UNDERSTANDING TRUST IN INFORMATION SYSTEMS –THE IMPACT OF TRUST IN THE SYSTEM AND IN THE PROVIDER

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ABSTRACT

To provide value for businesses, information systems (IS) must be adopted and used by their intended users, no matter whether a company focuses on selling IS on the market (external users) or whether IS are used to keep the business going (internal users). One of the most important factors driving the adoption and use is trust. The goal of this paper is to provide a first evaluation of a conceptual piece claiming a) that users distinguish between their trust in an IS and the provider of this IS and b) that both kinds of trust are important for the success sustainable success of IS providers, and thus should be studied simultaneously. To evaluate the claims, a research model is developed and evaluated using data of 234 students during the introduction of a new IS at an university. The results provide empirical support for both claims, since the correlation between the two trust constructs is low, and the nomological networks are different. Regarding the importance of both constructs, trust in the IS is found to have an important impact of the use of the IS, whereas trust in the provider is a major driver of the users' loyalty.

Keywords: trust, information systems, trust in the information system, trust in the provider

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