

MALAYSIA USER SATISFACTION EVALUATION (MUSE) 2016 WRAP-UP SESSION

**8TH DECEMBER 2016
SATRIA1, DORSETT PUTRAJAYA**

42nd FCC Dialogue: ACCELERATING EFFORTS TO IMPACT EXCELLENCE IN GOVERNMENT ONLINE SERVICES DELIVERY

“We need to be agile in navigating digital transformation and always be conscious that what we will do will benefit the citizens of Malaysia”

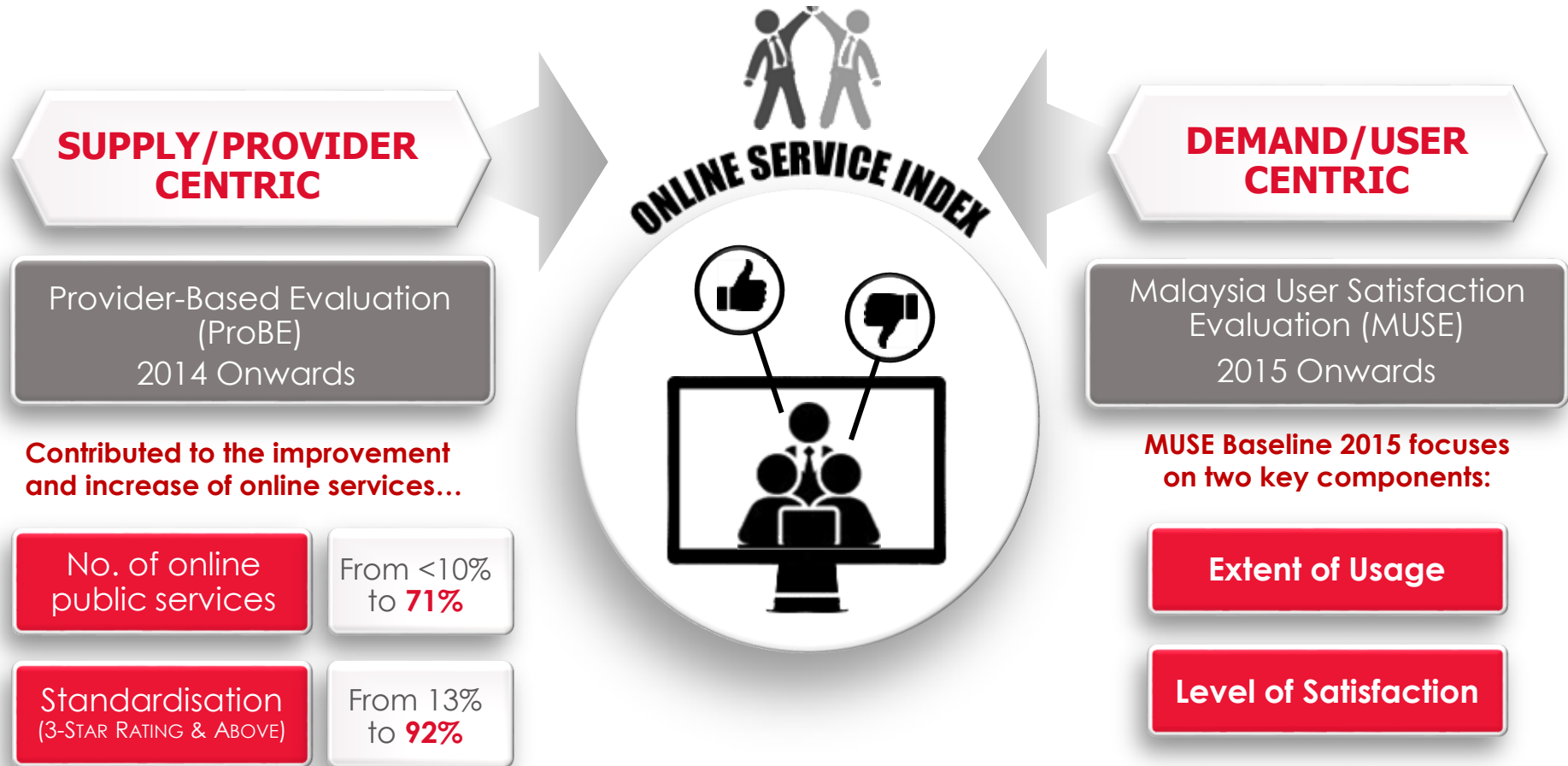
YBhg. Tan Sri Dr. Ali Bin Hamsah

Chief Secretary to The Government of Malaysia
42nd Flagship Coordination Committee Dialogue,
Sama-Sama Hotel KLIA,
22nd November 2016



Recap: Measuring User Satisfaction on GOS Towards Citizen-centric Services (38th FCC - 19th Nov 2014)

“MDEC to undertake an audit on all of the Government agency websites and advise YAB Chairman exactly where they are in the websites and propose ways to enhance and upgrade the websites” 19th ICM on December 7th 2005



42nd FCC Dialogue: ACCELERATING EFFORTS TO IMPACT EXCELLENCE IN GOVERNMENT ONLINE SERVICES DELIVERY

Governments can no longer afford to continue the conventional practices to imagine the needs of the users or deriving conclusions from insufficient data that does not reflect the actual needs, nor procuring systems to implement an already defined public policy.

Unfortunately, governments infrequently consider the potential to offer a similar level of services provided by the private sectors such as online shopping and online banking.

STEPHEN FORESHEW-CAIN

Former Executive Director – Digital Government Service (GDS) UK
42nd Flagship Coordination Committee Dialogue,
Sama-Sama Hotel KLIA,
22nd November 2016



