O.A. RAYMOND

ATILIM UNIVERSITY

THE RELATIONSHIP BETWEEN WORKPLACE CONNECTIVITY AND DIGITAL TRUST - AN INDUSTRIAL PERSPECTIVE

THE GRADUATE SCHOOL OF NATURAL AND APPLIED SCIENCES

OF

ATILIM UNIVERSITY

OLAIDE ABIMBOLA RAYMOND

A MASTER OF SCIENCE THESIS

IN

THE DEPARTMENT OF INFORMATION SYSTEMS ENGINEERING

JULY 2023

THE RELATIONSHIP BETWEEN WORKPLACE CONNECTIVITY AND DIGITAL TRUST - AN INDUSTRIAL PERSPECTIVE

A THESIS SUBMITTED TO
THE GRADUATE SCHOOL OF NATURAL AND APPLIED SCIENCES
OF
ATILIM UNIVERSITY

BY

OLAIDE ABIMBOLA RAYMOND

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR
THE DEGREE OF MASTER OF SCIENCE
IN
THE DEPARTMENT OF INFORMATION SYSTEMS ENGINEERING

JULY 2023

Approval of the Graduate School of Natural and Applied Sciences, Atilim University.

____

Prof. Dr. Ender KESKİNKILIÇ
Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of **Master of Science in Information Technologies, Atılım University**.

____

Prof. Dr. Murat KOYUNCU
Head of Department

This is to certify that we have read the thesis THE RELATIONSHIP BETWEEN WORKPLACE CONNECTIVITY AND DIGITAL TRUST - AN INDUSTRIAL PERSPECTIVE submitted by OLAIDE ABIMBOLA RAYMOND and that in our opinion it is fully adequate, in scope and quality, as a thesis for the degree of Master of Science – Information Technologies.

____

Assoc. Prof. Dr. Sacip TOKER
Supervisor

Examining Committee Members:

Assoc. Prof. Dr. Ömer Faruk İSLİM
Computer Technology Department, Mersin University __________________________

Assoc. Prof. Dr. Sacip TOKER
Information Sys. Eng. Department, Atılım University __________________________

Assist. Prof. Dr. Güler KALEM
Software. Eng. Department, Atılım University __________________________

Date: 05/07/2023

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

Name, Last Name: Olaide Abimbola RAYMOND

Signature:

ABSTRACT

THE RELATIONSHIP BETWEEN WORKPLACE CONNECTIVITY AND DIGITAL TRUST - AN INDUSTRIAL PERSPECTIVE

RAYMOND, Olaide Abimbola

M.Sc., Information Technologies

Supervisor: Assoc. Prof. Sacip TOKER

July 2023, 206 pages

The impact of digital connectivity in the workplace certainly generated a lot of discussion in the scientific and business areas. Elevated levels of anxiety have been linked to inadequate digital connectivity of digital trust in employee expectations and workspace realities in the form of efficiency, anxiety, and career progression. But the research literature provides relatively information on the connection between workplace connectivity and digital trust. Therefore, the purpose of this study is to examine the impact of internet connectivity, availability of digital platforms and means of communication being technological information across the digital trust. The study also proposed to explore the satisfaction level in connecting to any of the internet connectivity with the level of digital trust. The e-Trust Survey, which measures the degree of digital trust, has ten components organized into three levels: technology, people, and process. A total of 5329 people from 36 different countries completed the online survey for this study. Munzel-Bruner analysis which is non-parametric alternative of MANOVA was conducted on the components of digital trust across each of the technological information. Follow-up results with Mann-Whitney and Kruskal Wallis analysis showed that internet connectivity, availability of digital platforms and means of communication are affecting factors on digital trust. Additionally, Spearman's correlation coefficient revealed that level of satisfaction across the internet connectivity were correlated with digital trust.

KEYWORDS: Digital connectivity, digital platforms, digital trust, means of communication, workplace employee.

ÖZ

İŞ YERİNDE BAĞLANABİLİRLİK İLE DİJİTAL GÜVEN ARASINDAKİ İLİŞKİ - ENDÜSTRİYEL BİR BAKIŞ

Olaide Abimbola, Raymond
Yüksek Lisans, Bilişim Teknolojileri
Tez Yöneticisi : Doç. Dr. Sacip Toker

Temmuz 2023, 206 sayfa

İş yerindeki dijital bağlantının etkisi kesinlikle bilim ve iş alanlarında pek çok tartışma yarattı. Artan kaygı düzeyleri, çalışanların beklentilerine ve verimlilik, kaygı ve kariyer ilerlemesi biçimindeki çalışma alanı gerçeklerine duyulan dijital güvenin yetersiz dijital bağlantısıyla ilişkilendirilmiştir. Ancak araştırma literatürü, işyeri bağlantısı ile dijital güven arasındaki bağlantı hakkında nispeten bilgi sağlar. Bu nedenle, bu çalışmanın amacı, internet bağlantısının, dijital platformların kullanılabilirliğinin ve teknolojik bilgi olan iletişim araçlarının dijital güven genelinde etkisini incelemektir. Çalışma ayrıca, herhangi bir internet bağlantısına bağlanmadaki memnuniyet düzeyini dijital güven düzeyi ile keşfetmeyi önerdi. Dijital güven derecesini ölçen e-Güven Anketi, teknoloji, insanlar ve süreç olmak üzere üç düzeyde düzenlenen on bileşene sahiptir. 36 farklı ülkeden toplam 5329 kişi bu çalışma için çevrimiçi anketi tamamladı. MANOVA'nın parametrik olmayan bir alternatifi olan Munzel-Bruner analizi, teknolojik bilgilerin her biri üzerinden dijital güven bileşenleri üzerinde gerçekleştirilmiştir. Mann-Whitney ve Kruskal Wallis analizi ile takip sonuçları, internet bağlantısının, dijital platformların mevcudiyetinin ve iletişim araçlarının dijital güveni etkileyen faktörler olduğunu gösterdi. Ek olarak, Spearman'ın korelasyon katsayısı, internet bağlantısı genelinde memnuniyet düzeyinin dijital güven ile ilişkili olduğunu ortaya koydu.

Anahtar Kelimeler: Dijital bağlanabilirlik, dijital platformlar, dijital güven, iletişim araçları, işyeri, çalışan, performans.

DEDICATION

To my beloved husband and

my wonderful boys…

ACKNOWLEDGMENTS

I would like to express my sincere appreciate to my supervisor, Assoc. Prof. Dr. Sacip TOKER. He has worked tirelessly to guide me through the writing of this thesis. His support, motivation, guidance, constructive critics and wealth of knowledge has contributed to the success of the Thesis.

I would also like to thank the members of the examining committee, Assoc. Prof. Dr. Ömer Faruk İSLİM and Assist. Prof. Dr. Güler KALEM, all of whom have been thoroughly supportive and helpful. Without their passionate input, this thesis would not have seen the light of the day.

My profound appreciation goes out to Dr. Mehtap TUFAN, the research assistant for this thesis. Words alone are not enough to appreciate your valuable contribution to the success of this thesis. Thank you for tolerating me on the late midnight calls and messages, thank you for perusing through my write-ups, thank you for the corrections and above all thank you for your patience.

Furthermore, I would like to thank Prof. Dr. Markus LAUNER, Ostfalia University of Applied Sciences, Campus Suderburg, Germany for sharing the data used in this study which was collected through EFRE Research Project "Digital Trust & Teamwork", financed by the EU and the State of Lower Saxony.

I would also like to acknowledge the contribution of my friends and colleagues especially Oyebola Temiloluwa ADEWOYE, Bugra KURT, Samuel OLADIMEJI and Bengisu TURKSOY for their support and the continuous feedback I receive from them after perusing my work. I am gratefully indebted to their very valuable comments.

My profound gratitude goes to my husband, Captain (Nigerian Navy) Bamidele Lawrence RAYMOND and my wonderful boys for providing me with unfailing support and continuous encouragement throughout my years of study and through the process of researching and writing this thesis. This accomplishment would not have been possible without them.

I wish to also appreciate the Head of Department, Faculty of Information Technology and System Engineering and staff of the faculty humbly for their willingness to always assist with relevant materials and valid criticism. I am indeed grateful.

Finally, I am forever grateful to my parents and in-laws for the love and care they have shown me during this time. To all those that have assisted in one way or the other but not mentioned here, I say a big thank you and I really appreciate all your valuable contributions.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF SYMBOLS/ABBREVIATIONS

MANOVA	Multivariate analysis of variance
KPMG	Klynveld Peat Marwick Goerdeler

CHAPTER 1

INTRODUCTION

In this chapter, the background and statement of the problem, purpose of the study, research questions, significance of the study and assumptions are presented as an introduction to the study.

1.1. Background of the Problem

In almost every aspect of human life, trust is crucial. People rely on their emotions and trust to make some decisions. As a result, it starts to influence how individuals live. Due to the rise in online purchasing and electronic transactions, technological advancement has gained prominence in online environment. This trust has been a driving force in the workplace to the attainment of organizational goals. Employees could be more concerned about their workplace and the relationship with their fellow workers. People prefer to work in an environment that is comfortable for them. In this regard, workplace connectivity and digital trust could be found interrelated.

Organization higher industrial digitalization increases high efficiency, reduction in cost, more flexible and adaptable employees as well as enhances adaptability and suppleness in an ever-changing industry. Employees can work from anywhere and stay connected via cellphones, tablets, and other mobile devices, making it easier for them to stay connected, engage with colleagues, and keep up with technological changes than they could in their previous workplaces. In the business world, trust is the key in the engagement of transactions.

Marketing strategies in the past mainly relied on creating and maintaining relationships with customers. The internet has made today's tactics a little bit different. Despite the fact that online interactions are less personal than traditional face-to-face interactions, this has drawbacks of its own. Already, it is difficult for people to trust those they cannot see. As a result, trying to gain customers' trust in an online setting will not be easy. However, it's not as difficult to connect online as you might initially believe. According to Shermikia, Mediation Solutions Group, LLC [1], interaction with customers is essential for creating an authentic brand identity and trust. It allows people to invest in the services they are providing and shows customers they are heard. It also gives you a chance to "brand-build" by addressing their needs.

In another vein, Ruben Crawford, Empowertale Ltd [2], stated that leaders must demonstrate authenticity and transparency to showcase an organization's brand. Reena Sharma, Agilis Executive Consulting [3], when communicating with prospective businesses regarding products or business prospects, clients look for authenticity and openness. Leaders must promote emotional and cognitive vulnerability by exhibiting personality electronically in order to highlight an organization's brand. This could be accomplished through discussion boards, question-and-answer forums, or by offering thought leadership through blogs or emails [3].

According to Amy Leneker of Compass Consulting, LLC [4], he stated that there is need to increase your online consumer interaction. We frequently overlook the "social" component of social media. Each online interaction is a chance to establish (or erode) trust since it takes little, consistent behavior over time.

It is vital to have a reputable online presence, it is your virtual storefront that everyone will visit. To create trust online, you must deliver constant touchpoints that are aligned with your company's value [5]. If you are a crisis consulting firm, for example, you should have regular blogs, articles, forums, and thought leadership that emphasize your crisis leadership expertise. CMP Joe Frodsham [5].

Through their contact with technology, digital workers have developed a variety of skills that they can use at work. One of these abilities frequently referred to as "digital fluency," is their ease and proficiency in using technology to achieve desired results (Briggs & Makice, 2012) [6]. Knowing how to utilize a few programs or simple applications is just the beginning of digital fluency. Digitally proficient people have attained a degree of competence that enables them to manipulate information, create concepts, and use technology to accomplish strategic goals (Hsi, 2007) [7].

The competencies, self-awareness, and relational expectations of the digital workforce have all been changed by greater technological use, just as have been the organizational and operational aspects of work. These developments have been beneficial in a variety of ways. Employees can cooperate with coworkers around the world, have access to a world of information, and produce goods with more capabilities at lower costs. For example, in multi-location, geographically scattered offices, digital knowledge-sharing platforms are commonplace and are essential for problem-solving (Haas, Criscuolo, & George, 2015) [8].

The difference between work and non-work worlds has also become hazier to technology (Ramarajan & Reid, 2013; Reyt & Wiesenfeld, 2015) [9, 10]. Email, the Internet, and even social media are essential tools for working, and they also give you quick access to your friends, and family, online shopping, and other activities while you are at work [9, 10]. Almost every employee (83 percent) acknowledges using technology at work for private uses; nevertheless, employers grow worried when this usage diverts employee attention in a way that lowers productivity or poses a security risk (Stanko & Beckman, 2015) [11]. Additionally, technology enables workers to stay connected to their jobs even while they are at home (Boswell & Olson Buchanan, 2007; Perlow, 2012) [12, 13].

1.2. Statement of the Problem

The average American smartphone user checks their phone every six and a half minutes, or up to 150 times per day, according to a Nokia survey (Spencer, 2013) [14]. Significant changes in the way we live our life have occurred as a result of this growing usage of technology. We communicate with one another almost constantly, and on social media, our lives are blogged live for followers and friends [14].

With the advent of technological advancement, digital trust has become a crucial issue for organizations to tackle among its workforce and customers. Trust has become an important issue for companies, especially with technological developments. These advancements led businesses in the direction of e-commerce, which in turn gave rise to a brand-new area of trust research, because it inspires more confidence and influences consumer attitudes toward online shopping. A study about the interpreting factors of consumer trust in online commerce was undertaken by Chen and Dhillon [15]. The findings showed that trust in an Internet business has characteristics of expertise, integrity, and goodness. The source of trust was also categorized in this study as a characteristic of the customer, secure online seminars and conference, the business, the website, and the relationship between the customer and the business [16].

Studying the relationship between technological information and trust, or e-trust, which is now also known as digital trust, can help firms execute their corporate strategy, market positioning, marketing, cost-cutting, profit-maximizing, effective, and customer-loyalty activities. The analysis of earlier studies revealed the necessity to understand the relationship between technological knowledge and digital trust in general.

1.3. Purpose of the Study

The main purpose of this study is to examine the trust in technology of some independent variables in internet connectivity, digital platforms and means of communication in the workplace on the digital trust (The 10 components of digital trust used are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organization data protection and privacy, internet and social media use). Also, the purpose of the study is to examine the connectivity satisfaction of internet connectivity in the workplace with relation to the dependent variables in the digital trust.

1.4 Research Questions

This study examined the following research questions:

- RQ1: Is there any significant difference between internet connectivity in the workplace in terms of digital trust?
- RQ2: Is there any significant difference across connectivity satisfaction in the workplace in terms of digital trust?
- RQ3: Is there any significant difference in digital platform availability for official transactions in the workplace of digital trust?
- RQ 4: Is there any significant difference between means of communication in person or group of people in the workplace in terms of digital trust?

CHAPTER 2

LITERATURE REVIEW

In this chapter, the related literature pertaining to the research questions listed in Chapter One will be analyzed and synthesized. Firstly, the definition of trust and affective factor are presented. Thereafter, the definitions of digital trust are explained and lastly a summary is given.

2.1. What is Trust?

Trust is defined as an individual's confidence in the intention and ability of affiliated partners and a belief that affiliated partners will become as they wish (According to Deutsch) [17]. In another vein, Trust is defined as the composition of series of behaviors Zand [18]. When an individual suffers losses, these behaviors are often not controlled by the individual, thus increasing the risk of the trustor (18). Another definition by Moorman et al. [19] stated that trust refers to the willingness to rely on trading partners who have confidence in them. A different definition is provided by Hosmer [20], who described trust as expectations that are met by others based on pledges, honesty, and not taking advantage of any form of opportunity when it presents itself. Uncertainty, vulnerability, and dependency are criteria for trust, according to another study Bradach and R. G. Eccles, [21].

Not only is trust crucial in interpersonal interactions in person, but it is also crucial in the online world. Trust plays a very important role in promoting online purchases, according to Quelch and Klein [22]. Three factors, including customers, specific e-commerce websites, and the reputation of e-commerce in general, according to their study, have an impact on trust [22]. According to other studies, trust plays a significant role in any social or economic linked action where there is ambiguity and dependency [20, 23, 24], particularly in situations where there are crucial decisions or new technologies involved. Additionally, trust plays a significant influence in a user's decision to download software from the Internet or not [25, 26].

Almost every aspect of our life is impacted by trust. Trust has a big impact on relationships, especially commercial partnerships [23, 27, 28, 29]. Additionally, trust has an impact on social networks because people choose to engage in an activity with others based on their level of trustworthiness [14, 25]. In the world of business, it is important to partner with other businesses [30,31,32], which can reduce known risks [28,31], and can build long-lasting relationships [22, 26, 27]. In other words, trust can be used to govern the quality of social and corporate relationships [14, 25, 28].

Not only is trust crucial in interpersonal interactions in person, but it is also crucial in the online world. Trust plays a very important role in promoting online purchases, according to Quelch and Klein [22]. The three factors of customers, specific e-commerce websites, and the reputation of e-commerce in general according to the study have significant impact on trust [22]. According to other studies, trust plays a significant role in any social or economic linked action where there is ambiguity and dependency [20, 23, 24], particularly in situations where there are crucial decisions or new technologies involved. Additionally, trust plays a significant influence in a user's decision to download software from the Internet or not [25].

It can be argued that trust in technology will start from the adoption stage. Technology adoption is a complex process where individual perceptions of technology are formed within a socio-cultural.

2.2. Affecting Factors on Trust

The idea of trust is crucial to people's lives. Individuals assess their level of trust in the organization, in this action, or in other individuals in order to carry out certain tasks. There are several fundamental ideas that influence the degree of trust. Depending on the circumstances, these basic ideas can alter. Digital trust is influenced by perceived technology utility and perceived technology usability, according to e-commerce studies [29,30]. Both are essential elements of the Technology Acceptance Model, a modification of Fish-bien and Ajzen's theory of reasoned action. According to the concept, perceived usefulness is "the extent to which a person believes that using a particular system would enhance his or her job performance".

On the other hand, Davis describes perceived ease of use as "the extent to which a person believes that using a particular system would be free from effort." According to C. Moorman [19], in an interview conducted with employees in energy distribution control rooms, "quality of instruction is perceived as the most critical factor in digital trust, followed by reliability, performance, understanding, communication, expectancy, confidence, proactive, ability, respect, and honesty." Technologic profiles in this study refer to the possession of electronic devices including smartphones, tablets, laptops, desktop computers, smartwatches, and other mobile devices that are typically used at work [19].

2.3 What is Digital Trust?

Digital trust is defined by Jeffrey Ritter [33] as the belief that users have in the capability of people, technology, and processes to create a secure digital world. Jeffer further explained that digital trust is granted to businesses that can demonstrate to their users that they can offer safety, privacy, security, dependability, and data ethics with their online programs or devices. A user confirms their digital trust in a business by choosing to use its products [33]. In another study [34], it was stated that security, legitimacy, community, user experience, shareability, and relevancy are crucial pillars of trust. "Digital trust reflects a customer's perception that a company is gathering, storing, and using their information responsibly and that the company is protecting that information," knowledge" [34].

According to the NHS digital report [35], the handling of patient data by employees is sometimes referred to as "digital trust to process". The Caldicott principles serve as the foundation for this measurement of digital trust in relation to the digital process. Organizations should follow the Caldicott principles to ensure that information that can identify a patient is protected and only used when it is appropriate to do so [35]. In the technologic profiles, study on E-Commence revealed that digital trust is influenced by perceived usefulness and perceived ease of use of the technology [36], [37].

Digital trust provides peace of mind for interactions in our increasingly connected world. However, assuring a high level of trust isn't easy. In the past, organizations could simply secure the enterprise network perimeter to ensure a robust level of trust in their environments.

From the perspective of the consumer, KPMG (Klynveld Peat Marwick Goerdeler) [38] describes digital trust as "an outcome that you can influence but not control, where confidence in your digital services drives consumer loyalty, unlocking a new kind of relationship and enormous untapped potential". In addition, KPMG has created a straightforward methodology to serve as advice for enhancing and proving digital trust. Reliability, Credibility, Transparency, Security, and Integrity are the main characteristics identified by this paradigm [38]. Furthermore, according to Joyce [39] Digital Trust is defined as "level of confidence in people, process, and technology to build a secure digital world". The level of digital trust that customers have in their companies can be raised if businesses prioritize these traits [39]. Digital trust is also described in a similar manner by Mubarak and Petraite [40]. "It can be referred to as stakeholders' trust in the ability of actors, technologies, and processes to build a reliable and secure business network," they claim. Environment, experience, attitudes, and behavior are further identified as factors of digital trust in the 2017 Digital Evolution Index [41].

From the above, it could be deduced that digital trust has been defined and explained from different perspectives with different drivers. Notwithstanding, technology integration being an affecting factor on digital trust bridges the gap. Consequently, in this study, the definition of Joyce [39] that explains the level of confidence in people, process and technology to build a secure digital word" and the framework developed by Marcial and Launer [42] was used as a baseline. This framework was developed based on a global study on digital trust in business and was built in collaboration and partnership with academic institutions in Europe, the United States, Latin America, and Asia.

2.4 Theoretical Framework

The framework developed by Marcial and Launer [42] aims to give readers a fuller grasp of the theoretical underpinnings and overarching principles of the study "Digital Trust in the Workplace." Each theory and principle are also described, along with how they relate to one another. This paradigm takes into account the Forrester Social Technological Ladder, Technology Adoption Theory, Management Theory, Information Systems Theory, Software Quality Model, General Data Protection Principles, Digital Citizenship Principles, and Caldicott Principles [42]. Additionally, it links demographic data to the Technology Diffusion Theory as an influencing factor for online trust. Technology acceptance models and social media use can serve as the foundation for technological profiles. In the framework, the Innovation Theory is also used to explain how technology integration works [42]. Consequently, the theoretical foundation of this study is built on these theories and principles.

Technology adoption and integration are multifaceted processes that affect technology adoption decisions. E.M. Rogers [43] stated that five main factors (relative advantage, compatibility, complexity, traceability, and observability) influence the adaptation of an innovation theory. With the growing usage of the internet comes a serious social problem known as the Digital Divide [44]. According to C. Jones and S. Cross [45], one of several terms used to define a specific generation in ways that are relevant to teaching and learning is "Net Generation”. Hence, the Net Generation and Digital Divide can be used to identify the variables that affect digital trust. The Technology Acceptance Model has also been enhanced as a vital tool for understanding variables that affect whether consumers will accept or reject a technology by N. Marangunić and A. Granić, [46]. As a result, these theories can aid in the explanation of how digital trust influences various factors.

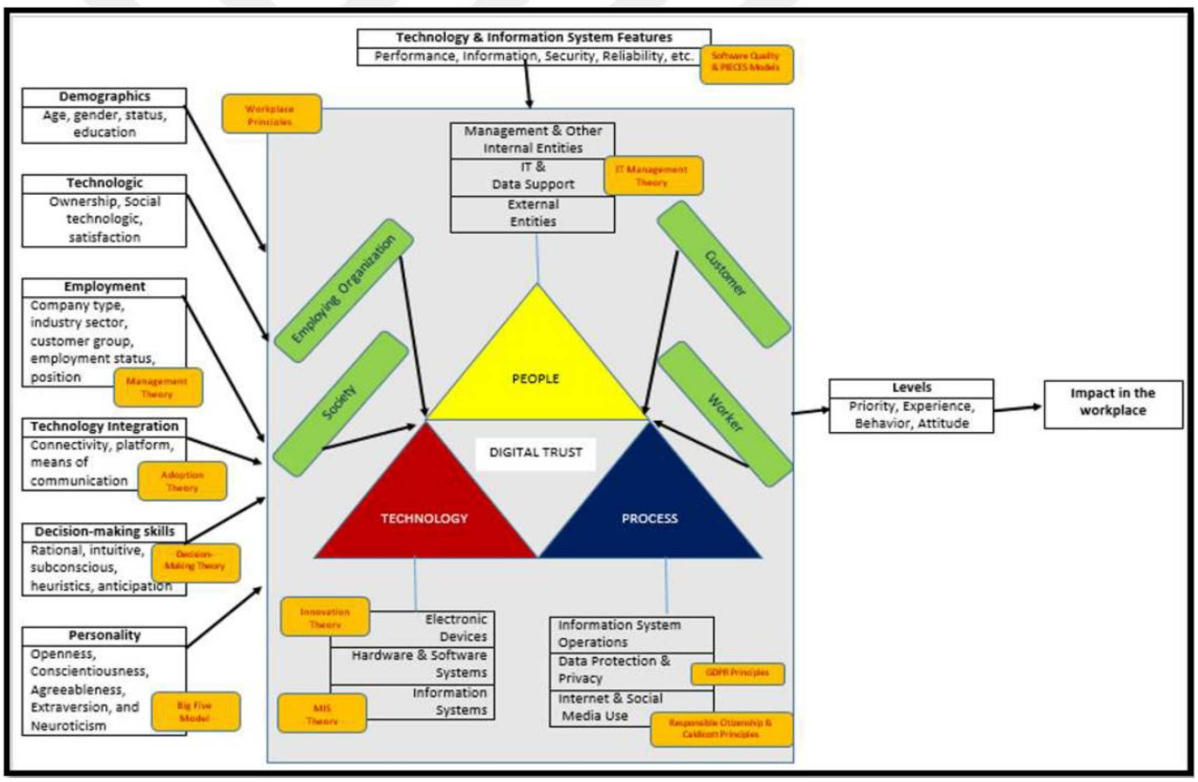

Figure 2.1 “Theoretical Framework of the Study “Digital Trust in the Workplace” [42].

Figure 2.1 shows conceptual framework work of Marcial and Launer's study, titled "Digital Trust in the Workplace". Six connected variables that may have an impact on the amount of digital trust were proposed, as shown by the framework. These include the demographics, technological profiles, employment history, and use of technology, decision-making abilities, and personality type of respondents. However, this study is concerned with the impact of technological profiles in the workplace which led to the selection of the independent variables (Internet connectivity, digital platforms and means of communication). Based on these concepts and guiding principles, the survey questions for the Digital Trust project were structured using the three levels of technology, people, and process. These 3 levels consist of 10 dependent components which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organization data protection and privacy, internet and social media use.

2.5 Summary

Reviewed studies showed that independent variables of internet connectivity such as wi-fi connection, wired connection, pre-paid data plan and post-paid data plan of internet connectivity, and independent variables of digital platforms such, blogs, forum, or inquiry form, instant messenger (skype for business, cisco jabber), email using computer domain, intranet or local area network, and video portals. Others include, face-book, twitter, other social networking sites and websites are all affecting factors of digital trust. Also, the independent variables of means of communication such as supervisors among workers in higher rank, co-workers in the same rank, subordinates workers in lower rank, customers or clients, and other external stakeholders or external entities are also affecting factors on digital trust. This list can be expanded by several circumstances, such as e-commerce. Previous research also demonstrated the significance of trust in the digital environment and its effect. Digital trust has grown in importance as a research topic as a result of the technology integration and the impact that the Internet has on our daily lives. Hence, there is a need for more generalized studies about affecting factors on digital trust. Therefore, this study aims to reveal the importance of technological integration especially in the areas of internet connectivity, digital platforms and means of communication on digital trust. Also, this study ascertained the level of internet connectivity satisfaction in digital trust.

CHAPTER 3

METHODOLOGY

In this chapter, the research methodology of the study is explained under subsections entitled, Purpose of the Study and Research Questions, Design of the Study, Participants of the Study, Data Collection Procedures and Instruments, and Data Analysis.

3.1. Purpose of the Study and Research Questions

The main purpose of this study is to examine the trust in technology integration of some independent variables in internet connectivity, digital platforms and means of communication in the workplace on digital trust. Also, the purpose of the study is to examine the connectivity satisfaction of internet connectivity in the workplace on digital trust. The level of satisfaction is ascertained with the relationship of the dependent variables of digital trust in the workplace.

- RQ1: Is there any significant difference between internet connectivity in the workplace in terms of digital trust?
- RQ2: Is there any significant difference across connectivity satisfaction in the workplace in terms of digital trust?
- RQ3: Is there any significant difference in digital platform availability for official transactions in the workplace of digital trust?
- RQ4: Is there any significant difference between means of communication in person or group of people in the workplace in terms of digital trust?

3.2. Design of the Study

One of the quantitative research approaches used in this study was a causal-comparative research design. Researchers seek for the extent of internet connectivity, the availability of digital trust, and ways of communication between or within groups of individuals in causal-comparative research [47]. In this research, there are three different groupings (internet connectivity, digital platforms and means of communication) with independent variables which are created from technology integration. The independent variables for internet connectivity are wi-fi connection, wired connection, pre-paid data plan and post-paid data plan, while independent variables for digital platforms are blogs, forum, or inquiry form, instant messenger, email using computer domain, intranet or local area network, and video portals. Others include, face-book, twitter, other social networking sites and websites which are all affecting factors on digital trust. Also, the independent variables for means of communication are supervisors among workers in higher rank, co-workers in the same rank, and subordinates workers in lower rank, customers or clients, and other external stakeholders or external entities are also affecting factors on digital trust. In order to ascertain the significant difference in the independent variables of internet connectivity, digital platforms and means of communication, digital trust dependent variables are used. The dependent variable used consists of 10 components and these components are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

3.3. Participation of the Study

The data for this study was collected from the "Survey e-Trust," a global study on digital trust in the workplace done by Marcial and Launer [48]. The study's participants were picked using convenience sampling [47], a non-random selection approach in which units are chosen for the sample based on their accessibility to the "Survey e-Trust" [48].

The study uses a total of 5329 individuals from 36 different countries and frequencies of each country are shown in figure 3.1. The distribution of the technology integration for internet connectivity in the workplace are 4620 “Yes” to Wi-fi connection and 709 “No” to Wi-fi connection and 4167 “Yes” to Wired connection and 1162 “No” to Wired connection as shown in Figures 3.2 and 3.3. For Pre-paid Data Plan, 1903 “Yes” and 3426 “No” and Post-paid Data Plan 2567 “Yes” and 2762 “No” as shown in Figures 3.4 and 3.5. For digital platform availability, out of 5329 participants, 461 is available for blogs, forum, or inquiry form, 625 for instant messenger, 917 for email using computer domain, 778 for intranet or local Area, 593 for video portal, 757 for face-book, 706 for twitter, 240 for other social networking site, 174 for website and 67 for others (Figure 3.6). The distribution of additional technological integration, such as means of communication in the workplace, demonstrates that supervisors (Figure 3.7), coworkers (Figure 3.8), subordinates (Figure 3.9), customers or clients (Figure 3.10), and other external stakeholders (Figure 3.11), are illustrated in the figures below.

