

THE DETERMINANTS OF CUSTOMERS' SATISFACTION IN A G2B E-GOVERNMENT SYSTEM THE CASE OF THE BUSINESS REGISTRATION SYSTEM (SIJILAT) IN THE KINGDOM OF BAHRAIN.

OVERVIEW

The business registration system (SIJILAT) is considered Bahrain's investment gateway and the only G2B portal for business registration in the country. The introduction of the system came in line with the strategic and ambitious program of Bahrain to improve its competitiveness in ease of doing business in various global indices, and parallel with the government's aim at enhancing the quality of the business registration services offered to the public and users. This study identifies the determinants of customers' satisfaction of (SIJILAT) and is regarded as one of the few studies on G2B e-government satisfaction in Bahrain, and the first from the perspective of professional bodies (lawyers and consultancy offices). Also, it is an addition to the scarce research on e-government systems' satisfaction in developing countries, particularly in Arab countries. This study contributes to the literature on the knowledge of compulsory e-system satisfaction.

PROBLEM

SIJILAT was launched in 2015 as a sophisticated and modern business registration e-government system to better reach out to the world and allow users to register companies and access the system from anywhere and at any time. However, since the launch of the system, there has not been any scientific study to identify the determinants of customers' satisfaction of (SIJILAT).

METHODOLOGY

A research model was constructed using several independent variables, namely trust and security; service, system and information quality; ease of use and usefulness, and SIJILAT customers' satisfaction as the dependent variable. The variables were driven from the IS success model, TAM, and national and international customer satisfaction indices and previous studies. The study considered satisfaction from the perspective of one type of SIJILAT users (i.e professional bodies). A qualitative methodology was used and a questionnaire survey containing 31 items was utilized to collect data from a total of 170 professional bodies. A statistical analysis method was conducted using SPSS software.

FINDINGS

The main research question aimed at investigating determinants of customers' satisfaction of the G2B e-government system "SIJILAT" in the Kingdom of Bahrain. The study hypothesized that all six variables have significant influence on SIJILAT customers satisfaction. However, the findings revealed that only service, system and information quality; ease of use and usefulness are the variables having influence on SIJILAT customers' satisfaction.

RECOMMENDATIONS

The key findings of this study would help policy makers better understand customers' needs leading to satisfaction. It would offer guidelines to pursue the right course of action towards any enhancements regarding SIJILAT system. It would also assist in strategy formation and implementation based on those attributes to improve the provision of efficient and effective e-government services through the system. Finally, since the majority of professional bodies registered with the Ministry of Industry and Commerce are males, this produces an opportunity for collaboration between the Ministry and the Supreme council of women to empower female lawyers and consultancy offices owned by females to be registered as professional bodies.

Gender of Respondents

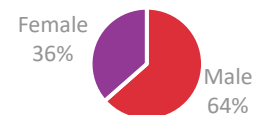


Figure 1: Gender of respondents

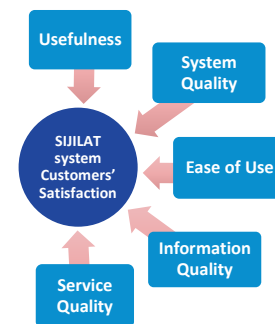


Figure 2: Empirical Model



Figure 3: Managerial Implications