

Organizational information and employees' organizational trust (Case study: Rasht municipality staff)

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Abstract: The present paper aims to study the relationship between the organizational information and the staff organizational trust. The statistical population of the research is the staffs of Rasht municipality who are 2196, and 328 subjects were selected as a sample and the questionnaire were distributed among them using the available non-probability method. For the analysis of data, inferential statistics, including analysis of variance (ANOVA) and regression analysis and finally in path analysis in the structural equation modeling (SEM) were used and the following results were obtained: A significant relationship exists between shared information and trust, a significant relationship exists between the information availability and trust and significant relationship exists between data quality and trust, a significant relationship exists between the availability of information and sharing information and a significant relationship exists between the quality of data and sharing information.

Key words: Trust, Information sharing; Quality of information

1. Introduction

Given that the modern organizational behavior is facing increasing complexity, familiarity of managers and staff with the complexities and identification of appropriate strategies to deal with them is essential. Today, the managers are well understood that the most important factor in competitive advantage is human resources. Therefore, considering the issue of trust and loyalty of human resources to the organization is one of the most serious concerns of managers. (Jamal, 2013)

Trust is the foundation of empowerment and leadership. Trust has an undeniable role in the performance of organizations and in the creation and increasing the organizational efficiency. Trust development helps employees to feel that they are more empowered. When there is trust, people are free to experience, learn, and cooperate without fear of punishment (Kwon and Suh, 2012).

Today, new technologies have changed the lives of human beings more than ever, and make them dependent. Most developments of these technologies can be seen in the field of information and communications technology. Information technologies provide more information to the audience with new innovations. (Grace and Ivan, 2011)

The successful performance of the organization depends on a high level of trust and a strong commitment among employees. While some have found that trust leads to sharing more information and its best quality, others have suggested that the

information sharing will lead to increased trust. In fact, open communication requires trust, so that organizations are expected to develop trust as well (Aghaz and Negin-Taji, 2012).

In today's organizations, the successful integration of staff relationship with information management has attracted the attention of researchers and practitioners. Shared information, commitment and trust have become a vital part of corporate communications among employees, thus IT allows organizations to reliably and effectively share information and build an infrastructure to share information at different levels (Jang Chung et al., 2011).

Given that the municipality is a service organization that deals with all segments of society and it is very effective in satisfaction and dissatisfaction of people should have staffs that have a high loyalty to the organization and society. Presence of definitive and reliable behaviors in the organization level can affect it. So trust among employees and their good relations issues, including availability of information and information sharing and information quality that are shared can be an important issue in this organization. Therefore, according to Fig.1, this research tries to determine whether the availability of information, information sharing and quality of information affects the employee relations and trust between them.

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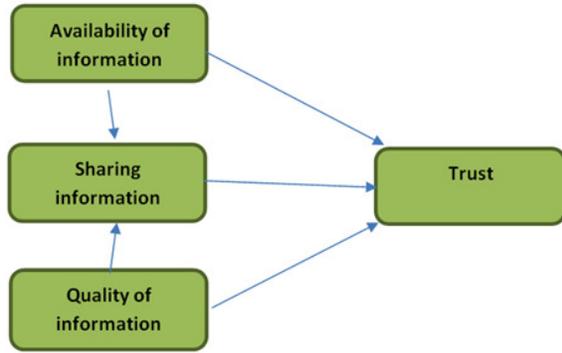


Fig.1: Research conceptual model

2. Theoretical definitions

Organizational trust: trust is the level to which a person tends to trust the words and actions of another (Cullen et al., 2010). Charlton (2000) considers the trust as a non-negotiable learning process in any relations, such as trusting a child in accepting or delegating responsibility (Zare, 2012).

Quality of information: Aspects such as accuracy, timeliness, suitability, reliability, validity, comprehensibility and ease of use are used in the definition of data quality (Jang Chung Chen et al, 2011).

Information sharing: Ardichvili et al. (2003) argue that the information sharing includes the provision of new information and demands for new information.

Availability of information: Chen et al. (2011) defined the availability of information as the availability of information when required.

3. Research background

Martin and Patterson (2012) conducted a study entitled "data sharing in chained networks". They concluded that sharing information increases trust over time. An important factor in sharing information is the effective communication between the parties that leads to mutual understanding of the parties and increases the quality of cooperation.

Chen et al (2011) conducted a study entitled "factors prior to trust and commitment in supply chain relationships". The results showed that the quality and availability of information play a positive role in the formation of trust and commitment, while sharing information affects the commitment in the supply chain partners.

Faustet al (2011) performed a research on sharing the information in the supply chain. They found that trust leads to sharing more information and their better quality. In fact, they argue that as a free communication requires trust; trust is also expected to be developed.

4. Methodology

The research statistical population is the staff of the Rasht Municipality that the sample size was estimated 328 using Cochran formula and the questionnaire was distributed among them by available non-probability sampling method.

