



Factors Influencing User Satisfaction and Continuance Intention of E-Government Services: A Study of Young Users in Vietnam

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ABSTRACT

This study examines the factors influencing user satisfaction and continued use of e-government services in Vietnam, where digital transformation is rapidly progressing, yet post-adoption behavior remains under-researched. Using the DeLone & McLean IS Success Model combined with Technology Continuance Theory, the framework identifies system quality, user experience, and perceived benefits as precursors to satisfaction, which in turn drives continuance intention. Data from 400 respondents across various regions, mostly young users with an average age of 23.26, were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The measurement model showed demonstrated good reliability (composite reliability: 0.851–0.936) and convergent validity (AVE > 0.5), confirming the scale's robustness. Discriminant validity was verified via the Fornell-Larcker criterion. Results indicate that user satisfaction significantly impacts continuance intention ($\beta = 0.796$, $p < 0.001$), accounting for 63.2% of its variance. System quality emerged as the most critical predictor of satisfaction ($\beta = 0.437$, $p < 0.001$), followed by user experience ($\beta = 0.206$, $p < 0.001$) and perceived benefits ($\beta = 0.194$, $p < 0.001$). Collectively, these factors explain 41.2% of the variance in satisfaction. The prominence of system quality reflects Vietnamese users' emphasis on reliable and accessible services over convenience, aligning with the nation's digital infrastructure stage. Theoretically, the study extends the integrated D&M IS Success Model and TCT to the post-adoption phase in the context of e-government in a developing country. Practically, in practice, it recommends that policymakers focus on enhancing information security, system stability, user-friendly interfaces, and communicating benefits effectively. Limitations include the focus on young users in Southeast Vietnam, affecting which affects generalizability. Future research should include broader demographics, additional factors like trust and digital literacy, and longitudinal approaches to observe behavioral changes over time.

Key words: e-government, continuance intention, user satisfaction, system quality, user experience, perceived benefit

INTRODUCTION

Vietnam's e-government implementation has demonstrated remarkable progress since the early 2000s, particularly following the introduction of Resolution 36a/NQ-CP in 2015¹. The country demonstrates its dedication to digital transformation with a 2024 E-Government Development Index (EGDI) score of 0.7709 (see table 1), exceeding both the global average of 0.4893 and the ASEAN average of 0.5542². A significant milestone was the launch of the National Public Service Portal in 2019, which has successfully processed over 507,171 online applications across 1,955 administrative procedures as of September 2020³. Despite achievements, challenges remain, such as low online service use and inconsistencies across government platforms.

Studies have emphasised the critical role of user satisfaction in ensuring the sustainability of e-government services. Recent research by Lu et al. has demon-

strated a strong correlation between user satisfaction and the intention to continue using digital services⁴. This finding is further supported by Roro & Sarassina, who identified a significant relationship between usefulness perception and satisfaction⁵. These findings support the DeLone & McLean IS Success Model and TCT, highlighting system quality, user experience, and perceived benefits as key to user satisfaction and ongoing use.

This study has three goals: to identify factors influencing ongoing e-government use in Vietnam using the D&M IS Success Model and TCT; to examine the links among system quality, user experience, perceived benefits, and satisfaction; and to suggest strategies to promote continued adoption. It explores factors, analyzes relationships, and offers recommendations. Theoretically, it advances understanding of post-adoption behaviour by combining the D&M IS Success Model and TCT in Vietnam. Practically, in

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Table 1: E-Government Development Index from 2003 to 2024

E-Government Development Index		2003	2004	2005	2008	2010	2012	2014	2016	2018	2020	2022	2024
Viet Nam (Rank)		97	112(-)	105(+)	91(+)	90(+)	83(+)	99(-)	89(+)	88(+)	86(+)	86	71(-)
Viet Nam (Value)		0.3573	0.3378	0.3640	0.4558	0.4454	0.5217	0.4705	0.5143	0.5931	0.6667	0.6787	0.7709

Source: Author's compilation from the United Nations

practice, it provides evidence-based policymakers advice with evidence-based policymakers advice to improve system quality, user experience, satisfaction, and sustainability. It addresses a gap in understanding post-adoption behaviour in Vietnam's e-government, especially user satisfaction and continued use^{6,7}.

