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# Trust Human or Automated System Investigating Interpersonal Trust and Interpersonal Conflict in Virtual Organization

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## ABSTRACT

This paper aims to investigate and understand the impact of trust in an automated system on interpersonal trust and interpersonal conflict within the context of a virtual work environment. This quantitative research study provides a review of the existing literature, proposes and tests hypotheses depending on the data collected from virtual organizations in the travel sector in the Gulf region through a survey tool. Trust in an automated system is essential to enhance interpersonal trust and reduce interpersonal conflict that would enhance the organizational performance within the virtual workplace. An employee's perceived system usefulness and ease of use mediate and strengthen the investigated relationship due to reducing the need for in-person interaction between employees. Consequently, that would reduce the probability of employee exposure to risk and conflict due to relying on relationships with co-workers to perform the job. This paper presents a novel idea by addressing a vital relationship between trust in automated systems and interpersonal trust and conflict in the virtual setting, which is not investigated in previous research.

**Keywords:** System trust; interpersonal trust; interpersonal conflict; perceived usefulness; perceived ease of use.