MUSE 2016/2017 Implementation

www.muse2016.my

MALAYSIA USER SATISFACTION EVALUATION 2016

SHARE YOUR VIEWS!
TOWARDS THE BEST GOVERNMENT ONLINE SERVICES
#muse2016survey

START SURVEY

1-800-88-8338
cllc@mdec.com.my

Survey Period:
15th June – 30th September 2016



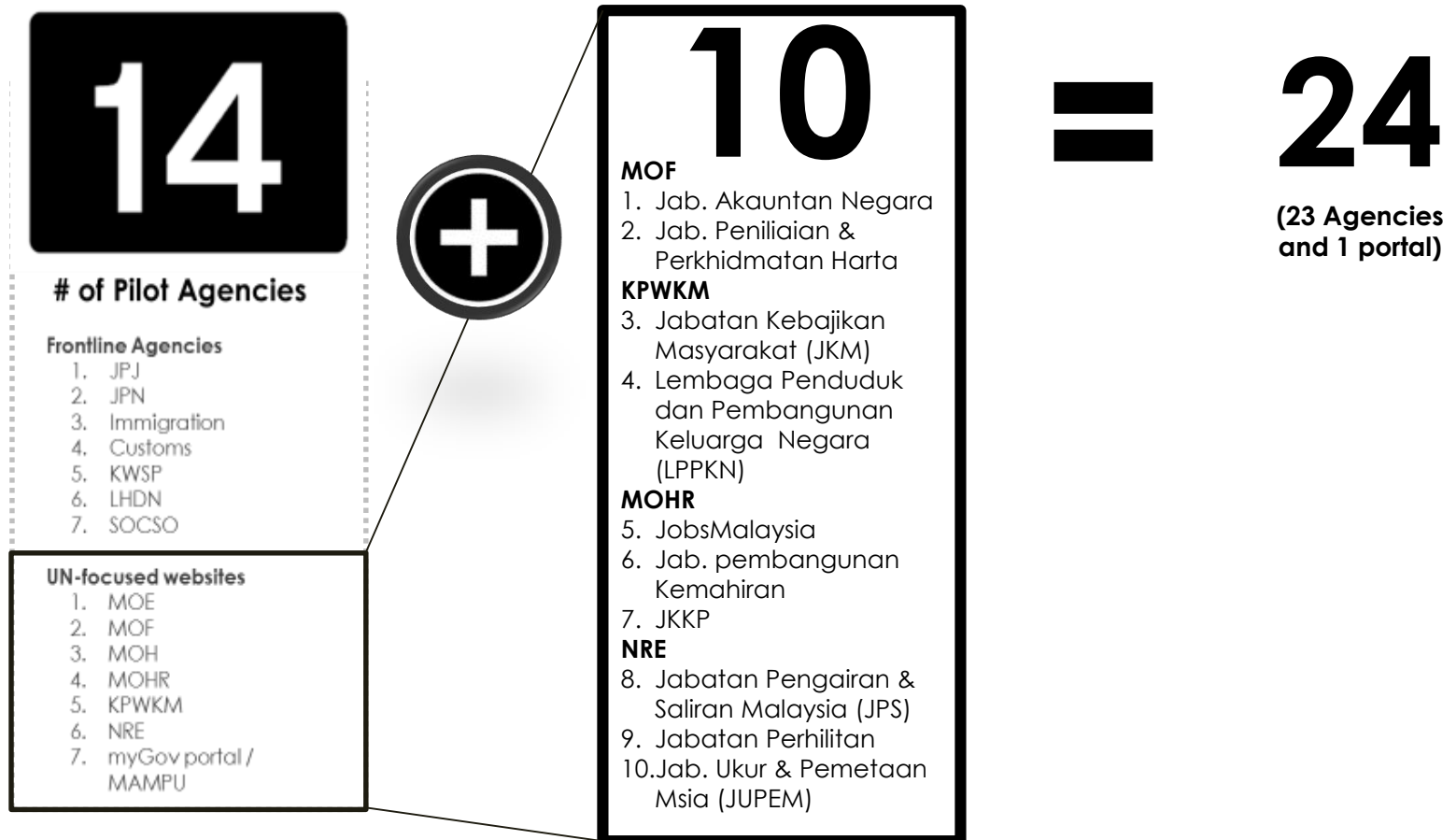
Malaysia User Satisfaction Evaluation (MUSE)