THEORETICAL BACKGROUND AND RESEARCH MODEL

Post-adoption and continuance intention

Post-adoption behaviour encompasses users' ongoing decisions and interactions with system functionalities following initial adoption⁸. This includes varying degrees of usage and a willingness to explore new features⁹. In e-government contexts, sustained usage is vital for long-term IT success, with perceived value acting as a key driver of continuance intention¹⁰. Poor user experiences can significantly affect e-government service adoption and investmentthe legitimacy of investment¹¹, prompting policymakers to concentratefocus on strategies that foster sustained citizen engagement with e-government portals¹². Despite growing interest in e-government in Vietnam, research on post-adoption behavior remains limited, mostly focusing on initial acceptance. Borazon et al. examined acceptance factors but not sustained use. Nguyen and Tran studied adoption during COVID-19, highlighting external motivators rather than ongoing engagement. Nguyen et al. looked at satisfaction but did not systematically include system quality or user experience. This gap is critical, as Vietnam's government aims for to have 80% of services online by 2025, emphasizingunderscoring the importance of long-term engagement. The country's diverse socio-cultural context, with varying digital literacy and trust in government, calls for an analysis of post-adoption factors. This study addresses this by integrating the D&M IS Success Model and TCT to analyze how system quality, user experience, and perceived benefits

affect satisfaction and continued use. It enhances understanding of e-government sustainability in Vietnam.

Theory background

The DeLone & McLean Information Systems Success Model has been widely used to evaluate the effectiveness of information systems, including e-government services¹³. The model emphasizes the importance of system quality, including ease of use, accessibility, and system stability. Research indicates that user experience is closely linked to satisfaction, as evidenced by 67.5% of studies in this field that employ "user satisfaction" as a key variable¹⁴. Net benefits include cost and time savings, transparency, and citizen participation in governance. In e-government, integrating and assessing these factors is vital for improving service quality and satisfaction. The model often requires adaptation, especially regarding trust, which is examined in 25% of e-government papers. Success depends not just on technical factors but also on building trust and delivering tangible results. The Technology Continuance Theory (TCT) expands on traditional models by including system quality, user experience, and perceived benefits as key factors influencing the intention to continue use. Building on the foundational work of Liao et al., this expanded framework explores how technological systems sustain user engagement beyond initial adoption¹⁴. Empirical evidence suggests system quality, characterised by reliability and functionality, directly influences user satisfaction and continuance intention¹⁰. Moreover, user experience emerges as a pivotal factor, encompassing functional and emotional interactions that shape technological acceptance¹⁵. Perceived benefits represent users' anticipated value and mediate the relationship between system characteristics and continued usage intention¹⁶. By integrating these constructs, the extended TCT offers a comprehensive view of technological continuance in digital services, especially in e-government platforms¹⁷.

Research Model and Hypotheses

Choosing system quality, user experience, and perceived benefits as key factors reflects alignment with theory and Vietnam's e-government context (Figure 1). System quality tackles infrastructure issues in Vietnam's digital transformation, with evidence showing its effect on user satisfaction^{10,18,19}. User experience aligns with citizen-centric service priorities, while perceived benefits capture pragmatic value, vital in Vietnam's shift to digital bureaucracy²⁰. While trust and perceived risk are key in adoption models, post-adoption research highlights experiential and performance factors as more important for continued use¹⁸. In Vietnam's e-government system, satisfaction with performance drives ongoing voluntary engagement¹⁰.

