

**FACTORS INFLUENCING ATTITUDE TOWARDS E-GOVERNMENT
ADOPTION: A STUDY IN SOUTHERN PROVINCE, SRI LANKA**

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ABSTRACT

E-government adoption can significantly improve government service provisions for citizens. Unfortunately, e-government penetration rates remain relatively low among emerging economies. Accordingly, understanding the factors that affect e-government adoption can significantly increase adoption rates. Despite the importance, studies examining these factors remain limited, creating a gap in understanding. Therefore, the objective of the current study is to analyze the impact of contextual factors (i.e., Performance Expectancy, Effort Expectancy, Social Influence, and Perceived Risk) on the adoption of e-government services among citizens of the Southern Province of Sri Lanka. The authors used factors originating from the Unified Model of E-government Adoption (UMEGA), which is one of the most popular models used in this context. The study collected data from 200 respondents using a structured questionnaire, employing the convenience sampling technique. The regression model revealed a moderate fit with an R^2 value of 0.392. Thus, 39.2% of the variance in adoption can be explained by the four contextual factors modelled here. Although Performance Expectancy, Effort Expectancy, and Social Influence indicated significant positive effects, Perceived Risk became insignificant. While the authors acknowledge the preliminary nature of the study, this validates the contextual factors within the context of Sri Lanka, specifically the Southern Province. This study provides valuable insights to policymakers and service providers, including prioritizing communications, designing user-friendly interfaces, and promoting services through community leaders and influencers.

Keywords: e-government, context factors, UMEGA, attitude