Increase Government Online Services (GOS) usage & satisfaction level

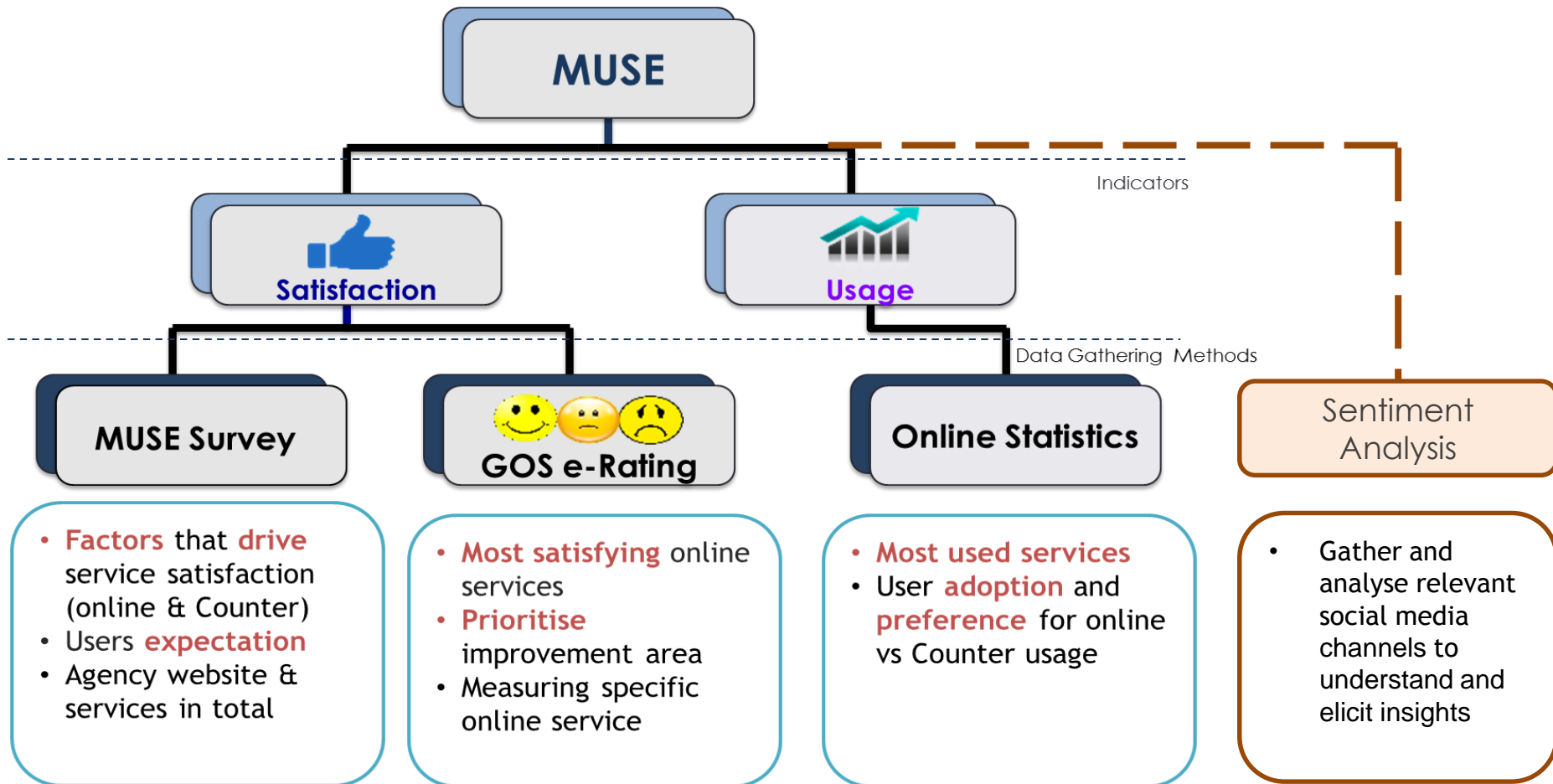


41ST FCC DECISION, APRIL 2016

Decision: Scope for 13 pilot agencies & 1 myGov portal to be expanded & to include agencies under MOF, MOHR, NRE & KPWKM as part of survey coverage.



MUSE BASELINE 2016 FRAMEWORK



Source: 39th FCC – 2nd April 2015

MUSE 2016 Snapshot



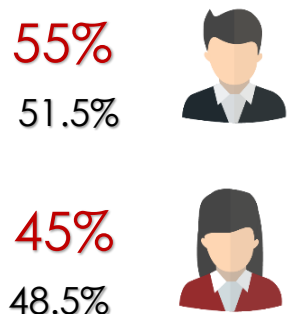
Note: Comparison with MUSE 2015:

- Commencement Date: 1 Aug 2015
- Involved 14 agencies
- Total of 7,455 respondents (GOS)
- 327 online services assessed