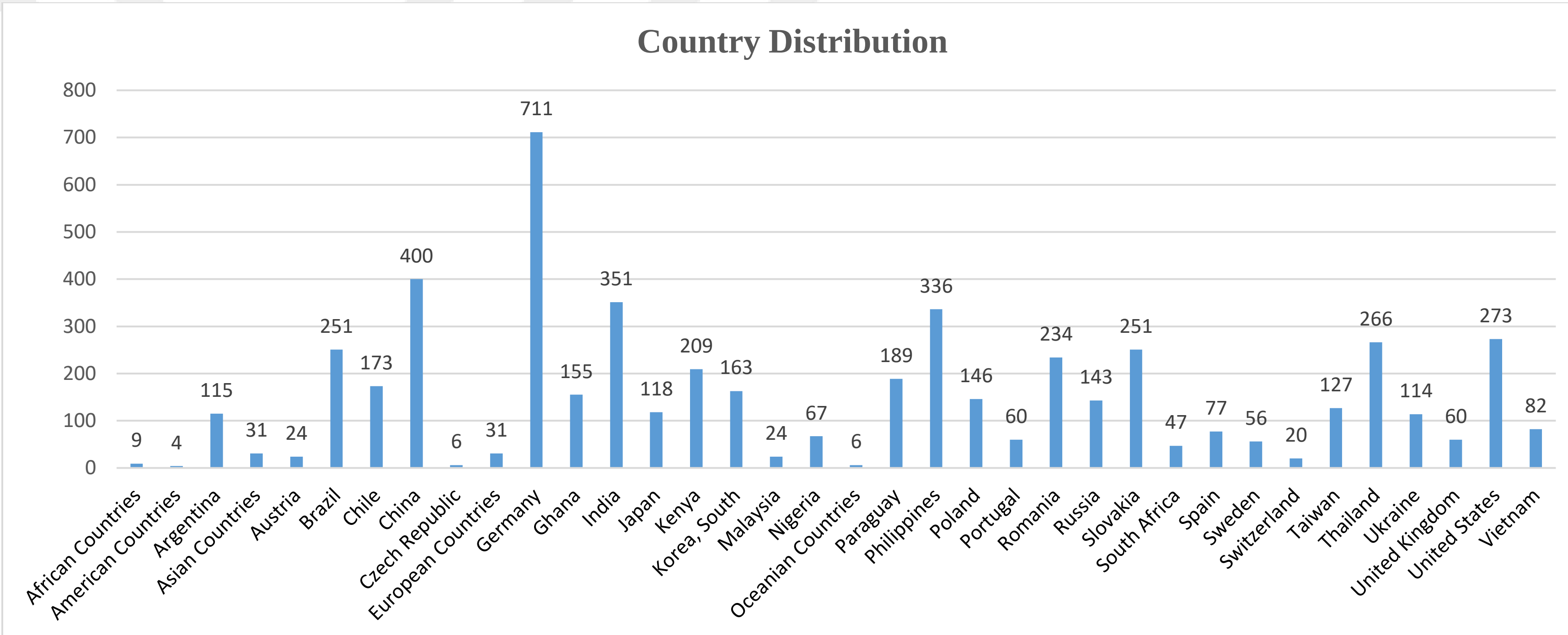

Figure 3. 1 Distribution of Countries

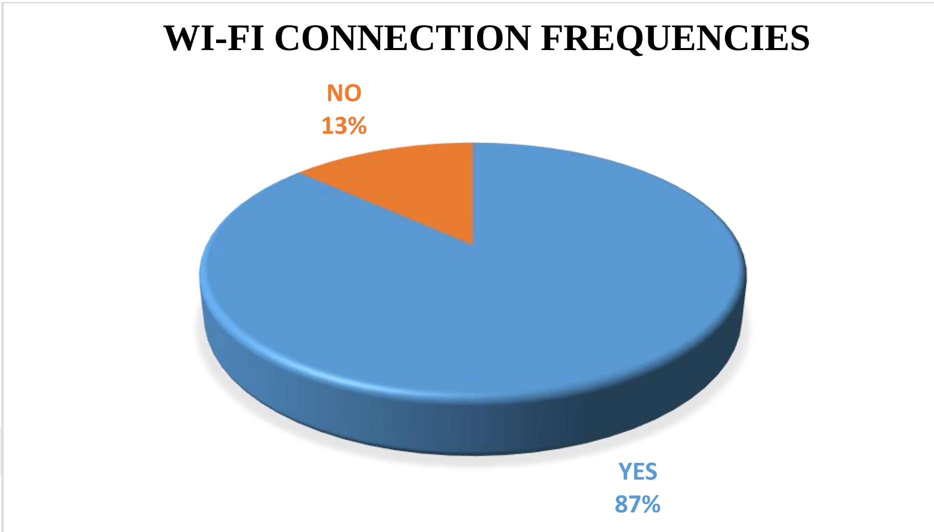

Figure 3. 2 Distribution of Wi-Fi Connection

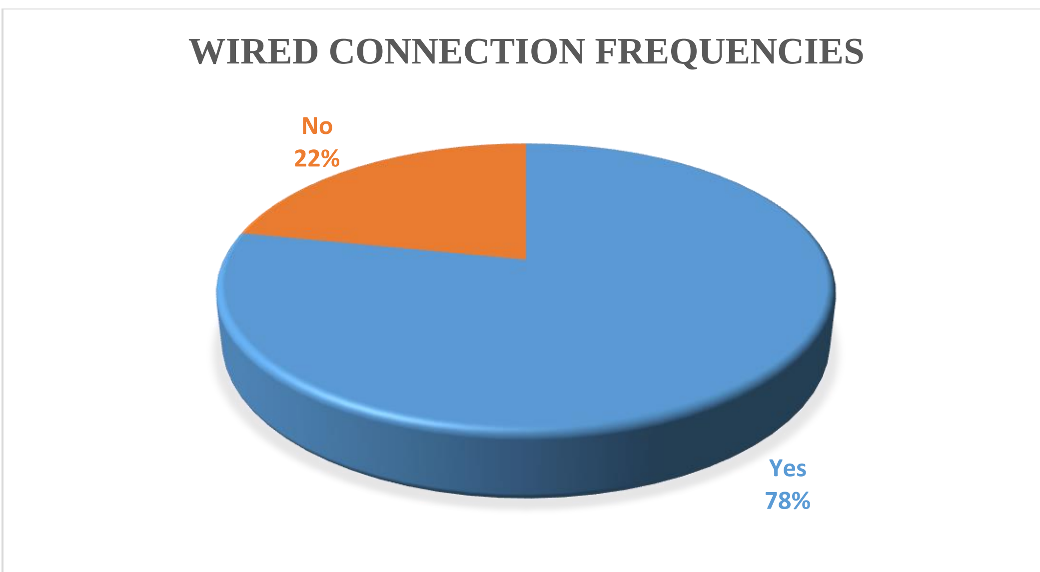

Figure 3. 3 Distribution of Wired Connection

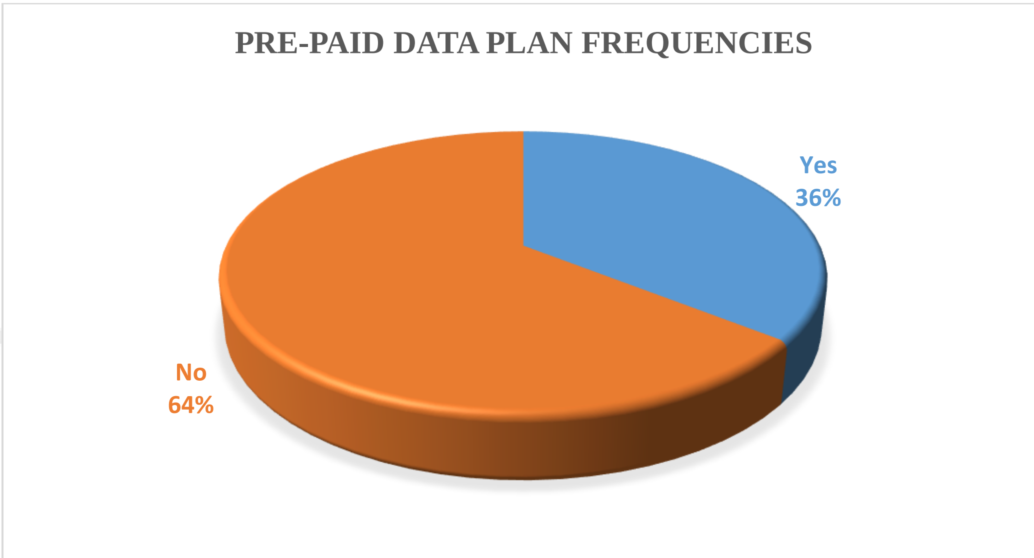

Figure 3. 4 Distribution of Pre-paid Data Plan

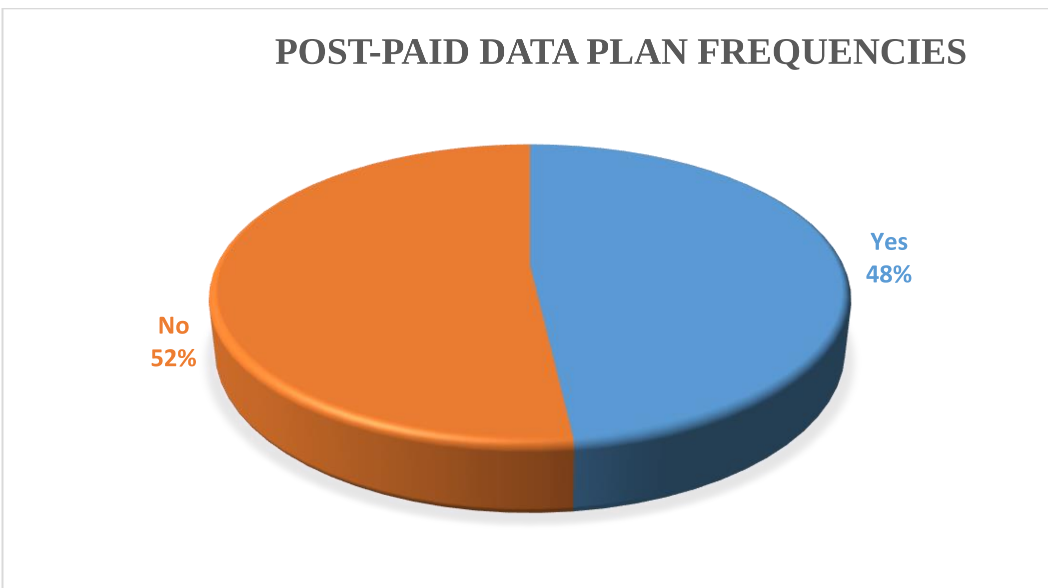

Figure 3. 5 Distribution of Post-paid Data Plan

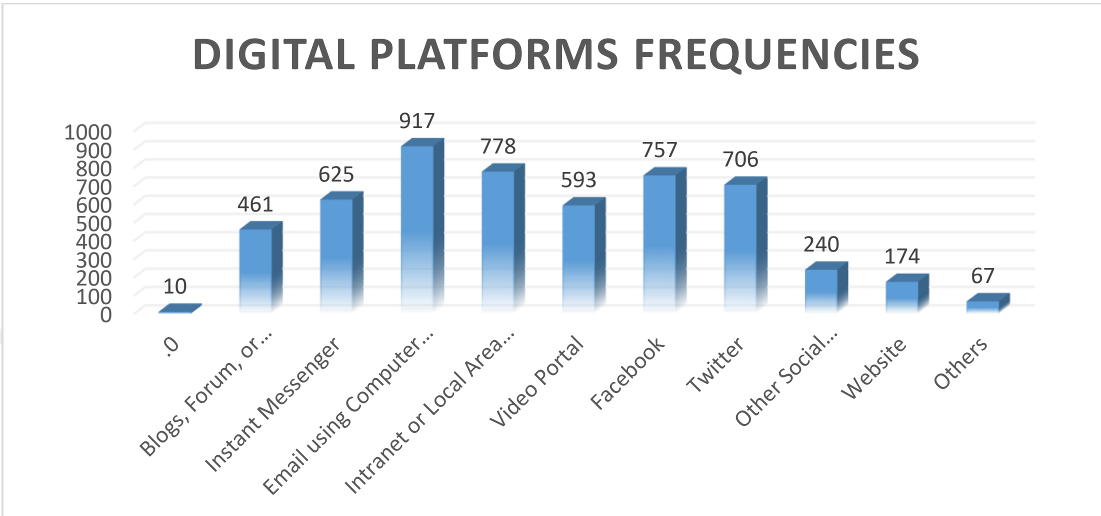

Figure 3. 6 Distribution of digital platforms

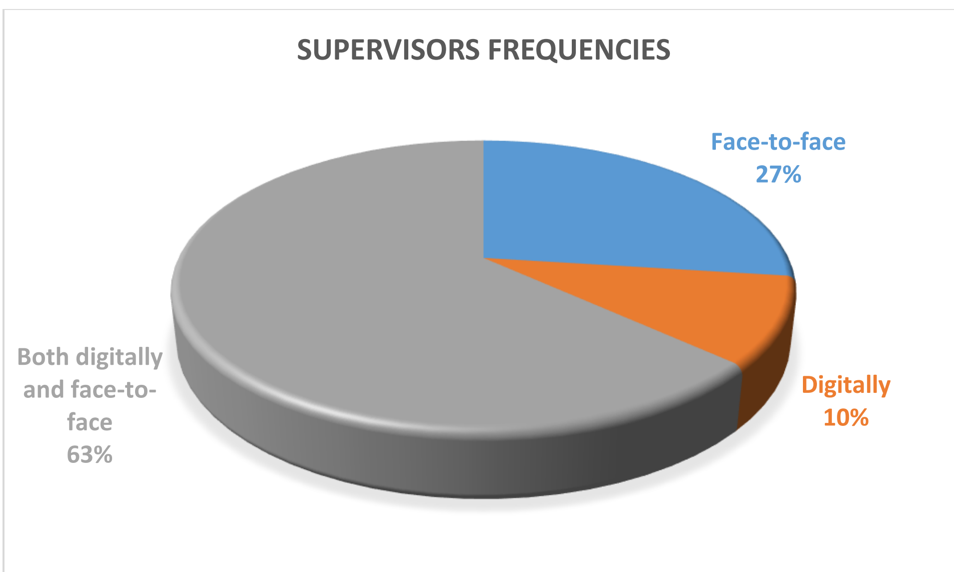

Figure 3. 7 Distribution of Supervisor

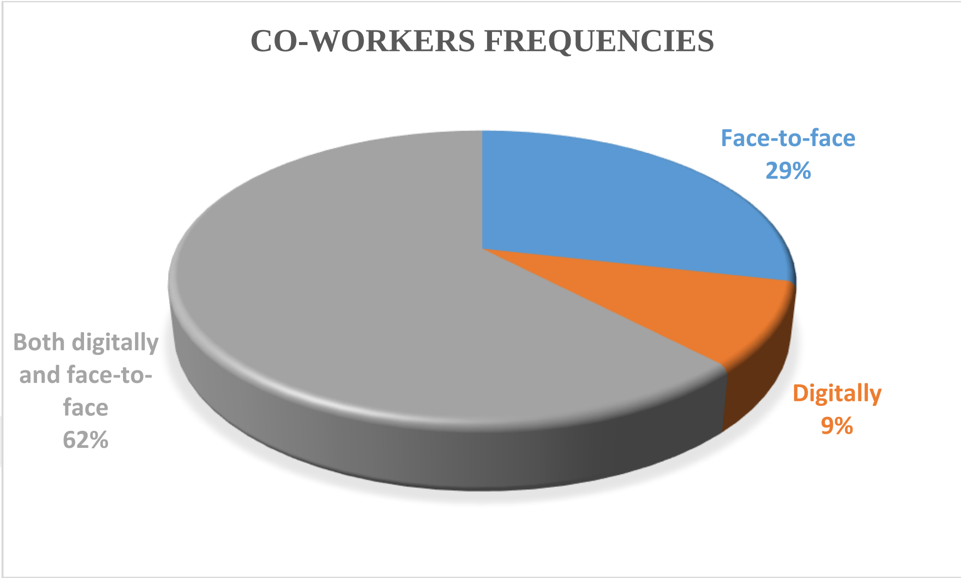

Figure 3. 8 Distribution of Co-workers

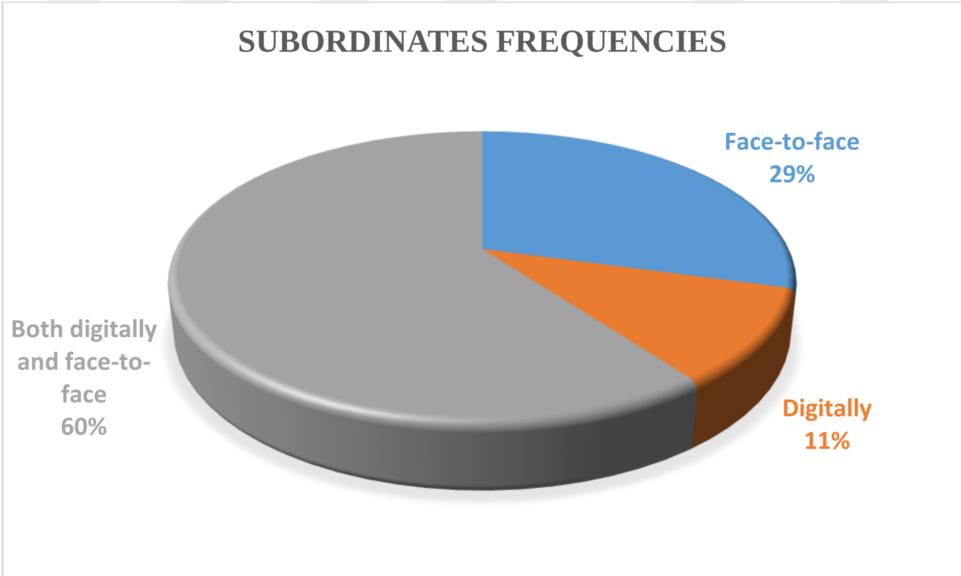

Figure 3. 9 Distribution of Subordinates

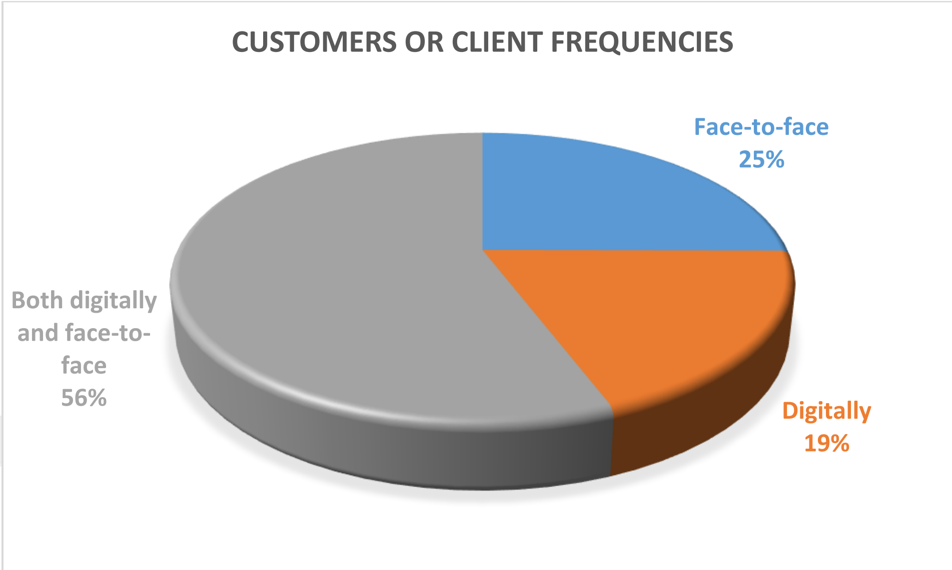

Figure 3.10 Distribution of Customers or client

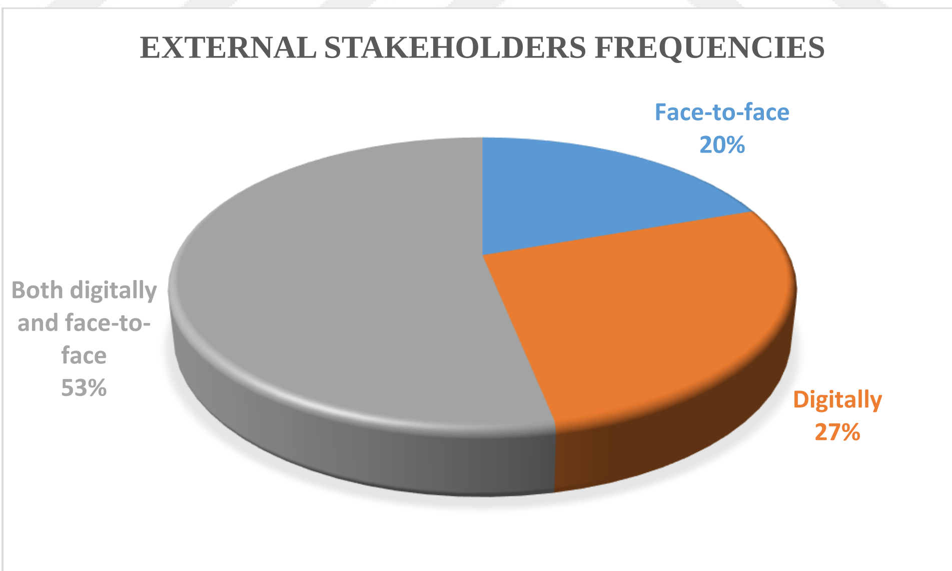

Figure 3. 11 Distribution of External stakeholders

3.4 Data Collection Procedures and Instruments

In the study, technology information questionnaire, spearman correlation coefficient, and Survey e-Trust [48] were used. The technology information questionnaire consists of wi-fi connection, wired connection, pre-paid data plan, post-paid data plan in internet connectivity. Others are blogs, forums, or inquiry form, instant messenger, email using computer domain, intranet or local area, video portal, face-book, twitter, other social networking site, website and others external stakeholders for digital platforms. Also, means of communication among supervisors, coworkers, subordinates, customers or clients, and other external stakeholders were used as independent variables. An online survey was created using a combination of these questions, and all data has been collected.

Survey e-Trust: This is also known as Digital Trust survey. It is a survey that was developed based on global research to better understand digital trust in the workplace, with a focus on technology, people, and processes. Schools from Europe, the United States, Latin America, and Asia have also collaborated and participated in this project. The project's leader and headquarters are located in Germany at an applied sciences higher education institution. It is co-led by a Philippine Center of Excellence in IT Higher Education. The European Regional Development Fund [48] is funding it. In all, 376 respondents from Germany, the Philippines, China, Japan, South Korea, Paraguay, Russia, Brazil, Thailand, the United States, and the United Kingdom completed Survey e-Trust for test-retest reliability and internal consistency. The results showed that all subscales of the e-Trust survey had p-values of more than .05, suggesting test-retest stability. Furthermore, excellent internal consistency was reported for all e-Trust survey subscales. This survey covers three dimensions: technology, people, and process, each with ten subscales. These subscales are the priority levels of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use [48].

3.5 Data Analysis

Data was collected and evaluated to ascertain if there is any significant difference between technological characteristics in terms of digital trust. The technological aspects considered were the independent variables of internet connectivity, digital platforms, and means of communication. Furthermore, the spearman correlation coefficient was utilized to determine the relationship between the level of internet connection satisfaction and the level of digital trust.

Munzel-Bruner analysis, a non-parametric alternative to MANOVA, was adopted for this study because the multivariate normality and homogeneity of error covariance matrices were violated [49,50,51]. Munzel-Bruner analysis was performed on the digital trust components (priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use), with the independent variables of internet connectivity, digital platforms, and means of communication being technology integration. For follow-up analysis, Mann-Whitney U tests were conducted for all the independent variables of internet connectivity and digital platforms (wi-fi connection, wired connection, pre-paid data plan, post-paid data plan, blogs, forum, or inquiry form, instant messenger, email using computer domain, intranet or local area, video portal, face-book, twitter, other social networking site and website) because the variables have significant differences. Also, Kruskal-Wallis H tests were conducted for independent variables of means of communication (supervisors among workers in higher rank, co-workers in the same rank, subordinates workers in lower rank, customers or clients, and other external stakeholders or external entities).

Spearman's Correlation Co-efficient: This is a non- parametric measure of rank correlation which is statistical dependence between 2 variables. It was used to assess the satisfaction level of the internet connection of independent variables in the workplace on the digital trust.

CHAPTER 4

RESULTS

In this chapter, the results of the study are presented according to the research questions of the study. The impact of each of the independent variables of internet connectivity, digital platforms and means of communication on digital trust components (priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use) are explained separately in this chapter. Furthermore, the correlation between connectivity satisfaction and internet connection in the workplace on digital trust is also declared in this chapter.

4.1. Digital Trust Components Across Internet Connectivity in the Workplace - Wi-Fi Connection

In order to examine digital trust components across Wi-Fi connection, Munzel-Bruner analysis was conducted. As a follow-up, Mann-Whitney U analysis was performed on each dependent variable, which are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.1 Relative Effects of Digital Trust Components Across Wi-Fi Connections (Internet Connectivity)

Wi-Fi Connection	Internet and social media use – Process	Priority level of software quality components – Technology	Electronic devices – Technology	External entities - People	IT and data support - People	Management and other internal entities - People	Data protection and privacy - Process	Hardware and software– Technology	Information systems - Technology	Organizational data protection and privacy - Process
Yes	0.5200410	0.5341246	0.5366482	0.5291969	0.5330389	0.5342465	0.5302146	0.5017416	0.5326885	0.5339143
No	0.4973752	0.5024077	0.5026654	0.5037678	0.5004299	0.5001139	0.5032163	0.5062335	0.4988200	0.5047380

Table 4.2 Mean and Standard Deviation of each Component of Digital Trust Across Wi-Fi Connections in the Workplace

		Internet and social media use – Process		**Priority level of software quality components – Technology**		**Electronic devices – Technology**		**External entities - People**		**IT and data support - People**		**Management and other internal entities - People**		**Data protection and privacy - Process**		**Hardware and software – Technology**		**Information systems - Technology**		**Organizational data protection and privacy - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Yes	4620	.08	.59	.04	.44	.08	.49	.06	.46	.10	.61	.07	.48	.01	.60	.11	.73	.06	.51	.09	.57
No	709	-.52	.60	-.27	.62	-.55	.64	-.38	.55	-.62	.78	-.46	.61	-.04	.75	-.73	.90	-.40	.62	-.57	.76

From the Munzel-Bruner analysis, it was revealed that there is a significant main effect of wi-fi connection on digital trust components, F (1.95627, 5329) = 23.219, p<.001. Table 4 .1 shows the details of the analysis for digital trust components across the wi-fi connectio n. For follow-up, Mann-Whitney U Test analysis has been conducted and the results show ed that there are significant differences in nine (9) digital trust components across wi-fi co nnection. There is no significant difference between wi-fi connection and non-wi-fi conne ction in data protection and privacy. However, wi-fi connection (mean rank = 2845.73) ha ve significantly higher level in internet and social media use component of process level of digital trust than non-wi-fi connection (mean rank =1487.33), U = 802820.0, Z = -21.8 9, p<.05. Also, wi-fi connection (mean rank = 2771.80) has significantly higher level in p riority level of software quality component of technology level of digital trust than non-w i-fi connection (mean rank = 1969.08), U = 1144381.0, Z = -12.936, p<.05. The wi-fi con nection (mean rank = 2860.30) has significantly higher level in electronic device compon ent of technology level of digital trust than non-wi-fi connection (mean rank = 1392.39), U = 735512, Z = -23.655, p<.05. Furthermore, the wi-fi connection (mean rank = 2826.01) have significantly higher level in external entities component of people level of digital tr ust than non-wi-fi connection (mean rank = 1615.80), U = 893906, Z = -19.502, p<.05. T he wi-fi connection (mean rank = 2847.50) have significantly higher level in IT and data s upport component of people level of digital trust than non-wi-fi connection (mean rank = 1475.79), U =794642, Z = -22.105, p<.05. Also, wi-fi connection (mean rank = 2841.06) have significantly higher level in management and other internal entities component of pe ople level of digital trust than non-wi-fi connection (mean rank = 1517.72), U = 824372, Z = -21.325, p<.05. The wi-fi connection (mean rank = 2846.85) has significantly higher lev el in hardware and software component of technology level of digital trust than non-wi-fi connection (mean rank = 1480.02), U = 797642, Z = -22.026, p<.05. The wi-fi connection (mean rank = 2820.59) has significantly higher level in information systems component o f technology level of digital trust than non-wi-fi connection (mean rank = 1651.14), U = 9 18964, Z = -18.845, p<.05. Lastly, wi-fi connection (mean rank = 2839.20) have significa ntly higher level in organizational data protection and privacy component of process level of digital trust than non-wi-fi connection (mean rank = 1529.89), U =833000, Z = -21.099 , $p<.05$. Consequently, the analysis shows that the availability of wi-fi connections, which is an internet connectivity type in the workplace has significantly higher level in digital tr ust.

Table 4.2 shows that hardware and software component of digital trust has highest availab ility of wi-fi connection in the workplace than the other digital trust components, while da ta protection and privacy component has the lowest availability of wi-fi connection in the workplace.

4.2. Digital Trust Components Across Internet Connectivity in Workplace – Wired Connection

In order to examine digital trust components across wired connections, Munzel-Bruner analysis was conducted. As a follow-up, Mann-Whitney U analysis was performed on each dependent variable, which are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.3 Relative effects of digital trust components across wired connection (Internet Connectivity)

Wired Connection	Internet and social media use - Process	Priority level of software quality components - Technology	Electronic devices – Technology	External entities - People	IT and data support - People	Management and other internal entities - People	Data protection and privacy - Process	Hardware and software – Technology	Information systems - Technology	Organizational data protection and privacy - Process
Yes	0.5200410	0.5341246	0.5366482	0.5291969	0.5330389	0.5342465	0.5302146	0.5017416	0.5326885	0.5339143
No	0.4973752	0.5024077	0.5026654	0.5037676	0.5004299	0.5001139	0.5032163	0.5062335	0.4988200	0.5047380

Table 4.4 Mean and Standard Deviation of each Component of Digital Trust Across Wired Connections in the Workplace

		Internet and social media use – Process		**Priority level of software quality components - Technology**		**Electronic devices – Technology**		**External entities - People**		**IT and data support - People**		**Management and other internal entities - People**		**Data protection and privacy - Process**		**Hardware and software – Technology**		**Information systems - Technology**		**Organization al data protection and privacy - Process**	
	N Tota l	**Mea n**	**SD**	**Mea n**	**SD**	**Mea n**	**SD**	**Mea n**	**SD**	**Mea n**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mea n**	**SD**	**Mea n**	**SD**
Yes	41 67	.053	.631	.051	.434	.060	.531	.046	.479	.06 6	.65 1	.050	.51 0	.037	.62 5	.075	.769	.056	.509	.061	.618
No	11 62	- .188	.576	- .193	.538	- .215	.600	- .163	.538	- .23 7	.70 7	- .179	.57 3	- .134	.58 1	-.270	.866	- .203	.625	- .218	.673

From the Munzel-Bruner analysis, it was revealed that there is a significant main effect of wired connection on digital trust components, $F(1.921341, 5329) = 11.663$, $p<.001$. Table 4.03 shows the details of the analysis for digital trust components across the wired connection. For follow-up, Mann-Whitney U Test analysis has been conducted and the results showed that there are significant differences in ten (10) digital trust components across wired connection. However, wired connection (mean rank = 2786.2) have significantly higher level in internet and social media use component of process level of digital trust than non-wired connection (mean rank =2230), $U = 1916003.5$, $Z = -10.890$, $p<.05$. Also, wired connection (mean rank = 2808.46) has significantly higher level in priority level of software quality component of technology level of digital trust than non-wired connection (mean rank = 2150.53), $U = 1823213.5$, $Z = -12.891$, $p<.05$). The wired connection (mean rank = 2819.32) has significantly higher level in electronic device component of technology level of digital trust than non-wired connection (mean rank = 2111.6), $U = 1777973.5$, $Z = -13.866$, $p<.05$. Furthermore, the wired connection (mean rank = 2782.04) has significantly higher level in external entities component of people level of digital trust than non-wired connection (mean rank = 2245.28), $U = 1933309.5$, $Z = -10.517$, $p<.05$. The wired connection (mean rank = 2808.23) has significantly higher level in IT and data support component of people level of digital trust than non-wired connection (mean rank = 2151.38), $U =1824202.5$, $Z = -12.869$, $p<.05$. Also, wired connection (mean rank = 2797.76) have significantly higher level in management and other internal entities component of people level of digital trust than non-wired connection (mean rank = 2188.90), $U = 1867804.5$, $Z = -11.929$, $p<.05$. The wired connection (mean rank = 2752.64) has significantly higher level in data protection and privacy component of process level of digital trust than non-wired connection (mean rank = 2350.72), $U = 2055830.5$, $Z = -7.875$, $p<.05$. The wired connection (mean rank = 2803.11) has significantly higher levels in hardware and software component of technology level of digital trust than non-wired connection (mean rank = 2169.74), $U = 1845535.5$, $Z = -12.409$, $p<.05$. The wired connection (mean rank = 2797.30) has significantly higher level in information systems component of technology level of digital trust than non-wired connection (mean rank = 2190.58), U = 1869747.5, Z = -11.887, p<.05. L astly, wired connection (mean rank = 2802.6) have a significantly higher level in organiza tional data protection and privacy component of process level of digital trust than non-wi-fi connection (mean rank = 2171.56), U =1847646.5, Z = -12.364, p<.05. Consequently, t he analysis shows that the availability of wired connections, which is an internet connecti vity type in the workplace, has a significantly higher level in digital trust.

Table 4.04 shows that hardware and software component of digital trust has highest availa bility of wired connection in the workplace than the other digital trust components, while priority level of software quality component has the lowest availability of wired connectio n in the workplace.

4.3 Digital Trust Components across Pre-paid Data plan in the Workplace (Internet Connectivity)

In order to examine digital trust components across wired connections, Munzel-Bruner analysis was conducted. As a follow-up, Mann-Whitney U analysis was performed on each dependent variable, which are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.5 Relative Effects of Digital Trust Across Pre-paid Data Plan in the Workplace (Internet Connectivity)

Pre-paid Data plan	Internet and social media use - Process	Priority level of software quality components – Technology	Electronic devices – Technology	External entities - People	IT and data support - People	Management and other internal entities - People	Data protection and privacy - Process	Hardware and software – Technology	Information systems - Technology	Organizational data protection and privacy - Process
Yes	0.4405233	0.4019589	0.3938496	0.4145818	0.3996446	0.3963174	0.4163719	0.5178757	0.3989504	0.4229420
No	0.5433908	0.5804432	0.5910486	0.5805017	0.5864506	0.5847431	0.5810109	0.5091385	0.5858252	0.5786172

Table 4.6 Mean and Standard Deviation of each Component of Digital Trust Across Pre-paid Data Plan in the Workplace

		Internet and social media use - Process		**Priority level of software quality components - Technology**		**Electronic devices – Technology**		**External entities - People**		**IT and data support - People**		**Management and other internal entities - People**		**Data protection and privacy - Process**		**Hardware and software – Technology**		**Information systems - Technology**		**Organizational data protection and privacy - Process**	
	N total	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**
Yes	1903	-.184	.645	-.119	.554	-.233	.629	-.157	.538	-.269	.740	-.200	.580	.032	.631	-.298	.886	-.173	.595	-.253	.711
No	3426	.102	.594	.063	.421	.129	.468	.087	.455	.149	.586	.111	.469	-.018	.613	.166	.702	.096	.493	.141	.550

According to the Munzel-Bruner analysis, it was revealed that there is a significant main effect of pre-paid data plan on digital trust components, F (1.960498, 5329) = 311.5924, p<.001. Table 4.5 shows the details of the analysis for digital trust components across the pre-paid data plan. For follow-up, Mann-Whitney U Test analysis has been conducted and the results showed that there are significant differences in ten (10) digital trust components across pre-paid data plan. However, pre-paid data plan (mean rank = 2893.09) has a significantly higher level in internet and social media use component of process level of digital trust than non- pre-paid data plan (mean rank =2254.36), U = 4041290.5, Z = 14.522, p<.05. Also, non-pre-paid data plan (mean rank = 2841.05) has significantly higher level in priority level of software quality component of technology level of digital trust than pre-paid data plan (mean rank = 2384.05), U = 3862997.500, Z = 11.208, p<.05. The non-pre-paid data plan (mean rank = 2979.21) has a significantly higher level in electronic device component of technology level of digital trust than pre-paid data plan (mean rank = 2099.32), U = 4336319.5, Z = 20.004, p<.05. Furthermore, the non-pre-paid data plan (mean rank = 2912.54) has significantly higher level in external entities component of people level of digital trust than pre-paid data plan (mean rank = 2219.35), U = 4107918.5, Z = 15.760, p<.05. The non-pre-paid data plan (mean rank = 2971.90) has significantly higher level in IT and data support components of people level of digital trust than pre-paid data plan (mean rank = 2112.48), U = 4311293.5, Z = 19.539, p<.05. Also, the non-pre-paid data plan (mean rank = 2962.06) has significantly higher level in management and other internal entities component of people level of digital trust than pre-paid data plan (mean rank = 2130.21), U = 4277551.5, Z = 18.912, p<.05. The pre-paid data plan (mean rank = 2760.26) has significantly higher level in data protection and privacy component of process level of digital trust than non- pre-paid data plan (mean rank = 2612.09), U = 3078559.50, Z = -3.369, p<.05. The non-pre-paid data plan (mean rank = 2955.21) has significantly higher level in hardware and software component of technology level of digital trust than pre-paid data plan (mean rank = 2142.54), U = 4254082.5, Z = 18.476, p<.05. The non-pre-paid data plan (mean rank = 2917.84) has a significantly higher level in information systems compo nent of technology level of digital trust than pre-paid data plan (mean rank = 2209.81, U = 4126072.5 Z = 16.097, p<.05. Lastly, non-pre-paid data plan (mean rank = 2964.11) has a significantly higher level in organizational data protection and privacy component of proc ess level of digital trust than pre-paid data plan (mean rank = 2126.51), U =4284591.5, Z = 19.043, p<.05. Consequently, the analysis shows that the non-availability of pre-paid da ta plan which is an internet connectivity type in workplaces has significantly higher level i n digital trust.

Table 4.6 shows that hardware and software component of digital trust has highest availab ility of pre-paid data plan in the workplace than the other digital trust components, while e xternal entities has the lowest level of availability of pre-paid data plan in the workplace.

4.4 Digital Trust Components Across Post-paid Data plan in the Workplace (Internet Connectivity)

In order to examine digital trust components across wired connections, Munzel-Bruner analysis was conducted. As a follow-up, Mann-Whitney U analysis was performed on each dependent variable, which are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.7 Relative Effects of Digital Trust Across Post-paid Data Plan in the Workplace (Internet Connectivity)

Post-paid Data plan	Internet and social media use – Process	Priority level of software quality components – Technology	Electronic devices – Technology	External entities - People	IT and data support - People	Management and other internal entities - People	Data protection and privacy - Process	Hardware and software – Technology	Information systems - Technology	Organizational data protection and privacy - Process
Yes	0.5523315	0.5831014	0.5891213	0.5801457	0.5823956	0.5838324	0.5835589	0.5235917	0.5770616	0.5852352
No	0.4444203	0.4208347	0.4138128	0.4223061	0.4196353	0.4180642	0.4195127	0.4780083	0.4227374	0.4193559

Table 4.8 Mean and Standard Deviation of each Component of Digital Trust Across Post-paid Data Plan in the Workplace

		Internet and social media use – Process		**Priority level of software quality components - Technology**		**Electronic devices – Technology**		**External entities - People**		**IT and data support - People**		**Management and other internal entities - People**		**Data protection and privacy - Process**		**Hardware and software –Technology**		**Information systems - Technology**		**Organizational data protection and privacy - Process**	
	N Total	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**
Yes	2567	.191	.607	.090	.414	.179	.483	.151	.454	.205	.592	.157	.470	.050	.634	.227	.709	.153	.492	.177	.566
No	2762	-.178	.593	-.088	.521	-.166	.573	-.140	.498	-.190	.693	-.146	.546	-.047	.602	-.211	.829	-.143	.556	-.165	.662

According to the Munzel-Bruner analysis, it was revealed that there is a significant main effect of post-paid data plan on digital trust components, $F (2.042827, 5329) = 371.9194$, $p <.001$. Table 4.7 shows the details of the analysis for digital trust components across the post-paid data plan. For follow-up, Mann-Whitney U Test analysis has been conducted and the results showed that there are significant differences in ten (10) digital trust components across post-paid data plan. However, post-paid data plan (mean rank = 3119.22) has significantly higher level in internet and social media use component of process level of digital trust than non- post-paid data plan (mean rank =2242.85), $U = 2379048.0$, $Z = -120.777$, $p<.05$. Also, post-paid data plan (mean rank = 2943.87) has a significantly higher level in priority level of software quality component of technology level of digital trust than non-post-paid data plan (mean rank = 2405.81), $U = 2829156.0$, $Z = -12.757$, $p<.05$. The post-paid data plan (mean rank = 3139.93) has a significantly higher level in electronic device component of technology level of digital trust than non-post-paid data plan (mean rank = 2223.60), $U = 2325888.0$, $Z = -21.725$, $p<.05$. Furthermore, the post-paid data plan (mean rank = 3110.29) has a significantly higher level in external entities component of people level of digital trust than non-post-paid data plan (mean rank = 2251.15), $U = 2401980.0$, $Z = -20.369$, $p<.05$. The post-paid data plan (mean rank = 3111.74) has significantly higher level in IT and data support components of people level of digital trust than non-post-paid data plan (mean rank =2249.80), $U = 2398238$, $Z = -20.436$, $p<.05$. Also, the post-paid data plan (mean rank = 3104.09) has significantly higher level in management and other internal entities component of people level of digital trust than non-post-paid data plan (mean rank = 2256.91), $U = 2417893$, $Z = -20.085$, $p<.05$. The post-paid data plan (mean rank = 2790.72) has significantly higher level in data protection and privacy component of process level of digital trust than non- post-paid data plan (mean rank = 2548.16), $U = 3222304$, $Z = -5.751$, $p<.05$. The post-paid data plan (mean rank = 3107.85) has significantly higher level in hardware and software component of technology level of digital trust th an non-post-paid data plan (mean rank = 2253.42), U = 2408238, Z = -20.257, p<.05. The post-paid data plan (mean rank = 3092.10) has a significantly higher level in information systems component of technology level of digital trust than non-pre- post-paid data plan (mean rank = 2268.06), U = 2448670, Z = -19.537, p<.05. Lastly, post-paid data plan (mean rank = 3075.66) has a significantly higher level in organizational data protection and privacy component of process level of digital trust than non- post-paid data plan (mean rank = 2283.33), U =2490860, Z = -18.785, p<.05. Consequently, the analysis shows that the availability of post-paid data plan which is an internet connectivity type in workplaces has significantly higher level in digital trust.

Table 4.8 shows that hardware and software component of digital trust has highest availability of post-paid data plan in the workplace than the other digital trust components, while priority level of software quality components has the lowest availability of post-paid data plan in the workplace.

4.5 Digital Trust Components Across Connectivity Satisfaction in the Workplace (Internet Connectivity)

In this research, the satisfaction level was used to ascertain internet connectivity satisfaction in the workplace. Accordingly, the data satisfaction levels scores which are not at all satisfied, slightly satisfied, moderately satisfied and extremely satisfied were calculated. To ascertain the correlation between these four satisfaction dimensions and digital trust components, Spearmen’s rho correlation coefficient was used.

Table 4.9 Correlation Coefficients between Connectivity Satisfaction Level and Components of Digital Trust

Internet	Internet and social media use – Process	Priority level of software quality components - Technology	Electronic devices – Technology	External entities - People	IT and data support - People	Management and other internal entities - People	Data protection and privacy - Process	Hardware and software – Technology	Information systems - Technology	Organizational data protection and privacy - Process
Connectivity Satisfaction	.432**	.289**	.507**	.421**	.482**	.465**	.038**	.464**	.421**	.453**

Ns=not significant (p>.05), *p<.05, **p<.01

Table 4.9 shows the results of the correlation coefficients between connectivity satisfaction and digital trust components. This result reveals that connectivity satisfaction is significantly correlated with internet and social media use, r = .432, data protection and privacy, r = .038, organization data protection and privacy, r = 453 as components of process level of digital trust. Also, connectivity satisfaction is significantly correlated with priority level of software quality, r = .289, electronic devices, r = .507, hardware and software, r = .464 and information systems, r = .421 as components of technology level of digital trust. Furthermore, external entities, r = .421, IT and data support, r = .482, management and other internal entities, r = .038 also reveals that connectivity satisfaction is significantly correlated with components of people level of digital trust. Results for each satisfaction level and components reveal that they are all correlated significantly.