System Quality and User Satisfaction

System quality denotes refers to an information system's technical and non-technical traits attributes supporting that support information delivery, including reliability, accessibility, responsiveness, flexibility, and integration.^{19,19}. Empirical studies show a link between system quality and user satisfaction in e-government. Veeramootoo et al. found system quality impacts satisfaction more than information quality in e-filing systems²⁰. Al-rawahna et al. found that poor system quality reduced users' willingness to use e-government services¹⁹. Okunola and Rowley found that system quality aspects such as reliability and accessibility significantly affected citizens' satisfaction with Nigerian e-government²¹. These findings collectively suggest that higher system quality leads to greater user satisfaction with e-government services; we propose hypothesis H1 as follows:

H1: System quality has a positive effect on user satisfaction

User Experience and User Satisfaction

User experience is the outcome of a system's brand image, presentation, functionality, system performance, interactive behavior, and assistive features, all of which are influenced by the user's internal and physical state²². Empirical research links user experience to satisfaction in e-government. Kumar et al. found that positive experiences with convenience, time savings, and transparency boosted citizen satisfaction²³. Liu & Shi showed that better accessibility and interactivity boosted satisfaction with Chinese e-government platforms²⁴. The consistent empirical evidence supporting this relationship leads to the hypothesis that:

H2: User experience has a positive effect on user satisfaction

Perceived Benefits and User Satisfaction

Perceived benefit in e-government refers to users' subjective evaluation of the advantages gained from digital government services²⁵. Empirical studies show perceived benefits are vital to user satisfaction. For example, de Moraes and de Souza Meirelles found that they positively influence citizens' intentions to use e-government services in Brazil²⁶. Rihandoyo revealed that complete and useful information greatly enhances user satisfaction with electronic platforms²⁷. Wahyuni et al. support this, noting that perceived benefits like such as efficiency and convenience boost enhance user satisfaction²⁸. Based on these empirical findings, we propose the hypothesis:

H3: Perceived benefit positively affects user satisfaction

User Satisfaction and Metric Structure

Based on Ameen et al.'s research, user satisfaction in e-government is defined as users' attitudes towards an information system, indicating how well an application meets their needs and expectations²⁹. Empirical studies show a strong link between satisfaction and continuance intention. Alshamsi et al. found that satisfaction influences continued use of government services, while Ameen et al. highlighted its importance in users' intent to keep using digital platforms²⁹. Drawing from these empirical insights, we propose the hypothesis:

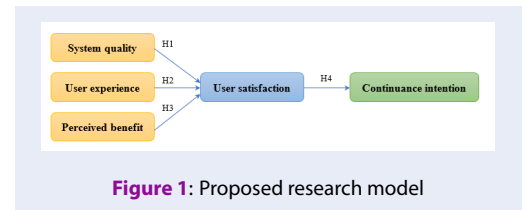


Figure 1: Proposed research model

RESEARCH METHODOLOGY

Measurement scales

System quality measurement encompasses multiple dimensions, based as on research identified by Er-nungtyas et al., Okunola & Rowley, and Alkrajji³⁰. Reliability measures system dependency and availability over time, efficiency assesses service delivery in terms of effort, cost, and time, and integration examines the system's ability to provide interconnected information. User experience measurement includes encompasses multiple dimensions, based as on outlined by Aldrees et al.³¹. Security assesses users' perceived data protection and trust, friendliness gauges ease of

use and aesthetics, and interaction looks at communication and engagement. Perceived benefits cover multiple dimensions, as noted by Kumar et al. and Ali Al-Hussein et al.³². Time-saving evaluates users' perception of service efficiency, cost-saving offers financial benefits, and effectiveness measures the utility and performance of e-government services in meeting user goals. Satisfaction uses Tam and Oliveira's framework, with which comprises four variables assessing performance, efficiency, and responsiveness in fulfilling users' informational needs³³. Building on Bhattacharjee and Lin's scale, the study incorporates Susanto et al.'s approach, with three variables that analyze future behavioural intentions³⁴.