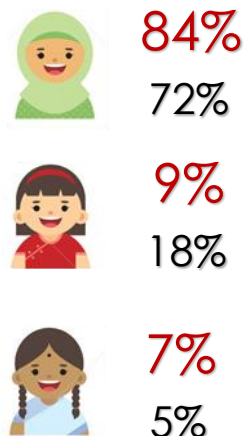
MUSE 2016 PRELIMINARY RESULT

SURVEY DEMOGRAPHIC

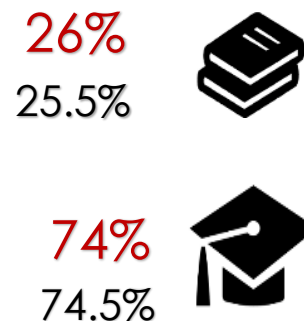
Gender



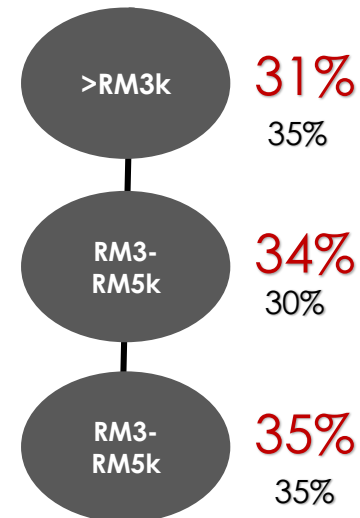
Ethnic Group



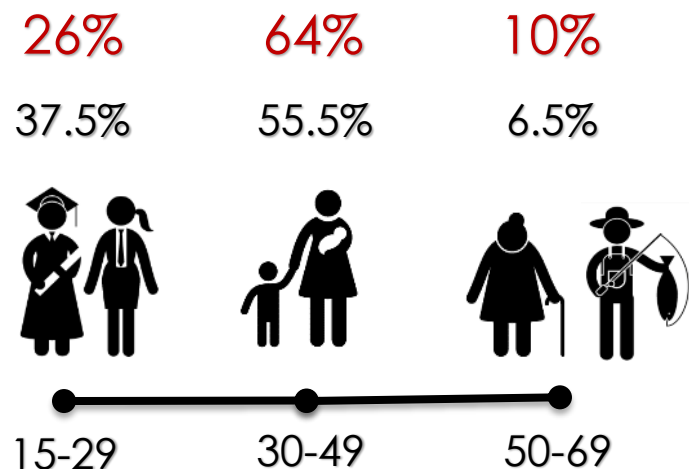
Education



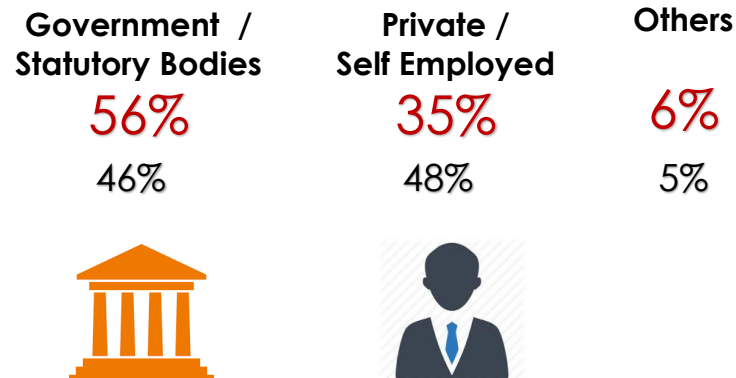
Monthly Household Income



Age



Occupation Type



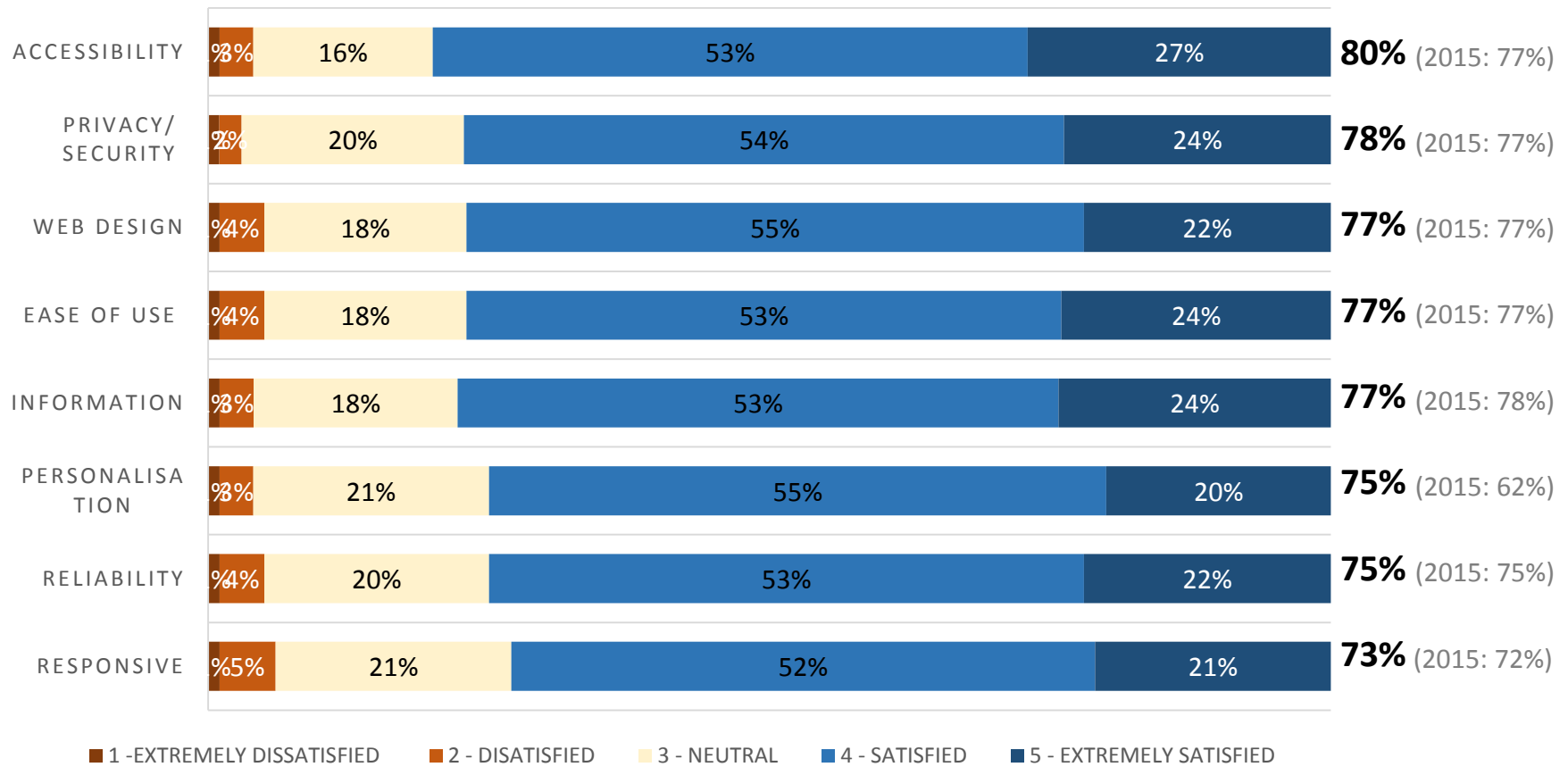
■ 2016 result
■ 2015 result

MUSE 2016 RESULTS AND FINDINGS

GOVERNMENT ONLINE SERVICE USER SATISFACTION INDEX

77% (2015: 75%)

Extremely Satisfied / Satisfied
T2B %



MUSE 2016 vs. 2015 RESULTS

GOVERNMENT ONLINE SERVICE USER SATISFACTION INDEX

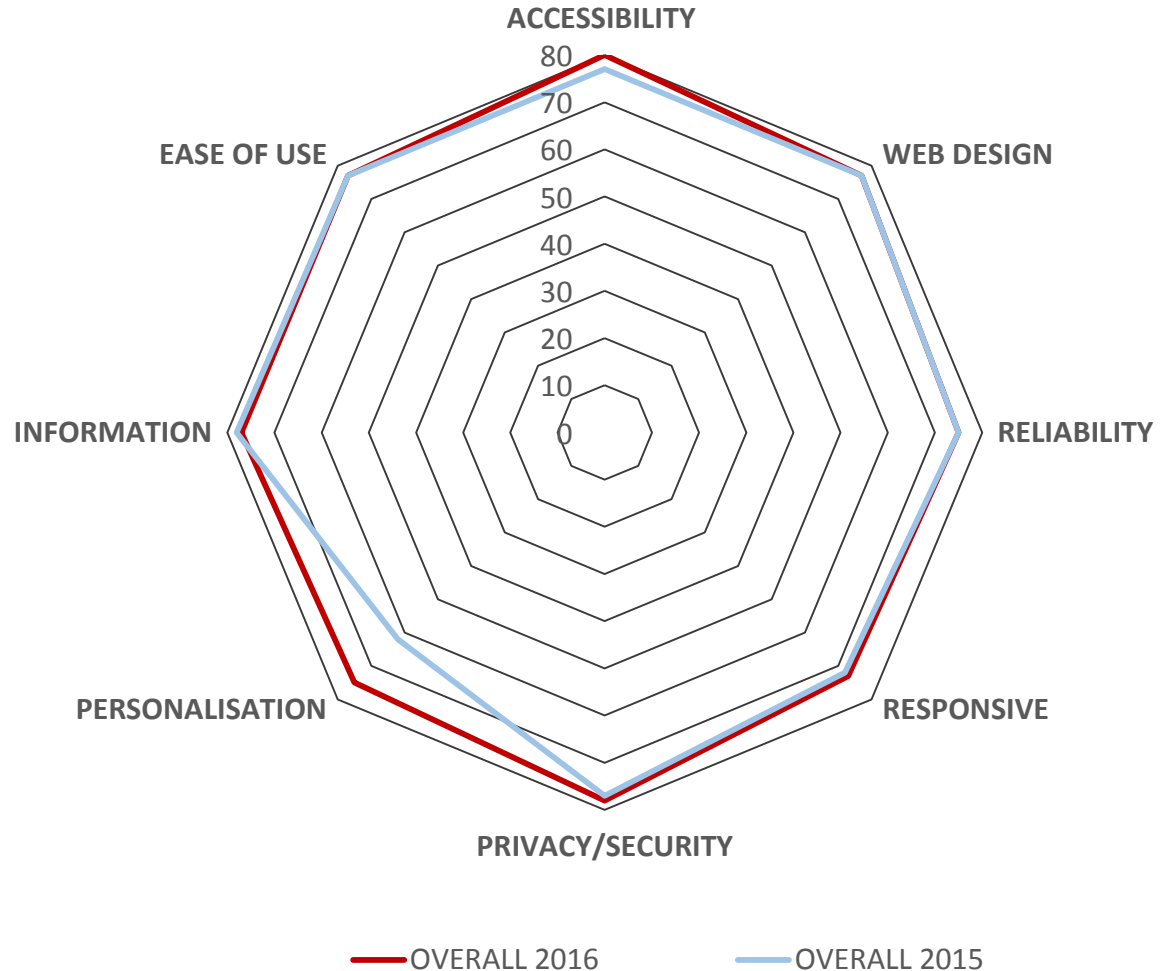
77% (2015: 75%)

