

## The Impact of Social Media Information Quality on Creative Self-Efficacy: The Mediating Role of Trust

Abdallah M. Obeidat, Waad Saleh Suleiman Mustafa

Jadara university

*aobeidat@jadara.edu.jo, Waadalnaasan1995@gmail.com*

**Abstract.** This study investigates the quality of social media information influence on the creative self-efficacy: the mediating role of trust in King Hussein Business Park. For the purpose of this study with the hypotheses was adopted the descriptive analytical approach and the questionnaire was the principal instrument. The study population was all employees in King Hussein Business Park, which numbered to (10,000). The researcher adopted convenience sampling, which resulted in a study population of 372. The sample was provided with a questionnaire distributed electronically through the management, and the information was analyzed using Smart PLS and SPSS. The study demonstrates that there is a statistically significant influence of the quality of the information on social media on the creative self-efficacy with trust as a mediating variable. Furthermore, the study recommended that King Hussein Business Park should better recognize contributions from employees and teams that achieve positive results. Creativity in problem solving should be encouraged with the park focusing on the establishment of a formal mechanism to identify, assess and reward the innovative projects and efforts directed in solving the challenges faced by the park.

**Keywords:** Social Media Information Quality, Creative Self-Efficacy, Creative Thinking Self-Efficacy, Creative Performance Self-efficacy, Trust, Jordan.

## **1. Introduction**

The exponential growth of social media platforms has made them indispensable in the transmission of information and ideas. But, the value of the experience is heavily dependent on the information being of high quality. Accurate, coherent, and precise information enhances user satisfaction and alleviates the distress of excessive use. Simultaneously, one of the primary pillars of the promotion of the higher-order thinking is trust in the information and its source. Trust in information positively impacts the reliance on it and the generation of new ideas and solutions (Talwar et al. 2020). Social media platforms, therefore, are stimulating environments for the development of creative self-efficacy, as they provide high quality and reliable information.

When users have access to precise information, it becomes easier for users to appreciate the full extent of their creative possibilities (Müller & Montag 2024). The presence of self-affirming information increases one's self-confidence and the disposition to engage in creative activities, which adds to the importance of information quality as an indicator of expected self-efficacy in the given context (Djakasaputra & Nawawi 2024). In addition, self-efficacy and information quality have been shown to be interlinked through self-confidence in several studies. Knowledge conversion into actual creative output becomes more certain due to positive social media interactions, like encouraging messages and mutual support (González & González 2015). Hence, all three variables form an interplay as social media clarifies the psychical and intellectual aspects of creative self-efficacy. This is the foundation upon which the current study bases its examination of the relation between creative self-efficacy and the quality of information available on social media in the highly interpersonal context of trust and the key mediating role it exerts in this relationship.

Creative self-efficacy encompasses self-confidence in one's ability to plan one's actions and mobilize one's resources to create and effectively deal with challenges and ambiguities. It influences one's ability to Events and challenges in any context can determine one's ability to withstand failure and remain resilient in difficult situations. It determines the quality and quantity of an individual's social support network. Enhancing this perception and fostering proactive resources within an individual's social context and support systems are a part of social encouragement (Chen & Zhang 2022). Furthermore, within this context, social media resources and activities can aid the individual in developing self-efficacy. It can provide a rich environment where information resources stimulate and nurture creative thinking and performance. Social media enables users to expand their cognitive horizons and actively engage with stimulating resources. According to Turel and Serenko (2012), social media incorporates activities that foster creative thinking and encourages users with novel and stimulating resources. Also, Bulearca and Bulearca (2010) stated that these platforms create interactive settings that stimulate environments for creativity with the sharing and discussion of ideas and viewpoints.

Numerous inquiries have been conducted on the the quality of information on social media. The role of trust in digital environments and the relationship to creative self-efficacy have been explored, yet a theoretical gap continues to exist in literature (Al-Ghalabi, Ghaith, Al-Shamaileh, & Altarawneh, 2024). Specifically, the absence of a unified explanatory model, integrating these three constructs, remains. There is a lack of comprehensive studies that examine the extent to which trust mediates the effect of information quality on the formation of an individual's creative self-efficacy. Most of the previous studies (e.g. Turel & Serenko, 2012; Bulearca & Bulearca, 2010; Dabbous et al., 2020) have studied the dyadic relationship. With the current multiple and diverse information sources available, and their varying degrees of trustworthiness, the relationship on how digital information is perceived and one's creative self-efficacy, remains largely unexplored.

Overall, the present paper suggests that the quality social media information will mitigate the cognitive ambiguity, increase the confidence in the institutional setting, and augment the perceived creative potential of individuals. Thus, trust is a cognitive-relational factor that converts the quality of

information into creative self-efficacy in the context of organizational service settings. This study has thus tripled its contribution. To start with, it offers an empirical data on a business cluster in the Middle East, where the literature is underrepresented. Second, it reinforces the earlier theoretical premises through the establishment of the mediating process of trust in online information settings. Third, it polishes the knowledge on how social media platforms become organizational information systems that determine the ability to be creative.

## **2. Literature Review**

The current research is grounded on information processing theory and epistemology, The Information processing theory proposes that people use the information available in order to minimize ambiguity and construct cognitive certainty in coming up with judgments and decisions (Sarfo et al, 2026). Social media information of high quality (accurate, comprehensive, understandable and updated) minimizes ambiguity and maximizes cognitive confidence about the ability to evaluate situations. The lesser the ambiguity, the more the individuals tend to believe the source of information and the organization environment (Singh et al, 2026).

According to epistemological views, information is a strategic source of knowledge that improves the individual potential in organizational and service systems (Tashtoush, 2021). Quality information enhances knowledge frameworks which make people believe that they are more adept at decoding situations, seeking solutions and engaging in problem-solving in inventive ways. Trust in turn is a cognitive and relational process whereby the quality of information is acquired and converted to perceived competence (Zheng et al, 2026).

