminant validity confirmed that the measurement model was sufficient (Hulland, 1999). In social research, "Cronbach's alpha" is typically used to evaluate internal consistency and dependability (Hair et al., 2014). However, contemporary research suggests using Composite Reliability (CR) instead, and to assess convergent validity, the Average Variance Extracted (AVE) of each component is examined. The Cronbach's alpha level of 0.70, as stated by Hair (1995), is considered appropriate for assessing internal consistency. Nevertheless, constructs with fewer item questions might have a lower acceptable alpha (Hull & Nie, 1981; Nunally & Bernstein, 1978). Furthermore, it is preferable to have a higher threshold of 0.70 or above for the external validity of the measures. However, an exploratory study deems a threshold of 0.4 or above appropriate (Hulland, 1999).

The constructs' coefficient of reliability (CR) should be 0.7 or higher. However, a CR of 0.6 or higher is acceptable for exploratory research, along with an average variance extracted (AVE) of 0.5 or higher (Bagozzi & Yi, 1988). Table 2 displays the loadings, Cronbach's alpha, CR, and AVE acquired in this study. All of the Cronbach's alpha values were higher than the threshold of 0.70. Table 3 demonstrates that the CR range (0.849-0.88) and AVE range (0.568-0.656) obtained were within acceptable values, suggesting good internal consistency and convergent validity.

Table 2.
Measurement Model

Constructs	Items	Loadings	Cronbach's alpha	CR	AVE
Behavioural Intention to Use (BIU)	BIU1	0.790	0.837	0.885	0.606
	BIU2	0.759			
	BIU3	0.778			
	BIU4	0.804			
	BIU5	0.760			
Interaction Quality (IRAQ)	IAQ1	0.827	0.825	0.884	0.656
	IAQ2	0.824			
	IAQ3	0.770			
	IAQ4	0.816			
Information Quality (IQ)	IQ1	0.767	0.848	0.888	0.568
	IQ2	0.721			
	IQ3	0.760			
	IQ4	0.758			

	IQ5	0.770			
	IQ6	0.746			
Perceived Compatibility (PC)	PC1	0.789	0.793	0.865	0.616
	PC2	0.802			
	PC3	0.754			
	PC4	0.793			
Power Distance (PD)	PD1	0.786	0.813	0.877	0.641
	PD2	0.813			
	PD3	0.828			
	PD4	0.773			
Perceived Value (PV)	PV1	0.818	0.733	0.849	0.651
	PV2	0.802			
	PV3	0.801			

Source: Authors' Generated

4.3 Structural Model

The relationships between the constructs included in the research model can be evaluated using a structural model. Bootstrapping was used in this research to evaluate the hypothesis with a significance threshold of 5%. Furthermore, the study investigated the relationships between the dependent and independent variables by analyzing the path coefficient (b) and t-statistics. Table 3 displays the findings of the hypotheses for direct pathways, including the path coefficient (b), t-statistics, p-value, and the status of the created hypothesis. We found significant direct relationships between IAQ and BIU (b=0.364; t-statistics=4.001; p-value<.000), IQ and BIU (b=0.171; t-statistics=2.367; p-value<.016), PC and BIU (b=0.287; t-statistics=4.259; p-value<.000), and PV and BIU (b=0.169; t-statistics=2.062; p-value<.039). Therefore, H1, H2, H3, and H5 were confirmed.

Table 3.

Structural Model

	Path	b	t- Statistics	p-Value	Comments
H1	IAQ>BIU	0.364	4.001	0.000	Supported
H2	IQ>BIU	0.171	2.367	0.018	Supported
H3	PC>BIU	0.287	4.259	0.000	Supported
H4	PD>BIU	-0.057	0.773	0.440	Not Supported
H5	PV>BIU	0.169	2.062	0.039	Supported

Note: BIU: Behavioural Intention to Use; IAQ: Interaction Quality; IQ: Information Quality;
PC: Perceived Compatibility; PD: Power Distance; PV: Perceived Value.