Most satisfied

2016	2015
1. Accessibility 2. Security 3. Web design	1. Information 2. Ease of Use 3. Accessibility








Least satisfied








2016	2015
1. Responsive 2. Reliability 3. Personalisation	1. Personalisation 2. Responsive 3. Reliability



MUSE 2016 RESULTS AND FINDINGS:

AGENCIES PERFORMANCE (SATISFACTION)






Front Line Agencies	2016 Satisfaction	2015 Satisfaction
 KWSP	87%	77%
 LHDN	83%	77%
 JPJ	74%	75%
 JIM	84%	74%
 JPN	86%	74%
 Perkeso	78%	73%
 JKDM	74%	66%






UN- Focused Agencies	2016 Satisfaction	2015 Satisfaction
 MOE	65%	75%
 NRE	88%	75%
 MOHR	97%	74%
 MOF	76%	73%
 KPWKM	79%	73%
 MOH	74%	72%
 MyGov	70%	69%

For agencies involved in both years, 6 obtained > 80% satisfaction level in 2016

MUSE 2016 RESULTS AND FINDINGS:

AGENCIES PERFORMANCE (SATISFACTION)

MUSE 2016 Agencies		2016 Satisfaction
	LPPKN	84%
	JANM	86%
 JABATAN PEMBANGUNAN KEMAHIRAN (JPK) KEMENTERIAN SUMBER MANUSIA	JPK	60%
	.Jobs Malaysia	72%
	JKM	75%

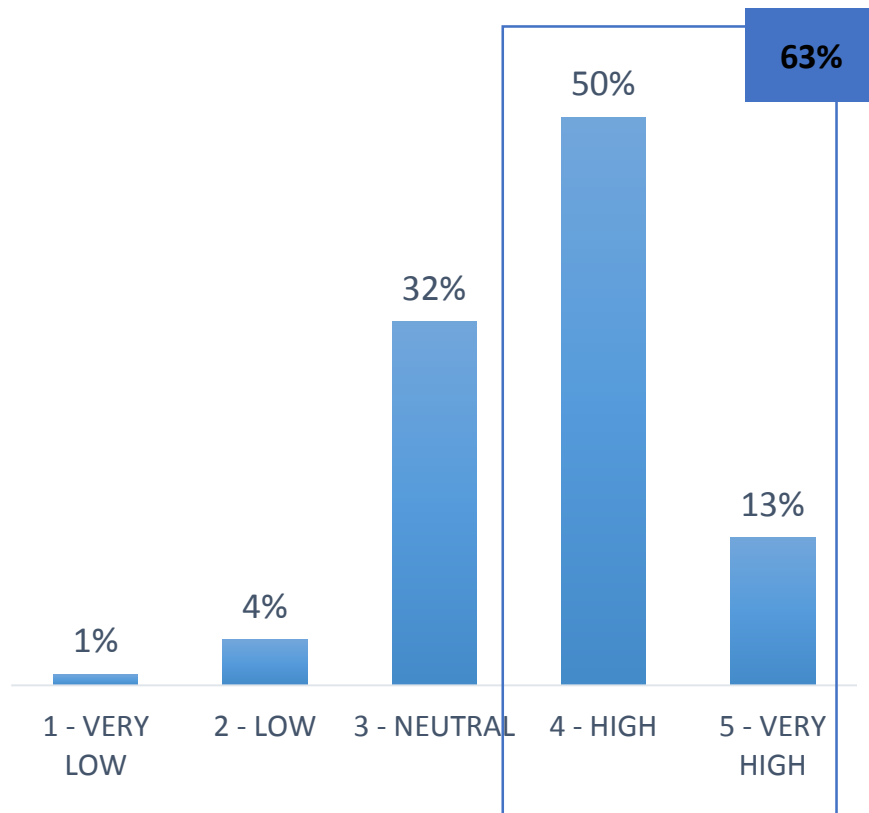
MUSE 2016 Agencies		2016 Satisfaction
	JPS	85%
	JUPEM	79%
	JKKP	71%
	PERHILITAN	30%
	JPPH	87%

From newly included agencies, lowest satisfaction level is 30% & 4 agencies exceeded 80%

USER PERCEIVED EXPECTATION

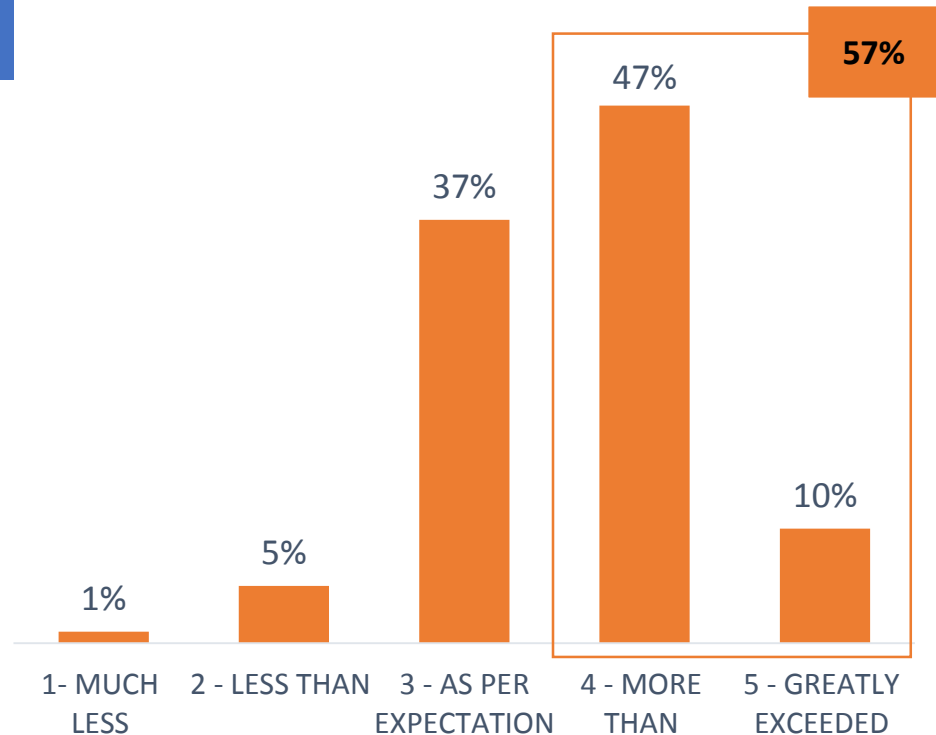
Respondents participating in this survey have fairly high expectations of government online service. In overall, however, the actual online experience (57%) was short of expectation.