Thus, according to the proposed mechanism, quality information on social media leads to an increase in cognitive certainty, hence, increasing trust in the service ecosystem (including the King Hussein Business Park). Such confidence, in its turn, improves the competence of individuals and their belief in the power of their creativity, which results in the rise of self-confidence in the creative sphere. Trust in this sense provided is an intermediate process that converts the quality of information into improved creative capability in service systems.

### **2.1 Social Media Information Quality**

The evolution of social media platforms has enabled them to serve as essential pieces of the many different systems in the sharing of ideas and information between people and organizations. To amplify outreach and communication, as well as to interact with their followers and enhance the level of scientific and academic discourse, people and professionals in various disciplines have used these platforms as vital information tools (Saygılı 2023). Zhou et. al (2024) discussed that the quality of an information can be described with the level to which the information meets the needs of the user, preferences of the user and the purpose of the information itself. Information quality can be evaluated in various ways, one of which the information that is available and accessible possesses attributes such as timely, accurate, complete, dependable, and relevant, which in turn aid the decisionmaking rationally and effectively (Precisely 2023). Information quality can also be described as the extent to which the characteristics of the information satisfies the needs of the information users (Jiang et al. 2021). In relation to the significance of such social media information in the business world, the main driving force is the extent to which it is practically usable to help users to make rational decisions. Users highly regard valuable information quality (Jiang et al. 2021). Information quality is also characterized by defensible reliance claims and validation. Several studies advance accuracy, clarity, completeness, relevance, and timeliness as key social media information characteristics (Watanuki & Moraes 2019).

Informatics wise, social media might be theorized as organizational information systems that receive, process, filter, and share data in service ecosystems (Alaimo, Kallinikos, and Valderrama, 2020). Information quality is not simply a perceptual quality but it indicates design decisions made on

systems and the decisions made on data governance and processes taken on the lifecycle management of information (Haug, 2021).

The accuracy, timeliness, consistent, and reliability of information shared on such platforms directly depend on system architecture, algorithmic content curation, verification mechanisms, and data validation procedures (Tella, & Molaudi, 2025). Good data governance structures make sure that data is edited, tracked and refined in a manner that reduces misinformation and increases openness. High information quality on this sense is the product of well-built information system structures and decision-support systems (Guillen-Aguinaga et al, 2025).

In the organizational context like King Hussein Business Park social media has been utilized to provide informal decision-support infrastructure. By giving people reliable and well-structured information that is presented by such systems, cognitive overload and uncertainty is minimized and thus people can interpret information better. This increases the level of institutional trust and makes individuals more competent in their perceptions towards creating ideas and addressing problems creatively (George, Baskar, and Srikanth, (2024).

Informatics-wise, therefore, the quality of information is indicative of the efficiency of the system design and governing frameworks, which in turn determine the development of trust and creative self-efficacy as the main service attainments (Alruwaie, El-Haddadeh, and Weerakkody, 2020).

## **2.2 Creative Self-Efficacy**

In a rapidly evolving world marked by complexities, the ability to innovate and adapt has become increasingly important for both personal and societal challenges. Haase Hoff Hanel and Innes-Ker (2018) define creative self-efficacy as a central component to understanding an individual's responses to creative demands, representing the belief and confidence a person possesses in their ability to conceive and realize creative ideas. This construct draws from Bandura's (1997) self-efficacy theory, which discusses the role of self-evaluation in driving behavioral patterns and persistence towards goal attainment, particularly for goals that require a psychological break from the dominant paradigm. Creative self-efficacy is the confidence that one can produce creative work, devise new approaches to problems, and construct novel solutions to issues, which embodies an internal conviction of one's potential to think creatively and succeed (Puozzo 2021). Research on the creative self-efficacy of employees within an organization indicates a direct link to their level of critical thinking and creative output. This further solidifies the importance of fostering a positive self-evaluation as a means to enhance one's creative potential and sustain higher levels of workplace productivity.

These results indicate that people who have positive evaluations toward their creativity uniquely strengthen intrinsic motivation, helping people strengthen their perseverance, enhance the efficiency they overcome their objectives (Islam et al, 2025). Creative self-efficacy entails two dimensions, which are the self-efficacy of performing creativity and the self-efficacy of thinking creatively (Tierney & Farmer, 2002). The first dimension of self-efficacy involves confidence within one's own ability to devise original and novel ideas, while the second involves producing useful outcomes of ideas such as product design and creative problem solving. Creative thinking self-efficacy refers to the ability to generate and provide ideas and answers to certain situations and problems demonstrating ideational fluency, originality, flexibility, remote associations, and problem solving of differing levels. The involvement of creativity is intentional and involves systematic and organized efforts. While creative performance self-efficacy involves holistic organizational outcomes of innovation and improvement efforts driven by diverse aspects of creativity (Tuan et al, 2015). Most recent studies indicate that creative performance is critical for one's professional growth, including improvement of many personal competencies and abilities that assist the person in coping with varied and challenging situations (Ghaith, Al-Gharaibeh, & Al-Naseri, 2023; Islam et al, 2025). Validated the value of fostering this perspective to stimulate originality and attain greater professional efficacy by demonstrating that altering an

employee's self-appraisal increases the employee's cognitive business thinking and creativity performance.

### **2.3 Trust**

Trust is one of the bedrock principles of professional and scientific relations. Given the uncertainty and lack of accountability and legal frameworks that govern the digital environment, the reliance on trust becomes even more important. As Zhghenti and Chkareuli (2021) point out, trust is the expectation that someone will carry out certain actions that will result in favorable outcomes. It is one of the key factors to customer satisfaction and loyalty, which stems from the reliance and credibility of digital services. This phenomenon also speaks to the confidence individuals have in themselves and their judgment.