4.6 Digital Platform Availability of Digital Trust Component for Official Transaction Across Blogs, Forums, or Inquiry Form in the Workplace of Digital Trust

In order to examine digital platform availability of digital trust components across blogs, forums, or inquiry form, Munzel-Bruner analysis was conducted. As a follow-up, Mann-Whitney U analysis was performed on each dependent variable, which are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.10 Relative Effects of Digital Platform Availability of Digital Trust Across Blogs, Forums, or Inquiry Form in the Workplace

Blogs, forums, or inquiry	**Priority level of software quality components - Technology**	**Hardware and software – Technology**	**Electronic devices – Technology**	**Information systems - Technology**	**Management and other internal entities - People**	**IT and data support - People**	**External entities - People**	**Data protection and privacy - Process**	**Organizational data protection and privacy - Process**	**Internet and social media use - Process**
Yes	0.4634307	0.4396845	0.4306929	0.4377424	0.4414548	0.4415448	0.4385114	0.4736012	0.4456544	0.4343514
No	0.5369032	0.5607599	0.5697517	0.5621782	0.5596069	0.5603628	0.5600802	0.5214138	0.5561758	0.5645085

Table 4.11 Mean and Standard Deviation of Digital Platform Availability of Digital Trust Across Blogs, Forums, or Inquiry Form in the Workplace

		Priority level of software quality components - Technology		**Hardware and software –Technology**		**Electronic devices – Technology**		**Information systems - Technology**		**Management and other internal entities - People**		**IT and data support - People**		**External entities - People**		**Data protection and privacy - Process**		**Organizational data protection and privacy - Process**		**Internet and social media use - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Yes	2695	-,036	,445	-,138	,766	-,106	,504	-,083	,482	-,082	,483	-,114	,631	-,084	,428	-,047	,545	-,097	,603	-,142	,538
No	2634	,033	,513	,142	,818	,108	,590	,085	,594	,084	,567	,117	,700	,086	,550	,048	,685	,099	,663	,146	,677

According to the Munzel-Bruner analysis conducted, there is a significant primary effect on digital platforms of Blogs, Forum, or Inquiry Form for official transaction in the workplace on all digital trust components, $F (2.02, 5329) = 217.4884$, $p<.001$. Table 4.10 and Table 4.11 show the details of the analysis for digital trust components across the Blogs, Forum, or Inquiry digital platform for official transaction use in the workplace. A follow up analysis was conducted with Mann-Whitney U Test and the result shows that the ten (10) digital trust components are significant. However, the availability of blogs, forum, or inquiry (mean rank = 2864.39) have significantly higher level in priority level of software quality component of technology level of digital trust than the non- availability of blogs, forum, or inquiry (mean rank =2470.12), $U = 4074510.5$, $Z = 9.353$, $p<.05$. The availability of blogs, forum, or inquiry (mean rank = 2993.87) have significantly higher level in hardware and software component of technology level of digital trust than the non-availability of blogs, forum, or inquiry (mean rank 2343.58), $U = 4415545.500$, $Z = 15.427$, $p<.05$. The availability of blogs, forum, or inquiry (mean rank = 3042.89) have significantly higher level in electronic device components of technology level of digital trust than the non-availability of blogs, forum, or inquiry (mean rank = 2295.66), $U = 4544679.5$, $Z = 17.726$, $p<.05$. Furthermore, the availability of blogs, forum, or inquiry (mean rank = 3004.45) have significantly higher level in information systems of technology level of digital trust than the non-availability of blogs, forum, or inquiry (mean rank = 2333.23), $U = 4443437.5$, $Z = 15.923$, $p<.05$. The availability of blogs, forum, or inquiry (mean rank = 2984.21) have significantly higher level in management and other internal entities components of people level of digital trust than the non-availability of blogs, forum, or inquiry (mean rank = 2353.01), $U = 4390120.5$, $Z = 14.974$, $p<.05$. The availability of blogs, forum, or inquiry (mean rank = 2983.72) have significantly higher level in IT and data support component of people level of digital trust than the non-availability of blogs, forum, or inquiry (mean rank = 2353.49), $U = 4388828.5$, $Z = 14.951$, $p<.05$. Also, the availability of blogs, forum, or inquiry (mean rank = 3000.26) have significantly higher level in external entities component of people level of digital trust than the non-availability of blogs, forum, or inquiry (mean rank = 2337.33), $U = 4432393.5$, $Z = 15.727$, $p<.05$. The availability of blogs, forum, or inquiry (mean rank = 2808.94) have significantly higher level in data protection and privacy component of process level of digital trust than the non-availability of blogs, forum, or inquiry (mean rank = 2524.32), U = 3928445.5, Z = 6.752, p<.05. The availability of blogs, forum, or inquiry (mean rank = 2961.31) have significantly higher level in organizational data protection and privacy component of process level of digital trust than the non-availability of blogs, forum, or inquiry (mean rank = 2375.39, U = 4329807.5, Z = 13.900, p<.05. Lastly, the availability of blogs, forum, or inquiry (mean rank = 3022.94) has significantly higher level in internet and social media use component of process level of digital trust than the non-availability of blogs, forum, or inquiry (mean rank = 2315.94), U = 4492137.5, Z = 16.791, p<.05. Consequently, the analysis shows that the availability of blogs, forums or inquiry which is a type of digital platform for official transaction in the workplace has significantly higher level in digital trust.

4.7 Digital Platform Availability of Digital Trust Component for Official Transaction Across Instant Messenger in the Workplace

In order to examine digital platform availability of digital trust components across instant messenger, Munzel-Bruner analysis was conducted. As a follow-up, Mann-Whitney U analysis was performed on each dependent variable, which are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.12 Relative Effects of Digital Platform Availability of Digital Trust Across Instant Messenger in the Workplace

Instant Messenger	**Priority level of software quality components - Technology**	**Hardware and software – Technology**	**Electronic devices – Technology**	**Information systems - Technology**	**Management and other internal entities - People**	**IT and data support - People**	**External entities - People**	**Data protection and privacy - Process**	**Organizational data protection and privacy – Process**	**Internet and social media use - Process**
Yes	0.4543888	0.4408902	0.4374968	0.4508988	0.4528551	0.4463892	0.4578743	0.4944419	0.4490418	0.453640
No	0.5382761	0.5557198	0.5604277	0.5490865	0.5471644	0.5518658	0.5467191	0.5114031	0.5494719	0.552977

Table 4.13 Mean and Standard Deviation of Digital Platform Availability of Digital Trust Across Instant Messenger in the Workplace

		Priority level of software quality components - Technology		**Hardware and software –Technology**		**Electronic devices – Technology**		**Information systems - Technology**		**Management and other internal entities - People**		**IT and data support - People**		**External entities - People**		**Data protection and privacy - Process**		**Organizational data protection and privacy – Process**		**Internet and social media use - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Yes	2353	-,039	,419	-,145	,787	-,097	,525	-,058	,476	-,061	,489	-,108	,657	-,049	,425	-,002	,562	-,097	,632	-,103	,567
No	2976	,027	,523	,114	,799	,076	,573	,046	,593	,048	,560	,085	,678	,038	,548	,001	,662	,077	,637	,082	,660

According to the Munzel-Bruner analysis conducted, there is significant primary effect on digital platforms of Instant Messenger for official transaction in the workplace on all digital trust components, $F(1.949602, 5329) = 131.4558$, $p<.001$. Table 4.12 and Table 4.13 show the details of the analysis for digital trust components across the Instant Messenger digital platform for official transaction use in the workplace. A follow up analysis was conducted with Mann-Whitney U Test and the result showed that there are significant differences in nine (9) digital trust components across the instant messenger. There is no significant difference in data protection and privacy component of digital trust. However, the availability of instant messenger (mean rank = 2857.18) has significantly higher level in priority level of software quality component of technology level of digital trust than the non-availability of instant messenger (mean rank =2421.94), $U = 4073188.5$, $Z = 10.255$, $p<.05$. Also, the availability of instant messenger (mean rank = 2914.05) has significantly higher level in hardware and software component of technology level of digital trust than the non-availability of instant messenger (mean rank = 2350.0), $U = 4242449.5$, $Z = 13.290$, $p<.05$. The availability of instant messenger (mean rank = 2928.35) has significantly higher level in electronic device component of technology level of digital trust than the non-availability of instant messenger (mean rank = 2331.92), $U = 4285000.5$, $Z = 14.053$, $p<.05$. Furthermore, the availability of instant messenger (mean rank = 2871.88) has significant higher level in information systems component of technology level of digital trust than the non-availability instant messenger (mean rank = 2403.34), $U = 4116950.5$, $Z = 11.04$, $p<.05$. The availability of instant messenger (mean rank = 2863.64) has significant higher level in management and other internal entities components of people level of digital trust than the non-availability of instant messenger (mean rank = 2413.76), $U = 4092420.5$, $Z = 10.60$, $p<.05$. The availability of instant messenger (mean rank = 2890.88) has significantly higher level in IT and data support component of people level of digital trust than the non-availability of instant messenger (mean rank = 2379.31), $U = 4173497.5$, $Z = 12.054$, $p<.05$. Also, the availability of instant messenger (mean rank = 2842.49) has significant higher level in external entities component of people level of digital trust than the non-availability of instant messenger (mean rank = 2440.51), U = 4029484.5, Z = 9.47, p<.05. The availability of instant messenger (mean rank = 2879.71) has a significantly higher level in organizational data protection and privacy component of process level of digital trust than the non-availability instant messenger (mean rank = 2393.44, U = 4140235.5, Z = 11.457, p<.05. Lastly, the availability of instant messenger (mean rank = 2860.33) has significantly higher level in internet and social media use component of process level of digital trust than the availability of instant messenger (mean rank = 2417.95), U = 4082578.5, Z = 10.423, p<.05. Consequently, the analysis shows that the availability of instant messenger, which is a type of digital platform for official transaction in the workplace, has significantly higher level in digital trust except data protection and privacy which retain the null hypothesis therefore insignificant. Hence, there is need for the workplace to emplace measures to build confidence in data handling in the digital trust.

4.8 Digital Platform Availability of Digital Trust Component for Official Transaction Across Email Using Company Domain

In order to examine digital platform availability of digital trust components across email using company domain, Munzel-Bruner analysis was conducted. As a follow-up, Mann-Whitney U analysis was performed on each dependent variable, which are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.14 Relative Effects of the Availability of Digital Trust Platform Across Email Using Company Domain in the Workplace

Email using compnay domian	**Priority level of software quality components - Technology**	**Hardware and software – Technology**	**Electronic devices – Technology**	**Information systems - Technology**	**Management and other internal entities - People**	**IT and data support - People**	**External entities - People**	**Data protection and privacy - Process**	**Organizational data protection and privacy - Process**	**Internet and social media use - Process**
Yes	0.4031996	0.4361263	0.4272886	0.4105899	0.4164347	0.4346253	0.4445247	0.4911187	0.4368066	0.5106668
No	0.5532100	0.5814426	0.5783563	0.6248503	0.5984193	0.5733971	0.6094544	0.6466194	0.5665793	0.5748570

Table 4.15 Mean and Standard Deviation of the Availability of Digital Trust Platform Across Email Using Company Domain in the Workplace

		Priority level of software quality components - Technology		**Hardware and software –Technology**		**Electronic devices – Technology**		**Information systems - Technology**		**Management and other internal entities - People**		**IT and data support - People**		**External entities - People**		**Data protection and privacy - Process**		**Organizational data protection and privacy - Process**		**Internet and social media use - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Yes	804	-,154	,508	-,134	,745	-,109	,511	-,165	,562	-,137	,511	-,117	,601	-,091	,492	-,019	,544	-,101	,556	,021	,536
No	4525	,025	,471	,024	,812	,019	,565	,029	,539	,024	,533	,021	,686	,016	,499	,003	,632	,018	,653	-,004	,642

According to the Munzel-Bruner analysis conducted, there is significant primary effect on digital platforms of email using company domain for official transaction in the workplace on all digital trust components, $F (1.730964, 5329) = 111.5354$, $p<.001$. Table 4.14 and Table 4.15 show the details of the analysis for digital trust components across email using company domain for official transaction use in the workplace. A follow up analysis was conducted with Mann-Whitney U Test and the result showed that there are significant differences in eight (8) digital trust components across the email using company domain. There is no significant difference between in data protection and privacy and internet and social media use components of digital trust. However, the availability of email using company domain (mean rank = 2756.66) has significantly higher level in priority level of software quality component of technology level of digital trust than the non-availability of email using company domain (mean rank =2149.15), $U = 2233793.0$, $Z =10.317$, $p<.05$. Also, the availability of email using company domain (mean rank = 2725.48) has significantly higher level in hardware and software component of technology level of digital trust than the non-availability email using company domain (mean rank = 2324.62), $U = 2092718.0$, $Z = 6.808$, $p<.05$. The availability of email using company domain (mean rank = 2733.85) has significantly higher level in electronic device component of technology level of digital trust than the non-availability of email using company domain (mean rank = 2277.52), $U = 2130583.0$, $Z = 7.750$, $p<.05$. Furthermore, the availability of email using company domain (mean rank = 2749.66) has a significantly higher level in information systems component of technology level of digital trust than the non-availability email using company domain (mean rank = 2188.53), $U = 2202129.0$ $Z = 9.530$, $p<.05$. The availability of email using company domain (mean rank = 2744.12) has significant higher level in management and other internal entities component of people level of digital trust than the non-availability of email using company domain (mean rank = 2219.68), $U = 2177087.0$, $Z = 8.907$, $p<.05$. The availability of email using company domain (mean rank = 2726.90) has significantly higher level in IT and data support component of people level of digital trust than the non-availability of email using company domain (mean rank = 2316.62), $U = 2099149.0$, $Z = 6.$

968, p<.05. Also, the availability of email using company domain (mean rank = 2717.53) has significantly higher level in external entities component of people level of digital trust than the non-availability of email using company domain (mean rank = 2369.37), U = 205 6735.0, Z = 5.913, p<.05. Finally, the availability of email using Company Domain (mean rank = 2724.83) has a significantly higher level in organizational data protection and priv acy component of process level of digital trust than the non-availability email using comp any domain (mean rank = 2328.24), U = 2089803, Z = 6.735, p<.05. Consequently, the an alysis shows that the availability of email using company domain, which is a type of digit al platform for official transaction in the workplace has significantly higher level in digita l trust except for data protection and privacy, and internet and social media uses.

4.9 Digital Platform Availability of Digital Trust Component for Official Transaction Across Intranet or Local Area Network

In order to examine digital platform availability of digital trust components across intranet or local area network, Munzel-Bruner analysis was conducted. As a follow-up, Mann-Whitney U analysis was performed on each dependent variable, which are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.16 Relative Effects of the Availability of Digital Trust Platform Across Intranet or Local Area Network in the Workplace

Intranet or local area network	**Priority level of software quality components - Technology**	**Hardware and software – Technology**	**Electronic devices – Technology**	**Information systems - Technology**	**Management and other internal entities - People**	**IT and data support - People**	**External entities - People**	**Data protection and privacy - Process**	**Organizational data protection and privacy - Process**	**Internet and social media use - Process**
Yes	0.4451046	0.4491330	0.4378020	0.4373695	0.4453901	0.4444759	0.4520702	0.4869296	0.4472763	0.4721432
No	0.5345269	0.5396229	0.5495347	0.5529101	0.5456878	0.5438470	0.5445110	0.5281654	0.5414972	0.5384583

Table 4.17 Mean and Standard Deviation of the Availability of Digital Trust Platform Across Intranet or Local Area Network in the Workplace

		Priority level of software quality components - Technology		**Hardware and software –Technology**		**Electronic devices – Technology**		**Information systems - Technology**		**Management and other internal entities - People**		**IT and data support – People**		**External entities - People**		**Data protection and privacy - Process**		**Organizational data protection and privacy - Process**		**Internet and social media use - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Yes	1858	- ,064	,449	- ,096	,727	- ,081	,471	- ,090	,489	- ,070	,463	- ,090	,580	- ,064	,426	- ,019	,501	-,077	,544	- ,059	,510
No	3471	,031	,494	,051	,838	,043	,596	,048	,570	,038	,563	,048	,717	,034	,531	,010	,675	,041	,684	,032	,680

According to the Munzel-Bruner analysis conducted, there is a significant primary effect o n digital platforms of intranet or local area network for official transaction in the workpla ce on all digital trust components, F (2.002201, 5329) = 98.98945, p<.001. Table 4.16 and Table 4.17 show the details of the analysis for digital trust components across the Intranet or Local Area Network digital platform for official transaction use in the workplace. A fol low up analysis was conducted with Mann-Whitney U Test and the result shows that the t en (10) digital trust components have significant differences. However, the availability of intranet or local area network (mean rank = 2821.59) has significantly higher level in prio rity level of software quality component of technology level of digital trust than the non-a vailability of intranet or local area network (mean rank = 2372.46), U = 3768094.0, Z = 1 0.156, p<.05. Also, the availability of intranet or local area network (mean rank = 2810.10) has significantly higher level in hardware and software component of technology level o f digital trust than the non-availability of intranet or local area network (mean rank = 2393 .93), U = 3728208.0, Z = 9.410, p<.05. The availability of intranet or local area network (mean rank = 2842.42) has significantly higher level in electronic device components of te chnology level of digital trust than the non-availability of intranet or local area network (mean rank = 2333.55), U = 3840399.0, Z = 11.507, p<.05. Furthermore, the availability o f intranet or local area network (mean rank = 2843.66) has significantly higher level in inf ormation systems component of technology level of digital trust than the non-availability of intranet or local area network (mean rank = 2331.24), U = 3844681.0, Z = 11.587, p<.0 5. The availability of intranet or local area network (mean rank = 2820.78) has significant ly higher level in management and other internal entities components of people level of di gital trust than the non-availability of intranet or local area network (mean rank = 2373.98), U = 3765267.0, Z = 10.103, p<.05. The availability of intranet or local area network (m ean rank = 2823.39) has significantly higher level in IT and data support component of pe ople level of digital trust than the non-availability of intranet or local area network (mean rank = 2369.11), U = 3774319.0, Z = 10.272, p<.05. Also, the availability of intranet or lo cal area network (mean rank = 2801.72) has significantly higher level in external entities c omponent of people level of digital trust than the non-availability of intranet or local area network (mean rank = 2409.58), U = 3699125.0, Z = 8.867, p<.05. The availability of intranet or local area network (mean rank = 2702.28) has a significantly higher level in data protection and privacy component of process level of digital trust than the non-availability of intranet or local area network (mean rank = 2595.35), U = 3353973.0, Z = 2.418, p<.05. The availability of intranet or local area network (mean rank = 2815.40) has significantly higher level of organizational data protection and privacy component than the non-availability of intranet or local area network (mean rank = 2384.04), U = 3746591.0, Z = 9.754, p<.05. Lastly, the availability of intranet or local area network (mean rank = 2744.46) has significantly higher level in internet and social media use component of process level of digital trust than the non-availability intranet or local area network (mean rank = 2516.55), U = 3500377.0, Z = 5.153, p<.05. Consequently, the analysis shows that the availability of intranet or local area network, which is a type of digital platform for official transaction in the workplace has significantly higher level in all the components of digital trust.

4.10 Digital Platform Availability of Digital Trust Component for Official Transaction Across Video Portals

In order to examine digital platform availability of digital trust components across video portals, Munzel-Bruner analysis was conducted. As a follow-up, Mann-Whitney U analysis was performed on each dependent variable, which are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.18 Relative Effects of the Availability of Digital Trust Platform Across Video Portal in the Workplace

Video portals	**Priority level of software quality components - Technology**	**Hardware and software – Technology**	**Electronic devices – Technology**	**Information systems - Technology**	**Management and other internal entities – People**	**IT and data support – People**	**External entities - People**	**Data protection and privacy - Process**	**Organizational data protection and privacy - Process**	**Internet and social media use - Process**
Yes	0.4832920	0.4672202	0.4619405	0.4710759	0.4723530	0.4700373	0.4691586	0.4780938	0.4718828	0.4578436
No	0.5030671	0.5146390	0.5180755	0.5188477	0.5146796	0.5101121	0.5175204	0.5210007	0.5101856	0.5188534

Table 4.19 Mean and Standard Deviation of the Availability of Digital Trust Platform Across Video Portal in the Workplace

		Priority level of software quality components - Technology		**Hardware and software –Technology**		**Electronic devices – Technology**		**Information systems - Technology**		**Management and other internal entities - People**		**IT and data support - People**		**External entities - People**		**Data protection and privacy – Process**		**Organizational data protection and privacy - Process**		**Internet and social media use - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Yes	3336	,003	,412	-,065	,762	-,047	,509	-,022	,467	-,026	,478	-,050	,637	-,032	,424	-,042	,563	-,045	,612	-,092	,558
No	1993	-,009	,578	,109	,860	,077	,625	,037	,657	,043	,611	,083	,729	,054	,601	,070	,699	,075	,680	,154	,703

According to the Munzel-Bruner analysis conducted, there is significant primary effect on digital platforms of video portals for official transaction in the workplace on all digital trust components, $F (2.009335, 5329) = 41.97357$, $p<.001$. Table 4.18 and Table 4.19 show the details of the analysis for digital trust components across the video portals digital platform for official transaction use in the workplace. A follow up analysis was conducted with Mann-Whitney U Test and the result shows that the ten (10) digital trust components are significant. However, the availability of video portals (mean rank = 2814.04) has significantly higher level in priority level of software quality component of technology level of digital trust than the non-availability of video portals (mean rank = 2575.96), $U = 3621352.0$, $Z = 5.466$, $p<.05$. Also, the availability of video portals (mean rank = 2957.40) has significantly higher levels in hardware and software component of technology level of digital trust than the non-availability of video portals (mean rank = 2490.32), $U = 3907068.0$, $Z = 10.724$, $p<.05$. The availability of video portals (mean rank = 3004.49) has significantly higher levels in electronic device component of technology level of digital trust than the non-availability of video portals (mean rank = 2462.18), $U = 4000929.0$, $Z = 12.451$, $p<.05$. Furthermore, the availability of video portals (mean rank = 2923.00) has significantly higher level in information systems component of technology level of digital trust than the non-availability video portals (mean rank = 2510.86), $U = 3838523.0$, $Z = 9.462$, $p<.05$. The availability of video portals (mean rank = 2911.61) has significantly higher level in management and other internal entities components of people level of digital trust than the non-availability of video portals (mean rank = 2517.67), $U = 3815819.0$, $Z = 9.044$, $p<.05$. The availability of video portals (mean rank = 2932.27) has significantly higher level in IT and data support component of people level of digital trust than the non-availability of video portals (mean rank = 2505.33), $U = 3856988.0$, $Z = 9.802$, $p<.05$. Also, the availability of video portals (mean rank = 2940.11) has significantly higher level in external entities component of people level of digital trust than the non-availability of video portals (mean rank = 2500.65), $U = 3872609.0$, $Z = 10.089$, $p<.05$. The availability of video portals (mean rank = 2860.40) has significantly higher level in data protection and privacy compo nent of process level of digital trust than the non-availability of video portals (mean rank = 2548.26), U = 3713762.0, Z = 7.166, p<.05. The availability of video portals (mean ran k = 2915.80) has significantly higher level in organizational data protection and privacy c omponent of process level of digital trust than the availability of video portals (mean rank = 2515.16), U = 3824178.0, Z = 9.198, p<.05. Finally, the availability of video porta ls (mean rank = 3041.04) has significantly higher level in internet and social media use component of process level of digital trust than the availability of video portals (mean rank = 2440.35), U = 4073762.0, Z = 13.791, p<.05. Consequently, the analysis shows tha t the availability of video portals, which is a type of digital platform for official transactio n in the workplace, has significantly higher level in all the components of digital trust.

4.11 Digital Platform Availability of Digital Trust Component for Official Transaction Across Facebook

In order to examine digital platform availability of digital trust components across Facebook, Munzel-Bruner analysis was conducted. As a follow-up, Mann-Whitney U analysis was performed on each dependent variable, which are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.20 Relative Effects of the Availability of Digital Trust Platform Across Facebook in the Workplace

Facebook	Priority level of software quality components - Technology	Hardware and software – Technology	Electronic devices – Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Yes	0.4751996	0.4623876	0.4524919	0.4592244	0.4598858	0.4592507	0.4539562	0.4928048	0.4649278	0.4483820
No	0.5206283	0.5410527	0.5494043	0.5430705	0.5397262	0.5413110	.5471820	0.5079533	0.5349580	0.5524112

Table 4.21 Mean and Standard Deviation of the Availability of Digital Trust Platform Across Facebook in the Workplace

		Priority level of software quality components - Technology		**Hardware and software –Technology**		**Electronic devices – Technology**		**Information systems - Technology**		**Management and other internal entities - People**		**IT and data support - People**		**External entities - People**		**Data protection and privacy - Process**		**Organizational data protection and privacy - Process**		**Internet and social media use - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Yes	2551	-,006	,408	-,063	,727	-,053	,454	-,038	,446	-,037	,436	-,060	,574	-,052	,389	-,006	,523	-,046	,558	-,110	,521
No	2778	,002	,539	,058	,865	,049	,636	,035	,623	,034	,606	,055	,753	,048	,578	,005	,697	,042	,706	,101	,697

According to the Munzel-Bruner analysis conducted, there is significant primary effect on digital platforms of face-book for official transaction in the workplace on all digital trust components, $F\ (1.963641, 5329) = 96.20968$, $p<.001$. Table 4.20 and Table 4.21 show the details of the analysis for digital trust components across the face-book digital platform for official transaction use in the workplace. A follow up analysis was conducted with Mann-Whitney U Test and the result showed that there are significant differences in nine (9) digital trust components across the face-book. There is no significant difference in data protection and privacy component of digital trust. However, the availability of Facebook (mean rank = 2786.36) has significantly higher level in priority level of software quality component of technology level of digital trust than the non-availability of Facebook (mean rank =2532.84, $U = 3880482.0$, $Z = 6.009$, $p<.05$. Also, the availability of face-book (mean rank = 2849.06) has significantly higher level in hardware and software component of technology level of digital trust than the non-availability of face-book (mean rank = 2464.56), $U = 4054652.0$, $Z = 9.114$, $p<.05$. The availability of face-book (mean rank = 2897.48) has a significantly higher level in electronic device component of technology level of digital trust than the non-availability of face-book (mean rank = 2411.83), $U = 4189177.0$, $Z = 11.511$, $p<.05$. Furthermore, the availability of face-book (mean rank = 2864.54) has a significantly higher level in information systems component of technology level of digital trust than the non-availability face-book (mean rank = 2447.71), $U = 4097654.0$, $Z = 9.880$, $p<.05$. The availability of face-book (mean rank = 2861.30) has significantly higher level in management and other internal entities components of people level of digital trust than the non-availability of face-book (mean rank = 2451.23), $U = 4088662.0$, $Z = 9.72$, $p<.05$. Also, the availability of face-book (mean rank = 2864.41) has a significantly higher level in IT and data support component of people level of digital trust than the availability of Facebook (mean rank = 2447.85), $U = 4097297.0$, $Z = 9.874$, $p<.05$. Additionally, the non-availability of Facebook (mean rank = 2890.32) has significantly higher level in external entities component of people level of digital trust than the non-availability face-book (mean rank = 2419.63), $U = 4169271.0$, $Z = 11.157$, $p<.05$. The availability of face-book (mean rank = 2836.63) has a significantly higher level in organizational data protection and p rivacy component of process level of digital trust than the non-availability of face-book (mean rank = 2478.1), U = 4020120.0, Z = 8.498, p<.05. Lastly, the availability of face-bo ok (mean rank = 2917.60) has a significantly higher level in internet and social media use component of process level of digital trust than the non-availability face-book (mean rank =2389.93), U = 4245048.0, Z = 12.507, p<.05. Consequently, the analysis shows that the availability of face-book, which is a type of digital platform for official transaction in the workplace, has significantly higher levels in digital trust except data protection and privac y that retain a null hypothesis. Hence, there is need for the workplace to improve its digita l component of data protection and privacy to win the confidence of customers.

4.12 Digital Platform Availability of Digital Trust Component for Official Transaction Across Twitter

In order to examine digital platform availability of digital trust components across twitter, Munzel-Bruner analysis was conducted. As a follow-up, Mann-Whitney U analysis was performed on each dependent variable, which are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

4.22 Relative Effects of the Availability of Digital Trust Platform Across Twitter in the Workplace

Twitter	**Priority level of software quality components - Technology**	**Hardware and software –Technology**	**Electronic devices – Technology**	**Information systems - Technology**	**Management and other internal entities - People**	**IT and data support - People**	**External entities - People**	**Data protection and privacy - Process**	**Organizational data protection and privacy - Process**	**Internet and social media use - Process**
Yes	0.4852723	0.476161	0.4746549	0.4787755	0.4817986	0.4803513	0.4764664	0.4706829	0.4831555	0.4697312
No	0.5000378	0.503598	0.5054121	0.5079748	0.5061045	0.5018002	0.5079254	0.5127749	0.5026620	0.5081488

Table 4.23 Mean and Standard Deviation of the Availability of Digital Trust Platform Across Twitter in the Workplace

		Priority level of software quality components - Technology		**Hardware and software –Technology**		**Electronic devices – Technology**		**Information systems - Technology**		**Management and other internal entities - People**		**IT and data support - People**		**External entities - People**		**Data protection and privacy - Process**		**Organizational data protection and privacy - Process**		**Internet and social media use - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Yes	3862	-,006	.408	-,063	.727	-,053	.454	-,038	.446	-,037	.436	-,060	.574	-,052	.389	-,006	.523	-,046	.558	-,110	.521
No	1467	,002	.539	,058	.865	,049	.636	,035	.623	,034	.606	,055	.753	,048	.578	,005	.697	,042	.706	,101	.697

According to the Munzel-Bruner analysis conducted, there are significant primary effects on digital platforms of twitter for official transaction in the workplace on all digital trust components, $F (2.012393, 5329) = 19.80415$, $p<.001$. Table 4.22 and Table 4.23 show the details of the analysis for digital trust components across the twitter digital platform for official transaction use in the workplace. A follow up analysis was conducted with Mann-Whitney U Test and the result showed that there are significant differences in ten (10) digital trust components across twitter. However, the availability of twitter (mean rank = 2871.62) has significantly higher level in priority level of software quality component of technology level of digital trust than the non-availability of twitter (mean rank = 2586.52), $U = 3135882.0$, $Z = 6.042$, $p<.05$. Also, the availability of twitter (mean rank = 2999.44) has a significantly higher level in hardware and software component of technology level of digital trust than the non-availability Twitter (mean rank = 2537.96), $U = 3323397.0$, $Z = 9.780$, $p<.05$. The availability of twitter (mean rank = 2999.44) has significantly higher level in electronic device component of technology level of digital trust than the non-availability of twitter (mean rank = 3020.57), $U = 3354394.0$, $Z = 10.398$, $p<.05$. Furthermore, the availability of twitter (mean rank = 2962.76) has significantly higher level in information systems component of technology level of digital trust than the non-availability of twitter (mean rank = 2551.89), $U = 3269590.0$, $Z = 8.708$, $p<.05$. The availability in twitter (mean rank = 2920.35) have significantly higher level in management and other internal entities components of people level of digital trust than the non-availability of twitter (mean rank = 2568.0, $U = 3207373.0$, $Z = 7.467$, $p<.05$. The availability of twitter (mean rank = 2940.85) has significantly higher level in IT and data support component of people level of digital trust than the non-availability of twitter (mean rank = 2560.29), $U =3237158.0$, $Z = 8.061$, $p<.05$. Also, the availability of twitter (mean rank = 2995.15) has significantly higher level in external entities component of people level of digital trust than the non-availability of twitter (mean rank = 2539.59), $U = 3317113.0$, $Z = 9.655$, $p<.05$. The availability of twitter (mean rank = 3076.29) has significantly higher level in data protection and privacy component of process level of digital trust than the non-availability of twitter (mean rank = 2508.77), $U = 3436140.0$, $Z = 12.028$, $p<.05$. The availability of twitter (mean rank = 2

901.31) has significantly higher level of organizational data protection and privacy compo nent of process level of digital trust than the non-availability of twitter (mean rank = 2575 .24, U = 3179446.0, Z = 6.911, p<.05. Lastly, the availability of twitter (mean rank = 308 9.64) has a significantly higher level in internet and social media use component of proces s level of digital trust than the non-availability of twitter (mean rank = 2503.70), U = 345 5727.0, Z = 12.418, p<.05. Consequently, the analysis shows that the availability of twitte r, which is a type of digital platform for official transaction in the workplace, has significa ntly higher level in all the components of digital trust.

4.13 Digital Platform Availability of Digital Trust Component for Official Transaction Across Other Social Networking Sites

In order to examine digital platform availability of digital trust components across other social networking sites, Munzel-Bruner analysis was conducted. As a follow-up, Mann-Whitney U analysis was performed on each dependent variable, which are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.24 Relative Effects of the Availability of Digital Trust Platform Across Other Social Networking Site in the Workplace

Other social networking sites	**Priority level of software quality components – Technology**	**Hardware and software – Technology**	**Electronic devices – Technology**	**Information systems - Technology**	**Management and other internal entities - People**	**IT and data support - People**	**External entities - People**	**Data protection and privacy - Process**	**Organizational data protection and privacy - Process**	**Internet and social media use - Process**
Yes	0.4894408	0.4945637	0.4920836	0.4970041	0.4954739	0.4949054	0.4974842	0.4984920	0.4933042	0.4946567
No	0.5046943	0.5054176	0.5076911	0.5103900	0.5075890	0.5044845	0.5098771	0.5103263	0.5049932	0.5088282

Table 4.25 Mean and Standard Deviation of the Availability of Digital Trust Platform Across Other Social Networking Site in the Workplace

		Priority level of software quality components - Technology		**Hardware and software –Technology**		**Electronic devices – Technology**		**Information systems - Technology**		**Management and other internal entities - People**		**IT and data support - People**		**External entities - People**		**Data protection and privacy - Process**		**Organizational data protection and privacy - Process**		**Internet and social media use - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Yes	4139	-,020	,492	-,026	,834	-,023	,587	-,009	,563	-,014	,552	-,021	,706	-,007	,514	-,004	,640	-,022	,669	-,013	,647
No	1190	,063	,435	,092	,681	,078	,441	,031	,487	,047	,457	,073	,550	,023	,443	,013	,543	,078	,522	,046	,554

According to the Munzel-Bruner analysis conducted, there is significant primary effect on digital platforms of Other Social Networking Site for official transaction in the workplace on all digital trust components, $F(1.888374, 5329) = 3.89544$, $p<.001$. Table 4.24 and Table 4.25 show the details of the analysis for digital trust components across the other social networking site digital platform for official transaction use in the workplace. A follow up analysis was conducted with Mann-Whitney U Test and the result showed that there are significant differences in seven (7) digital trust components across other social networking sites. There is no significant difference in information system, external entities, data protection and privacy component of digital trust. The availability of other social networking sites (mean rank = 2860.71) has significantly higher level in priority level of software quality component of technology level of digital trust than the non-availability of other social networking site (mean rank = 2608.73), $U = 2695605.5$, $Z = 4.979$, $p<.05$. Also, the availability of other social networking sites (mean rank = 2765.76) has significantly higher level in hardware and software component of technology level of digital trust than the non-availability of other social networking site (mean rank = 2636.03), $U = 2582611.50$, $Z = 2.564$, $p<.05$. The availability of other social networking sites (mean rank = 2811.73) has significantly higher level in electronic device components of technology level of digital trust than the non-availability of other social networking sites (mean rank = 2622.81), $U = 2637314.5$, $Z = 3.733$, $p<.05$. The availability of other social networking sites (mean rank = 2748.89) has significantly higher level in management and other internal entities components of people level of digital than the non-availability of other social networking site (mean rank = 2640.88), $U = 2562536.5$, $Z = 2.134$, $p<.05$. The availability of other social networking site (mean rank = 2759.43) has significantly higher level in IT and data support component of people level of digital trust than the non-availability of other social networking site (mean rank = 2637.85), $U = 2575074.0$, $Z = 2.402$, $p<.05$. Also, the availability of other social networking sites (mean rank = 2789.11) has significantly higher level of organizational data protection and privacy component of process level of digital trust than the non-availability of other social networking site (mean rank = 2629.32), $U = 2610393.5$, $Z = 3.158$, $p<.05$. Lastly, the availability of other social networking sites (mean rank = 2764.0

4) has significantly higher level in internet and social media use component of process level of digital trust than the non-availability of other social networking sites (mean rank = 2636.53), U = 2580561.5, Z = 2.520, $p<.05$. Consequently, the analysis shows that the availability of other social networking sites, which is a type of digital platform for official transaction in the workplace, has significantly higher level in digital trust except in information system, external entities, data protection and privacy components.