Source: Authors' Generated

4.4 Predictive Relevance

This research investigated the predictive significance of endogenous factors by using Stone-Geisser's Q² (Stone, 1974). According to Cohen (2013), the values 0.02, 0.15, and 0.35 represent low, moderate, and substantial levels of predictive significance, respectively. Table 4 demonstrates that the Q² value of the endogenous construct was positive and above 0.35, indicating substantial levels of predictive significance. Furthermore, R² offers insights into the predictive significance of endogenous variables. The R² value for BIU was 0.727. These values show that the model has a solid ability to explain the variation in the dependent variable

Table 4.
Predictive Relevance

	BIUR Square	Q Square
BIU	0.727	0.722

Source: Authors' generated

5. Discussion

The study aims to identify factors determining the behavioural intentions of mobile government service users in Bangladesh. In this regard, researchers developed a model combining information quality, interaction quality, perceived value, power distance, perceived compatibility, and the behavioural intention to use mobile government services. The study proposed that interaction quality significantly influences mobile government services' behavioural intentions (H1). The result shows that interaction quality significantly influences the behavioural intention of mobile government services. Based on the quality of the interaction, problems can be solved quickly by contacting the authorities directly through a mobile phone or with the help of text, chat, etc. This variable has also played a significant role in other studies. The study also hypothesized that information quality has a significant positive effect on behavioural intention (H2). The result also confirmed the proposed hypothesis. This finding implies that reliable, precise, comprehensive, current, consistent, and relevant information from mobile government systems may increase the intention to use mobile government services. Every sector of public operations requires that information be conveyed with the utmost perfection. Perceived compatibility was hypothesized to positively influence behavioural intention towards mobile government services (H3). The analysis of empirical data supported the proposed hypothesis. Under the framework of m-government, compatibility implies the extent to which people who might use a program or service believe it to be practical and suitable for individual needs, daily activities, methods of living, and preferred methods of accessing government services. Thus, mobile government services should be compatible with everyday life for individuals inside their homes and at work. Additionally, strong interface compatibility will increase users' intentions to accept and apply the new technology (Mohammed Alonazi, 2018). Furthermore, researchers assumed that perceived value positively and significantly influences behavioural intention to use mobile government services (H5). The results of this study confirmed the proposed hypothesis. The finding is consistent with the result of Chiu (2014) García (2017), where perceived value was identified as an essential factor for use intention. Power distance was also hypothesized to positively influence behavioural intention to use mobile government services (H4). However, the result of this study did not support the proposed hypothesis. Power distance differs from country to country, indicating more significant differentiation between citizens. There is an evolving relationship between authorities and service users. The higher the authority of individuals in society, the more excellent the opportunity to use technology and receive government services. In light of this study, power distance has an insignificant effect, and the result is consistent with Althunibat (2022). The residents of Bangladesh, the commercial sector, and various government service providers would all benefit from the investigation's findings. Regarding Bangladeshi audience members to convey an optimistic outlook regarding the mGov system through mental state, its dependability assumption is crucial. However, clients in a powerful, faraway nation like Bangladesh are not so worried about the standard of the assistance platform and have lower hopes for the utility of the community management agency network (Shareef et al., 2014). Cell phone providers are independent enterprises in most of the world's nations. Therefore, since mGov uses external services, users are looking for government amenities; as a result, mGov needs a successful relationship between private and public agencies.

6. Theoretical Contribution

This study contributes significantly to information systems literature, particularly in the domain of mobile government services. The research included theoretical frameworks from existing literature, like the IS success Model and DOI, to assess the intention to use mobile government services. Additionally, the proposed model integrated several important factors (information quality, interaction quality, perceived value, power distance, and perceived compatibility) related to new technology to understand the intention to use mobile government services comprehensively. This study first considered blending relevant concepts to predict the behavioural intention of mobile government services in Bangladesh. The results of this research work identified that interaction quality and perceived convertibility have more significant and positive influences on behavioural intention to use mGov services. Also, the research model accounts for 72.70% of the variability in the intention to use mobile government services. This model suggests that the research model has greater predictive capability than an individual model's explanatory capacity. The findings of this study may offer valuable insights for formulating a well-suited adoption theory and encourage IS researchers to conduct more research to enhance the literature. Thus, this model helps researchers and practitioners understand the behavioural intention of users who intend to use mobile government services. This may draw researchers' attention to do more studies to enrich this area.

7. Practical Implication

In addition to theoretical implications, this study has significant practical implications for policy makers and other entities involved in mobile government services. Mobile government services provide users with compatible and interactive services. Government services using mobile devices are increasing rapidly. Consequently, stakeholders should concentrate on this platform, which has the potential to provide a competitive advantage. In order to enhance users' intention to use, the government should provide them with pertinent, accurate, current, and comprehensive information. They should prioritize enhancing users' perceived value in response to increasing user expectations.