Bayat (2019) states that self-worth aids in facing and overcoming challenges. Social media technology facilitates communication and networks. Cha (2024) explains how users' social networks and ties determine the trust of content. Interpersonal trust helps content reliability and the trust of social networks. Personal confidence and trustworthiness shape social network connections. Trust helps explain social relationships and bonds of mutual respect. Trust is the most important direct and positive influence in social connections. Strong communication and positive social interactions are built around trust. Trust and positive social interactions are built around the communication of justice. Certain traits influence trust. The people who enact humility, empathy, approachability, respect, and care are seen as trustworthy (Wilkins 2018). Social interactions of trust are the most important in professional settings in science and other disciplines.

Given the unique characteristics, ambiguity, and absence of accountability, the digital realm demonstrates the importance of trust. Zhghenti and Chkareuli (2011) elaborate that, 'trust is the belief that the outcome of actions will be positive.' Increased trustworthiness will increase customer satisfaction, loyalty, and repeat purchases. Trust also reflects the confidence judgment a person possesses. Thus, people with a strong sense of self-worth are able to confront challenges head on, and get through them with determination and courage (Bayat 2019). Cha (2024) demonstrates how users social contacts influence their perception of the trustworthiness of information the users engage with and the information is made available on social media. Trust, social bonds, and the social order are closely related and, as a result, trust is a primary element, and social networks play a significant role in information validation. Social networks reinforce and influence trust in a social context. Consequently, trust is representative of the grade of social order a person possesses.

Regarding someone's trustworthiness, there are dimensions such as their reliability, honesty, and capability as well as their moral standing. The concepts of communication, fairness, and equity are also tied trust. The trustworthiness of a person can involve the qualities of lowliness, empathy, welcome, approach, truthfulness, concern, and regard.

## **3. Hypothesis Development and Research Model**

### **3.1 Social Media Information Quality and Creative Self-Efficacy**

According to some researchers, having access to pertinent and recent information raises a person's self-respect and their ability to manage challenges, problem solve, and make rational choices. The link between self-efficacy in information seeking and the quality of decisions was illustrated by Zha et al. (2013). Individuals who confidently possess the skills necessary to procure information make decisions that are more effective and better libraries. When people are given reliable information, their self-efficacy increases because they are able to make rational decisions, and marshal their efforts in a positive direction that leads to the achievement of their goals. As a result, improving information quality is considered an essential first steps to enable individuals to make rational decisions and organize their activities in a manner that enhances their self-efficacy (see Popoola et al. 2014). Moreover, the quality of information people is provided with has been recognized by Muslichah (2018) as one of the important

factors to increasing self-efficacy. When individuals are provided with the information that is accurate, complete, and up to date, they are able to make rational decisions, execute their plans, and achieve their goals, and these results in a positive self-perception of their ability to succeed. Having unfounded, weak, or flawed information can be damaging to a person's motivation, self-confidence, or even a person's decision-making abilities. Hence, self-efficacy can be fostered through the provision of information that is accurate and empowers people with the skills to tackle challenges.

**H1:** The quality of social media information has a positive effect on creative self-efficacy.

### **3.2 Social Media Information Quality and Trust**

A large volume of information is disseminated through social media platforms which makes them large communication networks that even compete with and, in some cases, surpass conventional media. This is apparent in the rising number of users and the growing dependence on these platforms as primary tools for the transmission and sharing of news and information (Watanuki & Moraes, 2019). In the United Kingdom, the Reuters Institute for the Study of Journalism, which conducted research in 26 countries, noted that over 50 percent of internet users in a number of the countries studied access social media platforms such as Facebook, YouTube, and Twitter for news. Moreover, some media publishers are collaborating with Facebook and Google and are relying on them for news distribution, indicating that such platforms might eventually function as independent news publishers (Al-Mustarihi 2020). The quality of content on social media is a major determinant of a person's trust toward social media. Trust is built on the accuracy, availability, completeness, clarity, and consistency of the information provided. Trust is also a key element for building long-term relationships with clients through privacy assurance and provision of high-quality goods and services (AlNawafleh, Ghaith, Al-Gharaibeh, Alhyasat, & Hamdan, 2023; Patma al. 2022).

Social media channels present a powerful opportunity to build trust and promote creativity at work. Djakasaputra and Nawawi (2024) argue that businesses can implement marketing methods to boost brand equity and sustain business growth while communicating with customers and prospective business partners. Such interactions build reliable relationships that promote creativity and business growth. Similarly, Jalees et al. (2023) states that trust with customers can be built through brand website information and social media interactions. Furthermore, Radiansyah (2023) states that trust and information quality greatly determines the cognitive of the e-commerce site visitors. This highlights the importance of well-reasoned content and strong supporting materials in communicating the usefulness of information and the value of trust. Finally, some studies focusing on social media and trust have showed an increase in social trust of the users of these sites. Social media apps serve to connect to other people and build new relationships. Consequently, Ibrahim (2025) argues that social media greatly influences people's social trust, depending on the information people share with one another on these platforms.

**H2:** The quality of social media information has a positive effect on trust in the King Hussein Business Park.

### **3.3 Trust and Creative Self-Efficacy**

The responses of individuals to risk and risk-related information is influenced by trust and self-efficacy. Greater levels of trust and self-efficacy result in lower levels of anxiety and greater satisfaction in the information available. Consequently, when self-efficacy is high, trust in the institutions can alleviate the need for information, whereas when self-efficacy is low, the need for information often increases (Gutteling, 2009). Examining the effect of creative self-efficacy on the relationship of transformational leadership and trust with uncertainty avoidance, Afsar and Masood (2018). Employees' creative self-efficacy noted in Syed et al. (2024) findings, is greatly influenced by their trust in a leader or supervisor and self-confidence, and self-management. Confident workers self-regulate to achieve their goals, which uplifts their self-esteem and self-image. Moreover, people perform better and exert control over

their actions when they are confident, which positively impacts their self-image and self-perception. Confidence is a prerequisite for creative self-efficacy. Moreover, social media enhances self-efficacy by providing an interactive environment that permits individual information exchanges and facilitates interpersonal connections. This enhances self-worth and increases the potential for creative thinking (Zhao & McDougall, 2017).