4.14 Digital Platform Availability of Digital Trust Component for Official Transaction Across Websites

In order to examine digital platform availability of digital trust components across websites, Munzel-Bruner analysis was conducted. As a follow-up, Mann-Whitney U analysis was performed on each dependent variable, which are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.26 Relative Effects of the Availability of Digital Trust Platform Across Websites in the Workplace

Website	Priority level of software quality components - Technology	Hardware and software –Technology	Electronic devices – Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Yes	0.4685546	0.5064103	0.4956760	0.4856780	0.4838920	0.4951575	0.5013970	0.5284432	0.4945414	0.5376280
No	0.5317135	0.4939853	0.5054101	0.5145952	0.5169599	0.5065349	0.4989105	0.4699277	0.5074881	0.4637111

Table 4.27 Mean and Standard Deviation of the Availability of Digital Trust Platform Across Websites in the Workplace

		Priority level of software quality components - Technology		**Hardware and software –Technology**		**Electronic devices – Technology**		**Information systems - Technology**		**Management and other internal entities - People**		**IT and data support - People**		**External entities - People**		**Data protection and privacy - Process**		**Organizational data protection and privacy – Process**		**Internet and social media use - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Yes	2693	-,081	,557	,013	,817	-,018	,579	-,052	,615	-,042	,564	-,014	,672	-,014	,551	,062	,632	-,013	,631	,082	,638
No	2636	,079	,370	-,013	,791	,018	,537	,052	,461	,043	,495	,015	,679	,014	,439	-,064	,600	,013	,650	-,083	,606

According to the Munzel-Bruner analysis conducted, there is a significant primary effect on digital platforms of website for official transaction in the workplace on all digital trust components, $F (1.939208, 5329) = 24.90537$, $p<.001$. Table 4.26 and Table 4.27 show the details of the analysis for digital trust components across the website digital platform for official transaction use in the workplace. A follow up analysis was conducted with Mann-Whitney U Test and the result showed that there are significant differences in five (5) digital trust components across the website. There is no significant difference in hardware and software, electronic devices, IT and data support, externals entities and organizational data protection and privacy. However, the availability of website (mean rank = 2836.20) has significantly higher level in priority level of software quality component of technology level of digital trust than the non-availability of website (mean rank = 2497.43), $U = 4000647.0$, $Z = 8.037$, $p<.05$. Also, the availability of websites (mean rank = 2742.97) has significantly higher level in information systems component of technology level of digital trust than the non-availability of websites (mean rank = 2579.16), $U = 3780540.0$, $Z = 4.117$, $p<.05$. Furthermore, the availability of websites (mean rank = 2752.70) has a significantly higher level in management and other internet entities component of people level of digital trust than the non-availability of website (mean rank = 2579.16), $U = 3780540.0$, $Z = 4.117$, $p<.05$. Also, the non-availability of websites (mean rank = 2816.57) has significantly higher level in data protection and privacy component of process level of digital trust than the availability of websites (mean rank = 2510.15), $U = 3141186.0$, $Z = -7.269$, $p<.05$. Lastly, the availability of websites (mean rank = 2865.52) has significantly higher-level in internet and social media use component of process level of digital trust than the non-availability website (mean rank = 2460.14), $U = 3009375.0$, $Z = -9.617$, $p<.05$. From the above analysis, the result showed that the availability of websites, which is a type of digital platform for official transaction in the workplace, has significantly higher level in digital trust. However, there is need to improve on the data protection and privacy component and the internet and social media use because the non-availability of the 2 components will hinder the objectives of the workplace.

4.15 Digital Trust Components Across Supervisor Workers in Higher Rank (Means of Communication) in the Workplace

To ascertain the digital trust components across means of communication in the workplac e, Munzel-Bruner analysis was conducted. For follow-up, Kruskal-Wallis analysis was co nducted across means of communication (Face to face, digitally, both digitally and face to face) on each dependent variable which are priority level of software quality, hardware an d software, electronic devices, information systems, management and other internal entiti es, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.28 Relative effects of digital trust components across Supervisor among Worker in Higher Rank - Means of Communication

	Priority level of software quality components – Techonology	**Hardware and software – Technology**	**Electronic devices - Technology**	**Information systems - Technology**	**Management and other internal entities - People**	**IT and data support - People**	**External entities - People**	**Data protection and privacy - Processes**	**Organizational data protection and privacy - Processes**	**Internet and social media use - Processes**
Face to face	0.3943814	0.3635590	0.3547164	0.3889717	0.3671033	0.3561545	0.3989557	0.5211993	0.3581329	0.3850514
Digitally	0.4012892	0.3827837	0.3713328	0.3924720	0.3784273	0.3738148	0.4023540	0.5134559	0.3738520	0.4151643
Both digitally and face to face	0.5720571	0.6190270	0.6311664	0.6140177	0.6213376	0.6228174	0.6094829	0.5120152	0.6198923	0.6080053

Table 4.29 Mean and standard deviations of each component of digital trust across Supervisors among Workers in Higher Rank - Means of Communication

		Priority level of software quality components - Technology		**Hardware and software – Technology**		**Electronic devices – Technology**		**Information systems - Technology**		**Management and other internal entities - People**		**IT and data support - People**		**External entities - People**		**Data protection and privacy - Process**		**Organizational data protection and privacy – Process**		**Internet and social media use - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Face - to- Face	1379	-,225	,618	-,484	1,002	-,374	,721	-,264	,679	-,308	,660	-,425	,836	-,221	,613	,039	,736	-,404	,801	-,279	,726
Digitally	498	-,071	,412	-,011	,614	-,019	,386	-,081	,438	-,061	,396	-,018	,494	-,041	,377	-,029	,455	-,037	,457	,054	,450
Both digitally and face-to-face	3228	,113	,373	,218	,630	,168	,412	,136	,449	,147	,426	,192	,532	,108	,430	-,004	,596	,184	,501	,117	,577

Munzel-Bruner analysis generated a significant main effect of means of communication – supervisors (workers in higher rank) on digital trust components, $F(3.708334, 5105) = 268.363$, $p < .01$. Table 4.28 and Table 4.29 show the details of the analysis for digital trust components across means of communication – supervisors. Kruskal-Wallis analysis showed that there are significant differences in all the digital trust components across means of communication. When the technology level of digital trust was tested across the Kruskal-Wallis, it was found that there are significant differences on priority level of software quality component $F(2, 5105) = 341.024$, $p<.01$; hardware and software component $F(2, 5105) = 474.990753$, $p<.01$; electronic device component $F(2, 5105) = 553.936$, $p<.01$; and the information system component $F(2, 5105) = 374.313$, $p<.01$ across the communication-supervisor. Results also showed that all the components of people level of digital trust have significant differences across communication -supervisor. These components are management and other internal entities component $F(2, 5105) = 497.916$, $p<.01$; IT and data support component $F(2, 5105) = 530.813$, $p<.01$; and external entities component $F(2, 5105) = 287.163$, $p<.01$ across communication. Lastly, the results also revealed that there are significant differences across communication-supervisors in all the components of process level of digital trust. These components are data protection and privacy component $F(2, 5105) = 11.783$, $p<.01$; and organizational data protection and privacy component $F(2, 5105) = 534.235$, $p<.01$; and internet and social media use component $F(2, 5105) = 302.872$, $p<.01$. Each component detail which has significant difference across communication-supervisors is presented in the following section.

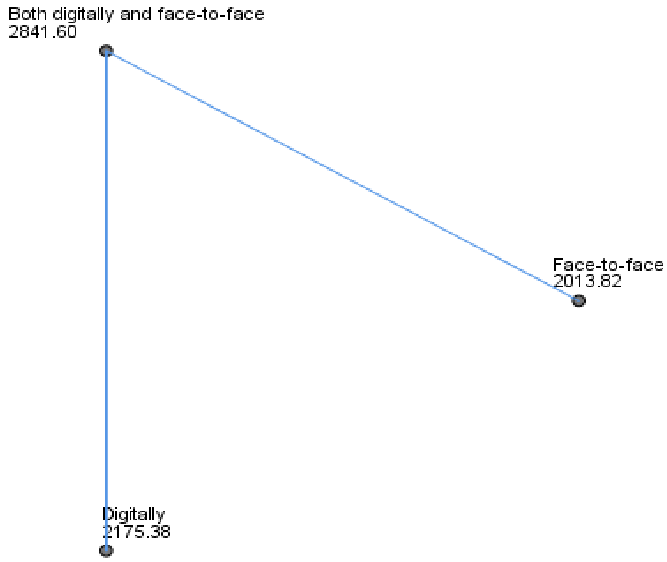

Figure 4.1. Pairwise comparisons of means of communication among supervisors - workers in higher rank in priority level of software quality component.

In priority level of software quality component, means of communication–supervisors have significant difference. Figure 4.1 shows the visual representative of means of communication between people or groups of people relations. According to the results, face-to-face communication has significantly less priority level of software quality components than both digitally and face-to-face communication (H = - 827.779, Z = -17.458, P<.01). Also, digitally communication has significantly less priority level of software quality than both digitally and face-to-face communication (H = -666.214, Z = -9.389, P<.01). However, there is no significant difference between face-to-face communication and digitally communication in the priority level of software quality component of digital trust.

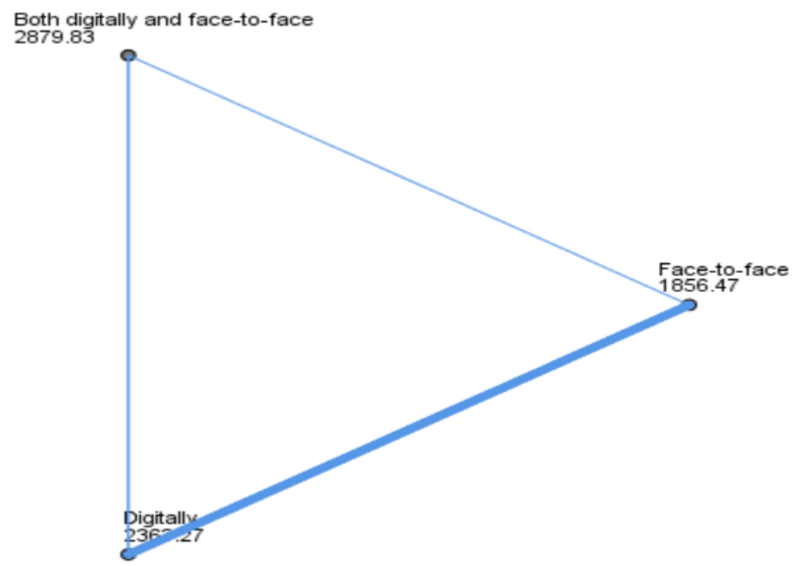

Figure 4.2 Pairwise comparisons of means of communication among supervisors - workers in higher rank in hardware and software component.

Figure 4.2 shows pairwise comparisons of communication in hardware and software components of digital trust. According to the results there are significant differences in communication among supervisors in the hardware and software component. The result revealed that face–to-face communication have significantly less level in hardware and software component than digitally communication and both digitally and face-to-face communication (digitally; H =-506.796, Z = -6.577, P<.01; both digitally and face-to-face H = -1023.360, Z = -21.583, P<.01) Also, digitally communication have significant less level in hardware and software component than both digitally and face-to-face communication (H = -516.564, Z = -7.280, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication in hardware and software component of the digital trust.

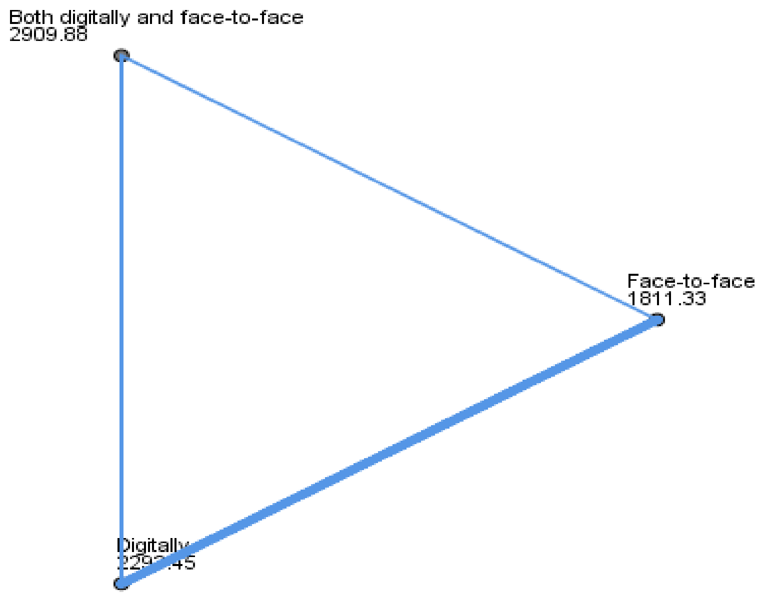

Figure 4.3 Pairwise comparisons of means of communication among supervisors - workers in higher rank in electronic device components.

Figure 4.3 shows pairwise comparisons of communication in electronic device components of digital trust. The result of the analysis for the electronic device component revealed that face–to-face communication has significantly less level in this component than digitally communication and both digitally and face-to-face communication (digitally; H = -482.118, Z = -6.257, P<.01; both digitally and face-to-face; H= -1098.558, Z = -23.169, P<.01.) Also, digitally communication has significantly less level in electronic device component than both digitally and face-to-face communication (H = -616.439, Z = -8.688, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication by supervisors in electronic device component of the digital trust.

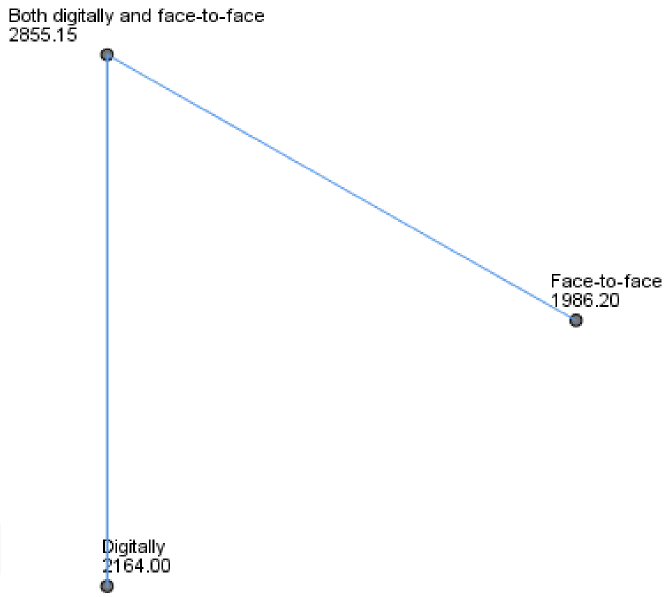

Figure 4.4 Pairwise comparisons of means of communication among supervisors - workers in higher rank in Information System components.

Figure 4.4 shows the pairwise comparison of the means of communication in information system component of digital trust. The result revealed that the communication by supervisors in information system components has significant differences. According to the result, face–to-face communication has significantly less level in information systems component than both digitally and face-to-face communication ($H = -868.949$, $Z = -18.327$, $P<.01$). Also, digitally communication has a significantly less level in information systems components than both digitally and face-to-face communication ($H = -691.147$, $Z = -9.741$, $P<.01$). However, there is no significant difference between face-to-face communication and digitally communication among supervisors - workers in higher rank in information system component of digital trust.

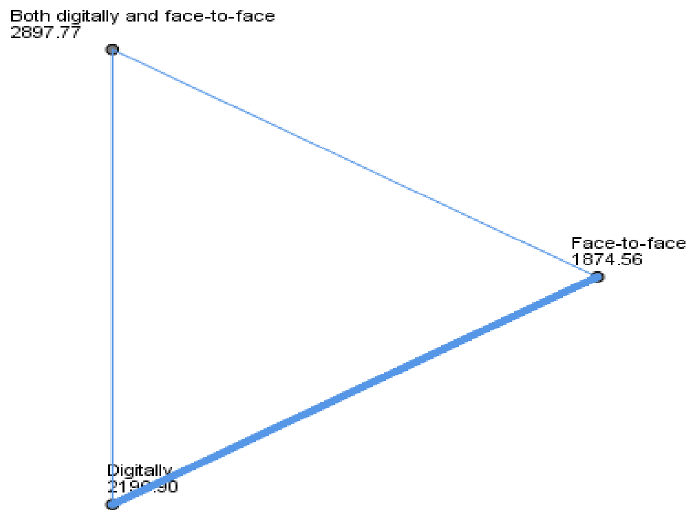

Figure 4.5 Pairwise comparisons of means of communication among supervisors - workers in higher rank in Management and other internal entities.

When management and other internal entities component of digital trust was examined as seen in Figure 4.5, face–to-face communication has significantly less level in management and other internal entities component than digitally communication and both digitally and face-to-face communication (digitally; H = -322.339, Z = -4.183, P<.01; both digitally and face-to-face; H=-1023.203, Z = -21.580, P<.01). Also, digitally communication has significantly less level in management and other internal entities component than both digitally and face-to-face communication (H = -700.864, Z = -9.877, P<.01). From the above analysis, there are significant differences in face-to-face, digitally and both digitally and face-to-face communication by supervisors in management and other internal entities component of the digital trust.

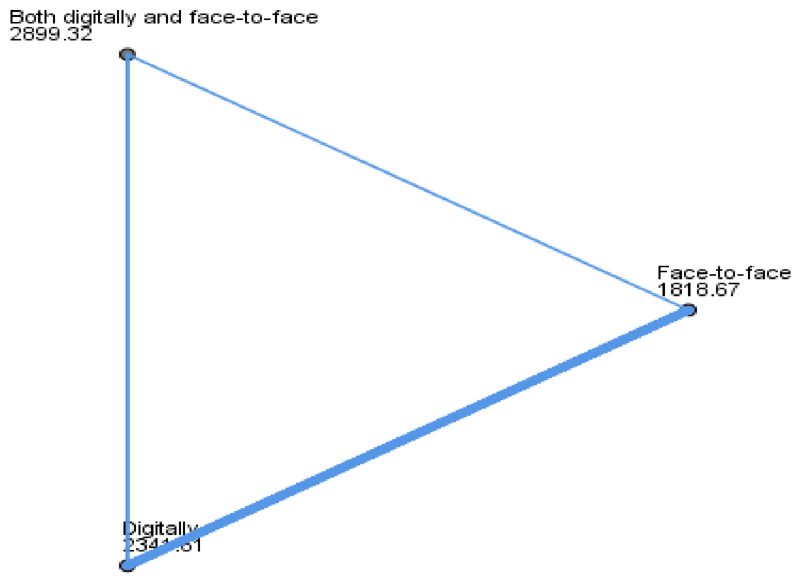

Figure 4.6 Pairwise comparisons of means of communication among supervisors - workers in higher rank in IT and data support components.

Figure 4.6 shows pairwise comparisons of means of communication in IT and data support component of digital trust. In IT and data support component of digital trust, means of communication among supervisors - workers in higher rank have significant difference. The result revealed that face-to-face communication has significantly less level in IT and data support component than digitally communication and both digitally and face-to-face communication (digitally; H = -522.943, Z = -6.787, P<.01; both digitally and face-to-face; H = -1080.649, Z = -22.792, P<.01,). Also, digitally communication has a significantly less level in IT and data support component than both digitally and face-to-face communication (H =-557.705, Z = -7.860, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication in IT and data support component of the digital trust.

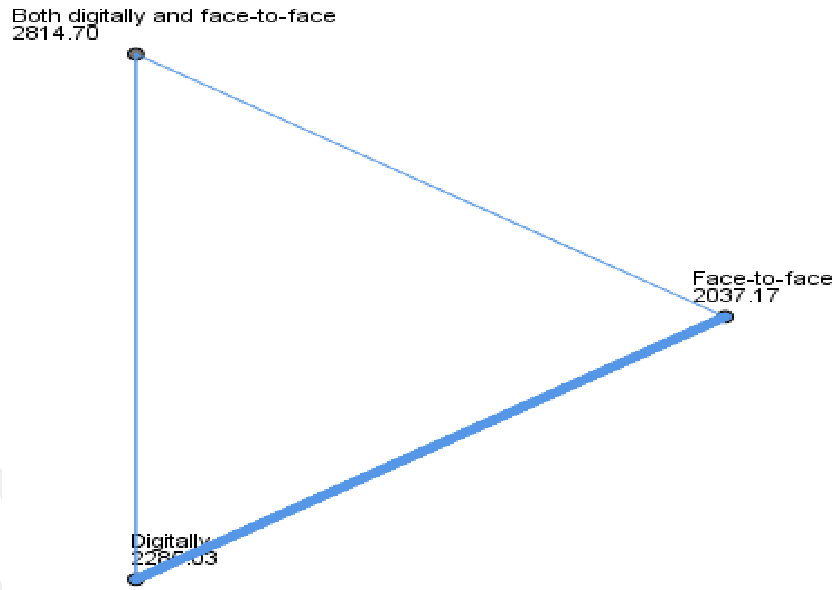

Figure 4.7 Pairwise comparisons of means of communication among supervisors - workers in higher rank in external entities component.

Figure 4.7 shows the pairwise comparisons of means of communication in external entities component of digital trust. The result of the analysis for the external entities component revealed that face-to-face communication has significantly less level in this component than digitally communication and both digitally and face-to-face communication (digitally; H = -247.864, Z = -3.217, P<.01, both digitally and face-to-face; H = -777.535, Z = -16.399, P<.01) Also, digitally communication has significantly less level in external entities component than both digitally and face-to-face communication (H = -529.672, Z = -7.465, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication in external entities components of the digital trust.

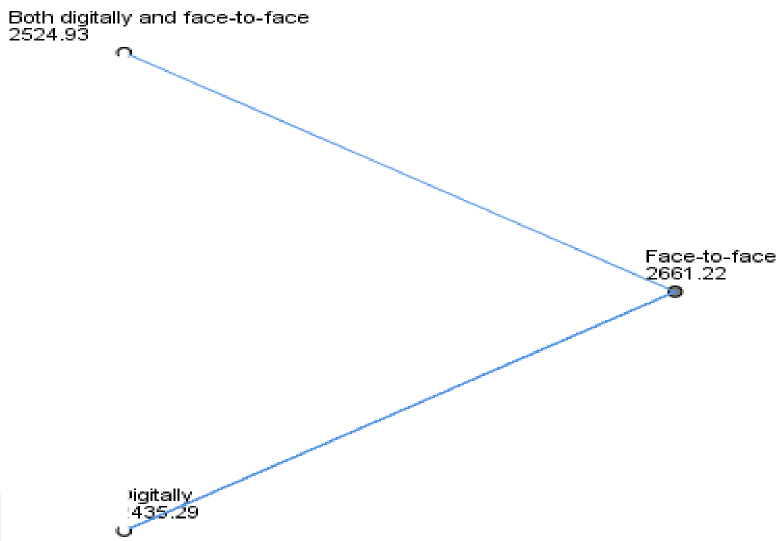

Figure 4.8 Pairwise comparisons of means of communication among supervisors - workers in higher rank in data protection and privacy components.

Figure 4.8 shows the pairwise comparison of the means of communication in data protection and privacy component. The result revealed that means of communication by supervisors have significant difference in the data protection and privacy component. According to the results, digitally communication has a significantly higher level in data protection and privacy component of digital trust than face-to-face communication ($H = 225.931$, $Z = 2.932$, $P<.01$). Also, both digitally and face-to-face communication have significantly higher levels in data protection and privacy component than face-to-face communication ($H = 136.295$, $Z = 2.875$, $P<.01$). However, there is no significant difference between digitally communication and both digitally and face-to-face communication in the data protection and privacy component of the digital trust.

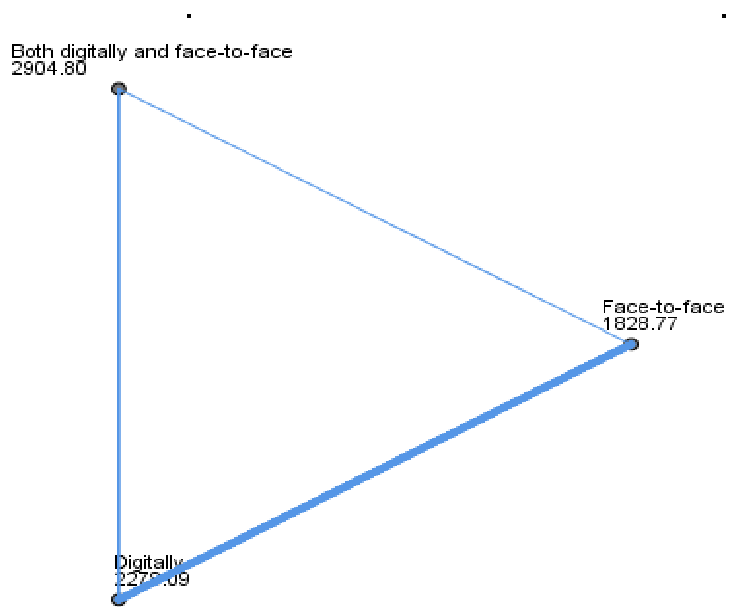

Figure 4.9 Pairwise comparisons of means of communication among supervisors - workers in higher rank in organizational data protection and privacy components.

Figure 4.9 shows pairwise comparisons of means of communication in organizational data protection and privacy component of digital trust. The result revealed that face-to-face communication has significantly less levels in organizational data protection and privacy component than digitally communication and both digitally and face-to-face communication (digitally; H = -449.320, Z = -5.831, P<.01; both digitally and face-to-face; H = -1076.035, Z = -22.694, P<.01). Also, digitally communication has a significantly less level in organizational data protection and privacy component than both digitally and face-to-face communication (H = -626.715, Z = -8.832, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication in organizational data protection and privacy component of the digital trust.

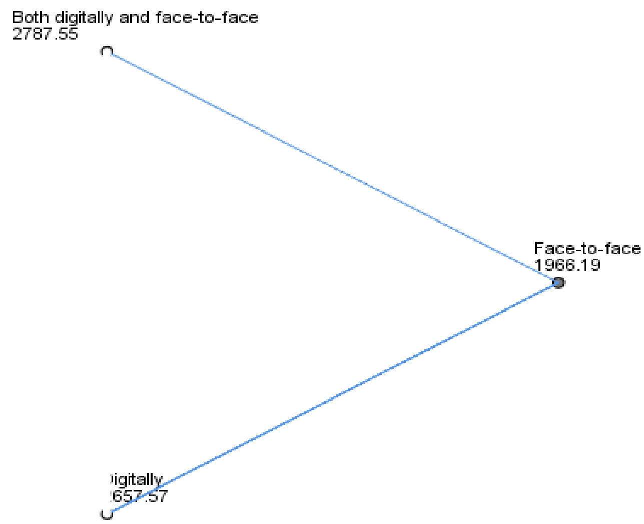

Figure 4.10 Pairwise comparisons of means of communication among supervisors - workers in higher rank in internet and social media use components.

Figure 4.10 shows the pairwise comparison of the means of communication in internet and social media use components. The result revealed that means of communication by supervisors have significant differences on the internet and social media use components of digital trust. According to the result, face-to face communication has significantly less level in internet and social media use component than digitally communication and both digitally and face-to-face communication (digitally; H = -691.383, Z = 8.973, P<.01; both digitally and face-to-face; H = -821.366, Z = -17.323, P<.01). However, there is no significant difference between digitally communication and both digitally and Face-to-face communication by supervisors in internet and social media use component of the digital trust.

4.16 Digital Trust Components across Co-workers in the same rank Means of Communication in the Workplace.

To examine digital trust components across co-workers means of communication in the w orkplace, Munzel-Bruner analysis was conducted. For follow-up, Kruskal-Wallis analysis was carried out across means of communication (Face to face, digitally, both digitally and face to face) on each dependent variable which are priority level of software quality, hard ware and software, electronic devices, information systems, management and other intern al entities, IT and data support, external entities, data protection and privacy, organization al data protection and privacy, internet and social media use.

Table 4.30 Relative Effects of Digital Trust Components Across Co-workers in the Same Means of Communication

	Priority level of software quality components – Techonology	Hardware and software – Technology	Electronic devices - Technology	Information systems – Technology	Management and other internal entities - People	IT and data support - People	External entities – People	Data protection and privacy - Processes	Organizational data protection and privacy - Processes	Internet and social media use - Processes
Face to face	0.4018146	0.3778550	0.3674294	0.3990387	0.3820356	0.3729990	0.4047235	0.5229264	0.3718691	0.3981328
Digitally	0.3912379	0.3853169	0.3703028	0.3947861	0.3786661	0.3725684	0.3995052	0.5129205	0.3762339	0.4135731
Both digitally and face to face	0.5659982	0.6000295	0.6178442	0.5997658	0.6103028	0.6111247	0.6000979	0.5031785	0.6113438	0.5986472

Table 4.31 Mean and Standard Deviations of each Component of Digital Trust Across Co-workers of the same Rank Means of Communication

		Priority level of software quality components - Technology		Hardware and software – Technology		Electronic devices – Technology		Information systems - Technology		Management and other internal entities - People		IT and data support - People		External entities - People		Data protection and privacy – Process		Organizational data protection and privacy – Process		Internet and social media use - Process	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Face - to- Face	1474	-,205	,606	-,437	,998	-,337	,713	-,241	,671	-,273	,655	-,379	,833	-,206	,602	,041	,725	-,361	,793	-,251	,719
Digitally	481	-,104	,421	-,023	,640	-,046	,422	-,085	,451	-,077	,417	-,055	,503	-,045	,395	,010	,496	-,056	,483	,047	,476
Both digitally and face-to-face	3205	,116	,373	,210	,635	,167	,411	,132	,450	,144	,427	,189	,535	,107	,428	-,014	,591	,181	,503	,111	,575

Munzel-Bruner analysis generated a significant main effect of means of communication among co-workers of the same rank on digital trust components, $F (3.705299, 5160) = 243.7913$, $P < .01$. Table 4.30 and Table 4.31 show details of analysis for digital trust components across means of communication among co-workers of the same rank. Kruskal-Wallis analysis showed that there are significant differences in all the digital trust components across means of communication among co-workers of the same rank. When the technology level of digital trust was tested across Kruskal-Wallis, it was found that there are significant differences in all the dependent variables. The result showed that the priority level of software quality component $F (2, 5160) = 358.595$, $P<.01$ and hardware and software component $F (2, 5160) = 418.939$, $P<.01$ across communication among co-workers of the same rank are significant. Also, the result of electronic device component $F (2, 5160) = 517.045$, $P<.01$, and information system component $F (2, 5160) = 338.042$, $P<.01$ across the means of communication are significant. Additionally, the result revealed that all the component of people level of digital trust has significant difference across the means of communication among co-workers. These components are management and other internal entities component $F (2, 5160) = 441.656$, $P<.05$; IT and data support component $F (2, 5160) = 476.139$, $P<.01$; and external entities component $F (2, 5160) = 276.214$, $P<.01$. Finally, results revealed that there are significant differences across the means of communication in all the components of process level of digital trust, these are data protection and privacy component $F (2, 5160) =13.606$, $P<.01$; organizational data protection and privacy component $F (2, 5160) = 482.561$, $P<.05$, and internet and social media use component $F (2, 5160) = 260.206$, $P<.01$. Each component detail which has significant difference across the means of communication is presented in the following section.

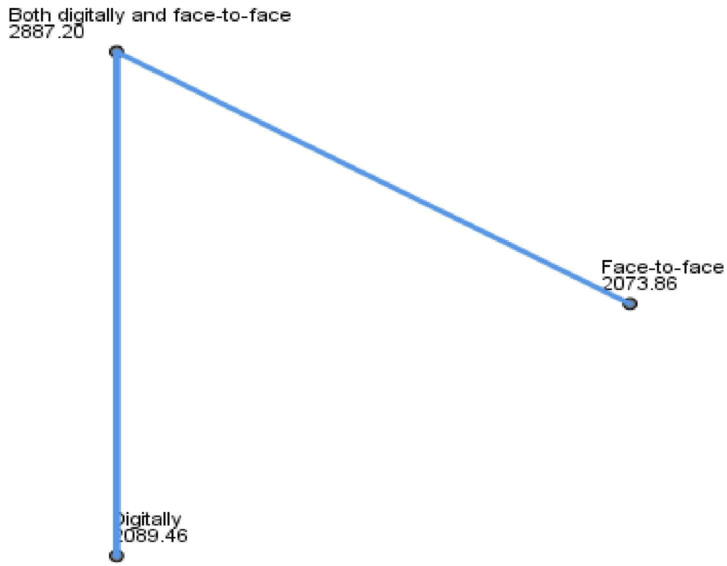

Figure 4.11 Pairwise comparisons of means of communication among co-workers of the same rank in priority level of software quality component.

Figure 4.11 shows the pairwise comparisons of the means of communication among co-workers of the same rank in priority level of software quality component. The results revealed that the means of communication among co-workers of the same rank have significant differences in the priority level of software quality component. According to the result, face–to-face communication has significantly less level in priority level of software quality component than both digitally and face-to-face communication (H=-813.337, Z=-17.348, P<.01). Also, digitally communication has significantly less level in priority level of software quality component than both digitally and face-to-face communication (H = -797.740, Z = -10.951, P<.01). However, there is no significant difference between face-to-face communication and digitally communication in the priority level of software quality component of digital trust.

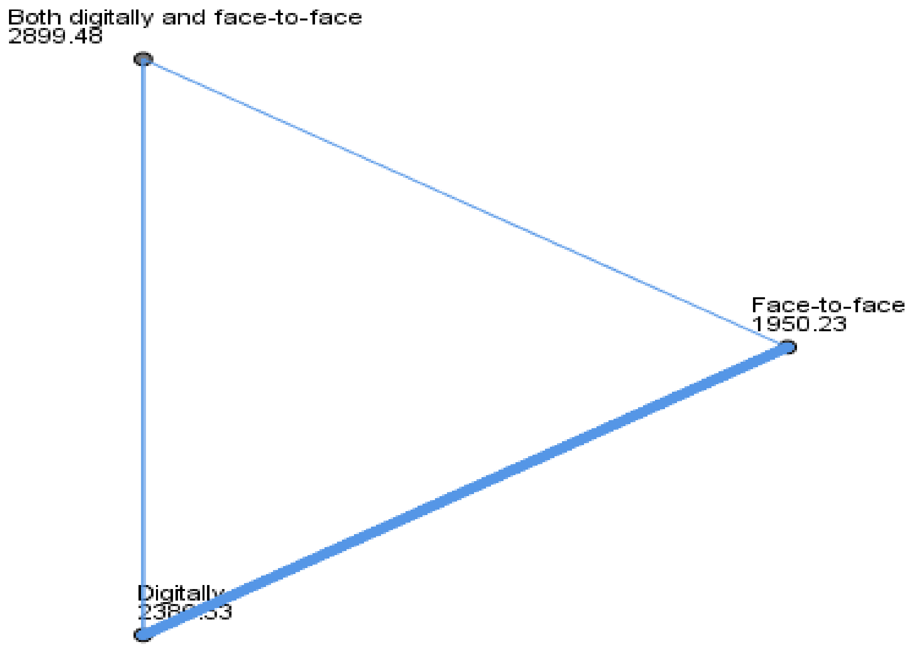

Figure 4.12 Pairwise comparisons of means of communication among co-workers of the same rank in Hardware and software components.

Figure 4.12 shows pairwise comparisons of means of communication among co-workers of the same rank in hardware and software component of digital trust. According to the result, there are significant differences in means of communication among co-workers of the same rank in the components. The results revealed that face–to-face communication has significantly less level in hardware and software component than digitally communication and both digitally and face-to-face communication (digitally; H = -436.294, Z = -5.577, P<.01; both digitally and face-to-face; H = -949.244, Z = -20.247, P<.01). Also, digitally communication has a significantly less level in hardware and software component than both digitally and face-to-face communication (H = -512.950, Z = -7.042, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication among co-workers of the same rank in hardware and software component of the digital trust.

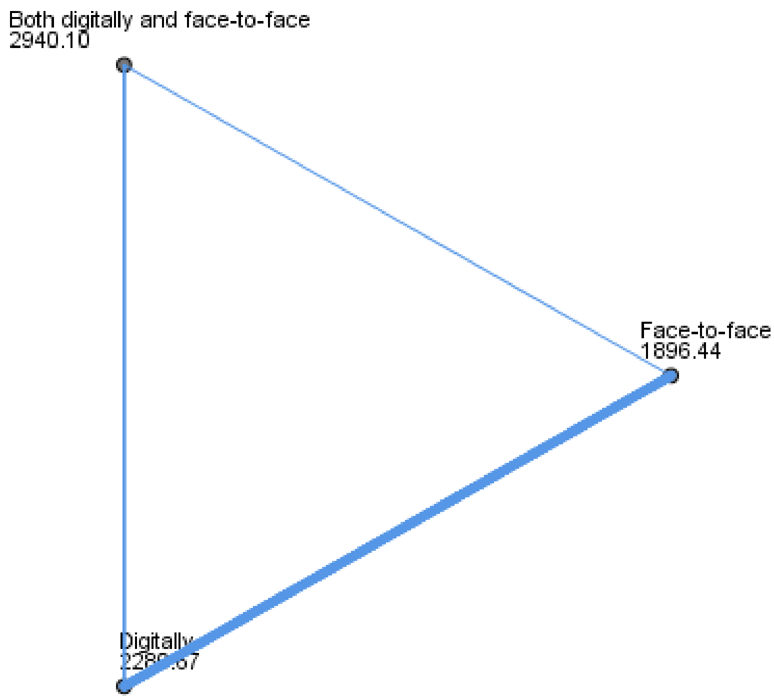

Figure 4.13 Pairwise comparisons of means of communication among co-workers of the same rank in electronic device components.

Figure 4.13 shows pairwise comparisons of means of communication among co-workers of the same rank in electronic device component of digital trust. According to the result, there are significant differences in means of communication among co-workers of the same rank in the component. The results revealed that face–to-face communication has significantly less level in electronic device component than digitally communication and both digitally and face-to-face communication (digitally; H = -384.236, Z = -4.912, P<.01; both digitally and face-to-face; H = -1043.667, Z = -22.261, P<.01). Also, digitally communication has a significantly less level in electronic device component than both digitally and face-to-face communication (H =-659.432, Z = -9.053, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication among co-workers of the same rank in the digital trust.

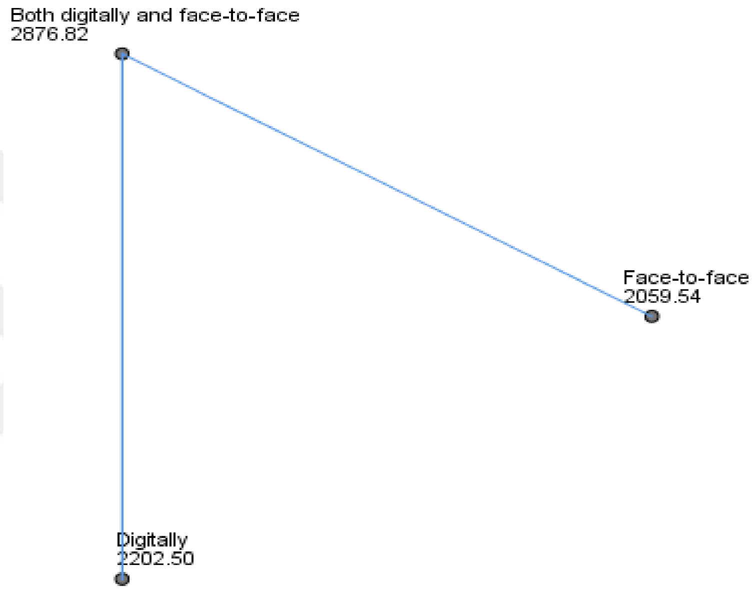

Figure 4.14 Pairwise comparisons of means of communication among co-workers of the same rank in information system components.