Research sample and procedures

The study uses mixed methods. The author identified factors that sustain e-government through document review, then refined a survey instrument and conducted five citizens' interviews for in the Vietnamese context. A test interview improved questionnaire reliability with by introducing two main changes: better definitions and clearer terminology. Data was collected via convenience sampling, including Google Forms and surveys of Vietnamese citizens. Out of 421 surveys, 400 responses were valid (95.01%). Convenience sampling could introduce bias, affecting results and generalizability. To mitigate this, SEM with SMARTPLS software was used, following Hair et al. (2017), who recommend a minimum sample size of 10 times the number of structural paths for robustness³⁵. The 400 responses greatly exceed the minimum of 30, ensuring a solid basis for analysis. This counters sampling limits and boosts the study's credibility.

RESEARCH RESULTS

Sample Description

The study involved 400 participants, mainly from Southeast (215, 53.8%) and the Central Highlands (111, 27.8%), with a mean age of 23.26 years and a monthly income of 5,295,000 VND (table 2). The group was 54.5% women, 41.75% men, and 3.75% unspecified, representing young, tech-savvy users. Most participants (62.5%) use e-government for mandatory procedures, while voluntary activities are limited (28.75% for local support, 29.25% for income searches). Mobile phones (78.3%) and computers (47%) are the main access devices; public computers are rarely used. This indicates mandatory requirements drive current e-government use more than voluntary adoption, highlighting opportunities to expand voluntary services.

PLS-SEM Analysis

Evaluation of the measurement model

The analysis results in Table 3 show that the aggregate reliability of the factors is from 0.851 to 0.936. Thus, according to Hock & Ringle, the scale set used in the model is perfect³⁶.

Evaluate the convergence value and differentiation of the scale

Fornell and Larcker indicate that the mean extracted variance (AVE) evaluates the assessed convergent validity of a latent variable, with an AVE threshold at > 0.5³⁵. Table 4 shows that all factors' AVE exceeds this, confirming convergence validity. Hair et al. recommend using the Fornell-Larcker criterion with Garson's HTMT to assess discriminant validity³⁷. According to Fornell and Larcker, this is achieved when the square root of the AVE for each variable exceeds its correlation with the other variables.

Evaluation of the suitability of the structural model

The R² measures the model's influence. Table 6 shows the corrected R² for Continuation intention is 0.632, meaning 63.2% of its variation is explained by the variables; the rest is due to errors and outside factors. Hock and Ringle consider this level reasonably good³⁶.

Table 5: R² Factor

	R-square	R-square adjusted
Continuance intention	0.633	0.632
User Satisfaction	0.417	0.412

Source: Self-calculated author

Evaluate impact relationships

To assess the relationship's impact, the author will perform a Bootstrap analysis. As per Hair et al., bootstrapping is an iterative sampling method used to estimate standard errors without relying on distribution assumptions³⁵. Table 7 shows the critical values for path coefficients, indicating all hypotheses are significant. System quality, User experience, and perceived benefit influence User Satisfaction, which strongly impacts the intention to continue.

Table 2: General information about the survey objects

Gender	
Men	167
Women	218
Prefer not to specify	15
Age	
Average age	23.26
Income	
Average income	5.295.000 VND/month
Residence area	
Northern midlands and mountainous areas	9
Red River Delta	10
North Central and Central Coastal areas	15
Central Highlands	111
Southeastern region	215
Mekong River Delta	40

Source: Self-calculated author

Table 3: Summary results of load factors in the PLS-SEM model

Structure	Index	Outer loadings	Cronbach's Alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
System quality	SQ1 – SQ3	0.816 – 0.849	0.771	0.867	0.686
User experience	UE1 – UE4	0.721 – 0.811	0.769	0.851	0.589
Perceived benefit	PB1 – PB3	0.898 – 0.921	0.897	0.936	0.829
User Satisfaction	Sa1 – Sa4	0.856 – 0.892	0.895	0.927	0.760
Continuance intention	CI1 – CI3	0.887 – 0.911	0.886	0.930	0.815