Past research has indicated the mediating effect of trust. Trust in this research is not simply the attitude between the individuals, but one of the system-level cognitive and relational processes that work inside organizational service systems in the form of the following mechanisms (Park, & Young Yoon, 2025):

To begin with, trust is a cognitive process that minimizes uncertainty and information ambiguity. Quality information posted on the social media implies reliability and consistency, which increases cognitive certainty (Ma, Au, and Ren, 2020). Once individuals have confidence in the origin of information and the organizational environment around them, they devote cognitive resources that provide them with more mental ability to explore creatively (Pan, Shang, and Malika, (2021).

Second, trust has a legitimizing role. People are likely to be reluctant to take information even when it is correct in the course of action when they feel some social or organizational danger. The trust legitimizes the utilization of the information available, which lowers the vulnerability feelings and raises confidence in the decision-making procedures (Patole et al, 2026).

Third, trust has an enabling role in that it facilitates a psychologically safe environment in the organizational system (Joo, Yoon, and Galbraith, 2023). Trusted environments allow people to offer new ideas and be ready to do creative actions without being afraid of adverse outcomes (Chen et al, 2021). The result is that, through trust, the quality of the information is no longer a fixed informational property but a resource of actionable knowledge and thus, creative self-efficacy is developed. This mediatory process describes the influence of digital information infrastructures on the creative capacity in the innovation-based service environments (Haque et al, 2025).

**H3:** Trust has a positive effect on creative self-efficacy.

**H4:** Trust positively mediates the relationship between the quality of social media information and creative self-efficacy.

### **3.4 Study Model**

In exploring how the quality of social media information impacts creative self-efficacy and the role of trust as a mediator at King Hussein Business Park, the researchers developed a conceptual model that incorporates three interrelated core variables, and strives to understand the relationship between multiple variables.

Dependability, applicability, and correctness of the information posted on social networking platforms is shown through the quality of content created on social media, which is the independent variable (Tajvidi & Karami, 2021; Rialp-Criado, 2018; Othman, 2022). This variable is expected to enhance directly the dependent variable of creative self-efficacy which describes one's belief in their ability to generate and successfully implement new ideas (Laguía et al., 2019). Meanwhile, trust functions as a mediator explaining the mechanism through which the quality of social media content impacts creative self-efficacy (Djakasaputra & Nawawi, 2024). Trust serves as a psychological and relational component increasing the willingness of an individual to engage in creative activities in an organization, and the confidence in the information source, the proposed conceptual model (Figure 1) investigates the causal pathways between information quality, trust, and creative self-efficacy in the contextual setting of the King Hussein Business Park, illustrating the proposed relations among the study variables. Moreover, the model depicts the role of trust as a mediator in transforming high-quality information to enhanced creative self-efficacy at the individual and employee levels.

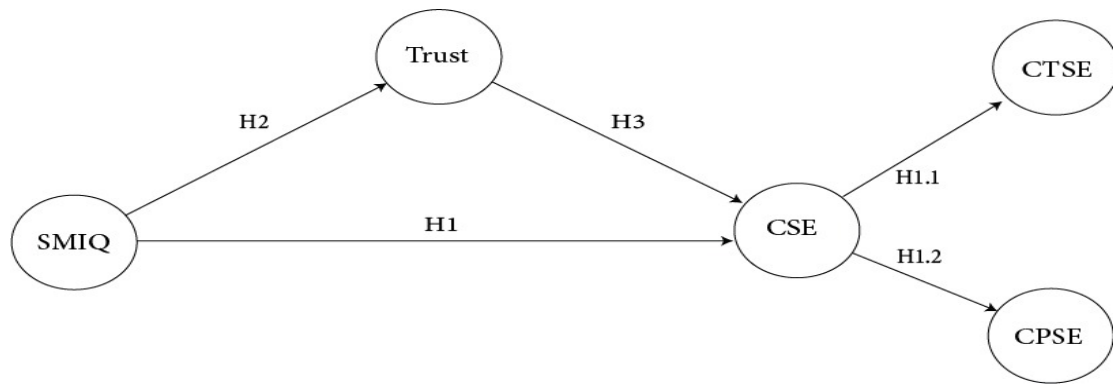


Fig.1: Conceptual Framework

## 4. Methodology

### 4.1 Research Approach

The study took a quantitative approach to address the research questions. A questionnaire is a research instrument consisting of a set of questions designed to gather information from research subjects (Krosnick 2018). According to Stockemer et al. (2019), the quantitative approach is defined as a research methodology whereby knowledge and conclusions are drawn from the collection and analysis of numerical data. Hence, questionnaires are distributed to large populations to empirically investigate the demographic data beliefs and preferences. They can be administered online or as paper-and-pencil (Yaddanapudi & Yaddanapudi 2019). It is a collection of data analysis techniques that provide information about relationships between different variables. Identifying trends, patterns, and correlations between different variables requires the collection and analysis of large amounts of data (Nardi 2018). Quoting Hosseini et al. (2019), the quantitative approach enables researchers to address overarching questions and make reliable deductions based on the gathered data. Typically, surveys, experiments, or mathematical constructions are used in quantitative research to make inferences from results.

The deductive reasoning associated with the quantitative method stands out as a form of rational thought by which an argument is constructed based on prior elements or premises (Morsanyi et al. 2018). It is the process of reasoning by inference from acknowledged and established facts or premises (Sternberg et al. 2021).

### 4.2 Research Measurement

To ensure reliability, measurement items from previously validated studies were adapted. Respondents' answers were evaluated using a five-point Likert scale. The independent variable social media audience information value (Tajvidi & Karami, 2021; Rialp-Criado, 2018; Othman, 2022) pertains to information quality. This variable is expected to influence the dependent variable creative self-efficacy directly (Laguía et al., 2019). Meanwhile, the variable trust was integrated as a mediating variable to bridge creative self-efficacy and information quality (Djakasaputra & Nawawi 2024). Academics specializing in marketing, business administration, and information systems reviewed the questionnaire to provide clarity and validation. The pretest results drove further refinements on the items and adjustments were made. As shown in Table (1), only the items that received full endorsement from the experts were included in the final questionnaire.