The results of this study also assist policymakers in gaining an understanding of the factors that influence user intentions toward mobile government services. The results indicate that the quality of interaction with mobile government services directly impacts the behavioural intention to use these services. Consequently, it is imperative that the designer or developer prioritize the interaction quality, as it directly impacts behavioural intention. In particular, policymakers should develop policies that enhance users' perceived value, thereby promoting behavioural intention. In addition to prioritizing interaction quality, the concerned authority should ensure that mobile government services are user-friendly, interactive, and provide more excellent value than their cost. Users will intend to use these services if they perceive that the value they receive exceeds their payment. The services will be advantageous for their requirements, which is of paramount importance. In summary, stakeholders should formulate policies that enhance their behavioural intention toward mobile government services. These endeavours may increase the quality of mobile government services, foster loyalty, and delight users.

8. Limitations and Future Research

This study proposed a research model to assess the behavioral intention of mobile government services. However, further investigation is needed to fully understand and handle the problem from different angles. Here are a few examples: this research work was conducted only in Bangladesh, with a sample size of 301 randomly selected citizens. The proposed methodology focuses on a specific set of criteria that impact individuals' propensity to use mobile government services. There are consistencies in the field of study because little research has attempted to examine mobile services by looking at their distinctive behaviours and the essence of users' and a handful of investigators create conceptual structures to analyze mobile services intentions (Lu, 2009; Wang et al., 2012; Akter, 2010; Lu, 2009). We believe that bringing consciousness to the people about government services is one

method the government may compel them to use them. (Colesca, 2009). Additionally, a comparison analysis may be carried out to investigate the differences in relevant variables for the behavioral intention of mobile government services across developed and developing nations. Furthermore, future study may explore the characteristics and actions of individuals in various m-Government service adaptation categories, such as innovative thinkers, early adopters, early majority, and slow learners, would be an additional area of study in m-Government service research.

9. Conclusion

The worldwide demand for handheld devices is expanding swiftly. The desire for enhanced government amenities is rising, and governments are using advanced technologies to provide amenities in new manners. (Al-Hubaishi, 2017). Respondents' responses were gathered for the present investigation, and SEM was used for analysis. The findings show evidence in favour of every assumption except power distance, which substantially impacted users' intention to use mobile government services. By applying the most recent poll information to analyze the impact of the choice of offerings when developing confidence when utilizing government facilities, the study adds to the literature on mobile technology, internet-based government, and the administration of society. This study shows which determinants have significant influence on the level use intention towards mobile government services. Furthermore, providing customers with concise, straightforward data compatible with typical cell phones would encourage them to use the required assistance without exerting too much dedication or spending a great deal on it. The primary idea behind the research is that more frequent interactions with the government through mobile services will improve individuals' perceptions of the government and encourage them to use portable government amenities in the decades to come.

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Appendix 1

Measurement Items

Constructs	Items	Sources
Information Quality	IQ1: The mobile government services give me the exact information I want. IQ2: The mobile government services give me the information I require at the appropriate time. IQ3: The information the mobile government services supplied is pertinent to my work. IQ4: The information supplied by the mobile government services is adequate. IQ5: The information the mobile government services supplied is simple to interpret. IQ6: Up-to-date information is provided through the mobile government services.	(Almarashdeh, 2020)
Interaction Quality	IAQ1: GSS's demeanour tells me they know what I require. IAQ2: I know the government support workers will be cordial. IAQ3: Government support employees handle my issues with or concerns about mobile services directly and promptly. IAQ4: GSS adequately informs me and responds to my questions on mobile services.	(Hajar Saeed Al-Hubaishi, 2017)
Perceived Value	PV1: My time, money, and effort were well spent utilizing the services. PV2: Making use of the services has more benefits than anticipated. PV3: The service I am utilizing right now is superior to other mobile application services in terms of worth.	(Almarashdeh, 2020)
Power Distance	PD1: I experience no inequity while using the mobile government service. PD2: As a member of the wider community, I receive prompt service from government agencies. PD3: Vendors are not offering more amenities to the affluent population. PD4: In the social milieu of my nation, influential people have a more minor ability to meddle with mobile government services.	(Ahmad Althunibat, 2022)
Perceived Compatibility	PCOM1: I believe using an electronic device or cell phone to contact authorities would be a good fit for how I communicate and conduct business. PCOM2: Interacting with or conducting business with the government using a mobile or smartphone would match my routine. PCOM3: I prefer using the Internet to access government services rather than interacting with real people in real locations. PCOM4: The mobile device may reply right away during mobile service activities.	(Al-Hubaishi, 2017))
Behavioural intention to Use	BIU1: I am going to use M-Gov services to perform my job. BIU2: I will use M-Government services again and again. BIU3: I am determined to use M-Government services often to obtain services from the government. BIU4: I will urge people to utilize mobile government services. BIU5: If I have the chance, I will utilize M-government services.	(Almarashdeh, 2020), (ALMARA-SHDEH, 2018)

Source: Authors Compilation