Source: Self-calculated author

Table 4: Distinguishing value

	Continuance intention	Perceived benefit	System quality	User Satisfaction	User experience
Continuance intention	0.903				
Perceived benefit	0.391	0.911			
System quality	0.471	0.287	0.828		
User Satisfaction	0.796	0.414	0.562	0.872	
User experience	0.382	0.459	0.336	0.442	0.768

Source: Self-calculated author

Table 6: Results of relationships between structures in the model

Hypothesis	Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	P values	Conclude
H1	System quality -> User Satisfaction	0.437	0.436	0.035	0.000	Accept
H2	User experience -> User Satisfaction	0.206	0.208	0.052	0.000	Accept
H3	Perceived benefit -> User Satisfaction	0.194	0.194	0.050	0.000	Accept
H4	User Satisfaction -> Continuance intention	0.796	0.795	0.024	0.000	Accept

Source: Self-calculated author

Discuss the results

The study found a strong link between user satisfaction and the intention to continue using e-government services ($\beta = 0.796$, $p < 0.001$), highlighting its importance in government digital transformation. This aligns with Alshamsi et al.'s research on the adoption of innovative government services³⁸. Furthermore, this result reinforces the findings of Ameen et al. regarding the pivotal role of satisfaction in maintaining user engagement with digital government platforms²⁹. System quality greatly influences user satisfaction ($\beta = 0.437$, $p < 0.001$), highlighting the need for reliable, accessible, and high-performing systems. The government should develop stable, user-friendly, and responsive systems. This aligns with Veeramootoo et al., who found system quality has a greater impact on satisfaction than other factors in electronic storage systems²⁰. This finding aligns with research by Okunola and Rowley, which highlights the importance of reliability and accessibility for user satisfaction with e-government websites²¹. User experience greatly influences satisfaction ($\beta = 0.206$ and $\beta = 0.194$, $p < 0.001$). To enhance satisfaction, e-government services must feature user-friendly platforms, high connectivity, and strong information security, which users value more than cost or time savings. This aligns with Aldrees et al.'s research, which emphasizes data security and intuitive interfaces to foster positive user experiences³¹. Zhao & Hu highlight that brand image, presentation, and system accessibility are key to user experience and satisfaction in online public services³⁹.

These findings should be viewed within the context of Vietnam's socio-cultural context. The emphasis on system quality over perceived benefits shows Vietnamese users prioritize service reliability and access, reflecting a digital environment where trust in government tech is still growing. This aligns with Vietnam's digital transformation stage, where citizens remain cautious about system stability and data security^{1,2}. Respondents in developed regions, like the Southeast and Central Highlands, with better digital infrastructure, focus on prioritizing technical performance over cost savings. Regional disparities in internet access and digital literacy mean perceived benefits differ in less developed areas. The young demographic, averaging 23.26 years old, emphasizes system performance and user experience due to higher levels of technical skill. Vietnam's e-government development is unique among ASEAN countries. Its EGDI score (0.7709) exceeds regional averages, but its focus on system quality over perceived benefits differs from those of more advanced digital economies². Studies in Singapore and Malaysia often report stronger perceived benefit effects, indicating established trust in digital government^{9,12}. Vietnam's trend favors technical factors over convenience, indicating early-stage digitalization and ongoing trust building in e-government. This underscores the need for continued infrastructure investment and system stability before users gain full efficiency benefits, differentiating Vietnam from ASEAN leaders with mature e-government systems.