The questionnaire was structured in two main sections; the first section requested demographic information from the participants, while the second section addressed the study variables (information quality, trust, and creative self-efficacy).

Table 1: Distribution of the questionnaire items

Variable	Number of items
SMIQ	4
CTSE	3
CPSE	3
Trust	5

### 4.3 Population and Sampling

The study area was the King Hussein Business Park (KHBP) in Jordan, where the whole sample of the population was sampled. The Park accommodates approximately 354 companies and 10,000 working people (King Hussein Business Park, 2025) providing a safe work atmosphere and business ecosystem to local and international firms and start-ups. Regarding the large size of the target population, the researchers used A form of on-site random distribution in an available organizational cluster. 372 responses were selected (Bougie and Sekaran, 2019) with reference to the 10,000 employees population. The sample was also made proportional to the overall population so that it was well represented.

The research applied a systematized distribution strategy in a convenient organizational cluster in King Hussein Business Park. Although attempts were taken to access employees within various levels of management and companies, it was a voluntary exercise. Thus, the results mostly indicate the views in this particular business ecosystem.

The researcher developed a data collection plan and visited the King Hussein Business Park where he introduced the objective of the intended research to the employees in the various levels of management. The researcher used 400 questionnaires to start with in order to have an adequate number of the completed questionnaires to analyze. The management of the participating companies assisted in the process of data collection, and were highly cooperative, which indicated that they were interested in supporting the study. They assisted in the distribution of the electronic questionnaires created using Google Forms. 372 full responses that would be used in data analysis were received.

### 4.4 data analysis approach

The data were analyzed using SPSS and SmartPLS software. Initially, SPSS was used to perform descriptive statistics and evaluate data screening procedures, including missing values, normality, and multiple linear correlation diagnosis. Subsequently, PLS-SEM (Partial Least Squares Modeling) was applied via SmartPLS to test the research model and its hypotheses. PLS-SEM was chosen for its suitability for complex models involving mediation analysis, its robustness with relatively non-normal data distributions, and its suitability for predictive research objectives, as the analysis followed a two-step approach. First, the measurement model was assessed by examining the reliability of the index, the reliability of internal consistency (Cronbach's alpha coefficient and composite reliability), and the convergence validity (mean extracted variance - AVE). Second, the structural model was assessed by analyzing the path coefficients, the coefficient of determination ( $R^2$ ), P values, and redistribution procedures (5000 samples) to determine the significance of direct and indirect effects. The mediating role of confidence was also examined using redistribution techniques to assess the significance of indirect effects, in accordance with contemporary mediation analysis procedures.

## 5. Results

### 5.1 Demographic Results

An analysis of the study sample demographics revealed that 66.1% of the respondents were female. Furthermore, 55.1% of the respondents had more than five years of work experience. 78% of the sample had employee-level positions in the organizations, and most respondents (68%) held a bachelor's degree.

## 5.2 Questionnaire Analysis

The questionnaire items were analyzed using means and standard deviations. The results showed that participants were positively inclined towards the questionnaire statements, with all scores on the rating scale being high for each variable measured.

The study also included a discriminant validity analysis to ascertain that each construct was indeed distinct. Following the criteria of Hair et al. (2006) all items with factor loadings over 0.50 were considered valid and retained for further analysis. The detailed results of this analysis are included in Table (4).

Table 2: Questionnaire Mean, Standard Deviation and Factor Loading

No.	Variables	Mean	SD	Factor Loading
1	SMIQ 1	4.3	0.57	0.601
3	SMIQ 3	4.07	0.74	0.685
4	SMIQ 4	4.07	0.64	0.766
5	SMIQ 5	4.02	0.69	0.676
<b>Social Media Information Quality</b>		4.12	-	
9	CTSE 9	4.08	0.66	0.677
10	CTSE 10	3.91	0.77	0.742
12	CTSE 12	4.13	0.65	0.678
<b>Creative Thinking Self-Efficacy</b>		<b>4.04</b>	-	
15	CPSE 15	4.13	0.65	0.620
16	CPSE 16	3.99	0.69	0.697
17	CPSE 17	3.96	0.74	0.730
<b>Creative Performance Self-Efficacy</b>		<b>4.03</b>	-	
21	T 21	3.92	0.74	0.711
22	T 22	3.88	0.75	0.619
23	T 23	3.99	0.73	0.690
24	T 24	4.04	0.70	0.682
26	T 26	4.08	0.73	0.625
<b>Trust</b>		<b>3.98</b>	-	

## 5.3 Convergent Validity

The Smart PLS program facilitated the analysis of data and helped obtain the sample data descriptive statistics. To examine the relationship, the data and latent variables sample data descriptive statistics were also obtained through the same software.

Convergent validity describes the extent of correlation among the various measure items for a certain construct. Moreover, item reliability Hair et al. (2010) is determining the consistency of items associated with a certain construct. As described in Table (1), to evaluate convergent validity, the Average Variance Extracted (AVE) was calculated for each construct. In addition, item loadings for each index on its respective factor were estimated and outlined in Figure (2).

