

DETERMINANTS OF CITIZEN'S ADOPTION OF ELECTRONIC REVENUE LICENSE SYSTEM

Sadeepthika, H.G.K., Galhena.B.L

University of Ruhuna, Sri Lanka

The purpose of this study is to identify the determinants of Electronic Revenue License system (ERL) adoption of citizens in Southern Province. The unified model of technology acceptance (UTAUT) model was used to build up the research framework and six factors explored in the present study are performance expectancy, effort expectancy, social influence, facilitating condition, trust and anxiety. Theoretical population of this study is citizens reside in all provinces in Sri Lanka. Due to the complexity of exploring theoretical population, present study choose southern province as the study population. Self-administered questionnaires were used to collect data on study variables and questionnaires were distributed using two methods. First, the questionnaires were sent through the e-mail addresses and postal addresses to the respondents whom selected from the list. Second method is contacting respondents visiting to the revenue license issuing counters in the Motor Traffic Department and Divisional secretariats and filling the questionnaire by selecting each fifth person who visited to the counter in that day. Sample size was 351 respondents and data were analyzed by using quantitative methods using SPSS software package. Regression analysis was used to estimate the relationships. Findings reveal that excluding social influence and facilitating condition all other factors i.e. performance expectancy, effort expectancy, trust and anxiety are the significant drivers of the ERL system adoption. It also demonstrated that the unified model of technology acceptance established in the developed countries can be transferred to developing countries with varying degrees of explanation power.

Keywords: *Anxiety; Electronic revenue license system adoption; Effort expectancy; Social influence; Facilitating condition; Performance expectancy; Trust*