PERCEIVED EXPECTATION OF
GOVERNMENT ONLINE SERVICE



Q3.1. Please rate your expectation level of GOVERNMENT ONLINE SERVICE in general? You may select any number from 5 to 1, where 5 means "Very High Expectation" to 1 means "Very Low Expectation"

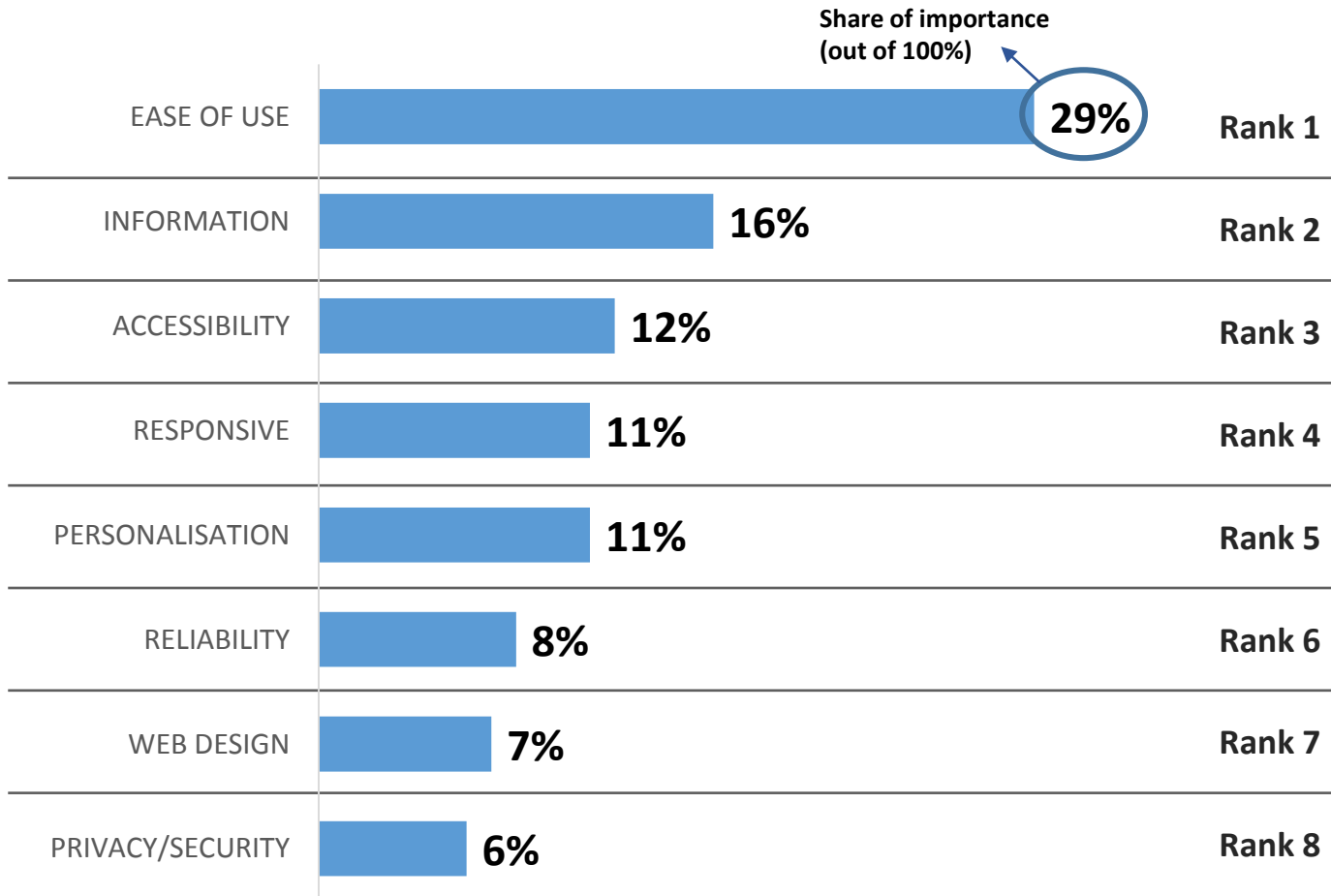
ACTUAL PERFORMANCE OF
GOVERNMENT ONLINE SERVICE



Q3.2. Now based on your experience with GOVERNMENT ONLINE SERVICE, how well did the experience meet your expectation?

DRIVERS OF SATISFACTION

Based on the regression analysis, it is identified that “Ease of Use” is the key dimension influencing the satisfaction of online service experience.