Table 3: Average Variance Extracted (AVE)

Variables	Composite Reliability	(AVE)
CPSE	0.724	0.568
CSE	0.735	0.522
CTSE	0.742	0.589
SMIQ	0.778	0.569
Trust	0.799	0.594

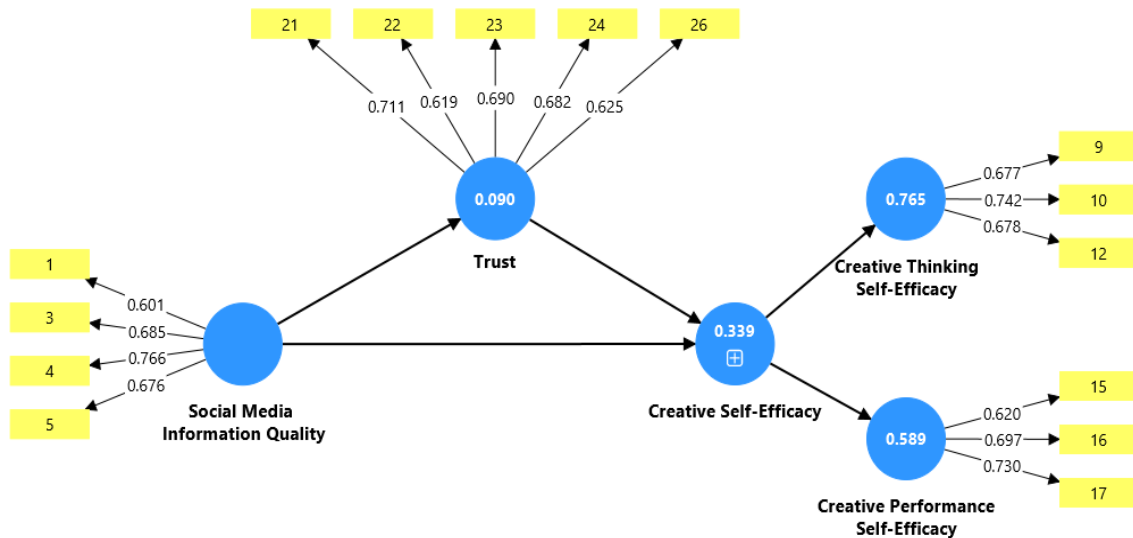


Fig.2: Item Loadings for the Study Variables

Figure 2 shows the loading values for the various study variables for each item. The values for Average Variance Extracted (AVE) presented in Table 1 are all above the acceptable minimum threshold of 0.50 (i.e. 0.522 to 0.594) which means that more than half of the variance of each indicator of the construct was explained. The item loadings ranged from 0.601 to 0.766 ( all above the minimum of 0.40) as presented in Figure 1 (Hair et al., 2011; Ringle & Sarstedt, 2011). This demonstrates the measurement tools acquired sufficient convergent validity.

### 5.4 Reliability of the Instrument

Conducting the same study again, the degree to which the same outcomes could be achieved would be referred to as the instrument’s reliability. This also covers the extent to which the different survey questions represent different aspects of the same concept to which the respondents answered (Sekaran & Bougie, 2019). Table (2) highlights all study variables and their dimensions which Cronbachs Alpha coefficients calculated to be higher than 0.70. This implies that there is lower variance which translates to greater internal consistency with the measurement items.

Table 4: Cronbach’s Alpha Reliability Coefficients for Study Variables

Variables	Cronbach's alpha
CPSE	0.751
CSE	0.776
CTSE	0.777
SMIQ	0.719
Trust	0.786

The study variables and their various dimensions had Cronbach's Alpha ranges of 0.719–0.786 (see table 2). Hair et al. 2016, states that a Cronbach's Alpha value above 0.60 - 0.65 denotes a certain degree of internal consistency. Hence, every item of the research tool (questionnaire) utilized to collect data exhibited a satisfactory degree of reliability.

### 5.5 Hypotheses Testing

This section examines the research hypotheses that seek to analyze the role of trust as a potential mediator between the dimensions of self-perceived creativity, creative performance self-efficacy and creative thinking self-efficacy, and the quality of social media information. The results for the main hypotheses testing are presented in Table (5) and Figure (3). In addition, the results for the sub hypotheses testing are presented in Table (6) and Figure (4).

Table 5: Results of the Main Hypotheses Testing

H	Paths	Original sample	Sample mean	SD	T statistics	P values	Decision
H1	Social Media Information Quality → Creative Self-Efficacy	0.337	0.339	0.053	6.411	0.000	Accepted
H2	Social Media Information Quality → Trust	0.300	0.308	0.059	5.063	0.000	Accepted
H3	Trust → Creative Self-Efficacy	0.384	0.386	0.054	7.144	0.000	Accepted
H4	Social Media Information Quality → Trust → Creative Self-Efficacy	0.115	0.119	0.028	4.114	0.000	Accepted

