

## An Empirical Study of Critical Success Factors for the Adoption of M-Government Services in Tanzania

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**Abstract :** The growing number of mobile phone subscribers in Tanzania offers the government a new channel for the delivery of information and government services to citizens, thus mobile Government (m-Government). In Tanzania, m-Government services usage is in the early stages, and factors that influence its adoption are yet to be known. This study seeks to identify and understand the critical success factors (CSFs) that influence citizens' behavioural intention (BI) to adopt m-Government services in Tanzania. The study employed the mobile services acceptance model (MSAM) and extends it with external factors relevant in the Tanzanian context. A survey questionnaire was used to collect primary data from users of m-Government services in Dar es salaam and Dodoma cities, and 253 responses were received. Data were analyzed by IBM-SPSS AMOS 23.0 software using structural equation modeling (SEM). The findings of the study indicate that perceived usefulness, trust, perceived mobility, power distance, quality of service, awareness, perceived cost, personal initiatives, and characteristics significantly influence the BI to adopt m-Government services. However, perceived ease of use was found statistically insignificant to predict BI. Furthermore, the interplay between CSFs, discussion on theoretical and practical implications that follow from the results are presented.

**Keywords :** adoption, critical success factors, structural equation modeling, m-Government, MSAM, Tanzania

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