

## THE KEY FACTORS INFLUENCING E-GOVERNMENT ACCEPTANCE: CASE OF VIETNAM

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### ABSTRACT

The objective of this paper is to find out the driving model affecting on e-government acceptance in Vietnam. To meet the objective, this study has enlightened the concepts of e-government, adoption theories, and proposed a framework comprising of perceived trust, perceived usefulness, user's attitude, perceived ease of use, relative advantage, information system, and information system quality. Research Strategy, data collection, research design, descriptive statistics, Cronach's alpha, correlation, and regressions are constructed to contribute the data using statistical package for social scientists tool (SPSS). The sampling of this research is chosen from various groups of the citizen living in Vietnam such as students, teachers, government officers, private employees, and others. This paper provides the managerial implications to the government, policy makers, and administrators for formulating the policies, and regulations, rules to enhance the Vietnamese' perception on accepting the government electronic services. This research paper also contributes a practical implication to the researchers in the field of e-government by developing the research model integrated with the research findings. Especially, this study suggests that government and government agencies should motivate the Vietnamese people to engage in their electronic services by increasing the accountability of the services and improving the quality of the e-government systems.

**Keywords:** Perceived Trust, E-government, acceptance, Vietnam.