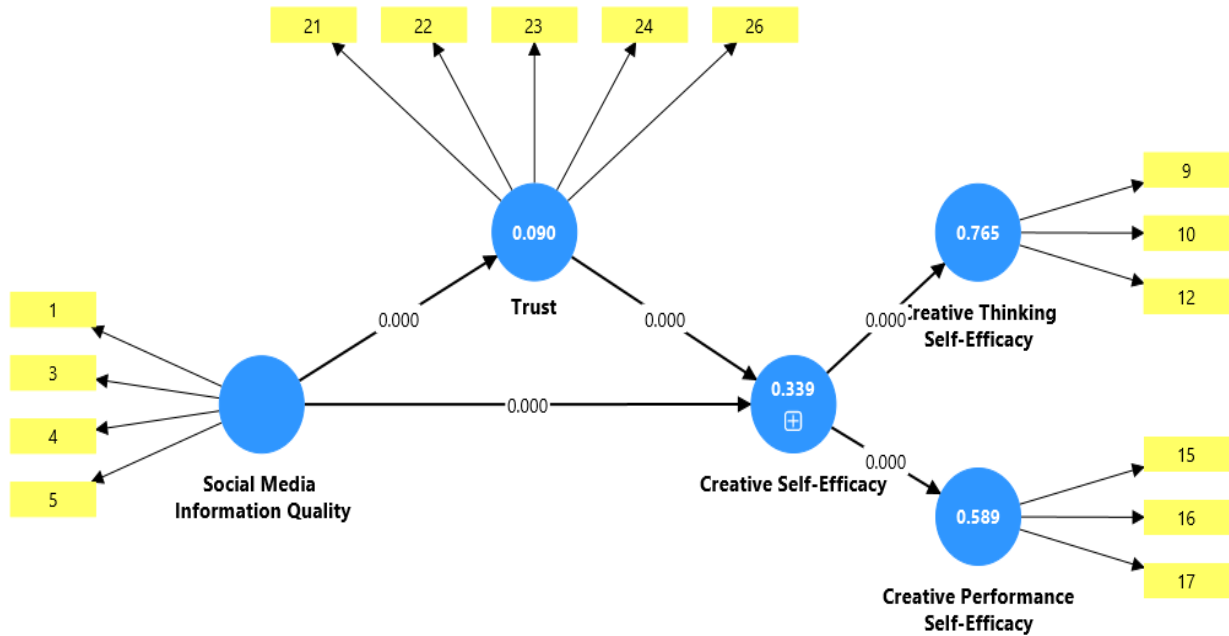


Fig.3: Path Analysis Results for the Main-Hypotheses

Table 6: Results of the sub Hypotheses Testing

H	Paths	Original sample	Sample mean	SD	T statistics	P values	Decision
H1.1	Social Media Information Quality → Creative Thinking Self-Efficacy	0.389	0.401	0.055	7.060	0.000	Accepted
H1.2	Social Media Information Quality → Creative Performance Self-Efficacy	0.366	0.378	0.050	7.282	0.000	Accepted

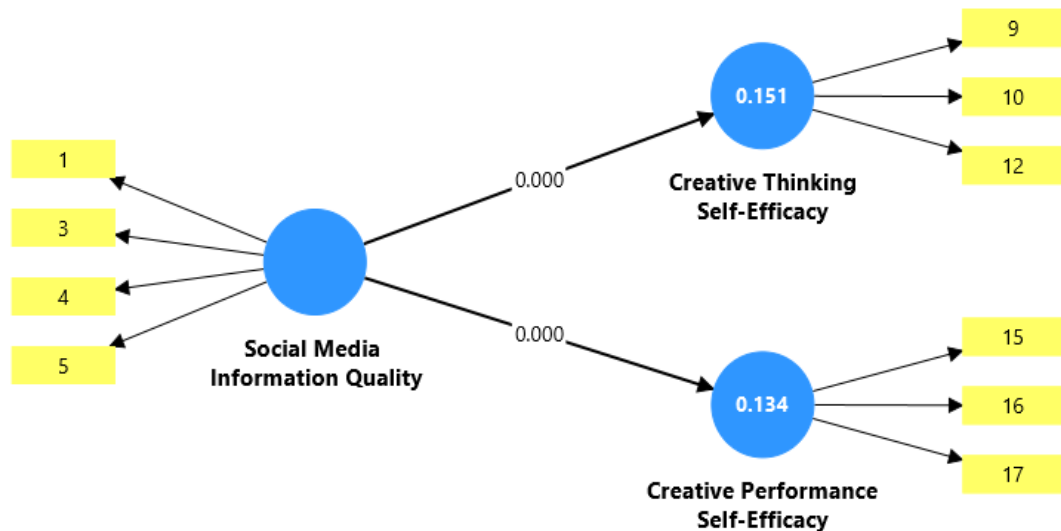


Fig.4: Path Analysis Results for the Sub-Hypotheses

## 6. Discussion

This study explored the role of trust as a mediator within the creative self-efficacy and quality of information on social media. A conceptual model for the study variables was designed alongside a series of hypotheses which were tested empirically. Results confirmed that trust, creative self-efficacy, and the quality of information on social media are interconnected and influence the staff attitudes and behaviors at King Hussein Business Park.

The findings of this report bring a wider understanding of the functioning of digital information services in organizational systems. The results indicate that well-crafted social media information is a cognitive infrastructure that minimizes uncertainty and increases certainty at the workplace. When the information is correct, timely, and reliable, people spend less cognitive resources on the verification and uncertainty management, and they give more attention to the idea generation and creative problem solving (Calic et al, 2022 ).

It is revealed that trust is a relational process that converts the quality of information into the creative ability. It is not merely an emotional condition but a stabilizing social condition which decreases perceived risk and promotes psychological safety. In these kinds of environments the employees are more open to experimentation, putting forward alternative ideas, and innovative behaviors.

At the systemic level, the findings imply that organizational ecosystems based on digital information platforms, including the King Hussein Business Park, are service infrastructures that determine the capacity of innovation. Trust-supported high-quality information flows generate the circumstances in which creative self-efficacy does not happen but becomes sustainable (AlNawafleh, Al-sharari, Ghaith, Al-Ghalabi, and Hamdan, 2022). Therefore, creativity in the digital organizational setting is not merely a psychological personal characteristic, but a phenomenon, which is entrenched in the socio-technical information systems.

Results pertaining to the first hypothesis reveal how social media information enhances creative self-efficacy (H1) specifically tied to creative performance and creative thinking. Having precise and reliable information helps people understand their work environment, dispelling uncertainty, and allowing the individual to concentrate cognitive effort on creative problem solving. The information's clarity and credibility increase confidence in the person's ability to enact the proposed ideas. This is in line with Amabile's (1996) assertion on the positive impact of information-rich environments on creative expression. Pekkala and Zoonen (2022) also highlight that the provision of relevant, updated,

and clear information increases employees' confidence in the generation and execution of creative proposals.

Miranti et al. (2024) examined the role of social media in Lampung University students' digital entrepreneurship intentions and the effect of creative self-efficacy. Their study found that social media relationship maintenance increases business initiation and that the quality of information circulating in these relationships, particularly accurate and relevant information, enhances trust and creative self-efficacy, which promotes idea generation. In a similar vein, Pekkala and Zoonen (2022) concluded that social media use in the workplace improves employees' communication self-efficacy, productivity, job satisfaction. They also stated that social media positively contributes to professional growth, particularly in fostering workplace creativity and in the development of communication capabilities.