CONCLUSION

Respondents in developed regions, like such as the Southeast and Central Highlands, with better digital infrastructure, prioritize system performance over cost savings. Regional disparities mean perceived benefits vary in less developed areas. The young, averaging 23.26 years, focus on system performance and user experience due to their higher technical skills. This differs from advanced e-government markets, where perceived benefits are more influential. System quality's importance of system quality aligns with studies emphasizing technical reliability in digital contexts. Unlike earlier Vietnamese studies on adoption, this research shows post-acceptance use depends mainly on system performance, not initial expectations. The weaker benefit perception suggests that users prefer reliability over efficiency, similar to early stages of digital transformation stages. The study offers a framework to improve e-government by enhancing system quality and stability, improving processing, reducing time and quality, stability, processing, and reducing time, costs, and increasing efficiency. We recommend that Vietnam focus first on system stability—covering infrastructure, data security, and mobile responsiveness, since 78.3% access via mobile. After stabilization, enhance user experience with simpler interfaces, single sign-on, multilingual options, and feedback. Promote perceived benefits through campaigns highlighting time and cost savings, success stories, and transparency. This sequence ensures reliability before benefits, conserving resources, and building trust. Limitations include a main predominantly young sample from Southeast Vietnam, limiting which limits broader applicability. Future research should diversify age and regions. While system quality, experience, and benefits impact satisfaction, factors like such as trust, risks, and digital literacy should also be examined. Longitudinal studies are needed to track satisfaction and use over time.

ABBREVIATIONS

AVE: Average Variance Extracted
 ASEAN: Association of Southeast Asian Nations
 D&M IS: DeLone & McLean Information Systems
 EGDI: E-Government Development Index
 HTMT: Heterotrait-Monotrait Ratio
 PLS-SEM: Partial Least Squares – Structural Equation Modelling
 TCT: Technology Continuance Theory

CONFLICT OF INTEREST STATEMENT

The authors declare that they have no conflicts of interest

AUTHOR CONTRIBUTIONS

Vu Nhat Phuong: Conceptualization, Data curation, Formal analysis, Investigation, Writing – original draft.

Tran Hoang Cam Tu: Methodology, Supervision, Validation, Writing – review & editing.

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Các nhân tố ảnh hưởng đến sự hài lòng và ý định tiếp tục sử dụng dịch vụ chính phủ điện tử: Nghiên cứu người dùng trẻ tại Việt Nam

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TÓM TẮT

Nghiên cứu phân tích các nhân tố ảnh hưởng đến sự hài lòng và ý định tiếp tục sử dụng dịch vụ chính phủ điện tử tại Việt Nam, dựa trên khung tích hợp Mô hình Thành công Hệ thống Thông tin DeLone & McLean và Lý thuyết Tiếp tục Sử dụng Công nghệ. Dữ liệu thu thập từ 400 người dùng trẻ (tuổi trung bình 23,26) tại nhiều khu vực Việt Nam, được phân tích bằng PLS-SEM. Mô hình đo lường đạt độ tin cậy tổng hợp từ 0,851 đến 0,936 và AVE > 0,5. Kết quả cho thấy sự hài lòng tác động mạnh đến ý định tiếp tục sử dụng ($\beta = 0,796$), giải thích 63,2% phương sai. Chất lượng hệ thống là nhân tố ảnh hưởng lớn nhất đến sự hài lòng ($\beta = 0,437$), tiếp theo là trải nghiệm người dùng ($\beta = 0,206$) và lợi ích cảm nhận ($\beta = 0,194$). Điều này cho thấy người dùng Việt Nam ưu tiên độ tin cậy và khả năng tiếp cận hơn là tính tiện lợi, phù hợp với giai đoạn phát triển hạ tầng số hiện tại. Nghiên cứu đóng góp lý luận bằng cách mở rộng khung tích hợp sang hành vi sau chấp nhận trong lĩnh vực chính phủ điện tử tại quốc gia đang phát triển, đồng thời khuyến nghị nhà hoạch định chính sách ưu tiên bảo mật, ổn định hệ thống và giao diện thân thiện trước khi truyền thông lợi ích của dịch vụ. Nghiên cứu còn giới hạn ở nhóm người dùng trẻ tại miền Nam Việt Nam; hướng tiếp theo cần mở rộng mẫu và bổ sung các biến như niềm tin và rủi ro cảm nhận.

Từ khoá: chính phủ điện tử, ý định tiếp tục sử dụng, sự hài lòng người dùng, chất lượng hệ thống, trải nghiệm người dùng, lợi ích cảm nhận

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