Figure 4.14 shows the pairwise comparison of the means of communication among co-workers of the same rank in information system component. The result revealed that means of communication among co-workers have significant differences in the information system component. According to the result, face-to-face communication has significantly less level in information system component than both digitally and face-to-face communication (H = -817.283, Z = -17.432, P<.01). Also, digitally communication has a significantly less level in information systems component than both digitally and face-to-face (H = -674.324, Z = -9.257, P<.01). However, there is no significant difference between face-to-face communication to digitally communication among co-workers of the same rank in the information system component of digital trust.

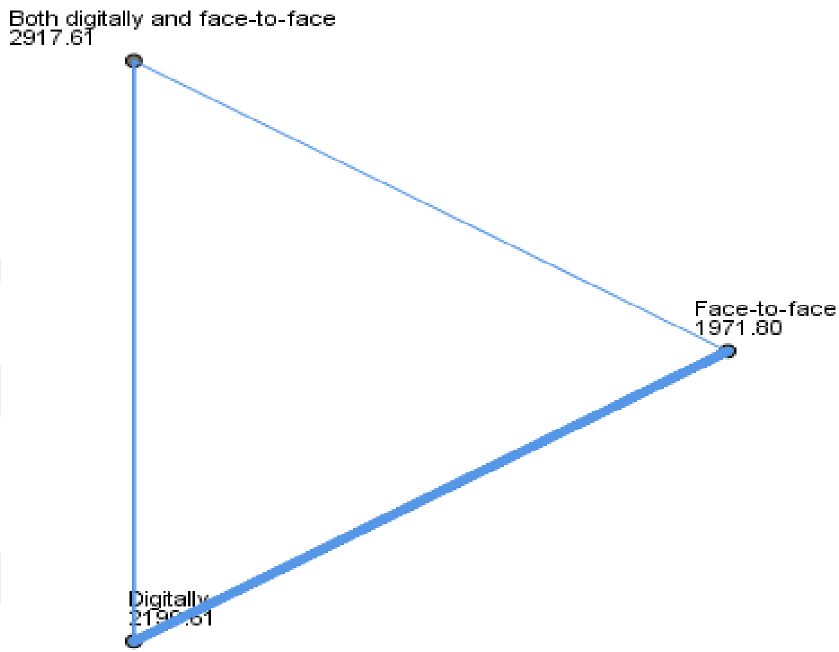

Figure 4.15 Pairwise comparisons of means of communication among co-workers of the same rank in management and other internal entities components.

In management and other internal entities components of digital trust, means of communication have significant differences. Figure 4.15 shows pairwise comparisons of means of communication among co-workers in management and other internal entities components. The analysis of the result revealed that face-to-face communication has significantly less levels in management and other internal entities components than digitally communication and both digitally and face-to-face communication among co-workers of the same rank (digitally: H = -227.803, Z = -2.912, P<.01; both digitally and face-to-face: H = -945.803, Z = -20.174, P<.01). Also, digitally communication has significantly less level in management and other internal entities component than both digitally and face-to-face communication (H = -718.000, Z = -9.857, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication among co-workers of the same rank in the management and other internal entities component of digital trust.

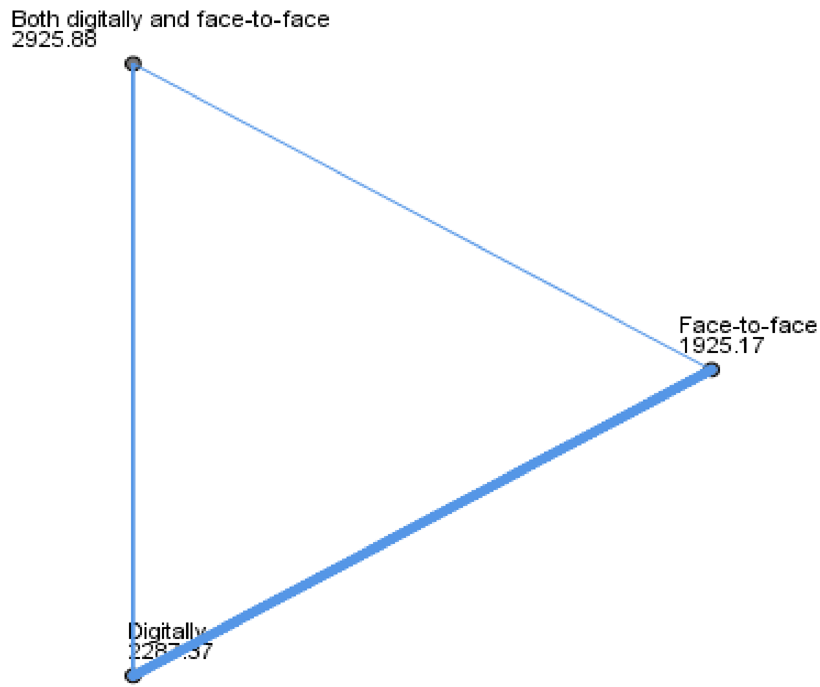

Figure 4.16 Pairwise comparisons of means of communication among co-workers of the same rank in IT and data support component.

When means of communication among co-workers of the same rank in IT and data support component of digital trust was examined, as seen in Figure 4.16, the results revealed that face-to-face communication has significantly less level in IT and data support component than digitally communication and both digitally and face-to-face communication (digitally: H = -362.191, Z = -4.630, P<.01; both digitally and face-to-face: H = -1000.707, Z = -21.345, P<.01). Also, digitally communication has significantly less level in IT and data support components than both digitally and face-to-face communication (H = -638.515, Z = -8.766, P<.01). From the above analysis, there are significant differences in face-to-face, digitally and both digitally and face-to-face communication among co-workers of the same rank in IT and data support component of digital trust.

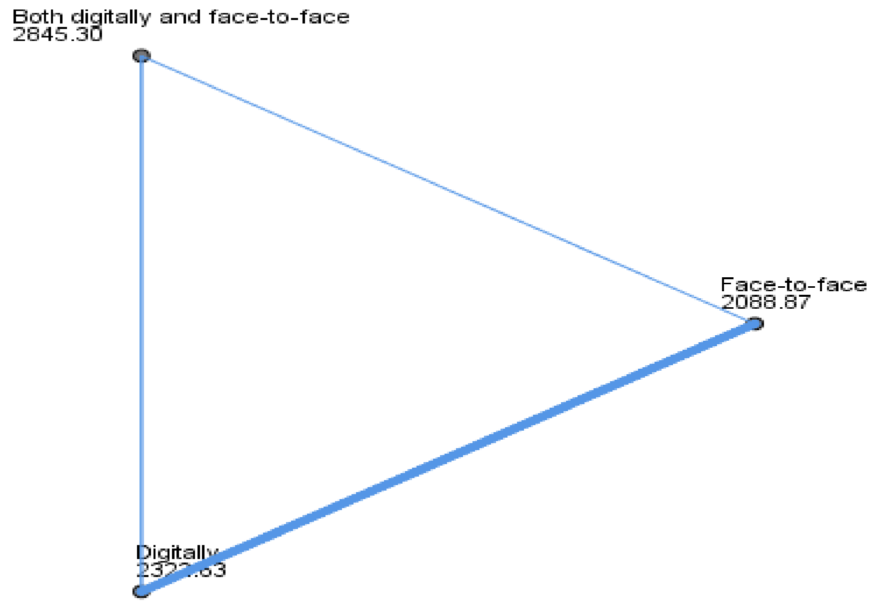

Figure 4.17 Pairwise comparisons of means of communication among co-workers of the same rank in external entities component.

Figure 4.17 shows the pairwise comparisons of means of communication among co-workers of the same rank in external entities component of digital trust. The analysis of the result for the external entities component revealed that face–to-face communication among co-workers of the same rank has significantly less level in this component than digitally communication and both digitally and face-to-face communication (digitally: H = -233.756, Z = -2.988, P<.01; both digitally and face-to-face: H = -756.429, Z = -16.134, P<.01). Also, digitally communication has significantly less level in external entities component than both digitally and face-to-face communication (H = -522.673, Z = -7.175, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication among co-workers of the same rank in external entities component of digital trust.

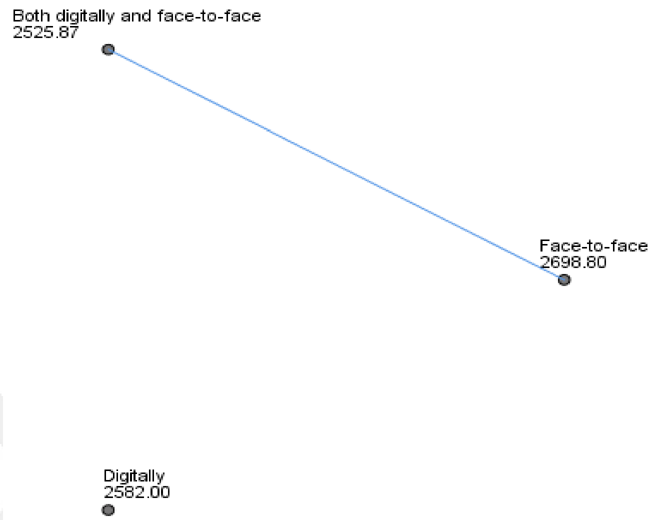

Figure 4.18 Pairwise comparisons of means of communication among co-workers of the same rank in data protection and privacy components.

Figure 4.18 shows the pairwise comparison of the means of communication among co-workers of the same rank in data protection and privacy components. The result revealed that means of communication among co-workers of the same rank has significant difference in the data protection and privacy component. According to the result, both digitally and face-to face communication has significantly higher level in data protection and privacy component than face-to-face communication (face-to-face: H = 172.932, Z = 3.689, P<.01). Only single significant exists between Face-to-face communication and both digitally and face-to-face communication. There are no significant differences between digitally communication and both digitally and face-to-face communication and between digitally and face-to-face communication among co-workers of the same rank in data protection and privacy component of digital trust.

Figure 4.19 Pairwise comparisons of means of communication among co-workers of the same rank in organizational protection and privacy component.

Figure 4.19 shows pairwise comparisons of means of communication among co-workers of the same rank in organizational data protection and privacy component of digital trust. The analysis of the result for the organizational data protection and privacy component revealed that face–to-face communication has significantly less level in this component than digitally communication and both digitally and face-to-face communication (digitally: H = -372.938, Z = -4.767, P<.01, both digitally and face-to-face: H = -1008.481, Z = -21.511, P<.01). Also, digitally communication has a significantly less level in organizational data protection and privacy components than both digitally and face-to-face communication (H =-635.542, Z = -8.725, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication among co-workers of the same rank in organizational data protection and privacy component in digital trust.

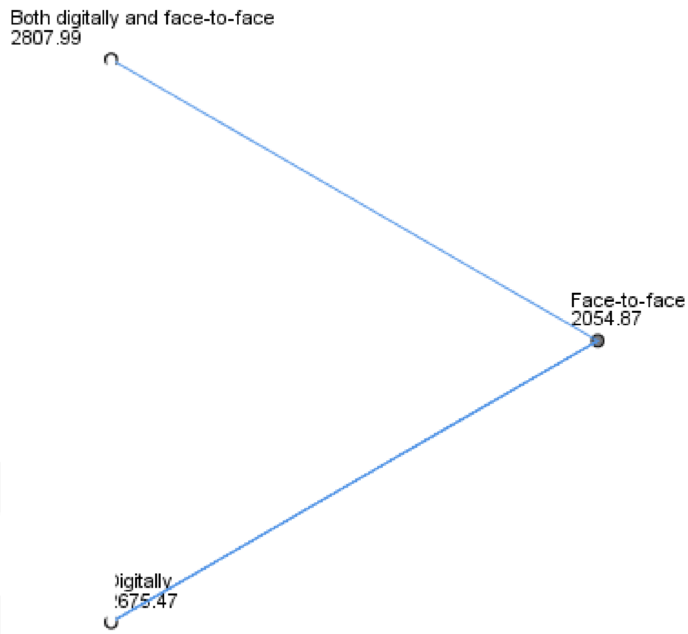

Figure 4.20 Pairwise comparisons of means of communication among co-workers of the same rank in internet and social media use components.

Figure 4.20 shows the pairwise comparison of the means of communication among co-workers of the same rank in internet and social media use components. The result revealed that means of communication among co-workers have significant differences on the internet and social media use components. According to the results, face-to face communication has significantly less level in internet and social media use component than digitally communication and both digitally and face-to-face communication (digitally; H = -620.605, Z = -7.933, P<.01; both digitally and Face-to-face; H = -753.125, Z = -16.064, P<.01). However, there is no significant difference between digitally communication and both digitally and face-to-face communication among co-workers of the same rank in internet and social media use component of digital trust.

4.17 Digital Trust Components across Subordinate Workers in Lower Rank Means of Communication in the Workplace

To examine digital trust components across means of communication among subordinate workers in lower rank in the workplace, Munzel-Bruner analysis was conducted. For follo w-up, Kruskal-Wallis analysis was carried out across means of communication (Face to fa ce, digitally, both digitally and face to face) on each dependent variable which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protect ion and privacy, organizational data protection and privacy, internet and social media use.

Table 4.32 Relative effects of digital trust components across Subordinates Workers in lower Rank Means of Communication

	Priority level of software quality components – Techonology	**Hardware and software - Technology**	**Electronic devices – Technology**	**Information systems - Technology**	**Management and other internal entities - People**	**IT and data support - People**	**External entities - People**	**Data protection and privacy - Processes**	**Organizational data protection and privacy - Processes**	**Internet and social media use - Processes**
Face to face	0.4082848	0.3766702	0.3675502	0.4026488	0.3863931	0.3743206	0.4067844	0.5213391	0.3753937	0.3884777
Digitally	0.4048972	0.3946334	0.3819382	0.4068117	0.3931343	0.3840606	0.4134354	0.5217752	0.3850830	0.4236673
Both digitally and face to face	0.5676363	0.6014599	0.6180530	0.6002287	0.6085014	0.6108324	0.5970042	0.5039318	0.6112064	0.5995652

Table 4.33 Mean and Standard Deviations of each Component of Digital Trust across Subordinate Workers of Lower Rank Means of Communication

		Priority level of software quality components - Technology		**Hardware and software –Technology**		**Electronic devices – Technology**		**Information systems - Technology**		**Management and other internal entities - People**		**IT and data support - People**		**External entities - People**		**Data protection and privacy – Process**		**Organizational data protection and privacy – Process**		**Internet and social media use - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Face - to- Face	1437	-,192	,603	-,437	,997	-,334	,712	-,226	,667	-,261	,654	-,374	,836	-,193	,597	,050	,720	-,355	,799	-,264	,715
Digitally	519	-,112	,450	-,015	,661	-,036	,451	-,081	,474	-,066	,437	-,039	,523	-,035	,429	,016	,533	-,064	,495	,074	,504
Both digitally and face-to-face	2949	,119	,375	,223	,635	,176	,418	,140	,456	,148	,436	,197	,542	,116	,436	-,001	,596	,187	,509	,131	,581

Munzel-Bruner analysis generated a significant main effect of means of communication among subordinate workers of lower rank on digital trust components, F (3.714494, 4905) = 227.3836, P < .01. Table 4.32 and Table 4.33 show details of analysis for digital trust components across means of communication among subordinate workers of the lower rank. Kruskal-Wallis analysis showed that there are significant differences in all the digital trust components across means of communication among subordinate workers of the lower rank. When the technology level of digital trust was tested across Kruskal-Wallis, it was found that there are significant differences in all the dependent variables. The result shows that priority level of software quality component F (2, 4905) =328.114, P<.01, and hardware and software component F (2, 4905) = 422.703, P<.01 across the means of communication among subordinate workers of lower rank are significant. Also, the result of electronic device component F (2, 4905) = 505.282, P<.01, and the information system component F (2, 4905) = 316.849, P<.01 across the means of communication are significant in the technology level of digital trust. Also, the result shows that all components of people level of digital trust have significant differences across the means of communication among subordinates' workers of lower rank. These components are management and other internal entities component F (2, 4905) = 403,288, P<.01; IT and data support component F (2, 4905) = 454.770, P<.01; and external entities component F (2, 4905) = 255.986, P<.01. Finally, results also revealed that there are significant differences across the means of communication among subordinates' workers of lower rank in all the components of process level of digital trust. These are data protection and privacy component F (2, 4905) =11.352, P<.01; and organizational data protection and privacy component F (2, 4905) = 463.408, P<.01, and internet and social media use component F (2, 4905) = 305.341, P<.01. Each component details which have significant difference across the means of communication among subordinate workers of lower rank are presented in the following section.

Figure 4.21 Pairwise comparisons of means of communication among subordinate workers of lower rank in priority level of software quality component.

Figure 4.21 shows the pairwise comparisons of the means of communication among subordinates' workers of lower rank in priority level of software quality component. The results revealed that the priority level of software quality component means of communication among Subordinate workers of lower rank has significant difference. According to the result, face-to-face communication has significantly less level in priority level of software quality component than both digitally and face-to-face communication (H = -748.149, Z = -16.422, P<.01). Also, digitally communication has significantly less level in priority level of software quality component than both digitally and face-to-face communication (H = -747.594, Z = -11.091, P<.01). However, there is no significant difference between face-to-face communication and digitally communication among subordinate workers of lower rank in the priority level of software quality component of the digital trust.

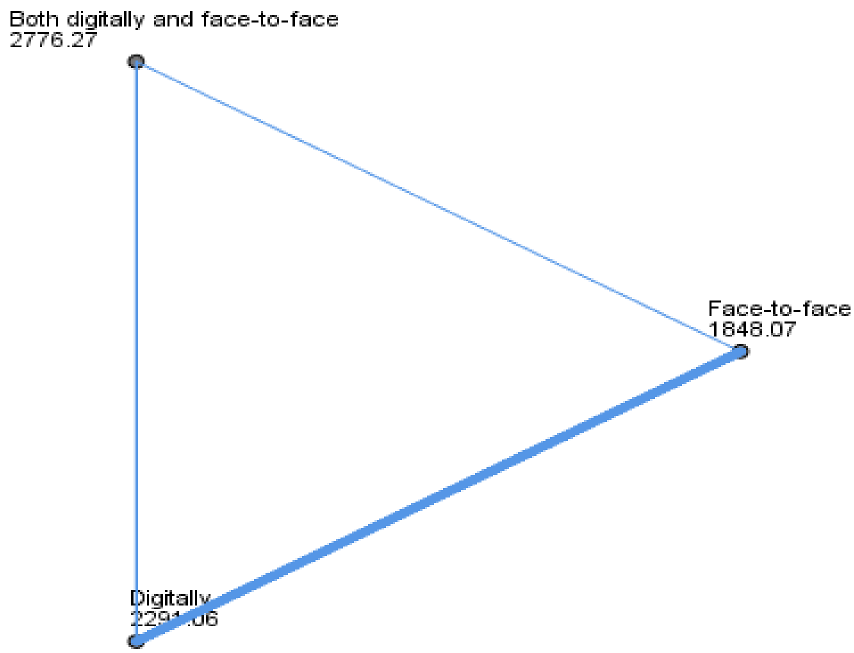

Figure 4.22 Pairwise comparisons of means of communication among subordinate workers of lower rank in hardware and software components.

Figure 4.22 shows pairwise comparisons of means of communication among subordinate workers of lower rank in hardware and software component of digital trust. According to the results, there are significant differences in means of communication among subordinate workers of lower rank in the component. The result revealed that face-to-face communication has significantly less level in hardware and software components than digitally communication and both digitally and face-to-face communication (digitally: $H = -442.996$, $Z = -6.109$, $P<.01$; both digitally and face-to-face: $H = -928.206$, $Z = -20.374$, $P<.01$). Also, digitally communication has a significantly less level in hardware and software components than both digitally and face-to-face communication ($H = -485.210$, $Z = -7.198$, $P<.01$). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among subordinate workers of lower rank in the hardware and software component of digital trust.

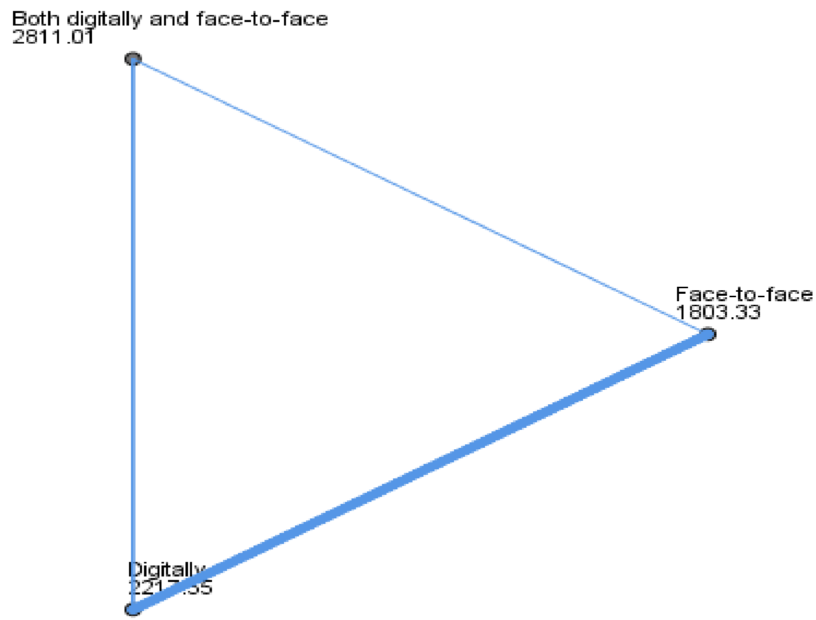

Figure 4.23 Pairwise comparisons of means of communication among subordinates' workers of lower rank in electronic devices component.

Figure 4.23 shows pairwise comparisons of means of communication among subordinate workers of lower rank in electronic devices component of digital trust. According to the results, there are significant differences in means of communication among subordinates' workers of lower rank in the component. The result revealed that face-to-face communication has significantly less levels in electronic device component than digitally communication and both digitally and face-to-face communication (digitally: H = -414.217, Z = -5.712, P<.01; both digitally and face-to-face; H = -1007.675, Z = -22.119, P<.01). Also, digitally communication has a significantly less level in electronic device component than both digitally and face-to-face communication (H =-593.458, Z = -8.804, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication among subordinate workers of lower rank in the electronic devices' component of digital trust.

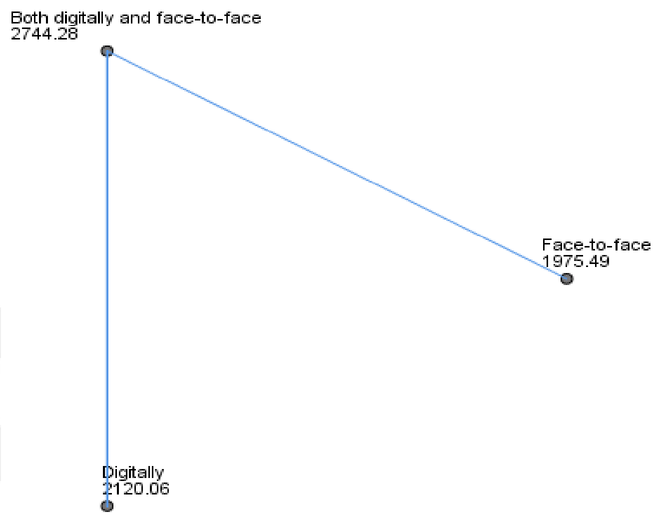

Figure 4.24 Pairwise comparisons of means of communication among subordinates' workers of lower rank in information systems component.

Figure 4.24 shows a pairwise comparison of the means of communication among subordinate workers of lower rank in information system components. The result revealed that means of communication among subordinate workers of lower rank have significant difference in the information system component. According to the result, face-to-face communication has significantly less level in information system component than both digitally and face-to-face communication (H = -768.785, Z = -16.875, P<.01) Also digitally communication has significantly less level in information systems than both digitally and face-to-face (H = -624.219, Z = -9.260, P<.01). However, there is no significant difference between face-to-face communication and digitally communication among subordinate workers of lower rank in the information systems component of digital trust.

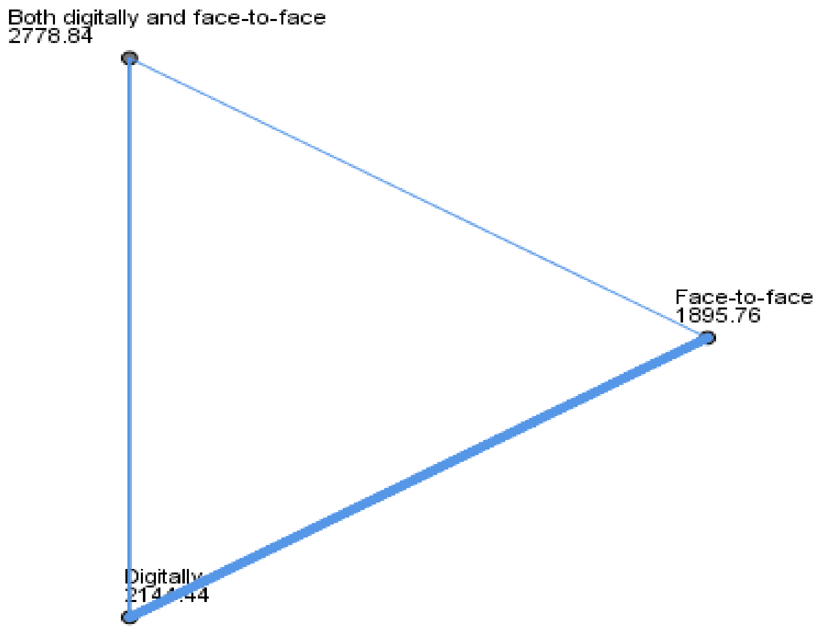

Figure 4.25 Pairwise comparisons of means of communication among subordinate workers of lower rank in management and other internal entities component.

Figure 4.25 shows pairwise comparisons of means of communication in management and other internal entities components of digital trust. The analysis of the result revealed that face-to-face communication components have significantly less level in management and other internal entities components than digitally communication and both digitally and face-to-face communication (digitally: H = -248.683, Z = -3.429, P<.01; both digitally and face-to-face: H = -883.081, Z = -19.384, P<.01). Also, digitally, communication has significantly less level in management and other internal entities components than both digitally and face-to-face communication (H = -634.398, Z = -9.411, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication among subordinate workers of lower rank in the management and other internal entities components of digital trust.

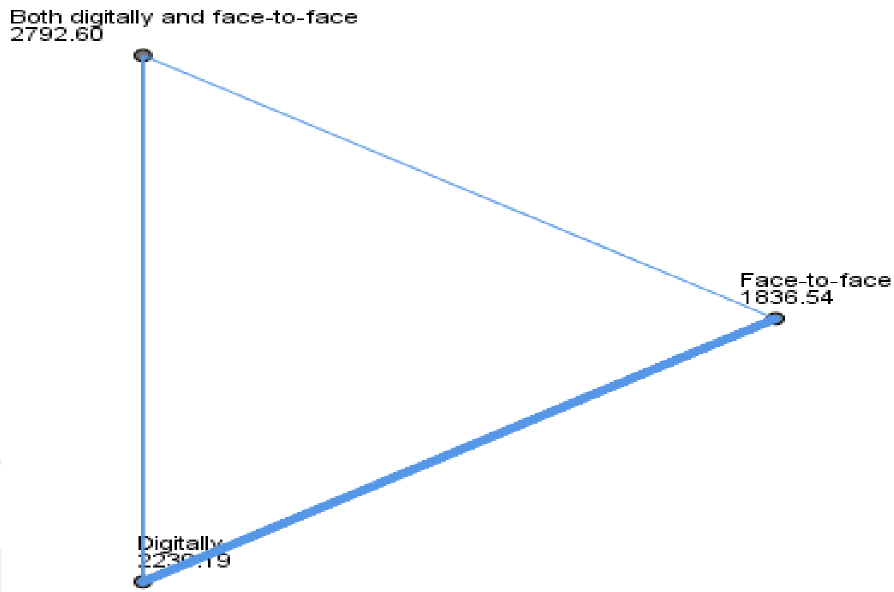

Figure 4.26 Pairwise comparisons of means of communication among subordinate workers of lower rank in IT and data support component.

Figure 4.26. Shows pairwise comparisons of means of communication among subordinate workers of lower rank in IT and data support component of digital trust. The result revealed that face-to-face communication has significantly less levels in IT and data support component than digitally communication and both digitally and face-to-face communication (digitally: $H = -393.644$, $Z = -5.428$, $P<.01$; both digitally and face-to-face: $H = -956.061$, $Z = -20.986$, $P<.01$). Also, digitally communication has a significantly less level in IT and data support component than both digitally and face-to-face communication ($H =-562.416$, $Z = -8.343$, $P<.01$). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication among the subordinate workers of lower rank in the IT and data support component of the digital trust.

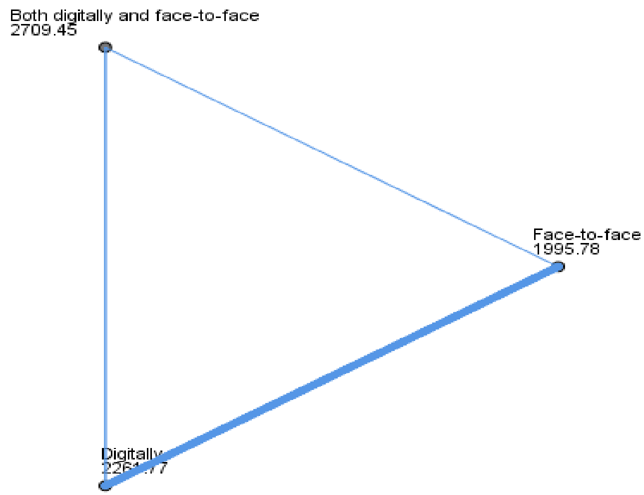

Figure 4.27 Pairwise comparisons of means of communication among subordinate workers of lower rank in external entities component.

In external entities component of digital trust, there is significant difference in means of communication among subordinates' workers of lower rank as shown in Figure 4.27. The result of the analysis for external entities component revealed that face–to-face communication has significantly less levels in external entities component than digitally communication and both digitally and face-to-face communication (digitally: H = -265.995, Z = -3.668, P<.01; both digitally and face-to-face: H = -713.675, Z = -15.665, P<.01). Also, digitally communication has significantly less level in external entities component than both digitally and face-to-face communication (H =-447.679, Z = -6.641, P<.01). From the above analysis, there is a significant difference in face-to-face, digitally and both digitally and face-to-face communication among subordinate workers of lower rank in external entities components of digital trust.

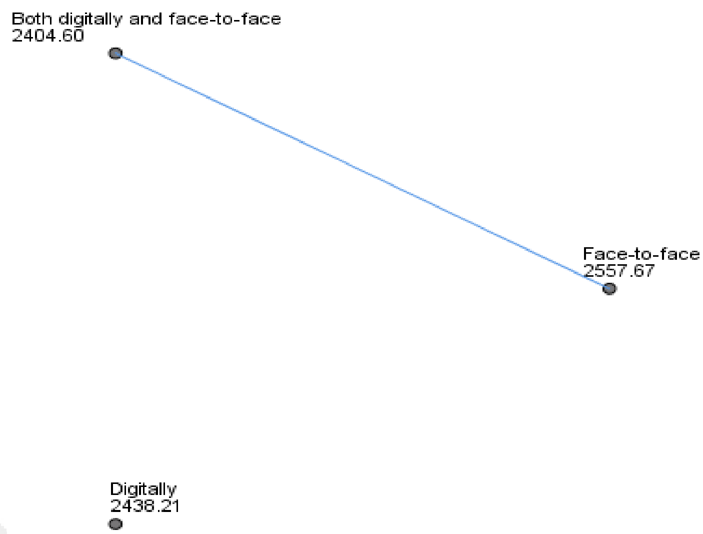

Figure 4.28 Pairwise comparisons of means of communication among subordinate workers of lower rank in data protection and privacy components.

Figure 4.28 shows the pairwise comparison of the means of communication among subordinate workers of lower rank in data protection and privacy components. The result revealed that means of communication among subordinate workers of lower rank has a single significant difference in the data protection and privacy component. According to the result, both digitally and face-to-face communication have significantly higher levels in data protection and privacy component than face-to-face communication ($H = 153.069$, $Z = 3.360$, $P<.01$). The pairwise diagram indicates that only single significant exist between both digitally and face-to-face communication and face-to-face communication. There are no significant differences between both digitally and face-to-face communication and digitally communication, and between digitally communication and face-to-face communication in the data protection and privacy component of the digital trust.

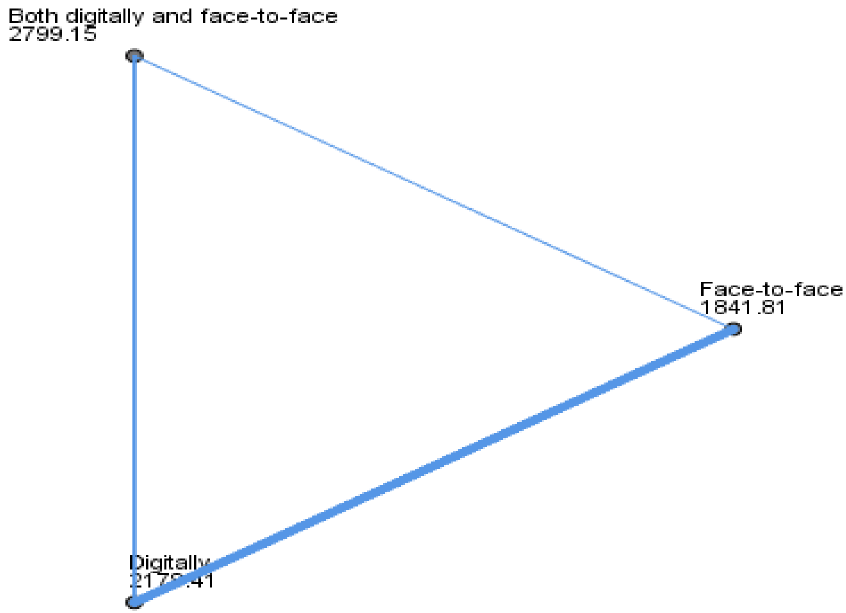

Figure 4.29 Pairwise comparisons of means of communication among subordinate workers of lower rank in organizational data protection and privacy component.

Figure 4.29 shows pairwise comparisons of means of communication among subordinate workers of lower rank in organizational data protection and privacy component of digital trust. The results of the analysis for the organizational data protection and privacy component revealed that face-to-face communication has significantly less level this component than digitally communication and both digitally and face-to-face communication (digitally: H = -336.604, Z = -4.641, P<.01; both digitally and face-to-face; H = -957.344, Z = -21.014, P<.01). Also, digitally communication has a significantly less level in organizational data protection and privacy components than both digitally and face-to-face communication (H = -620.740, Z = -9.209, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face communication among subordinate workers of lower rank in organizational data protection and privacy component of the digital trust.

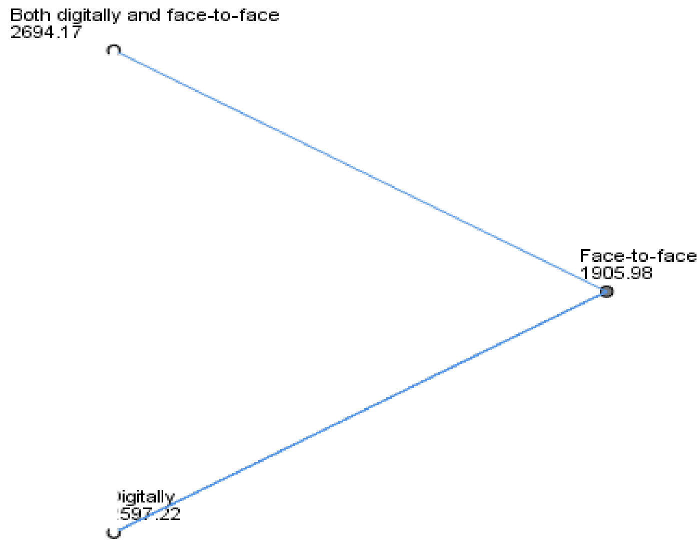

Figure 4.30 Pairwise comparisons of means of communication among subordinate workers of lower rank in internet and social media use components.

Figure 4.30 shows the pairwise comparison of the means of communication among subordinate workers of lower rank in internet and social media use components. The result revealed that means of communication among subordinate workers of lower rank have significant difference on the internet and social media use component. According to the result, face-to-face communication has significantly less levels in internet and social media use component than digitally communication and both digitally and face-to-face (digitally: H = -691.239, Z = -9.532, P<.01; both digitally and face-to-face: H = -788.188, Z = -17.301, P<.01). However, there is no significant difference between digitally communication and both digitally and Face-to-face communication among subordinate workers of lower rank on the internet and social media use component of the digital trust.

4.18 Digital Trust Components across Customers or Clients Means of Communication in the Workplace

To examine digital trust components across means of communication among customers o r clients in the workplace, Munzel-Bruner analysis was conducted. For follow-up, Kruska l-Wallis analysis was carried out across means of communication (Face to face, digitally, both digitally and face to face) on each dependent variable which are priority level of soft ware quality, hardware and software, electronic devices, information systems, manageme nt and other internal entities, IT and data support, external entities, data protection and pri vacy, organizational data protection and privacy, internet and social mediause.