All questions had a scale of 1 to 5 where 1 means "strong opposition" and 5 means "strong agreement". The combination of the questions is given in the Table 1:

Table 1: Composition and Communication between research model and inventory questions

Variables	Inventory items	Number of questions	Cornbrash's alpha	Resources
Sharing Information	11 items	Questions 1-11	0.87	Li & Lin (2006)
Quality of information	5 items	Questions 12-16	0.88	Li & Lin (2006)
Availability of information	5 items	Questions 17-21	0.83	Li & Lin (2006)
Trust	10 items	Question 22-31	0.72	Kumar et al (1995)

For data analysis, data were analyzed using descriptive statistical methods (frequencies, percentages and graphs) and inferential statistical methods such as analysis of variance (ANOVA) and regression analysis and ultimately path analysis by structural equation modeling (SEM) were used.

5. Findings

According to Table 3, we see that the highest correlation coefficient among the variables in the study belongs to the relationship between information sharing and information quality with value (0.550) and the lowest correlation coefficient belongs to the availability of information and information sharing with value (0.358). All relationships are significant at the alpha level 1%.

According to Table 4, the highest regression weight among the variables in this research is related to the relationship between data quality and information sharing among staffs with the value (0.455) and the lowest regression weights is related to the relationship between information availability and sharing information with the value (0.114).

One of the estimated parameters is measuring the total effects which are obtained from the combination of direct and indirect effects. The coefficient estimates of the total effects are given in Table 5 as follows.

6. Review of research hypotheses

6.1. A significant relationship exists between the shared information and trust

According to Table 4, the effect of information sharing on trust is 0.115. So the research hypothesis that a significant correlation exists between the shared information and trust is confirmed. The results of the research in this field are in line with the work of Faust et al. (2009), and Martin and Patterson (2006) that's a

significant relationship exists between trust and sharing information. So in explaining this hypothesis, it can be said that trust leads to information sharing and sharing information increases trust over time.

Table 2: Descriptive statistic indices of research variables

Variable	Mean	SD	Skewness	Kurtosis
Sharing information	35.259	7.200	-0.328	1.381
Quality of information	16.195	3.725	-0.509	0.440
Availability of information	13.612	3.812	-0.111	-0.142
Trust	30.109	6.541	-0.561	0.530

Table 3: Correlation matrix among research variables

Variable	Sharing Information	Quality of information	Availability of information	Trust
Sharing Information	1			
Quality of information	** 0.550	1		
Availability of information	** 0.358	** 0.458	1	
Trust	** 0.422	** 0.538	** 0.402	1

** Correlation is significant at 0.01.

Table 4: Regression weights of research variables

Variables	Standardized regression weights	Significance level
Availability of information ----->sharing Information	0.114	0.037
Data quality -----> Sharing information	0.455	0.010
Sharing information -----> Trust	0.115	0.046
Availability of information -----> Trust	0.168	0.013
Data quality -----> Trust	0.365	0.011

Table 5: Standardized parameters of general effects

	Quality of information		Availability of information		Sharing Information		Trust	
	Effect	P	Effect	P	Effect	P	Effect	P
Quality of information	0.000	---	0.000	---	0.000	---	0.000	---
Availability of information	0.000	---	0.000	---	0.000	---	0.000	---
Sharing Information	0.455	0.010	0.114	0.037	0.000	---	0.000	---
Trust	0.418	0.006	0.181	0.009	0.115	0.046	0.000	---

6.2. A significant relationship exists between information availability and trust

According to Table 4, the effect of the availability of information on trust is 0.168. So, the research hypothesis that a significant correlation exists between the availability of information and trust is confirmed. The research results in this field are

consistent with the work of Jang Chong et al. (2011) that the availability of information has a positive role in the formation of trust. So in explaining this hypothesis, it can be stated that the availability of information will create trust between the parties.

6.3. A significant relationship exists between the availability of information and sharing information

According to Table 4, the effect of availability of information on sharing is equal to 0.114. Thus the hypothesis that a significant relationship exists between the availability of information and sharing information is confirmed.

6.4. A significant relationship exists between the quality of information and trust

According to Table 4, the effect of information quality on trust is equal to 0.365. So the research hypothesis that a significant relationship exists between the quality of information and trust is confirmed. The result of this work is consistent with the results of Jang Chong et al., (2011) that the quality of information has a positive role in the formation of trust. In explaining this hypothesis, it can be stated that if the shared information has a high accuracy, precision and quality, the trust level will increase, otherwise it will cause distrust.

6.5. A significant relationship exists between the quality of data and information sharing

According to Table 4, the effect of the quality of information on data sharing is equal to 0.455. So, the research hypothesis that a significant relationship exists between the quality of information and sharing information is confirmed. The results of this work are consistent with results of Fawcett et al (2009). In explaining this hypothesis, it can be said that the quality and accuracy of information will lead to more willingness to share information. It is therefore logical that a significant relationship exists between the quality of information and information sharing.

In the study, we found that the quality and availability of information has an important role in the formation of trust. So sharing information with high quality and making it accessible is desirable. Clearly, a large amount of information is considered to be sensitive and individuals, organizations and companies need to be careful when outsourcing this information. As shown in findings, the greatest impact of the quality of information was about sharing information that this indicates that the higher the quality of the information, information sharing process will be better. Sharing information is necessary for the confidence-building process because it enables both parties to better understand the opposite side and use better mechanisms based on it. When members

are delayed in providing and sharing information with other parties, the confidence-building process is impaired.

Given that in the findings the greatest impact was observed between information sharing and information quality, it is recommended that managers consider the issue more than before and provide the grounds for the staff to share high quality information with their colleagues.

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