Importance ranking
(measures the impact of
each dimension on
overall satisfaction)

**Regression provides
standardized coefficient
which are indexed to
100%**

**The indexed are then
used to calculate the
share of importance of
each dimension.**

ROOT CAUSE ANALYSIS

SATISFACTION SCORE

AREAS OF IMPROVEMENTS

Dimensions are ranked in
accordance to
satisfaction score

**USER SATISFACTION
INDEX
77%**

ACCESSIBILITY

80%

Access to the website whenever needed

50%

Access to the website using different devices

45%

Access to the website using various browsers

37%

INFORMATION

78%

Regular update of information

64%

Easy to understand

52%

Information accuracy

50%

WEB DESIGN

77%

Clearly displayed information and services

53%

Consistent layout throughout the website

43%

Properly organised web page structure

42%

PRIVACY/SECURITY

77%

Continuous improvement on the level of online security

57%

The level of security of online transactions

44%

The protection of personal information

42%

EASE OF USE

77%

Easy to search online information or services

52%

Website functions enable to complete my transaction with ease

51%

Easy to navigate from one page to another page

50%

RELIABILITY

75%

Completing transactions without any disruption

52%

Receives consistent service every time

48%

Completing transactions in a reasonable time

39%

PERSONALISATION

75%

Automatic suggestions to related links / services

48%

Ability to assist in completing transaction

48%

Customisation as per personal preference

44%

RESPONSIVE

73%

Receives prompt feedback for online enquiries

56%

Receives alert notification when an error occurs

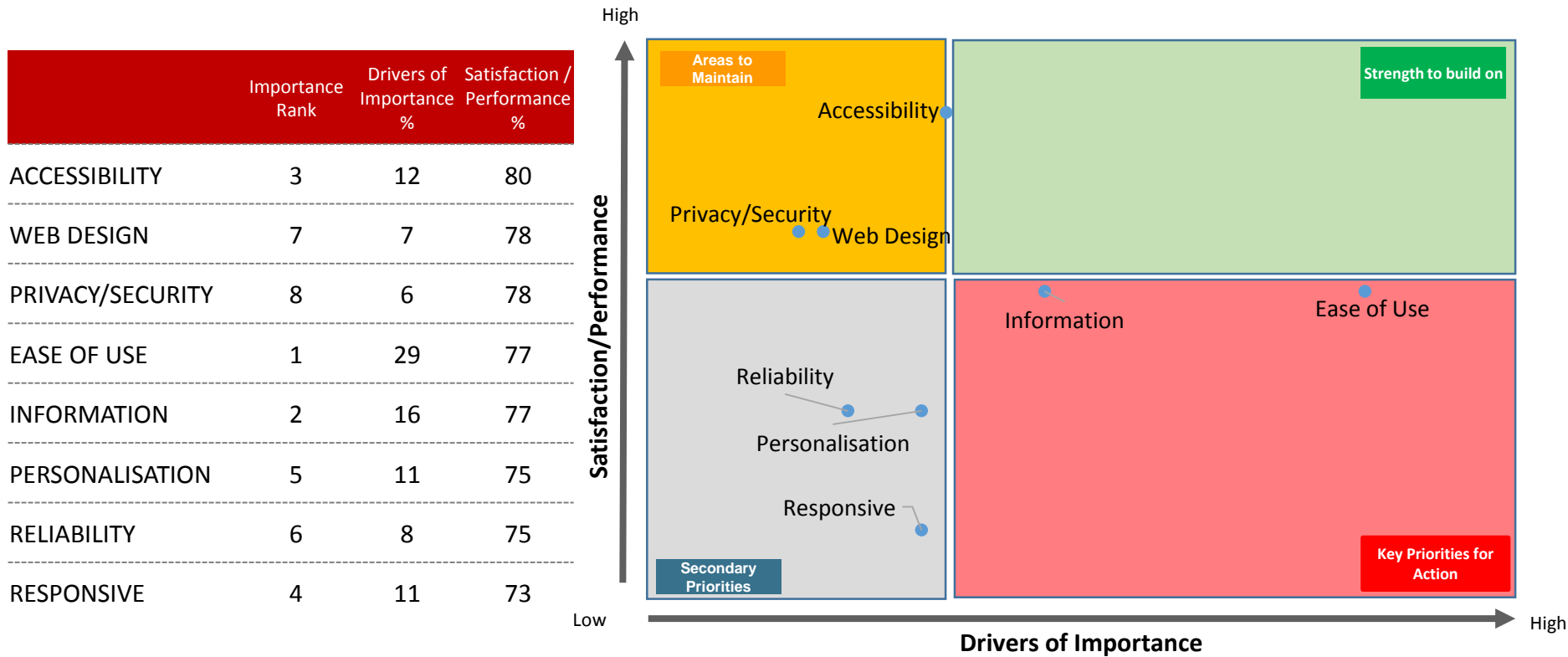
50%

Receive sufficient guides to complete online transaction

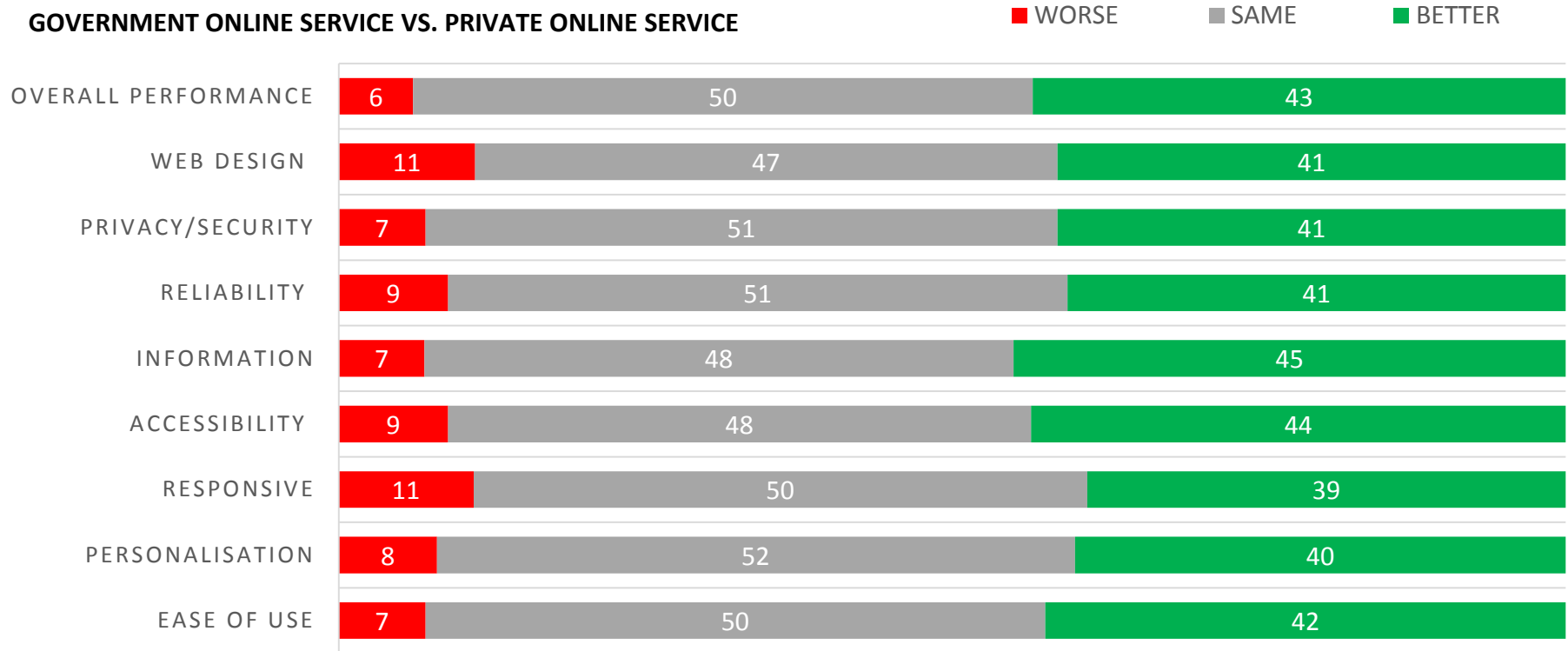
46%

AREAS OF PRIORITISATION

“Information” and “Ease of Use” are the two key areas requires Prioritisation in improvement efforts. Specifically is focusing on “Easy to search online information or services” and ‘providing regular updates on information’.



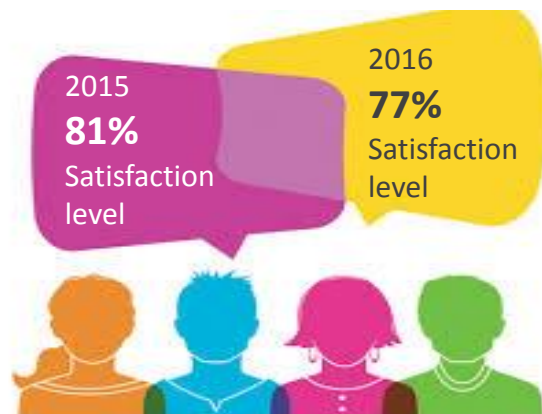
GOVERNMENT vs. PRIVATE ONLINE SERVICES



- **43% claimed the performance to be 'better' and 50% claimed to be the same.**
- **'Information' and 'Accessibility' are two parameters which are rated fairly high compared to others when comparing with private online service.**