Table 4.34 Relative effects of Digital Trust Components across Customers or Client Means of Communication

	Priority level of software quality components – Techonology	**Hardware and software – Technology**	**Electronic devices - Technology**	**Information systems - Technology**	**Management and other internal entities - People**	**IT and data support - People**	**External entities – People**	**Data protection and privacy - Processes**	**Organizational data protection and privacy - Processes**	**Internet and social media use - Processes**
Face to face	0.3834098	0.3488617	0.3411879	0.3770562	0.3627043	0.3455184	0.3816531	0.5296112	0.3454598	0.3691521
Digitally	0.4445215	0.4561192	0.4485333	0.4632557	0.4559001	0.4512787	0.4621964	0.4971697	0.4503071	0.4575561
Both digitally and face to face	0.5803928	0.6269886	0.6383000	0.6193725	0.6247387	0.6294949	0.6171768	0.5069814	0.6287595	0.6178705

Table 4.35 Mean and Standard Deviations of each Component of Digital Trust across Customers or Clients Means of Communication

		Priority level of software quality components - Technology		**Hardware and software –Technology**		**Electronic devices – Technology**		**Information systems - Technology**		**Management and other internal entities - People**		**IT and data support - People**		**External entities - People**		**Data protection and privacy – Process**		**Organizational data protection and privacy – Process**		**Internet and social media use - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Face - to- Face	1239	-,192	,603	-,437	,997	-,334	,712	-,226	,667	-,261	,654	-,374	,836	-,193	,597	,050	,720	-,355	,799	-,264	,715
Digitally	947	-,112	,450	-,015	,661	-,036	,451	-,081	,474	-,066	,437	-,039	,523	-,035	,429	,016	,533	-,064	,495	,074	,504
Both digitally and face-to-face	2755	,119	,375	,223	,635	,176	,418	,140	,456	,148	,436	,197	,542	,116	,436	-,001	,596	,187	,509	,131	,581

Munzel-Bruner analysis generated a significant main effect of means of communication among customers or client on digital trust components, $F(3.815604, 4910) = 240.995$, $P < .01$. Table 4.34 and Table 4.35 show details of analysis for digital trust components across means of communication among co-workers of the same rank. Kruskal-Wallis analysis showed that there are significant differences in all the digital trust components across means of communication among customers or clients. When the technology level of digital trust was tested across Kruskal-Wallis, it was found that there are significant differences in all the dependent variables. The results showed that priority level of software quality component $F(2, 4941) = 350.845$, $P<.01$; and hardware and software component $F(2, 4941) = 510.420$, $P<.01$ across the means of communication among customers or client are significant. Also, the result of electronic device component $F(2, 4941) = 580.637$, $P<.01$, and the information system component $F(2, 4941) = 391.756$, $P<.01$ across the means of communication are significant. The results showed that all the components of people's level of digital trust have significant difference across the means of communication among customers or clients. These components are management and other internal entities component $F(2, 4941) = 472.498$, $P<.01$; IT and data support component $F(2, 4941) = 540.946$, $P<.01$; and external entities component $F(2, 4941) = 342.667$, $P<.01$. Finally, results also revealed that there are significant differences across the means of communication in all the components of process level of digital trust. These are data protection and privacy component $F(2, 4941) =20.943$, $P<.01$; organizational data protection and privacy component $F(2, 4941) = 549.043$; and internet and social media use component $F(2, 4941) = 374.488$, $P<.01$. Each component detail which has significant difference across the means of communication is presented in the following section.

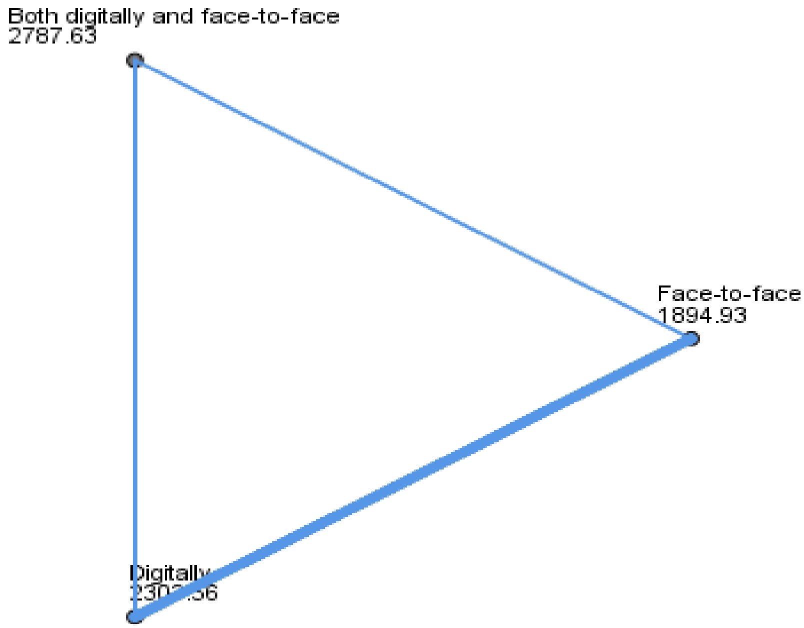

Figure 4.31 Pairwise comparisons of means of communication among customers or clients in priority level of software quality component.

Figure 4.31 shows pairwise comparisons of means of communication among customers or clients in priority level of software quality component of digital trust. The results of the analysis for the priority level of software quality component revealed that face–to-face communication have significantly less levels in priority level of software quality component than digitally communication and both digitally and face-to-face communication (digitally: $H = -408.637$, $Z = -6.637$, $P<.01$; both digitally and face-to-face: $H = -892.702$, $Z = -18.295$, $P<.01$). Also, digitally communication has significantly less level in priority level of software quality component than both digitally and face-to-face communication ($H = -484.065$, $Z = -9.009$, $P<.01$). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among customers or clients in priority level of software quality component of the digital trust.

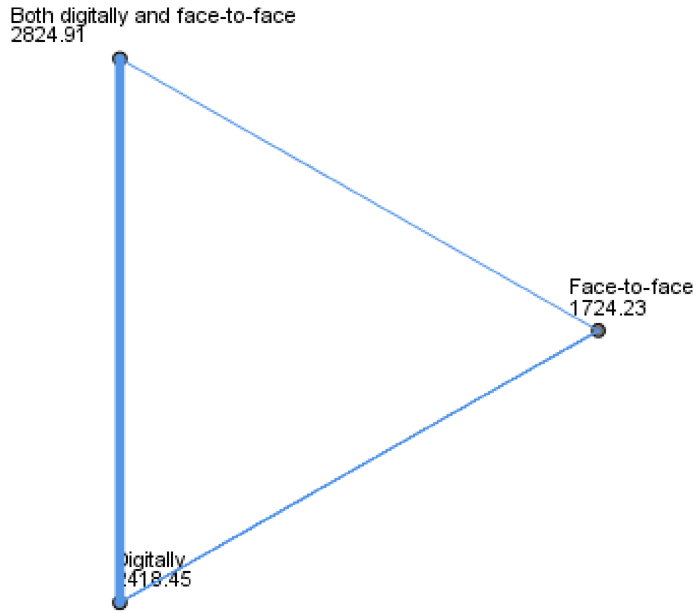

Figure 4.32 Pairwise comparisons of means of communication among customers or clients in hardware and software components.

Figure 4.32 shows pairwise comparisons of means of communication among customers or clients in hardware and software component of digital trust. According to the results, there are significant differences in means of communication among customers or clients in the component of the digital trust. The result revealed that face-to-face communication has significantly less level in hardware and software components than digitally communication and both digitally and face-to-face communication (digitally: H = -694.225, Z = -11.275, P<.01; both digitally: H = -1100.683, Z = -22.557, P<.01). Also, digitally communication has a significantly less level in hardware and software component than both digitally and face-to-face communication (H = -406.457, Z = -7.564, P<.01). From the above analysis, there is a significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among customers or clients in hardware and software components of the digital trust.

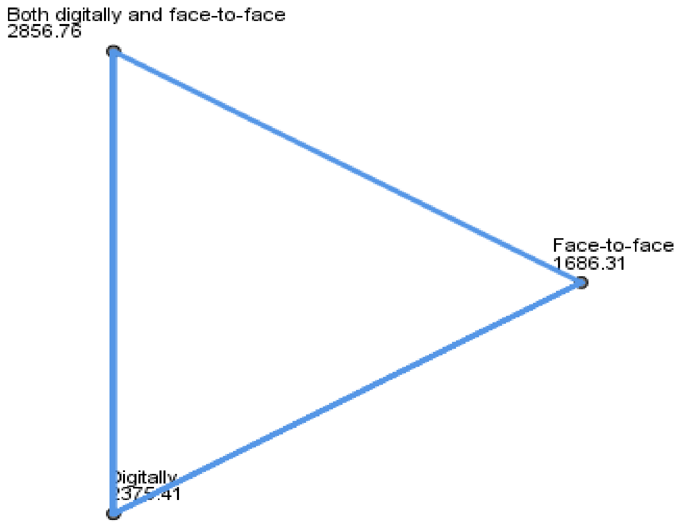

Figure 4.33 Pairwise comparisons of means of communication among customers or clients in electronic devices component.

Figure 4.33 shows pairwise comparisons of means of communication among customers or clients in electronic devices component of digital trust. According to the results, there are significant differences in means of communication among customers or clients in the component. The result revealed that face-to-face communication has significantly less levels in electronic devices component than digitally communication and both digitally and face-to-face communication (digitally: $H = -689.097$, $Z = -11.192$, $P<.01$; both digitally and face-to-face; $H = -1170.447$, $Z = -23.987$, $P<.01$). Also, digitally communication has significantly less level in electronic device component than both digitally and face-to-face communication ($H = -481.350$, $Z = -8.958$, $P<.01$). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among customers or clients in electronic devices component of the digital trust.

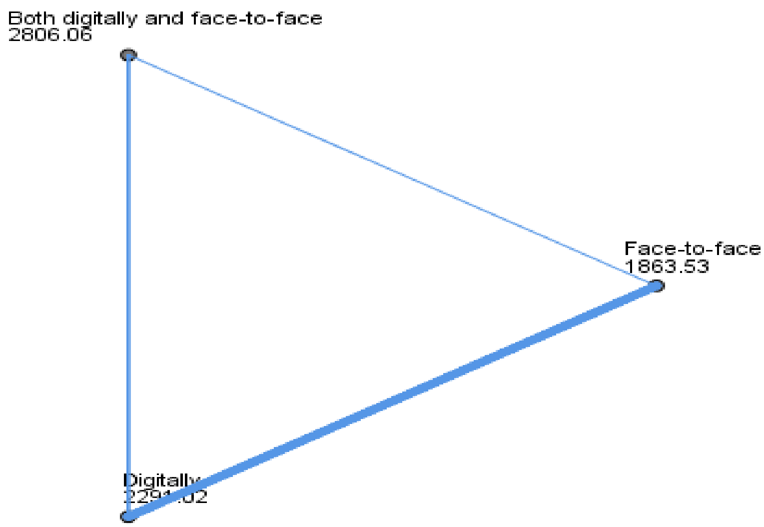

Figure 4.34 Pairwise comparisons of means of communication among customers or clients in information systems components.

Figure 4.34 shows pairwise comparisons of means of communication among customers or clients in information systems components of digital trust. According to the results, there are significant differences in means of communication among customers or clients in the component. The result revealed that face-to-face communication has significant less level in information systems component than digitally communication and both digitally and face–to-face communication (digitally: H = -427.490, Z = -6.943, P<.01, both digitally and face-to-face; H = -942.524, Z = -19.316, P<.01). Also, digitally communication has significantly less level in information systems component than both digitally and face-to-face communication (H = -515.034, Z = -9.585, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among customers or clients in information systems component of the digital trust.

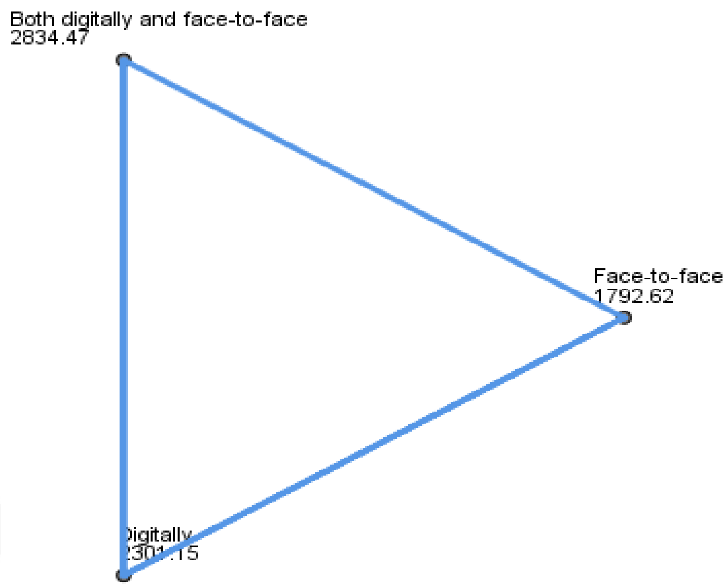

Figure 4.35 Pairwise comparisons of means of communication among customers or client in management and other internal entities component.

Figure 4.35 shows pairwise comparisons of means of communication in management and other internal entities components of digital trust. The result of the analysis for the management and other internal entities component revealed that face-to-face communication has significantly less level in this component than digitally communication and both digitally and face–to-face communication (digitally: H = -508.525, Z = -8.259, P<.01, both digitally and face-to-face: H = -1041.849, Z = -21.352, P<.01). Also, digitally communication has significantly less level in management and other internal entities components than both digitally and face-to-face communication (H = -533.324, Z = -9.925, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among customers or clients in management and other internal entities component of the digital trust.

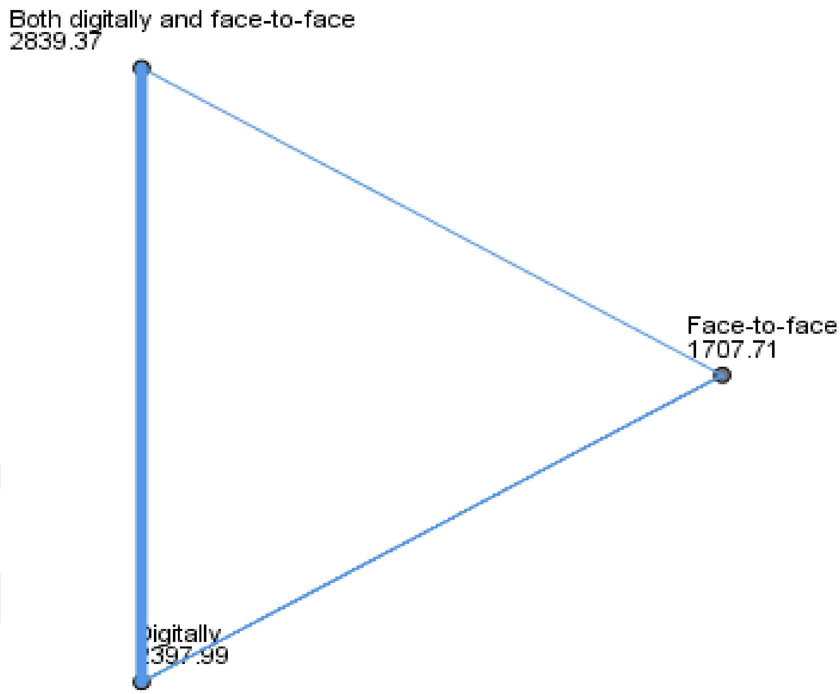

Figure 4.36 Pairwise comparisons of means of communication among customers or clients in IT and data support component.

Figure 4.36 shows pairwise comparisons of means of communication among customers or clients in IT and data support components of digital trust. The result of the analysis revealed that face-to-face communication have significantly less level in IT and data support component than digitally communication and both digitally and face–to-face communication (digitally: H = -690.284, Z = -11.211, P<.01; both digitally and face-to-face; H = -1131.664, Z = -23.192, P<.01). Also, digitally communication has significantly less level in IT and data support components than both digitally and face-to-face communication (H = -441.380, Z = -8.214, P<.01). From the above analysis, there is a significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among customers or clients in the IT and data support component of the digital trust.

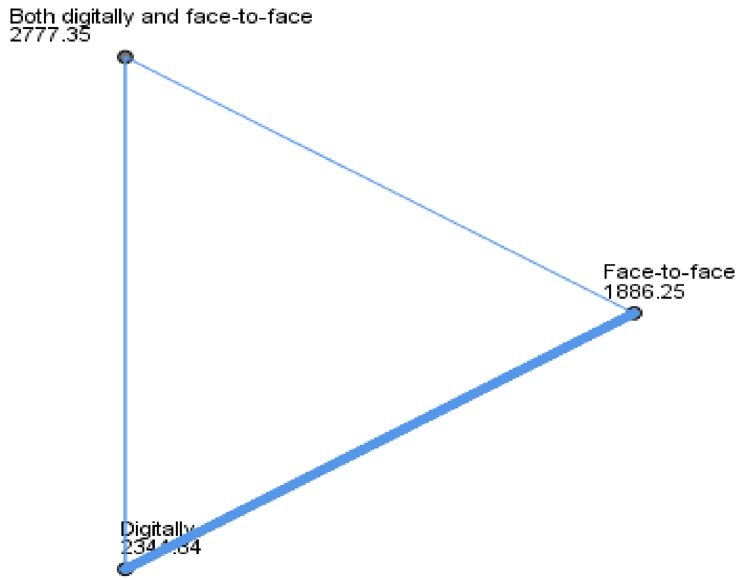

Figure 4.37 Pairwise comparisons of means of communication among customers or clients in external entities component.

Figure 4.37 shows the pairwise comparisons of means of communication among customers or clients in external entities component of digital trust. The result of the analysis for the external entities component revealed that face-to-face communication has significantly less level in this component than digitally communication and both digitally and face–to-face communication (digitally: H = -458.589, Z = -7.448, P<.01; both digitally and face-to-face: H = -891.098, Z = -18.262, P<.01). Also, digitally communication has significantly less level in external entities component than both digitally and face-to-face communication (H = -432.509, Z = -8.049, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among customers or client in external entities components of the digital trust.

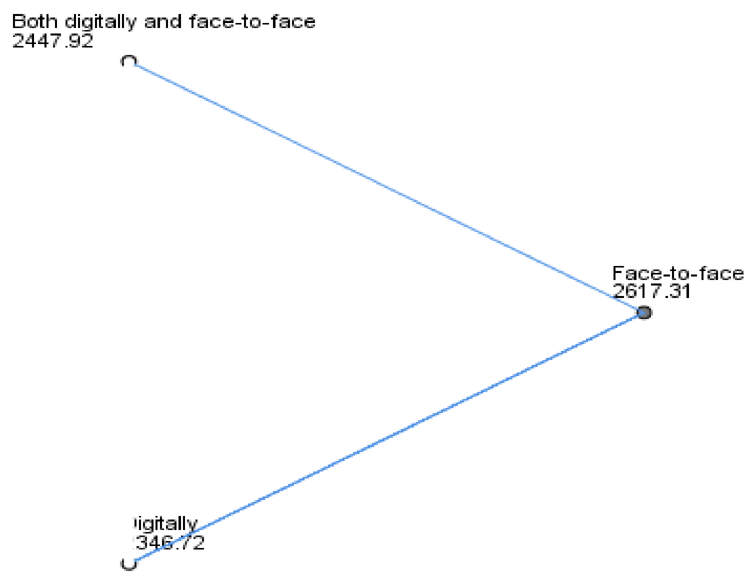

Figure 4.38 Pairwise comparisons of means of communication among customers or clients in data protection and privacy components.

Figure 4.38 shows the pairwise comparison of the means of communication among customers or client components. The result revealed that means of communication among customers or clients in data protection and privacy components have significant differences. According to the results, digitally communication has a significantly higher level in data protection and privacy component than face-to-face communication (H = 270.585, Z = 4.395, P<.01). Also, both digitally and face-to-face have significantly less levels in data protection and privacy than face-to-face communication (H = 169.389, Z = 3.471, P<.01). However, there is no significant difference between digitally communication and both digitally and face-to-face communication among customers or clients in the data protection and privacy component of the digital trust.

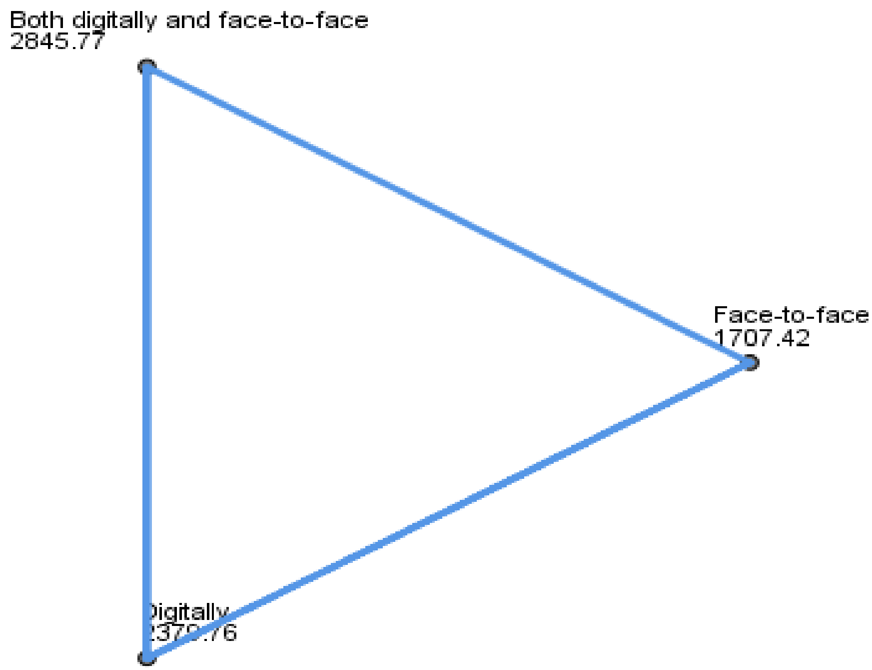

Figure 4.39 Pairwise comparisons of means of communication among customers or clients in organization data protection and privacy components.

Figure 4.39 shows pairwise comparisons of means of communication among customers or clients in organizational data protection and privacy components of digital trust. The results of the analysis showed that means of communication among customers or clients have significant differences. The results revealed that face-to-face communication has significantly less level in organizational data protection and privacy component than digitally communication and both digitally and face–to-face communication (digitally: H = -672.348, Z = -10.920, P<.01; both digitally and face-to-face: H = -1138.349, Z = -23.329, P<.01). Also, digitally communication has a significantly less level in organizational data protection and privacy component than both digitally and face-to-face communication (H = -466.001, Z = -8.672, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among customers or clients in organizational data protection and privacy component of digital trust.

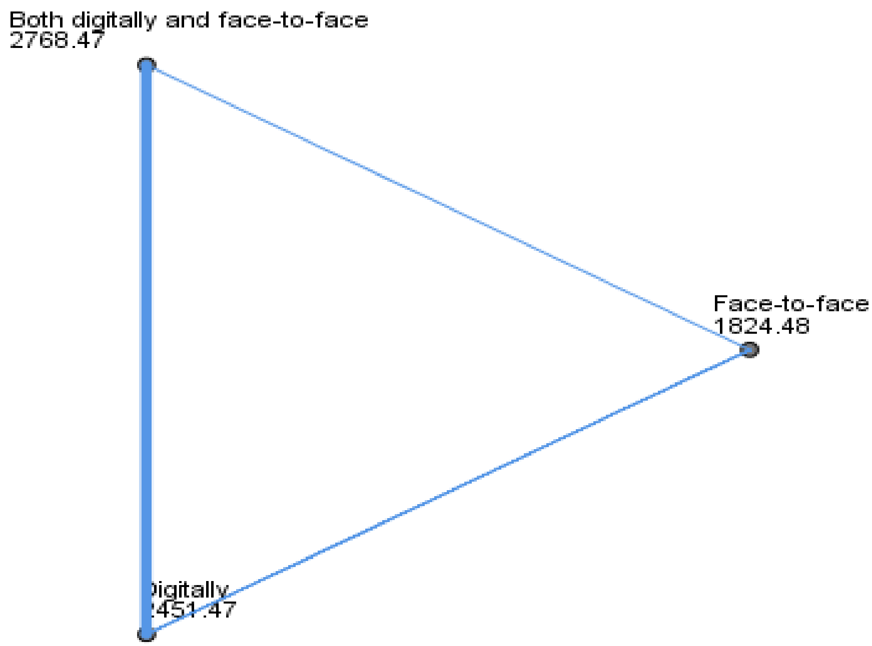

Figure 4.40 Pairwise comparisons of means of communication among customers or clients on the internet and social media use components.

Figure 4.40 shows the pairwise comparisons of means of communication among customers or clients on the internet and social media use *component* of digital trust. The results of the analysis showed that means of communication among customers or clients in internet and social use component have significant differences. The result revealed that face–to-face communication has significantly less level in internet and social media use *component* than digitally communication and both digitally and face-to-face communication (digitally: H = -626.989, Z = -10.183, P<.0; both digitally and face-to-face; H = -943.990, Z = -19.346, P<.01). Also, digitally communication has significantly less level in internet and social media use *component* than both digitally and face-to-face communication (H =-317.001, Z

= -5.899, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among customers or clients in internet and social media use component of the digital trust.

4.19 Digital Trust Components across Other External Stakeholders or External Entities Means of Communication in the Workplace

To examine digital trust components across means of communication among other extern al stakeholders or external entities of the digital trust in the workplace, Munzel-Bruner an alysis was conducted. For follow-up, Kruskal-Wallis analysis was carried out across mean s of communication (Face to face, digitally, both digitally and face to face) on each depen dent variable which are priority level of software quality, hardware and software, electron ic devices, information systems, management and other internal entities, IT and data supp ort, external entities, data protection and privacy, organizational data protection and priva cy, internet and social media use.

Table 4.36 Relative effects of digital trust components across other External Stakeholders or Entities Means of Communication

	Priority level of software quality components – Techonology	**Hardware and software - Technology**	**Electronic devices - Technology**	**Information systems - Technology**	**Management and other internal entities - People**	**IT and data support - People**	**External entities - People**	**Data protection and privacy - Processes**	**Organizational data protection and privacy - Processes**	**Internet and social media use - Processes**
Face to face	0.3586722	0.3135502	0.3072219	0.3480992	0.3269737	0.3135826	0.3646541	0.5277556	0.3156971	0.3541663
Digitally	0.5002164	0.5101576	0.5199079	0.5113935	0.5217825	0.5281692	0.5139482	0.4333000	0.5298391	0.5162776
Both digitally and face to face	0.5882147	0.6453973	0.6506637	0.6378248	0.6327924	0.6332119	0.6306211	0.5701354	0.6270843	0.6359020

Table 4.37 Mean and Standard Deviations of each Component of Digital Trust Across Other External Stakeholders or Entities Means of Communication

		Priority level of software quality components - Technology		**Hardware and software – Technology**		**Electronic devices – Technology**		**Information systems - Technology**		**Management and other internal entities - People**		**IT and data support - People**		**External entities - People**		**Data protection and privacy - Process**		**Organizational data protection and privacy – Process**		**Internet and social media use - Process**	
	N Total	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Face - to- Face	943	-,322	,672	-,672	1,025	-,508	,747	-,372	,724	-,417	,692	-,569	,862	-,300	,651	,051	,801	-,539	,825	-,356	,762
Digitally	1315	,035	,387	,084	,652	,065	,455	,034	,460	,049	,458	,081	,587	,028	,435	-,096	,540	,074	,551	,031	,553
Both digitally and face-to-face	2560	,118	,381	,229	,649	,170	,420	,140	,455	,139	,430	,179	,536	,113	,437	,065	,594	,171	,508	,138	,583

Munzel-Bruner analysis generated a significant main effect of means of communication among other external stakeholders or external entities on digital trust components, F (3.631396, 4818) = 239.4922, P < .01. Table 4.36 and Table 4.37 show details of analysis for digital trust components across means of communication among other external stakeholders or external entities components. Kruskal-Wallis analysis showed that there are significant differences in all the digital trust components across means of communication among other external stakeholders or entities components. When the technology level of digital trust was tested across Kruskal-Wallis, it was found that there are significant differences in all the dependent variables. The results show that priority level of software quality component F (2, 4818) =324.321, P<.01, and hardware and software component F (2, 4818) = 529.785, P<.01 across the means of communication among other external stakeholders or entities components are significant. Also, the result of electronic device component F (2, 4818) = 559.539, P<.01, and the information system component F (2, 4818) = 366.040, P<.01 across the means of communication are significant. The results show that all the components of people level of digital trust have significant difference across the means of communication among other external stakeholders or entities components. These components are management and other internal entities component F (2, 4818) = 451.953, P<.01; IT and data support component F (2, 4818) = 508.125, P<.01; and external entities component F (2, 4818) = 288.411, P<.01. Finally, results also revealed that there are significant differences across the means of communication in all the components of process level of digital trust. These are data protection and privacy component F (2, 4818) =69.276, P<.01; and organizational data protection and privacy component F (2, 4818) = 499.474, and internet and social media use component F (2, 4818) = 321.790, P<.01. Each component detail which has significant difference across the means of communication is presented in the following section.

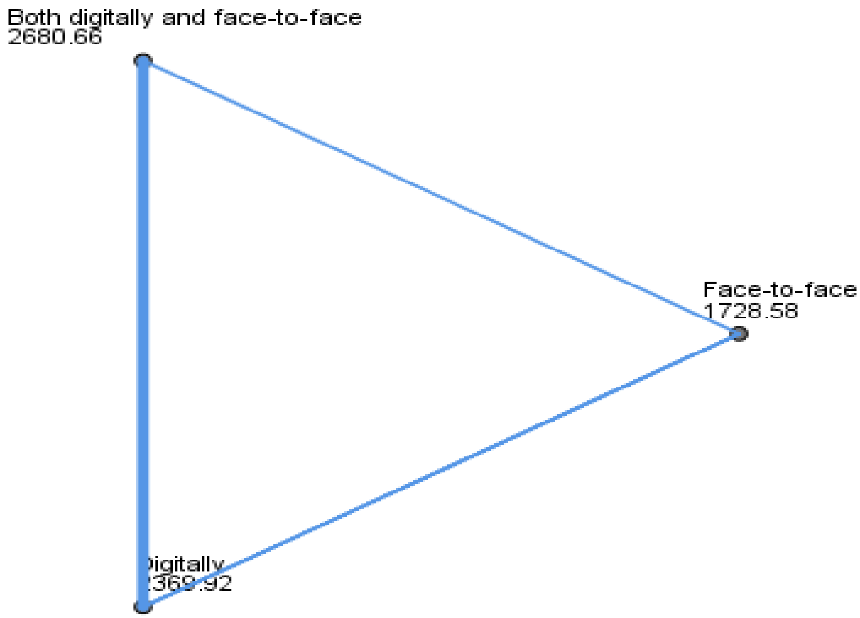

Figure 4.41 Pairwise comparisons of means of communication among other external stakeholders or external entities priority level of software quality component.

Figure 4.41 shows pairwise comparisons of means of communication among other external stakeholders or external entities in priority level of software quality component of digital trust. The result of the analysis in priority level of software quality component revealed that face-to-face communication has significantly less level in this component than digitally communication and both digitally and face–to-face communication (digitally: H = -641.334, Z = -10.805, P<.01; both digitally and face-to-face: H = -952.072, Z = -17.968, P<.01). Also, digitally communication has significantly less level in priority level of software quality component than both digitally and face-to-face communication (H = -310.738, Z = -6.584, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among other external stakeholders or external entities in priority level of software quality component of the digital trust.

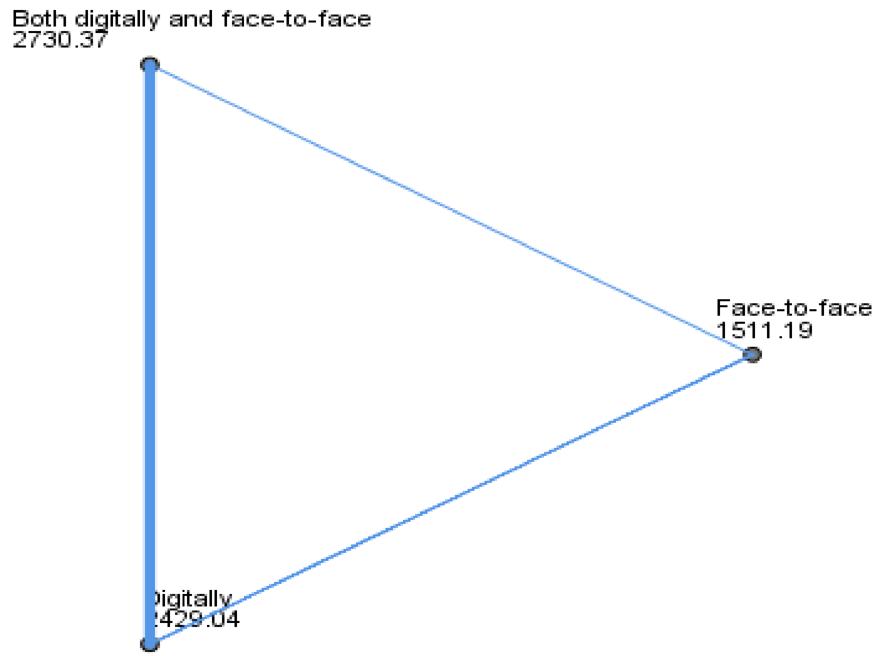

Figure 4.42 Pairwise comparisons of means of communication among other external stakeholders or external entities in hardware and software components.

Figure 4.42 shows pairwise comparisons of means of communication among other external stakeholders or external entities in hardware and software components of digital trust. According to the result, there are significant differences in means of communication among other external stakeholders or external entities in the component. The result of the analysis revealed that face-to-face communication has significantly less level in hardware and software component than digitally communication and both digitally and face–to-face communication (digitally: H = -917.850, Z = -15.463, P<.01: both digitally and face-to-face: H = -1219.183, Z = -23.009, P<.01). Also, digitally communication has significantly less level in hardware and software components than both digitally and face-to-face communication (H = -301.333, Z = -6.385, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among other external stakeholders or external entities of the digital trust.

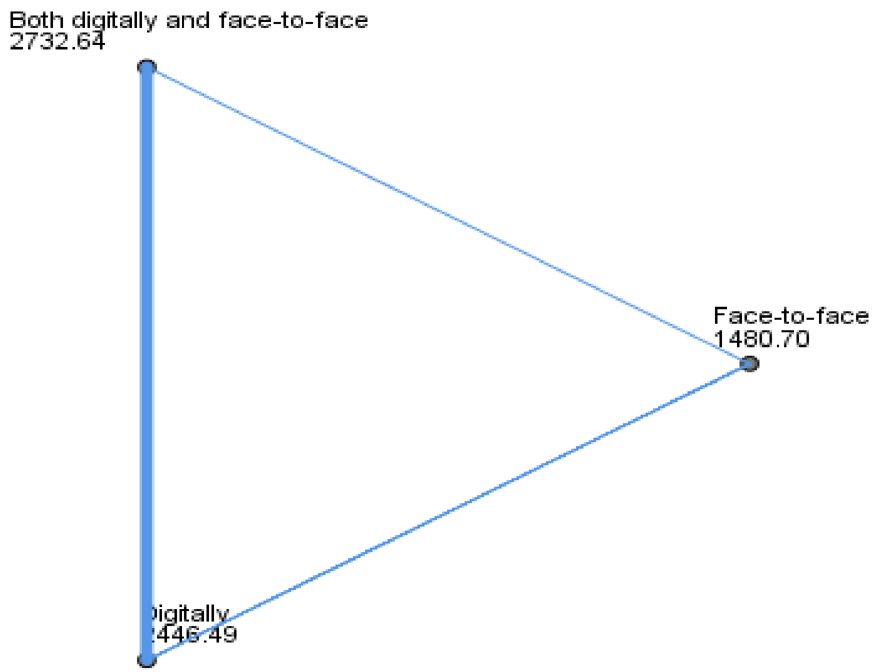

Figure 4.43 Pairwise comparisons of means of communication among other external stakeholders or external entities in electronic devices component.

Figure 4.43 shows pairwise comparisons of means of communication among other external stakeholders or external entities in electronic devices component of digital trust. According to the result, there are significant differences in means of communication among other external stakeholders or external entities in the component. The result of the analysis showed that face-to-face communication has significantly less level in electronic device component than digitally communication and both digitally and face–to-face communication (digitally: H = -965.790, Z = -16.271, P<.01; both digitally and face-to-face: H = -1251.940, Z = -23.625, P<.01). Also, digitally communication has significantly less level in electronic device component than both digitally and face-to-face communication (H = -286.150, Z = -6.063, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among other external stakeholders or external entities on the digital trust.

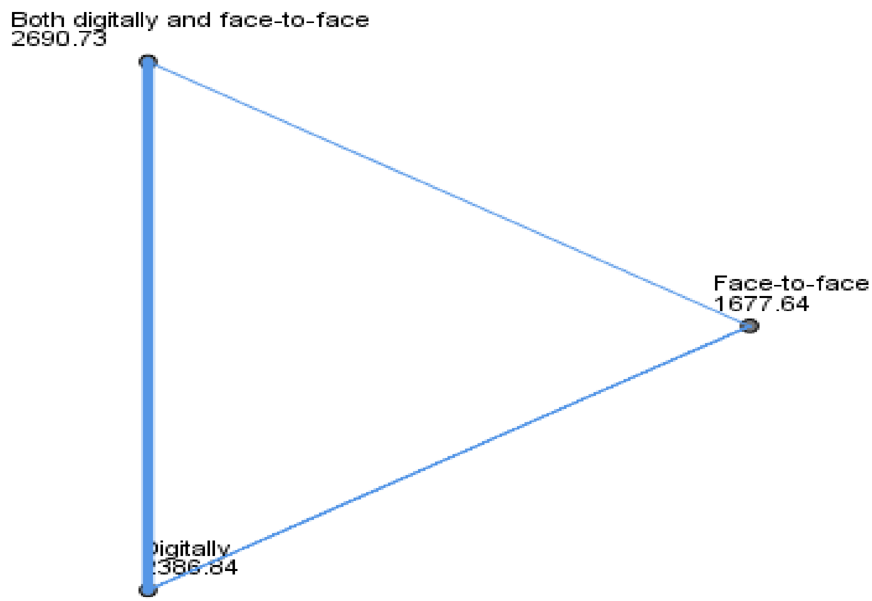

Figure 4.44 Pairwise comparisons of means of communication among other external stakeholders or external entities in information systems components.

Figure 4.44 shows pairwise comparisons of means of communication among other external stakeholders or external entities in information systems component of digital trust. According to the result, there are significant differences in means of communication among other external stakeholders or external entities in the component. The results of analysis showed that face-to-face communication have significantly less level in information systems component than digitally communication and both digitally communication (digitally: H = -709.200, Z = -11.948, P<.01, both digitally and face-to-face; H = -1013.083, Z = -19.120, P<.01). Also, digitally communication has a significantly less level in information systems component than both digitally and face-to-face communication (H

= -303.883, Z = -6.439, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among other external stakeholders or external entities of the digital trust.

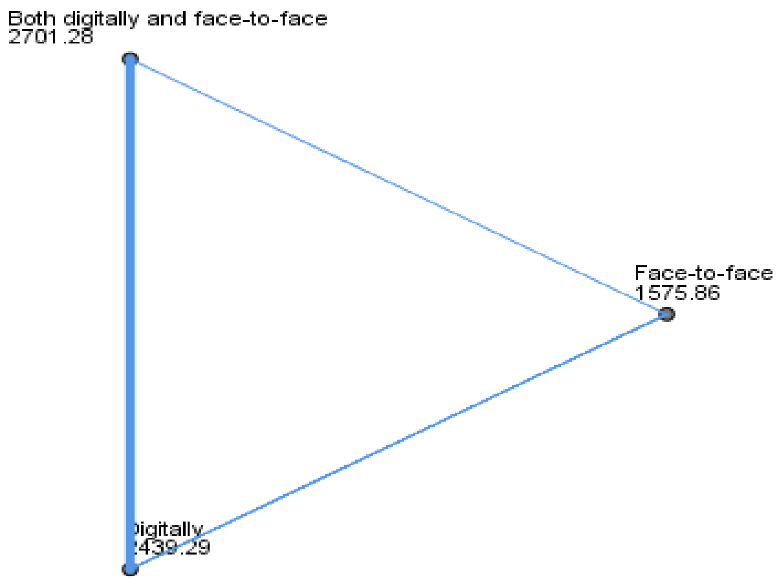

Figure 4.45 Pairwise comparisons of means of communication among other external stakeholders or external entities in management and other internal entities component.

Figure 4.45 shows pairwise comparisons of means of communication among other external stakeholders or external entities in management and other internal entities components of digital trust. The result of the analysis showed that face-to-face communication have significantly less level in management and other internal entities component than digitally communication and both digitally and face–to-face communication (digitally: H = -863.432, Z = -14.547, P<.01; both digitally and face-to-face: H = -1125.417, Z = -21.240, P<.01). Also, face-to-face means of communication have significantly less level in management and other internal entities components than digitally means of communication (H = -261.985, Z = -5.551, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication by other external stakeholders or external entities in the management and other internal entities component of the digital trust.

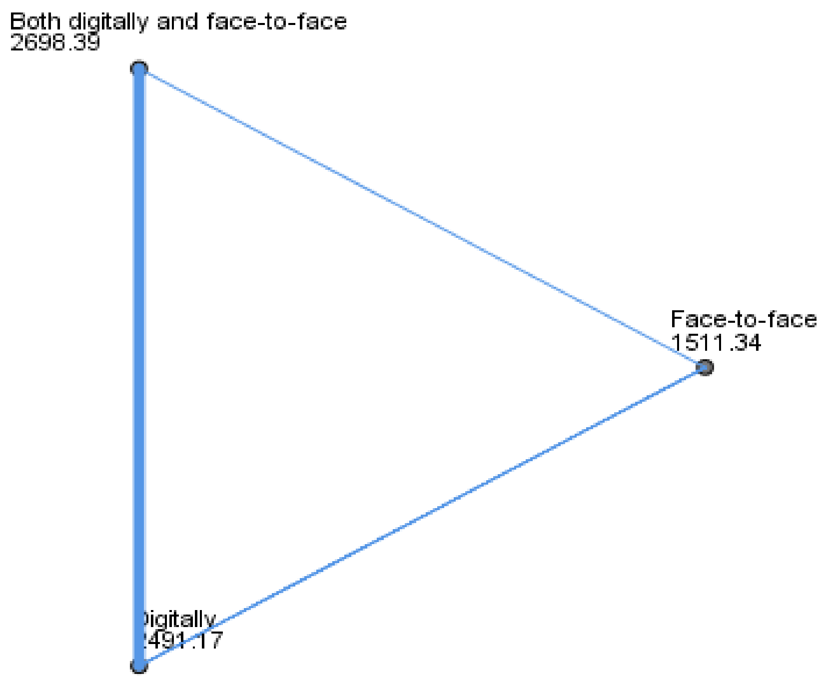

Figure 4.46 Pairwise comparisons of means of communication among other external stakeholders or external entities in IT and data support components.

Figure 4.46 shows pairwise comparisons of means of communication among other external stakeholders or external entities in IT and data support component of digital trust. The result of the analysis revealed that face–to-face communication has significantly less level in IT and data support component than digitally communication and both digitally and face-to-face communication (digitally: $H = -979.830$, $Z = -16.508$, $P<.01$; both digitally and face-to-face: $H = -1187.052$, $Z = -22.403$, $P<.01$). Also, digitally communication has significantly less level in IT and data support component than both digitally and face-to-face communication ($H = -207.223$, $Z = -4.391$, $P<.01$). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among other external stakeholders or external entities in the IT and data support component of digital trust.

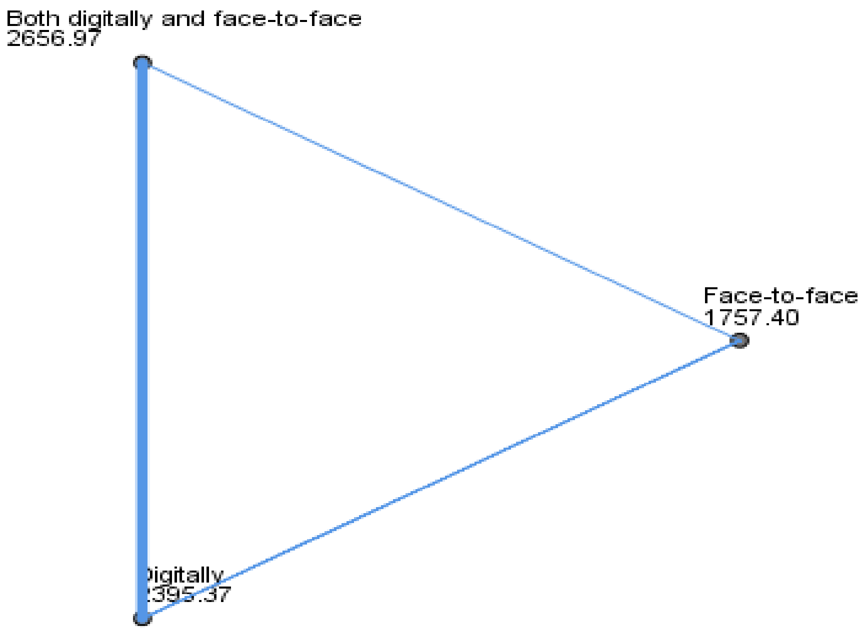

Figure 4.47 Pairwise comparisons of means of communication among other external stakeholders or external entities in external entities component.

In external entities component of digital trust, there is significant difference in means of communication among other external stakeholders or external entities as shown in Figure 4.47. The result of the analysis revealed that face–to-face communication has significantly less level in external entities component than digitally component and both digitally and face-to-face communication (digitally: H =-637.964, Z = -10.748, P<.01; both digitally and face-to-face: H = -899.562, Z = -16.977, P<.01). Also, digitally communication has significantly less level in external entities component than both digitally and face-to-face communication (H = -261.598, Z = -5.543, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among other external stakeholders in external entities components of the digital trust.

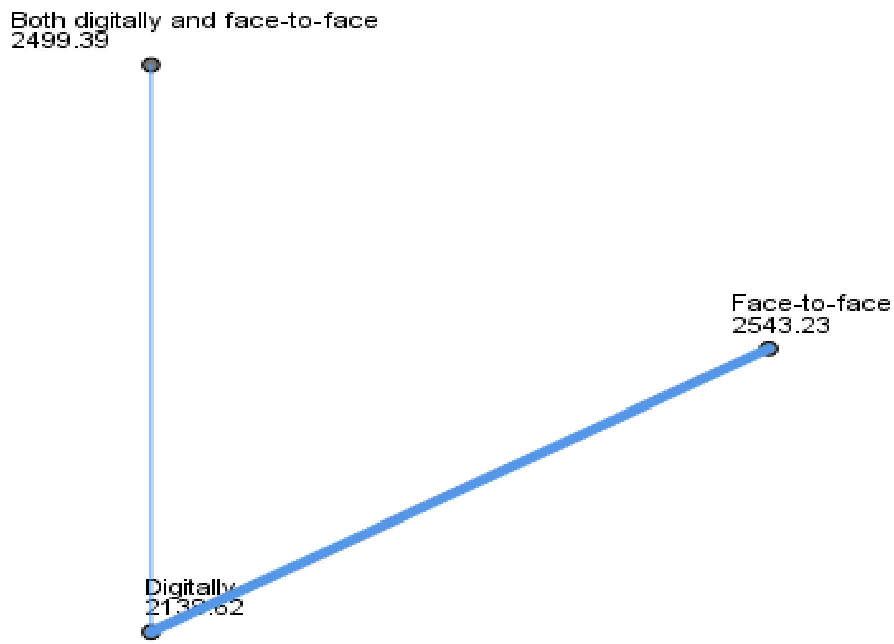

Figure 4.48 Pairwise comparisons of means of communication among other external stakeholders or external entities in data protection and privacy.

Figure 4.48 shows the pairwise comparison of the means of communication among other external stakeholders or external entities components. The results revealed that the means of communication among other external stakeholders or external entities components in data protection and privacy components have significant difference. According to the result, digitally communication has a significantly less level in data protection and privacy component than both digitally and face-to-face communication and significantly higher level in data protection and privacy component than face-to-face communication (digitally: H = -360.767, Z = -7.645, P<.01; both digitally and face-to-face: H = 404.609, Z = 6.817, P<.01). However, there is no significant difference between both digitally and face-to-face and face-to-face means of communication among other external stakeholders or external entities components in the data protection and privacy component of the digital trust.

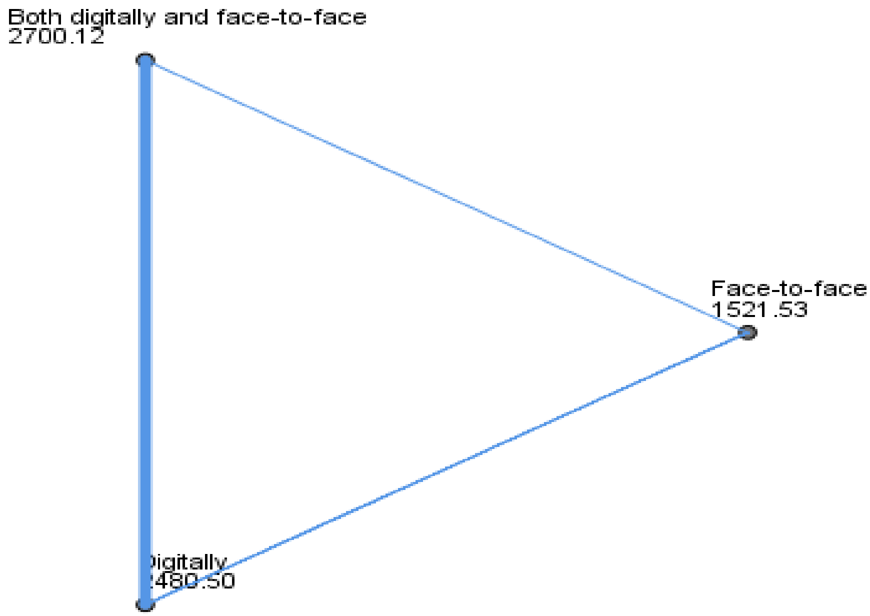

Figure 4.49 Pairwise comparisons of means of communication among other external stakeholders or external entities in organizational data protection and privacy components.

Figure 4.49 shows pairwise comparisons of means of communication among other external stakeholders or external entities in organizational data protection and privacy components of digital trust. The result of the analysis showed that in organizational data protection and privacy component, face-to-face communication has significantly less level in this component than digitally communication and both digitally and face-to-face communication (digitally: H = -958.974, Z = -16.156, P<.01; both digitally and face-to-face: H = -1178.592, Z = -22.143, P<.01). Also, digitally communication has a significantly less level in organizational data protection and privacy component than both digitally and face-to-face communication (H = -219.618, Z = -4.654, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among other external stakeholders in organizational data protection and privacy component of digital trust.

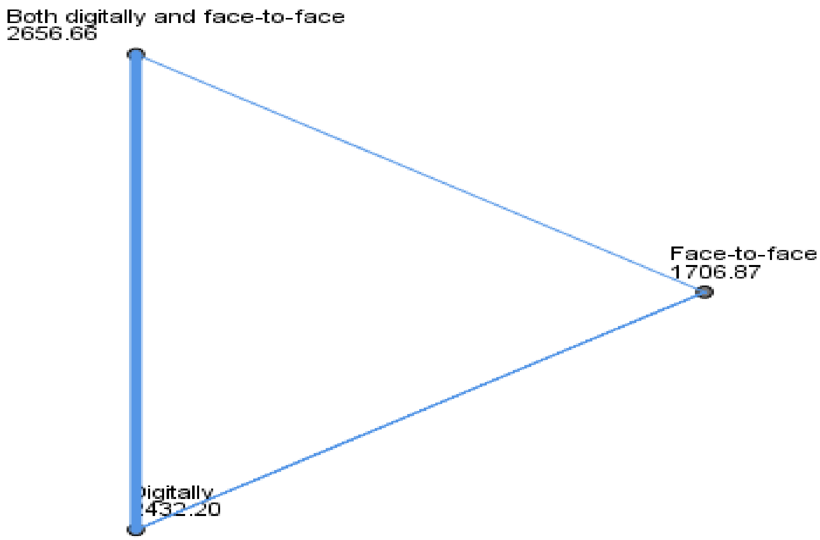

Figure 4.50 Pairwise comparisons of means of communication among other external stakeholders or external entities in internet and social media use components.

Figure 4.50 shows the pairwise comparisons of means of communication among other external stakeholders or external entities on the internet and social media use component of digital trust. The results of the analysis revealed that face-to-face communication have significantly less level in internet and social media use component than digitally communication and both digitally and face-to-face communication (digitally: H = -725.323, Z = -12.220, P<.01, both digitally and face-to-face: H = -949.787, Z = -17.925, P<.01). Also, digitally communication has a significantly less level in internet and social media use component than both digitally and face-to-face communication (H = -224.464, Z = -4.756, P<.01). From the above analysis, there is significant difference in face-to-face, digitally and both digitally and face-to-face means of communication among other external stakeholders or external entities in internet and social media use component of digital trust.

4.20 Summary

All analyses conducted and their results were summarized in the following Table 4.38

Table 4.38 Research questions, variables, analyses, and results

Related Research Question	Independent Variable	Dependent Variable	Conducted Analysis	Results
RQ1-Is there any significant difference between internet connectivity in the workplace in terms of digital trust?	Internet Connectivity. i. Wi-Fi connection ii. Wired connection iii. Pre-paid Data plan and iv. Post-paid Data plan	Ten (10) components of Digital trust used were priority levels of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use	Munzel-Bruner analysis which is a non-parametric alternative of MANOVA.	Significant main effect i. F (1.95627, 5329 = 23.219, p<.001. ii. F (1.921341, 5329) = 11.663, p<.001 iii.F (1.960498, 5329) = 311.5924, p<.001 iv. F (2.042827, 5329) = 371.9194, p<.001.
RQ 1a	Wi-Fi Connection	In wi-fi connection, nine (9) of the dependent variables are significant except data protection and privacy. The nine dependent variables are as follows,	As a follow up to the Munzel-Bruner analysis, Mann Whitney U Test Analysis was conducted on all the dependent variables	Significant differences in the components

Table 4.38 (Continued)

RQ 1a	Wi-Fi Connection	i. Priority level of software quality (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	i. U=1144381.0, Z = -12.936, p<.05.
RQ 1a	Wi-Fi Connection	ii. Hardware and software (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ii. U = 797642, Z = -22.026, p<.05.
RQ 1a	Wi-Fi Connection	iii. Electronic devices component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iii. U = 735512, Z = -23.655, p<.05
RQ 1a	Wi-Fi Connection	iv. Information systems component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iv. U = 918964, Z = -18.845, p<.05.
RQ 1a	Wi-Fi Connection	v. Management and other internal entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	v. U = 824372, Z = -21.325, p<.05.
RQ 1a	Wi-Fi Connection	vi. IT and data support component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vi. U =794642, Z = -22.105, p<.05.

Table 4.38 (Continued)

RQ 1a	Wi-Fi Connection	vii. External entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vii.U = 893906, Z = -19.502, p<.05.
RQ 1a	Wi-Fi	viii. Data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up	No Significant difference
RQ 1a	Wi-Fi Connection	ix. Organizational data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	viii. U =833000, Z = -21.099, p<.05.
RQ 1a	Wi-Fi Connection	x. Internet and social media use components (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ix. U = 802820.0, Z = -21.89, p<.05.
RQ 1b	Wired Connection	In wired connection, ten (10) of the dependent variables are significant and they are,	Mann Whitney U Test Analysis was conducted as a follow-up.	Significant differences in the components
RQ 1b	Wired Connection	i. Priority level of software quality (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	i. U= 1823213.5, Z=-12.891, p<.05.

Table 4.38 (Continued)

RQ 1b	Wired Connection	ii. Hardware and software (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ii. U =1845535.5, Z=-12.409, p<.05.
RQ 1b	Wired Connection	iii. Electronic devices component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iii.U = 1777973.5, Z= -13.866, p<.05
RQ 1b	Wired Connection	iv. Information systems component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iv. U= 1869747.5, Z=-11.887, p<.05.
RQ 1b	Wired Connection	v. Management and other internal entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	v. U = 1867804.5, Z=-11.929, p<.05.
RQ 1b	Wired Connection	vi. IT and data support component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vi.U =1824202.5, Z=-12.869, p<.05.
RQ 1b	Wired Connection	vii. External entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vii.U=1933309.5, Z=-10.517, p<.05.

Table 4.38 (Continued)

RQ 1b	Wired Connection	viii. Data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	viii.U=2055830.5,Z= -7.875, p<.05.
RQ 1b	Wired Connection	ix. Organizational data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ix. U=1847646.5, Z=-12.364, p<.05.
RQ 1b	Wired Connection	x. Internet and social media use components (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	x. U = 1916003.5, Z=-10.890, p<.05.
RQ 1c	Pre-paid Data Plan	In Pre-paid data plan, ten (10) of the dependent variables are significant and they are,	Mann Whitney U Test Analysis was conducted as a follow-up	The Significant differences of the components are;
RQ 1c	Pre-paid Data Plan	i. Priority level of software quality (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	i. U=3862997.50, Z = 11.208, p<.05.
RQ 1c	Pre-paid Data Plan	ii. Hardware and software (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ii. U = 4254082.5, Z = 18.476, p<.05.

Table 4.38 (Continued)

RQ 1c	Pre-paid Data Plan	iii. Electronic devices component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iii.U = 4336319.5, Z = 20.004, p<.05.
RQ 1c	Pre-paid Data Plan	iv. Information systems component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iv. U = 4126072.5 Z = 16.097, p<.05
RQ 1c	Pre-paid Data Plan	v. Management and other internal entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	v. U = 4277551.5, Z = 18.912, p<.05
RQ 1c	Pre-paid Data Plan	vi. IT and data support component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vi. U =4311293.5, Z = 19.539, p<.05.
RQ 1c	Pre-paid Data Plan	vii. External entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vii.U= 4107918.5, Z = 15.760, p<.05.
RQ 1c	Pre-paid Data Plan	viii. Data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	viii.U=3078559.5,Z =-3.369, p<.05.

Table 4.38 (Continued)

RQ 1c	Pre-paid Data Plan	ix. Organizational data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ix. U =4284591.5, Z = 19.043, p<.05.
RQ 1c	Pre-paid Data Plan	x. Internet and social media use components (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	x. U = 4041290.5, Z = 14.522, p<.05.
RQ 1d	Post-paid Data Plan	In Post-paid data plan, ten (10) of the dependent variables are significant and they are,	Mann Whitney U Test Analysis was conducted as a follow-up	Significant difference of the components
RQ 1d	Post-paid Data Plan	i. Priority level of software quality (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	i. U = 2829156.0, Z=-12.757, p<.05.
RQ 1d	Post-paid Data Plan	ii. Hardware and software (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ii. U = 2408238, Z = -20.257, p<.05.
RQ 1d	Post-paid Data Plan	iii. Electronic devices component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iii.U=2325888.0, Z=-21.725, p<.05.

Table 4.38 (Continued)

RQ 1d	Post-paid Data Plan	iv. Information systems component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iv. U = 2448670, Z=-19.537, p<.05
RQ 1d	Post-paid Data Plan	v. Management and other internal entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	v. U = 2417893, Z = -20.085, p<.05.
RQ 1d	Post-paid Data Plan	vi. IT and data support component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vi. U = 2398238, Z=-20.436, p<.05.
RQ 1d	Post-paid Data Plan	vii. External entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vii.U= 2401980.0, Z= -20.369, p<.05
RQ 1d	Post-paid Data Plan	viii. Data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	viii. U = 3222304, Z = -5.751, p<.05.
RQ 1d	Post-paid Data Plan	ix. Organizational data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ix. U =2490860, Z=-18.785, p<.05.

Table 4.38 (Continued)

RQ 1d	Post-paid Data Plan	x. Internet and social media use components (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	x. U = 2379048.0, Z = -120.777, p<.05.
RQ2: Is there any significant difference across connectivity satisfaction in the workplace in terms of digital trust?	Not at all satisfied Slightly satisfied. Moderately satisfied extremely satisfied	Ten (10) components of Digital trust used were priority levels of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use	Spearmen's correlation coefficient	Coefficient correlation;
RQ2	Connectivit y satisfaction	i. Priority level of software quality (technology level of digital trust)	Spearmen's correlation coefficient	i. Correlated *r* = .289
RQ2	Connectivit y satisfaction	ii. Hardware and software (technology level of digital trust)	Spearmen's correlation coefficient	ii. Correlated *r* = .464
RQ2	Connectivit y satisfaction	iii. Electronic devices component (technology level of digital trust)	Spearmen's correlation coefficient	iii. Correlated *r* = .507
RQ2	Connectivit y satisfaction	iv. Information systems component (technology level of digital trust)	Spearmen's correlation coefficient	iv. Correlated *r* = 421
RQ2	Connectivit y satisfaction	v. Management and other internal entities component (people level of digital trust)	Spearmen's correlation coefficient	v. Correlated *r* = .465

Table 4.38 (Continued)

RQ2	Connectivity satisfaction	vi. IT and data support component (people level of digital trust)	Spearmen's correlation coefficient	vi. Correlated *r* = .482
RQ2	Connectivity satisfaction	vii. External entities component (people level of digital trust)	Spearmen's correlation coefficient	vii. Correlated *r* = .421
RQ2	Connectivity satisfaction	viii. Data protection and privacy component (process level of digital trust)	Spearmen's correlation coefficient	viii. Correlated *r* = .038
RQ2	Connectivity satisfaction	ix. Organizational data protection and privacy component (process level of digital trust)	Spearmen's correlation coefficient	ix. Correlated *r* = .453
RQ2	Connectivity satisfaction	x. Internet and social media use components (process level of digital trust)	Spearmen's correlation coefficient	x. Correlated. *r* = .432
RQ3. Is there any significant difference of digital platform availability for official transaction in the workplace of digital trust?	Digital platforms; i. Blogs, forum or inquiry form. ii.Instant messenger (eg, Skype for Business, Cisco, Jabber) iii. Email using Company Domain	Ten (10) components of Digital trust used were priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.	Munzel-Bruner analysis which is a non-parametric alternative of MANOVA.	The Significant main effects; i. F (2.0200, 5329) = 217.4884, p<.001 ii. F (1.949602, 5329) = 131.4558, p<.001 iii. F (1.730964, 5329) = 111.5354, p<.001. iv. F (2.002201, 5329) =

	iv. Intranet or local area network v. Video portals vi. Facebook vii. Twitter viii. Other social networking site ix. Website			98.98945, $p<.001$. v. F (2.009335, 5329) = 41.97357, $p<.001$. vi. F (1.963641**,** 5329) = 96.20968, $p<.001$. vii. F (2.012393, 5329) = 19.80415, $p<.001$. viii. F **(**1.888374**,** 5329) **=** 3.89544, $p<.001$. ix. F (1.939208, 5329) = 24.90537, $p<.001$.
RQ 3a	Blogs, forum, or inquiry form	In Blogs, forum or inquiry form, ten (10) of the dependent variables are significant and they are,	Mann Whitney U Test Analysis was conducted as a follow-up	Significant difference of the components are;

Table 4.38 (Continued)

RQ 3a	Blogs, forum or inquiry form	i. Priority level of software quality (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	i. U = 4074510.5, Z = 9.353, p<.05.
RQ 3a	Blogs, forum, or inquiry form	ii. Hardware and software (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ii. U = 4415545.5, Z = 15.427, p<.05
RQ 3a	Blogs, forum, or inquiry form	iii. Electronic devices component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iii. U=4544679.5, Z = 17.726, p<.05
RQ 3a	Blogs, forum, or inquiry form	iv. Information systems component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iv. U=4443437.5, Z = 15.923, p<.05
RQ 3a	Blogs, forum, or inquiry form	v. Management and other internal entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	v. U= 4390120.5, Z = 14.974, p<.05.
RQ 3a	Blogs, forum, or inquiry form	vi. IT and data support component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vi. U=4388828.5, Z = 14.951, p<.05.

Table 4.38 (Continued)

RQ 3a	Blogs, forum, or inquiry Form	vii. External entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vii. U=4432393.5, Z = 15.727, p<.05.
RQ 3a	Blogs, forum , or inquiry form	viii. Data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	viii.U=3928445.5, Z = 6.752, p<.05.
RQ 3a	Blogs, forum, or inquiry form	ix. Organizational data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ix. U=4329807.5, Z = 13.900, p<.05.
RQ 3a	Blogs, forum, or inquiry form	x. Internet and social media use components (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	x. U = 4492137.5, Z = 16.791, p<.05.
RQ 3b	Instant messenger (eg, Skype for Business, Cisco, Jabber)	In Instant messenger, nine (9) of the dependent variables are significant except data protection and privacy.	Mann Whitney U Test Analysis was conducted as a follow-up	Significant difference of the components:
RQ 3b	Instant messenger	i. Priority level of software quality (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	i. U = 4073188.5, Z = 10.255, p<.05.

Table 4.38 (Continued)

RQ 3b	Instant messenger	ii. Hardware and software (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ii. U = 4242449.5, Z = 13.290, p<.05.
RQ 3b	Instant messenger	iii. Electronic devices component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iii. U=4285000.5, Z = 14.053, p<.05.
RQ 3b	Instant messenger	iv. Information systems component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iv. U=4116950.5, Z = 11.04, p<.05
RQ 3b	Instant messenger	v. Management and other internal entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	v. U = 4092420.5, Z = 10.60, p<.05.
RQ 3b	Instant messenger	vi. IT and data support component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vi. U=4173497.5, Z = 12.054, p<.05.
RQ 3b	Instant messenger	vii. External entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vii.U= 4029484.5, Z = 9.47, p<.05.

Table 4.38 (Continued)

RQ 3b	Instant messenger	viii. Data protection and privacy component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up	viii.No significant difference
RQ 3b	Instant messenger	ix. Organizational data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ix.U=4140235.5,Z=11.457, p<.05.
RQ 3b	Instant messenger	x. Internet and social media use components (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	x. U= 4082578.5, Z = 10.423, p<.05.
RQ 3c	Email using company domain	In Email using Company Domain, eight (8) of the dependent variables are significant except data protection and privacy, and internet social and other entities.	Mann Whitney U Test Analysis was conducted as a follow-up	Significant difference of the components;
RQ 3c	Email using company domain	i. Priority level of software quality (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	i. U = 2233793.0, Z =10.317, p<.05.
RQ 3c	Email using company domain	ii. Hardware and software (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ii. U = 2092718.0, Z = 6.808, p<.05.

Table 4.38 (Continued)

RQ 3c	Email using company domain	iii. Electronic devices component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iii.U=2130583.0, Z = 7.750, $p<.05$.
RQ 3c	Email using company domain	iv. Information systems component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iv.U=2202129.0, Z = 9.530, $p<.05$.
RQ 3c	Email using company domain	v. Management and other internal entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	v. U = 2177087.0, Z = 8.907, $p<.05$.
RQ 3c	Email using company domain	vi. IT and data support component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vi. U=2099149.0, Z = 6.968, $p<.05$.
RQ 3c	Email using company domain	vii. External entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vii.U= 2056735.0, Z = 5.913, $p<.05$.
RQ 3c	Email using compnay domain	viii. Data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	viii. No Significant difference

Table 4.38 (Continued)

RQ 3c	Email using company domain	ix. Organizational data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ix. U = 2089803, Z = 6.735, p<.05.
RQ 3c	Email using company domain	x. Internet and social media use component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	x. No significant difference
RQ 3d	Intranet or local area network	In intranet or local area network, ten (10) of the dependent variables are significant and they are,	Mann Whitney U Test Analysis was conducted as a follow-up	Significant difference of the components;
RQ 3d	Intranet or local area network	i. Priority level of software quality (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	i. U = 3768094.0, Z = 10.156, p<.05
RQ 3d	Intranet or local area network	ii. Hardware and software (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ii.U = 3728208.0, Z = 9.410, p<.05.
RQ 3d	Intranet or local area network	iii. Electronic devices component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iii.U = 3840399.0, Z = 11.507, p<.05.

Table 4.38 (Continued)

RQ 3d	Intranet or local area network	iv. Information systems component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iv.U = 3844681.0, Z = 11.587, p<.05.
RQ 3d	Intranet or local area network	v. Management and other internal entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	v. U = 3765267.0, Z = 10.103, p<.05.
RQ 3d	Intranet or local area network	vi. IT and data support component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vi. U=3774319.0, Z = 10.272, p<.05.
RQ 3d	Intranet or local area network	vii. External entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vii.U= 3699125.0, Z = 8.867, p<.05.
RQ 3d	Intranet or local area network	viii. Data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	viii.U=3353973.0, Z = 2.418, p<.05
RQ 3d	Intranet or local area network	ix. Organizational data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ix. U=3746591.0, Z = 9.754, p<.05.

Table 4.38 (Continued)

RQ 3d	Intranet or local area network	x. Internet and social media use components (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	x. U = 3500377.0, Z = 5.153, p<.05
RQ 3e	Video portals	In video portals, ten (10) of the dependent variables are significant and they are,	Mann Whitney U Test Analysis was conducted as a follow-up	Significant difference of the components;
RQ 3e	Video portals	i. Priority level of software quality (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	i. U = 3621352.0, Z = 5.466, p<.05
RQ 3e	Video portals	ii. Hardware and software (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ii. U = 3907068.0, Z = 10.724, p<.05.
RQ 3e	Video portals	iii. Electronic devices component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iii.U = 4000929.0, Z = 12.451, p<.05.
RQ 3e	Video portals	iv. Information systems component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iv.U=3838523.0, Z = 9.462, p<.05.

Table 4.38 (Continued)

RQ 3e	Video portals	v. Management and other internal entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	v. U = 3815819.0, Z = 9.044, p<.05.
RQ 3e	Video portals	vi. IT and data support component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vi.U=3856988.0, Z = 9.802, p<.05.
RQ 3e	Video portals	vii. External entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vii.U= 3872609.0, Z = 10.089, p<.05
RQ 3e	Video portals	viii. Data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	viii.U=3713762.0, Z = 7.166, p<.05.
RQ 3e	Video portals	ix. Organizational data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ix.U = 3824178.0, Z = 9.198, p<.05
RQ 3e	Video portals	x. Internet and social media use components (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	x. U = 4073762.0, Z = 13.791, p<.05.

Table 4.38 (Continued)

RQ 3f	Facebook	In Facebook, nine (9) of the dependent variables are significant except data protection and privacy. These are,	Mann Whitney U Test Analysis was conducted as a follow-up	Significant difference of the components
RQ 3f	Facebook	i. Priority level of software quality (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	i. U=3880482.0, Z = 6.009, p<.05
RQ 3f	Facebook	ii. Hardware and software (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ii. U=4054652.0, Z = 9.114, p<.05.
RQ 3f	Facebook	iii. Electronic devices component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iii. U=4189177.0, Z = 11.511, p<.05
RQ 3f	Facebook	iv. Information systems component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iv. U=4097654.0, Z = 9.880, p<.05.
RQ 3f	Facebook	v. Management and other internal entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	v. U=4088662.0, Z = 9.72, p<.05.

Table 4.38 (Continued)

RQ 3f	Facebook	vi. IT and data support component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vi. U=4097297.0, Z = 9.874, p<.05
RQ 3f	Facebook	vii. External entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vii. U=4169271.0, Z = 11.157, p<.05.
RQ 3f	Facebook	viii. Data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	viii.No Significant difference
RQ 3f	Facebook	viii. Organizational data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ix.U=4020120.0, Z = 8.498, p<.05.
RQ 3f	Facebook	ix. Internet and social media use components (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	x. U=4245048.0, Z = 12.507, p<.05.
RQ 3g	Twitter	In Twitter, ten (10) of the dependent variables are significant. These are,	Mann Whitney U Test Analysis was conducted as a follow-up.	Significant differences of the components

Table 4.38 (Continued)

RQ 3g	Twitter	i. Priority level of software quality (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	i. U = 3135882.0, Z = 6.042, p<.05
RQ 3g	Twitter	ii. Hardware and software (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ii. U = 3323397.0, Z = 9.780, p<.05.
RQ 3g	Twitter	iii. Electronic devices component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iii. U=3354394.0, Z = 10.398, p<.05
RQ 3g	Twitter	iv. Information systems component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iv.U = 3269590.0, Z = 8.708, p<.05.
RQ 3g	Twitter	v. Management and other internal entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	v. U = 3207373.0, Z = 7.467, p<.05.
RQ 3g	Twitter	vi. IT and data support component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vi. U=3237158.0, Z = 8.061, p<.05

Table 4.38 (Continued)

RQ 3g	Twitter	vii. External entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vii.U=3317113 .0, Z = 9.655, p<.05.
RQ 3g	Twitter	viii. Data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	viii.U=343614 0.0,Z=12.028, p<.05.
RQ 3g	Twitter	ix. Organizational data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ix.U=3179446. 0, Z = 6.911, p<.05.
RQ 3g	Twitter	x. Internet and social media use components (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	x. U = 3455727.0, Z = 12.418, p<.05.
RQ 3h	Other social networking site	In Other social networking site, seven (7) of the dependent variables are significant except information systems, external entities and data protection and privacy. These are	Mann Whitney U Test Analysis was conducted as a follow-up.	Significant differences of the components;
RQ 3h	Other social networking site	i. Priority level of software quality (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	i. U = 2695605.5, Z = 4.979, p<.05.

Table 4.38 (Continued)

RQ 3h	Other social networking site	ii. Hardware and software (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ii.U= 2582611.50, Z = 2.564, p<.05.
RQ 3h	Other social networking site	iii. Electronic devices component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iii.U=2637314.5, Z = 3.733, p<.05.
RQ 3h	Other social networking site	iv. Information systems (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iv. No significant difference
RQ 3h	Other social networking site	v. Management and other internal entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	v. U=2562536.5, Z = 2.134, p<.05.
RQ 3h	Other social networking site	vi. IT and data support components (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vi. U = 2575074.0, Z = 2.402, p<.05.
RQ 3h	Other social networking site	vii. External entities components (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vii. No significant difference

Table 4.38 (Continued)

RQ 3h	Other social networking site	viii. Data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	viii.No significant difference
RQ 3h	Other social networking site	ix. Organizational data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ix. U=2610393.5, Z = 3.158, p<.05.
RQ 3h	Other social networking site	x. Internet and social media use components (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	x. U=2580561.5, Z = 2.520, p<.05.
RQ 3i	Website	In Website Five (5) of the dependent variables are significant except for hardware and software, electronic device, IT and data support, externals entities and organizational data protection and privacy retain the null hypothesis.	Mann Whitney U Test Analysis (as a follow-up)	Significant differences of the components;
RQ 3i	Website	i. Priority level of software quality (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	i. U=4000647.0, Z = 8.037, p<.05.
RQ 3i	Website	ii. Hardware and Software component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ii. No significant difference

Table 4.38 (Continued)

RQ 3i	Website	iii. Electronic device component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iii. No significant difference
RQ 3i	Website	iv. Information systems component (technology level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	iv.U = 3780540.0, Z = 4.117, p<.05.
RQ 3i	Website	v. Management and other internal entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	v. U=3780540.0, Z = 4.117, p<.05.
RQ 3i	Website	vi. IT and data support component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vi. No significant difference
RQ 3i	Website	vii. External entities component (people level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	vii. No significant difference
RQ 3i	Website	viii. Data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	viii.U=3141186.0,Z = -7.269, p<.05

Table 4.38 (Continued)

RQ 3i	Website	ix. Organizational data protection and privacy component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	ix. No significant difference
RQ 3i	Website	x. Internet and social media use component (process level of digital trust)	Mann Whitney U Test Analysis (as a follow-up)	x. U = 3009375.0, Z = -9.617, p<.05.
RQ 4: Is there any significant difference between means of communication in person or group of people in the workplace in terms of digital trust?	Means of communication in persons or groups of people i. Supervisors (workers in higher rank) ii. Co-workers in the same rank. iii. Subordinates (workers in lower rank) iv. Customers or clients v. Other external stakeholders or external entities	10. Components of digital trust (priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use	Munzel-Bruner analysis which is a non-parametric alternative of MANOVA	Significant main effects. i. F (3.708334, 5105) = 268.363, p < .01 ii. F (3.705299, 5160) = 243.7913, P < .01. iii. F (3.714494, 4905) = 227.3836, P < .01. iv. F (3.815604, 4910) = 240.995, P < .01 v. F (3.631396, 4818) = 239.4922, P < .01.