GOS e-Rating PRELIMINARY RESULT

GOS E-RATING (INVOLVING 91 ONLINE SERVICES)



GOS e-Rating

Least Satisfied:

2015

- Accessibility
- loading time
- effortless service



2016

- Search
- Responsive
- Security

MUSE Survey 2016:

Least satisfied

- Responsive
- Reliability
- Personalisation

Most Satisfied

- Accessibility
- Privacy
- Web Design

Rank	Government Agencies	Respondents	Satisfaction Score (%)	Net Promoter Score (NPS)
	OVERALL	61,573	77	5
1	PERHILITAN	104	93	18
2	KWSP	5251	92	37
3	JKM	122	92	43
4	JPK	82	91	-98
5	MOE	14420	91	26
6	JIM	1480	87	45
7	JobsMalaysia	3936	78	11
8	JUPEM	960	78	-7
9	JPN	784	77	23
10	JANM	11056	77	2
11	PERKESO	298	70	-7
12	LHDN	9781	70	-13
13	MOH	1000	67	-15
14	MOF	3838	63	-24
15	JPS	65	62	-11
16	MyGov	87	57	-38
17	JPJ	6287	57	-20
18	JKKP	1934	56	-21
19	JKDM	73	36	-48

Note: *Public Sector NPS Global Benchmark 22*

ONLINE STATISTIC PRIMILINARY RESULT

MUSE 2016: TOP 20 ONLINE SERVICES

**Total Online Services:
2016 – 491
2015 – 327**

**Total volume:
2016 - 190Mil
2015 – 69Mil**

**Data is collected
from Nov 2015 – Oct
2016**

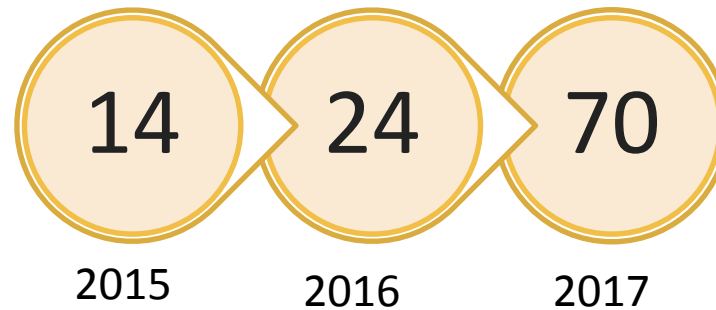
Agency	Services	Total Transactions
JANM	e-Penyata Gaji & Laporan	20,234,144
JANM	e-Maklum	15,769,544
LHDN	E-BR1M	15,685,598
MOE	Penjanaan Laporan	10,478,647
MOE	Kemaskini Maklumat Guru	9,525,743
KWSP	Login ke I-Akaun Majikan	8,405,510
JIM	Semakan Status Perjalanan Ke Luar Negara (SSPI)	8,393,222
KWSP	Semak Penyata i-Akaun (Ahli)	8,051,179
KWSP	Login ke I-Akaun Ahli	7,837,271
MOF	eDeclare (Pengikraran Kastam) - National Single Window – MyTradelink	7,332,850
JANM	e-Pinjaman Komputer	5,495,104
KWSP	e-Caruman/Caruman-Borang A (Majikan)	5,220,742
KWSP	Semak Maklumat Penamaan di I-Akaun Ahli	4,857,540
MOF	eManifest (Penghantaran Maklumat Perkapalan)	4,555,367
LHDN	E-Filing: Individual/ company/ others income tax filing	4,351,887
JKDM	e-Declare K2 : Kastam 2	3,724,197
LHDN	MyTax - Income Tax Notification/ Status	2,762,237
LHDN	STAMPS	2,505,329
JPS	Infobanjir : Flood Monitoring System Realtime rainfall and waterlevel data. Useful for indicators of potential flooding or landslides.(page loads)	2,417,566
JKDM	e-Declare K1 : Kastam 1	2,398,720

Moving Forward

MOVING FORWARD

1. Expansion of MUSE Agencies for MUSE 2017 implementation

Expansion of MUSE Agencies (tentative)



2. Collaboration with Indeks SSR

3. Promotion and awareness of GOS

Thank You