Table 4.38 (Continued)

RQ 4a	Supervisors (workers in higher rank)	In Supervisors (workers in higher rank, ten (10) of the dependent variables are significant. These are,	Kruskal-Wallis analysis (follow-up)	Significant differences of components
RQ 4a	Supervisors (workers in higher rank)	i. Priority level of software quality (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	i. F(2, 5105) =341.024, p<.01
RQ 4a	Supervisors (workers in higher rank)	ii. Hardware and software (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	ii. F(2, 5105) = 474.990753, p<.01
RQ 4a	Supervisors (workers in higher rank)	iii. Electronic devices component (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	iii.F(2, 5105) = 553.936, p<.01,
RQ 4a	Supervisors (workers in higher rank)	iv. Information systems component (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	iv. F (2, 5105) = 374.313, p<.01
RQ 4a	Supervisors (workers in higher rank)	v. Management and other internal entities component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	v. F (2, 5105) = 497.916, p<.01
RQ 4a	Supervisors (workers in higher rank)	vi. IT and data support component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	vi. F (2, 5105) = 530.813, p<.01,
RQ 4a	Supervisors (workers in higher rank)	vii. External entities component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	vii. F (2, 5105) = 287.163, p<.01

Table 4.38 (Continued)

RQ 4a	Supervisors (workers in higher rank)	viii. Data protection and privacy component (process level of digital trust)	Kruskal-Wallis analysis (follow-up	viii. F (2, 5105) =11.783, p<.01;
RQ 4a	Supervisors (workers in higher rank)	ix. Organizational data protection and privacy component (process level of digital trust)	Kruskal-Wallis analysis (follow-up	ix. F (2, 5105) = 534.235, p<.01,
RQ 4a	Supervisors (workers in higher rank)	x. Internet and social media use components (process level of digital trust)	Kruskal-Wallis analysis (follow-up)	x. F(2, 5105) = 302.872, p<.01
RQ 4b	ii. Co-workers in the same rank.	In Co-workers (in the same rank). Ten (10) of the dependent variables are significant. These are,	Kruskal-Wallis analysis (follow-up)	Significant differences of the components
RQ 4b	Co-workers in the same rank.	i. Priority level of software quality (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	i. F (2,5160) = 358.595, P<.01,
RQ 4b	Co-workers in the same rank	ii. Hardware and software (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	ii. F (2, 5160) = 418.939, P<.01
RQ 4b	Co-workers in the same rank	iii. Electronic devices component (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	F (2, 5160) = 517.045, P<.01,
RQ 4b	Co-workers in the same rank	iv. Information systems component (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	F (2, 5160) = 338.042, P<.01
RQ 4b	Co-workers in the same rank	v. Management and other internal entities component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	v. F (2, 5160) = 441.656, P<.05;

Table 4.38 (Continued)

RQ 4b	Co-workers in the same rank	vi. IT and data support component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	vi. F (2, 5160) = 476.139, P<.01;
RQ 4b	Co-workers in the same rank	vii. External entities component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	vii. F (2, 5160) = 276.214, P<.01.
RQ 4b	Co-workers in the same rank	viii. Data protection and privacy component (process level of digital trust)	Kruskal-Wallis analysis (follow-up)	viii. F (2, 5160) =13.606, p,.01
RQ 4b	Co-workers in the same rank	ix. Organizational data protection and privacy component (process level of digital trust)	Kruskal-Wallis analysis (follow-up)	ix. F (2, 5160) = 482.561, P<.01
RQ 4b	Co-workers in the same rank	x. Internet and social media use components (process level of digital trust)	Kruskal-Wallis analysis (follow-up)	x. F (2, 5160) = 260.206, P<.01.
RQ 4c	iii. Subordinates (workers in lower rank)	In Subordinates (workers in lower rank), ten (10) of the dependent variables are significant. These are,	Kruskal-Wallis analysis (follow-up)	Significant differences of the components
RQ 4c	Subordinates (workers in lower rank)	i. Priority level of software quality (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	i. F (2, 4905) = 328.114, P<.01,
RQ 4c	Subordinates (workers in lower rank)	ii. Hardware and software (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	ii. F (2, 4905) = 422.703, P<.01
RQ 4c	Subordinates (workers in lower rank)	iii. Electronic devices component (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	iii. F (2, 4905) = 505.282, P<.01,

Table 4.38 (Continued)

RQ 4c	Subordinates (workers in lower rank)	iv. Information systems component (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	iv. F (2, 4905) = 316.849, P<.01
RQ 4c	Subordinates (workers in lower rank)	v. Management and other internal entities component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	v. F (2, 4905) = 403,288, P<.01.
RQ 4c	Subordinates (workers in lower rank)	vi. IT and data support component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	vi. F (2, 4905) = 454.770, P<.01;
RQ 4c	Subordinates (workers in lower rank)	vii. External entities component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	vii. F (2, 4905) = 255.986, P<.01.
RQ 4c	Subordinates (workers in lower rank)	viii. Data protection and privacy component (process level of digital trust)	Kruskal-Wallis analysis (follow-up)	viii. F (2, 4905) =11.352, P<.01;
RQ 4c	Subordinates (workers in lower rank)	ix. Organizational data protection and privacy component (process level of digital trust)	Kruskal-Wallis analysis (follow-up)	ix. F (2, 4905) = 463.408, P<.01,
RQ 4c	Subordinates (workers in lower rank)	x. Internet and social media use components (process level of digital trust)	Kruskal-Wallis analysis (follow-up)	x. F (2, 4905) = 305.341, P<.01.
RQ 4d	iv. Customers or clients	In Customers or client, ten (10) of the dependent variables are significant. These are,	Kruskal-Wallis analysis (follow-up)	Significant differences of the components
RQ 4d	Customers or clients	i. Priority level of software quality (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	i. F (2, 4941) = 350.845, P<.01,

Table 4.38 (Continued)

RQ 4d	Customers or clients	ii. Hardware and software (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	ii. F (2, 4941) = 510.420, P<.01
RQ 4d	Customers or clients	iii. Electronic devices component (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	iii. F (2, 4941) = 580.637, P<.01.
RQ 4d	Customers or clients	iv. Information systems component (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	iv. F (2, 4941) = 391.756, P<.01
RQ 4d	Customers or clients	v. Management and other internal entities component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	v. F (2, 4941) = 472.498, P<.01.
RQ 4d	Customers or clients	vi. IT and data support component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	vi. F (2, 4941) = 540.946, P<.01.
RQ 4d	Customers or clients	vii. External entities component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	vii. F (2, 4941) = 342.667, P<.01.
RQ 4d	Customers or clients	viii. Data protection and privacy component (process level of digital trust)	Kruskal-Wallis analysis (follow-up)	viii.F (2, 4941) = 20.943, P<.01.
RQ 4d	Customers or clients	ix. Organizational data protection and privacy component (process level of digital trust)	Kruskal-Wallis analysis (follow-up)	ix. F (2, 4941) = 549.043, P<.01.
RQ 4d	Customers or clients	x. Internet and social media use components (process level of digital trust)	Kruskal-Wallis analysis (follow-up)	x. F (2, 4941) = 374.488, P<.01.

Table 4.38 (Continued)

RQ 4d	v. other external stakeholders or external entities	In Other external stakeholders or external entities, ten (10) of the dependent variables are significant. These are,	Kruskal-Wallis analysis (follow-up)	Significant differences of the components.
RQ 4d	Other external stakeholders or external entities	i. Priority level of software quality (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	i. F (2, 4818) =324.321, P<.01.
RQ 4d	Other external stakeholders or external entities	ii. Hardware and software (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	ii. F (2, 4818) = 529.785, P<.01.
RQ 4d	Other external stakeholders or external entities	iii. Electronic devices component (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	iii. F (2, 4818) = 559.539, P<.01,
RQ 4d	Other external stakeholders or external entities	iv. Information systems component (technology level of digital trust)	Kruskal-Wallis analysis (follow-up)	iv. F (2, 4818) = 366.040, P<.01
RQ 4d	Other external stakeholders or external entities	v. Management and other internal entities component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	v. F (2, 4818) = 451.953, P<.01.
RQ 4d	Other external stakeholders or external entities	vi. IT and data support component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	vi. F (2, 4818) = 508.125, P<.01.

Table 4.38 (Continued)

RQ 4d	Other external stakeholders or external entities	vii. External entities component (people level of digital trust)	Kruskal-Wallis analysis (follow-up)	vii. $F(2, 4818) = 288.411$, $P<.01$.
RQ 4d	Other external stakeholders or external entities	viii. Data protection and privacy component (process level of digital trust)	Kruskal-Wallis analysis (follow-up)	viii. $F(2, 4818) = 69.276$, $P<.01$.
RQ 4d	Other external stakeholders or external entities	ix. Organizational data protection and privacy component (process level of digital trust)	Kruskal-Wallis analysis (follow-up)	ix. $F(2, 4818) = 499.474$, $P<.01$.
RQ 4d	Other external stakeholders or external entities	x. Internet and social media use components (process level of digital trust)	Kruskal-Wallis analysis (follow-up)	x. $F(2, 4818) = 321.790$, $P<.01$

CHAPTER 5

DISCUSSION AND CONCLUSION

The main purpose of this study is to examine the trust in technology integration of internet connectivity, digital platforms and means of communication in the workplace on digital trust. Also, the other purpose of the study is to explore the relationship of the dependent variables to ascertain the level of connection satisfaction in the workplace of digital trust. In order to examine the level of relationship between technology characteristics and level of digital trust, descriptive research methodology, which is one of the quantitative research methods, has been employed. The independent variables of this study in internet connectivity are wi-fi connection, wired connection, pre-paid data plan and post-paid data plan. Also, connectivity satisfaction is an independent variable in the study. Additionally, the independent variables in digital platforms such as blogs, forum, or inquiry form, instant messenger (skype for business, cisco jabber), email using computer domain, intranet or local area network, and video portals. Others include, face-book, twitter, other social networking sites and websites were applied. For means of communication, the independent variables are supervisors (workers in higher rank), co-workers in the same rank, subordinates workers in lower rank, customers or clients, and other external stakeholders or external entities.

The study used the dependent variables of the 3 levels of the digital trust comprising of ten components which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use. For analysis of the data collected, Munzel-Bruner analysis which is a non-parametric alternative of MANOVA was conducted on the components of digital trust across each technological information (independent variables of internet connectivity, connectivity satisfaction, digital platforms and means of communication). For follow-up analysis, Mann-Whitney U tests and Kruskal Wallis H tests were conducted. Also, in order to ascertain the correlation between the levels of connection satisfaction in connectivity with the digital trust components, Spearman's correlation coefficient was used.

In examining the wi-fi connection, which is the first independent variable of the internet connectivity type in the workplace, the results of the study showed that wi-fi connection is a significant affecting factor on level of digital trust. When the components of digital trust were examined separately, the result showed that the availability of wi-fi connections which is an internet connectivity type in the workplace has significant difference in nine (9) components of the digital trust except in data protection and privacy components. It could be deduced that availability of wi-fi connection in the workplace is influenced by its perceived usefulness and perceived ease of use of technology. Also, the availability of wi-fi connection in the workplace could be attributed to its relative advantages and compatibility of the connection within the workplace. Previous studies backed up the result [36], [37], [43]. The high availability of wi-fi connections in the workplace also could be attributed to those born into the new age of the technology [45]. However, there is need to improve the components of data protection and privacy in the workplace in order to ensure the maximum protection of workers and customers data or maintain data ethics to win the confidence of workers and customers.

The second independent variable of internet connectivity is wired connection. According to the analysis, wired connection is an affecting factor on digital trust. When the components were examined separately, the result showed that the availability of wired connections which is an internet connectivity type in the workplace has significantly higher level in all the ten components of digital trust. The result indicates that there is significant high level of availability of wired connection in the workplace. This could be attributed to the fact that the wired connection is faster, more reliable and secure, thus winning the trust and confidence of the people. The similarity of the result could be seen from the result of earlier conducted research [15, 16]. For Pre-paid data plans as the third independent variable of internet connectivity, the analysis of the variables shows that it is an affecting factor on digital trust. When the components were examined separately, the result showed that there are significant differences in the ten (10) digital trust components. However, the availability of pre-paid data plan has a significantly higher level in only 2 components (internet and social media use, and data protection and privacy components), while non-availability of pre-paid data plan has significantly higher level in 8 components (priority levels of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities and organizational data protection and privacy components of the digital trust). Consequently, the non-availability of pre-paid data plans, which is an internet connectivity type in the workplace has a significantly higher level in the components of digital trust.

The fourth independent variable of the internet connectivity is post-paid data plan. The analysis of post-paid data plan showed that it is an affecting factor on digital trust. The result of the dependent variables across the independent variable showed that all the ten components have significant differences. Consequently, the analysis shows that the non-availability of post-paid data plan which is an internet connectivity type in workplaces has significantly higher level in digital trust.

In addition, this study is aimed to explore correlations between connectivity satisfaction level and the components of digital trust. The result of the analysis revealed that wired connection, pre-paid data plan and post-paid data plan are significantly correlated with all the components of digital trust. However, wi-fi connection is significantly correlated with nine (9) components of digital trust except data protection and privacy. Though, the spearman correlation tables across the internet satisfaction showed that electronic devices components have the highest correlation value while data protection and privacy have the lowest values. Accordingly, there is a need for the workplace to improve the data protection and privacy component of digital trust to win the confidence of the work forces, customers, clients and stakeholders [39, 40].

In examining the blog, forum, or inquiry form, which is the first digital platform types in the workplace of digital trust, the results of the study showed that blogs, forums, or inquiry form are significantly affecting factors on level of digital trust. When the components were examined separately, the result showed that there are significant differences in ten (10) digital trust components which are priority levels of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use components. However, a follow-up analysis indicated that the availability of blogs, forums, or inquiry forms, which is a digital platform type in the workplace has significantly higher level in all the ten components of digital trust. The result shows the availability of blogs, forums, or inquiry forms in the workplace. The use of the platform improves the company’s online presence, interaction with workers and customers, and it gives wider coverage of the workplace through discussion boards and meetings. Similarity of the research could be seen [12. 13].

Instant messenger, which is the second independent variable in digital platforms, was analyzed based on the components of digital trust. Results revealed that instant messenger is also an affecting factor on level of digital trust. The components were examined separately, and the result showed that there are significant differences in nine (9) digital trust components which are priority levels of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, organizational data protection and privacy, internet and social media use components. Therefore, a follow-up analysis revealed that availability of instant messenger, which is a digital platform type for official transaction in the workplace, has significantly higher level in nine (9) components except data protection and privacy component of the digital trust. The result posited that instant messenger is prone to attack by viruses and other malware, data leakages and identity theft. Hence, there is a need to improve the data protection and privacy components of the digital trust to ensure security of the data [9, 10].

Email using company domain, is the third independent variable of digital platforms and the analysis showed that the component is an affecting factor on digital trust. When the components were examined separately, the result showed that there are significant differences in eight (8) digital trust components which are priority levels of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities and organizational data protection and privacy components. There is no significant difference between email using company domain and non-email using company domain in data protection and privacy, and internet and social media use components of digital trust. However, the availability of email using company domain has significantly higher levels in priority levels of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities and organizational data protection and privacy components of the digital trust. Consequently, the follow-up analysis showed that the availability of email using company domain, which is a type of digital platform for official transaction in the workplace has significantly higher level in digital trust. The result shows that email using company domain in the workplace is available and credible. The availability of email using company domain platform gives quick access to employees working in the workplace. Similarity of this research is seen in [9, 10]. However, there is need to improve on the workplace level of process (data protection and privacy and internet and other social media uses).

The fourth independent variable of the digital platform is the intranet or local area network. The analysis of the intranet and local area network showed that it is an affecting factor on digital trust. The result of the dependent variables across the independent variable showed that all the 10 components which are priority levels of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use components have significant differences. Consequently, the follow-up analysis showed that the availability of intranet or local area network, which is a type of digital platform for official transaction in the workplace has significantly higher level in all ten components of digital trust. Intranet or local area network is operated in the workplace of digital trust. The platform is reliable in sharing company information and computing resources among employees [12.13].

In examining video portals, which are the fifth digital platform types in the workplace of digital trust, the results of the study showed that video portals are significantly affecting factors on level of digital trust. When the components were examined separately, the result showed that there are significant differences in all ten (10) digital trust components which are priority levels of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use components. However, a follow-up analysis indicated that the availability of video portals, which is a digital platform type for official transaction in the workplace, has a significantly higher level in all ten components of digital trust. The availability of video portal helped foster understanding among employees and assisted in facilitating the sharing of company information through virtual seminars and conferences in the workplace. Previous research could be seen [16].

Facebook is the sixth independent variable in digital platforms of the study, it is analyzed based on the components of digital trust. Results revealed that face-book is also an affecting factor on level of digital trust. The components were examined separately, and the result showed that there are significant differences in nine (9) digital trust components which are priority levels of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, organizational data protection and privacy, internet and social media use components. There is no significant difference between face-book and non-face-book in data protection and privacy component of digital trust. Therefore, a follow-up analysis revealed that the non-availability of face-book, which is a digital platform type for official transactions in the workplace, has significantly higher levels in nine components of the digital trust.

The seventh independent variable of the digital platform is twitter. The results of the analysis of twitter showed that it is an affecting factor on digital trust. The result of the dependent variables across the independent variable showed that all the 10 components which are priority levels of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use components have significant differences. Consequently, the follow-up analysis showed that the non-availability of twitter, which is a type of digital platform for official transaction in the workplace, has significantly higher level in all ten components of digital trust.

Another social networking site is the eighth independent variable of the digital platform. This was analyzed based on the components of digital trust. Results revealed that other social networking sites are also an affecting factor on level of digital trust. The components were examined separately, and the result showed that there are significant differences in seven (7) digital trust components which are priority levels of software quality, hardware and software, electronic devices, management and other internal entities, IT and data support, organizational data protection and privacy, internet and social media use components. There are no significant differences in information systems, external entities and data protection and privacy components. However, a follow-up analysis revealed that non-availability of other social networking sites, which is a type of digital platform for official transaction in the workplace, has significantly higher level in the seven components of the digital trust.

The last independent variable of the digital platform is the website. An analysis of the website showed that it is an affecting factor on digital trust. However, when follow-up analysis was conducted, results showed that there is significant difference between websites or non-website in only five components which are priority levels of software quality, information systems, management and other internal entities, data protection and privacy, and internet and social media use components. While websites have higher levels in data protection and privacy, and internet and social use components than non-websites; non-websites have higher levels than website in priority level of software quality, information systems and management and other internal entities components.

Supervisor among workers in higher rank is the first independent variable across means of communication of digital trust. In examining the variable, the results showed that supervisor is an affecting factor on level of digital trust. As a follow-up, Kruskal Wallis analysis was conducted and there are significant differences in ten (10) components of the digital trust. Thereafter, pairwise comparisons were conducted to ascertain the level of significancy in the components, The results showed that face–to-face communication has significantly less level in hardware and software, electronic device, management and other internal entities, IT and data support, external entities and organizational data protection and privacy than digitally communication and both digitally and face-to-face communication. Also, digitally communication has a significantly less level in hardware and software, electronic devices, management and other internal entities, IT and data support, external entities and organizational data protection and privacy components than both digitally and face-to-face communication. Furthermore, face-to-face communication has significantly less levels in priority level of software quality and information systems components than both digitally and face-to-face communication. Also, digitally communication has significantly less priority level of software quality, and information systems components than both digitally and face-to-face communication. However, there are no significant differences between face-to-face communication and digitally communication at the priority level of software quality and information systems components. Lastly, digitally communication has significantly higher levels in data protection and privacy, and internet and social media use components than face-to face communication. Also, both digitally and face-to-face communication have significantly higher levels in data protection and privacy, and internet and social media use components than face-to-face communication. However, there is no significant difference between digitally communication and both digitally and face-to-face communication.

The second independent variable across means of communication is co-workers in the same rank. The results showed that it is an affecting factor on level of digital trust. As a follow-up, Kruskal-Wallis analysis showed that there are significant differences in means of communication among co-workers of the same rank in all the components of technology, people and process of digital trust. The results showed that face–to-face communication has significantly less level in hardware and software, electronic device, management and other internal entities, IT and data support, external entities and organizational data protection and privacy than digitally communication and both digitally and face-to-face communication. Also, digitally communication has a significantly less level in hardware and software, electronic devices, management and other internal entities, IT and data support, external entities and organizational data protection and privacy components than both digitally and face-to-face communication. Furthermore, face-to-face communication has significantly less priority level of software quality and information systems components than both digitally and face-to-face communication. Also, digitally communication has significantly less priority level of software quality, and information systems than both digitally and face-to-face communication. However, there is no significant difference between face-to-face communication and digitally communication in the priority level of software quality, and information systems components of digital trust. Additionally, both digitally and face-to-face communication have significantly higher levels in data protection and privacy component than face-to-face communication and only single significant exist in data protection and privacy. There is no significant difference between digitally communication and both digitally and face-to-face communication and between digitally and face-to-face communication among co-workers of the same rank in data protection and privacy component of digital trust. Lastly, digitally communication has significantly higher levels in internet and social media use components than face-to face communication. Also, both digitally and face-to-face communication have significantly higher levels in internet and social media use components than face-to-face communication. However, there is no significant difference between digitally communication and both digitally and face-to-face communication.

In examining subordinates in workers of lower rank as the third independent variable of means of communication in the digital trust, the results showed that the variable is an affecting factor on levels of digital trust. Follow-up results showed significant differences in all the ten (10) components of digital trust. Thereafter, pairwise comparisons were conducted to ascertain the levels of significancy in the components. The results showed that face–to-face communication has significantly less level in hardware and software, electronic device, management and other internal entities, IT and data support, external entities and organizational data protection and privacy than digitally communication and both digitally and face-to-face communication. Also, digitally communication has a significantly less level in hardware and software, electronic devices, management and other internal entities, IT and data support, external entities and organizational data protection and privacy components than both digitally and face-to-face communication. Furthermore, face-to-face communication has significantly less priority level of software quality and information systems components than both digitally and face-to-face communication. Also, digitally communication has significantly less priority level of software quality, and information systems than both digitally and face-to-face communication. However, there is no significant difference between face-to-face communication and digitally communication in the priority level of software quality, and information systems components of digital trust. Additionally, both digitally and face-to-face communication have significantly higher levels in data protection and privacy component than face-to-face communication and only single significant exist in data protection and privacy. There is no significant difference between digitally communication and both digitally and face-to-face communication and between digitally and face-to-face communication among co-workers of the same rank in data protection and privacy component of digital trust. Lastly, digitally communication has significantly higher levels in internet and social media use components than face-to face communication. Also, both digitally and face-to-face communication have significantly higher levels in internet and social media use components than face-to-face communication. However, there is no significant difference between digitally communication and both digitally and face-to-face communication.

The fourth independent variable of the means of communication is co-workers in the same rank of digital trust. In examining the variable, the results showed that means of communication among co-workers in the same rank is an affecting factor on level of digital trust. As a follow-up, Kruskal Wallis analysis was conducted and there are significant differences in ten (10) components of the digital trust. Thereafter, pairwise comparisons were conducted to ascertain the level of significancy in the components. The results showed that face–to-face communication has significantly less level in priority level of software quality, hardware and software, electronic device, information systems, management and other internal entities, IT and data support, external entities, organizational data protection and privacy, and internet and social media use components than digitally communication and both digitally and face-to-face communication. Also, digitally communication has a significantly less level in priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, organizational data protection and privacy, and internet and social media use components than both digitally and face-to-face communication. Lastly, digitally communication has significantly higher levels in data protection and privacy components than face-to-face communication. Also, both digitally and face-to-face communication have significantly higher levels in data protection and privacy components than face-to-face communication. However, there is no significant difference between digitally communication and both digitally and face-to-face communication.

The independent variable of means of communication among other external stakeholders or external entities, being the fifth variable, is an affecting factor on the level of digital trust. Follow-up analysis revealed that there are significant differences in ten (10) components of the digital trust. Thereafter, pairwise comparisons were conducted to ascertain the level of significance in the components. The results showed that face–to-face communication has significantly less level in priority level of software quality, hardware and software, electronic device, information systems, management and other internal entities, IT and data support, external entities, organizational data protection and privacy, and internet and social media use components than digitally communication and both digitally and face-to-face communication. Also, digitally communication has a significantly less level in priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, organizational data protection and privacy, and internet and social media use components than both digitally and face-to-face communication. Finally, digitally communication has a significantly less level in data protection and privacy component than both digitally and face-to-face communication and significantly higher level in data protection and privacy component than face-to-face communication. However, there is no significant difference between both digitally and face-to-face communication and face-to-face means of communication among other external stakeholders or external entities components in the data protection and privacy component of digital trust.

5.1 Conclusion

In conclusion, this study showed that independent variables such as wi-fi connection, wired connection, pre-paid data plan and post-paid data plan in internet connectivity are all affecting factors on the digital trust. In the same vein, blogs, forums, or inquiry form, instant messenger, email using computer domain, intranet or local area network, and video portals, face-book, twitter, other social networking sites and websites in digital platforms are also affecting factors on the digital trust. Organization benefits from an increase in digitalization of the workplace through increase productivity, cost savings, increase workers flexibility, and adaptability in ever increasing complex marketplace. This has also changed the power balance in the employer-employee relationship often towards the employees. They can work anywhere and stay connected through smartphones, tablets and other mobile devices. Previous study is seen [6,7,14]

The independent variables of supervisors among workers in higher rank, co-workers in the same rank, subordinates workers in lower rank, customers or clients, and other external stakeholders or external entities are also affecting factors in means of communication on digital trust. Digital communication has enhanced employee experience for different groups. With the digitally means of communication, it opens up a world of possibilities, create a sense of belonging in every corner of the workplace, and provides an inclusive employee experience that increase engagement across the business. Furthermore, the connectivity satisfaction on the internet connectivity variables are correlations with digital trust. If organizations prioritize these internet connections, digital platforms, and means of communication, they will be able to win customers confidence, increase patronage and improve the operational efficiency of the workplace towards attaining its organizational goals. This would also create a cordial business relationship between customers and organization, and organization to organization [15,25,28].

5.2 Recommendation for Future Research

For more study, emphasis on ways to improve data protection and privacy components which seem to have less significant difference in most of the independent variables could be considered for further research in the financial institutions, education sectors and health care among others. If data protection and privacy are improved upon efficiency, effectiveness, customers' confidence in the workplace would be guaranteed.

5.3 Implication for Practise

The importance of trust cannot be overemphasized, as defined by Moorman [19], trust refers to the willingness to rely on trading partners who have confidence in them. Hence, if the areas of the components of digital trust are addressed accordingly as pointed out by the study, organization will be able to create platforms worthy of attracting more customers, prevent the organization from fraudulent activities, identity theft, creating an enabling environment for its workers to work effectively and efficiently and encourage clients to make online purchases by exploiting the study's findings. This study's findings will serve as a guide to organizations that wish to improve the level of digital trust in the workplace in order to preserve their reputation and the organization confidential information.

REFERENCES

[1] S. Lemon, "16 Effective ways business can build trust online". Internet: https://www.forbes.com/sites/forbescoachescouncil/2020/07/20/16-effective-ways-business-can-build-trust-online/ Jul. 20, 2020 [Aug. 22, 2022].

[2] R. Crawford, "Empowering Leaders to Attack their Challenges with Peak Health, Energy and Clear Focus". Internet: https://www.ruben-crawford.com, Jul. 08, 2020 [Nov. 23, 2022].

[3] R. K. Sharma, "Four Traits Leaders can use to Effectively Engage a Global remote team".Internet: https://www.forbes.com/sites/forbescoachescouncil/people/reenasharma/ Nov. 30, 2022 [Feb. 23, 2023].

[4] A. Leneker, "16 Effective ways business can build trust online". Internet: https://www.forbes.com/sites/forbescoachescouncil/2020/07/20/16-effective-ways-business-can-build-trust-online/, Jul. 20, 2020 [Aug 22, 2022].

[5] J. Frodsham, CMP, "15 Tips for executives to help their businesses accelerate tech adoption". Internet: https://councils.forbes.com/profile/Joe-Frodsham-President-CMP/afb7c818-b0be-43f1-af50-d2c83c0150c2, Dec. 12, 2022 [Feb. 22, 2022].

[6] C. Briggs and K. Makice, *Digital fluency:Building success in the digital age*, Bloomington, Inc: Socialens, 2012, pp. 34-37.

[7] S.Hsi, "Conceptualizing Learning from the everyday activities of Digital Kids". *International Journal of Science Education*, vol 29. pp. 1509–1529, Sep. 2007.

[8] M.R. Haas, P. Criscuolo and G. George, "Which problems to solve?. Online knowledge sharing and attention allocation in organizations". *Academy of Management Journal*, vol. 58, pp. 680–711, Jul. 2014.

[9] L. Ramarajan and E. Reid, “Shattering the myth of separate worlds. Negotiating non-work identities at work”. *Academy of Management Review*, vol. 38. pp 621- 644, May 2013.

[10] J. Reyt and B.M Wiesenfeld, “Seeing the forest for the trees: Exploratory learning, mobile technology, and knowledge workers’ role integration behaviors”. *Academy of Management Journal*, vol. 58. pp. 739 - 762, Nov. 2014.

[11] T.L. Stanko and C.M. Beckman, “Watching you watching me. Boundary control and capturing attention in the context of ubiquitous technology use”. *Academy of Management Journal*, vol 58. pp. 712–738, Jan. 2014.

[12] W.R. Boswell and J.B. Olson-Buchanan, “The use of Communication Technologies after hours. The role of work attitudes and work–life conflict”. *Journal of Management*, vol. 33. pp. 592 –610, Aug. 2007.

[13] L.A. Perlow, *Sleeping with your smartphone, How to break the 24/7 habit and change the way you work*. Boston, MA, Harvard Business School Press, 2012, pp. 67-72.

[14] B. Spencer, “Mobile users can’t leave their phone alone for six minutes and check it up to 150 times a day”. Internet: https://www.news.com.au/technology/gadgets/newsstory/013fac7ea83f090dd1283c16a822223c, Feb. 11, 2013 [Mar. 13, 2023].

[15] S.C. Chen and G. S. Dhillon, “Interpreting Dimensions of Consumer Trust in E-Commerce”. *Information Technology and Management*, vol. 4, pp. 303–318, Apr. 2003.

[16] N. Luhmann, C. Morgner, and M. King, *Trust and power*. Medford, MA: polity press, 2017, pp. 231 - 237.

[17] M. Deutsch, “Trust and Suspicion”. *Journal of Conflict Resolution*, vol. 2, pp. 265–279, Mar. 2017.

[18] D.E. Zand, “Trust and Managerial Problem Solving”. *Administrative Science Quarterly*, vol. 17. pp 229–239, Jun. 2021.

[19] C. Moorman, R. Deshpande, and G. Zaltman, 1993. “Factors affecting trust in marketing research relationships”. *Journal of Marketing,* vol. 57, pp 81–101, Oct. 2015

[20] L.T. Hosmer, “Trust: The Connecting Link between Organizational Theory and Philosophical Ethics”. *The Academy of Management Review*, vol. 20, pp. 379 - 403, Apr. 1995.

[21] J.L. Bradach and R. G. Eccles, “Price, Authority, and Trust: From Ideal Types to Plural Forms”. *Annual Review of Sociology*, vol. 15, pp. 97–118, Nov. 2003.

[22] J.A. Quelch and L.R. Klein, *The Internet and International Marketing in Modern Marketing*, Hong Kong: Chinese University Press, 1996. pp. 381-411.

[23] N. Kumar, “The Power of Trust in Manufacturer-Retailer Relationships”. *Harvard Business Review*, vol. 74, pp. 92–106, Nov. 1996.

[24] D. M. Rousseau, S. B. Sitkin, R. S. Burt, and C. Camerer, “Not So Different After All: A Cross-Discipline View of Trust”. *Academy of Management Review*, vol. 23, pp. 393–404. Jul.1998.

[25] D. Gefen, “E-commerce: the role of familiarity and trust.” *Omega (Westport)*, vol. 28, pp. 725–737, Feb. 2000.

[26] D. Gefen, & D. Straub. “Building users trust in freeware providers and the effects of this trust on users perceptions of usefulness, ease of use and intended use of freeware.” Dissertation, Georgia State University, 1997. https://www.proquest.com/docview/304344043?pq-origsite=gscholar&fromopenview=true May 2003, [Feb. 10, 2023].

[27] P. Dasgupta, “Trust as a Commodity in trust: Making and Breaking Cooperative Relations.” Internet: https//www.researchgate.net/publication/22485739_Trust_as_a_Commodity. Jan. 2000 [Feb 20, 2022]

[28] F. Fukuyama, “Trust, the social virtues and the creation of prosperity.” *International Journal on World Peace*, vol. 14, pp. 84-87, Mar. 1997.

[29] D. Gambetta, “Trust: Making and Breaking Cooperative Relations.” *The Economic Journal*, vol 99. pp 201-203. Mar 1989.

[30] S. Ganesan, “Determinants of Long-Term Orientation in Buyer-Seller Relationships,” *The Journal of Marketing*, vol. 58, pp. 1–19, Nov. 2018.

[31] R. Morgan and S. Hunt, “The Commitment-Trust Theory of Relationship Marketing*.” Journal of Marketing,* vol. 58, pp. 20-38, Jul. 1994.

[32] O.E. Williamson, *The Economic Institutions of Capitalism*. New York, Free Press, 1985, pp. 279-286.

[33] R. Jeffrey, *Achieving Digital Trust: The new rules for business at the speed of light*. London: Original Though Press, 2015, pp 376 – 385.

[34] N. Taylor & U.L.F. Grosskopf. “A new slice of PII with a side of Digital Trust”. Internet: https://www.criticaleye.com/inspiring/insights-servfile.cfm?id=4946, Jun. 10, 2017 [Feb. 24, 2023].

[35] NHS Digital, “Information Governance Toolkit”. Internet: https://nhs-digital.citizenspace.com/information-governance/igt-review-1211/, Jun. 12, 2010 [Feb. 02, 2023].

[36] D. Gefen, E. Karahanna and D. W. Straub, "Trust and TAM in online shopping. An integrated model." *Management Information System Quarterly*, vol. 27, pp. 51-90, Mar. 2003.

[37] W. Wang and I. Benbasat, "Trust and TAM for Online Recommendation Agents". Presented at the 10th Americas Conference on Information Systems, New York, USA, 2004.

[38]G.Neill, "Digital Trust" Internet: https://assets.kpmg.com/content/dam/kpmg/pdf/2015/12/digital-trust.pdf , Jul. 2015 [Feb. 02, 2023].

[39] S. Joyce, "The journey of Digital Trust." Internet: https://www.pwc.co.uk/cyber-security/pdf/pwc-digital-trust-insights-survey.pdf, Aug. 04, 2018 [Jan. 02, 2023].

[40] M.F. Mubarak and M. Petraite, "Industry 4.0 technologies, digital trust and technological orientation: What matters in open innovation*?" Technological Forecasting and Social Change*, vol. 161, pp. 3-8, Dec. 2020.

[41]J.Stalzer, "The Digital Evolution Index 2017". Internet: https://newsroom.mastercard.com/wp-content/uploads/2017/07/Mastercard_DigitalTrust_PDFPrint_FINAL_AG.pdf, 11 July 2017 [14 Feb. 2023].

[42] D.E. Marcial and M. A. Launer, "Towards the Measurement of Digital Trust in the Workplace: A Proposed Framework". *International Journal of Scientific Engineering and Science*, vol. 3, pp. 1–7, Jan. 2019.

[43] E.M. Rogers, *Diffusion of innovations*, 4th ed. New York: The Free Press, 1995, pp 12-19.

[44] E. M. Rogers, J.C.R. Licklider, and R.W. Taylor', "The Digital Divide," *Convergence*, vol. 7, pp. 96–111, Dec. 2001.

[45] C. Jones and S. Cross, "Is there a Net generation coming to university? Internet: http://repository.alt.ac.uk/645/1/ALT-C_09_proceed. Sep. 2009 [Mar. 14, 2023].

[46] N. Marangunić and A. Granić, "Technology acceptance model. A literature review from 1986 to 2013." *Universal Access in the Information Society International Journal*, vol. 14, pp. 81–95, Mar. 2015.

[47] J. R. Fraenkel, N. E. Wallen, and H. H. Hyun, *How to design and evaluate research in education*. New York: McGraw-hill, 2012, pp. 345 - 356.

[48] D. E. Marcial and M. A. Launer, "Test-retest Reliability and Internal Consistency of the Survey Questionnaire on Digital Trust in the Workplace". *Solid State Technology*, vol. 64, pp. 4369–4381, Nov. 2021.

[49] A. Field. *Discovering statistics using IBM SPSS statistics*. United Kingdom: Sage Publication, 2013, pp.388-450.

[50] S. B. Green and N. J. Salkind, *Using SPSS for Windows and Macintosh: Analyzing and Understanding Data*. New York: Pearson, 2016, pp. 226-252.

[51] R. Wilcox, *Modern Statistics for the Social and Behavioral Sciences: A Practical Introduction.* New York: Chapman and Hall/CRC Press, 2020, pp.525-531.