As observed, practitioners indicate that through social media, information that is accurate, clear, and relevant helps develop a robust knowledge foundation, encourages innovative staff, and facilitates idea generation (H1.1). Moreover, Abdelfattah et al. (2022) highlights that social media provides a platform for individuals from diverse professions and cultural backgrounds to exchange ideas, thereby fostering innovative approaches to problem-solving and idea creation. Of all the factors, social media usage and perceived creative self-efficacy are the strongest driver's foundational digital entrepreneurial intentions (Ghaith, Al-Ghalabi, Altarawneh, & Al-Shamaileh, 2024). Moreover, social media information positively relates to Creative Performance Self-Efficacy (H1.2) for the increase at King Hussein Business Park. So, the Park helps its members bestow psychological and emotional resources to implement ideas and foster creative thinking and the Park helps with self-efficacy to determine creative outcomes.

The results confirmed the *second hypothesis*, which states that the quality of social media information greatly increases trust within the workplace. This finding illustrates the Park's purpose, to use its social media channels to connect with its audience, and foster a healthy emotional climate of trust, transparency, and openness, an environment like this encourages mutual trust and confidence not only among employees but also between employees and the organization. This is consistent with Djakasaputra and Nawawi's (2024) results, as they stated the role of social media in confidence-building relationships trust within millennial business owners and between clients and other professionals. Constructive, relevant information increases esteem, promotes collaboration and innovative thinking, and reaffirms employees' belief in their own abilities.

The *third hypothesis* affirmed that the absence of trust hinders the growth of creative self-efficacy. Within the King Hussein Business Park, trust establishes the basis for psychological safety, open communication, and an atmosphere of appreciation. Employees can be encouraged to take risks and present creative solutions to problems when they feel trust and appreciation from the organization, including from their supervisors and managers. This aligns with findings from Afsar and Masood (2018) that transformational leadership facilitates innovative behaviors and the creative self-efficacy of followers through trust. This is particularly true within nursing, an emotionally driven profession, where trust is the critical element that links leadership to creativity. The *fourth and final hypothesis* tested the effect of self-efficacy on the quality of information shared on social media and confirmed that trust is the mediating factor. King Hussein Business Park promotes trust in employees by guaranteeing that they are provided relevant and reliable information that streamlines collaboration and the exchange of ideas. Information of enhanced quality is confidence building and clarity improving, with trust in the organization, colleagues, and management growing in parallel with the reliable social media content.

The trust builds and spreads across the entire workplace environment reducing anxiety and ambiguity that allows individuals to function and utilize their abilities in a confident and innovative manner. Such conclusions have also been made by Hamid et al. (2024) stating that the quality of the content circulated on social media positively increases employees' confidence in the information received and boosts creative self-efficacy. In addition, Hamid et al. (2024) showed that social media

marketing activities influence perceived creativity and trust in a positive manner, both directly and indirectly. This indicates that the practice of social media marketing with high quality, trustworthy information, and positive interaction will build trust and inspire employees in their creative capacities (Nofal, Al-Adwan, Yaseen, & Ghaith, 2020). Therefore, in workplace settings such as the King Hussein Business Park, it can be stated that the level of trust is the crucial factor that converts the social media quality content trust into boosted creative self-efficacy.

### **6.1 Theoretical Implications**

This research contributes valuable conceptual understanding of the proposed study model to the literature, particularly in the domains of personal effectiveness and digital innovation. Findings highlight the importance of the quality of social media information in increasing creative self-efficacy, with trust acting as a crucial mediating factor. When information disseminated via social media is seen as reliable, pertinent, and timely, it promotes a cognitive closure that boosts self-confidence and helps individuals pursue creative and riskier activities.

### **6.2 Practical Implications**

This research underlines the trust and clarity of digital communication within a rapidly evolving economy, demonstrated by the case of the King Hussein Business Park, the value of technology and communication to business park the technology-driven and entrepreneurial business park. Digital content means professional networks, as well as the internal network. Creative culture self-starting employees to innovative and entrepreneurship stakeholders. Creative self-efficacy improves when reliable, well-structured, and trustable digital information is made available and shared online.

Trust as a mediating variable reveals how digital interaction is affected psychologically. Digital content trustworthiness affects behavioral digital outcomes. Psychological trust is necessary for behaviors. A psychologically safe digital space enables risk-taking behaviors. Trust dimensions of content, personal, and organizational level relationships, embraces high-quality content. Having a digital platform does not increase information flow. Trust-elevating countermeasures must be put in place to overcome the network-relationships gap within the digital space.

Thus, organizations trying to maximize their digital impact will focus first and foremost on trust through transparency, engagement, and alignment of the content, keeping in mind the interests of the audiences. The managers and digital communication specialists designed the study to rethink the use of social media simply as a visibility and outreach tool to a source of psychological empowerment and innovation.

After all, the study enhances the understanding of the processes underlying the development of creative self-efficacy and innovation in unconventional self-contained virtual environments and innovation as a product of digital content purposefully crafted to shift the focus from a purely institutional support system. With the intersection of talent development and digital communication, there are many opportunities for strategic planning, as the research lays a groundwork for the study of digital trust, content credibility, innovation, and the hidden psychological factors that connect them.

### **6.3 Policy Implications**

Besides management implications, the study has significant implications on the policy level in matters of digital governance in the innovation-based environment. To gain the trust of consumers and creative self-efficacy, the quality of information used is of great importance hence organizations and business ecosystems must implement formal digital communication governance structures.

On the policy level, organizations located in the business parks and innovation clusters are promoted to establish formal guidelines of the social media governance that control the content creation,

dissemination, and monitoring procedures. The use of information quality standards as a strategy to promote the outcomes of innovation and improve the institutional trust can be seen as a strategic tool.

Moreover, policymakers at the level of innovation ecosystems can think of implementing the digital communication governance into the wider organizational innovation policies. Instead of looking at social media as a marketing/visibility tool, it must be discussed as a decision-supporting and innovation-enabling infrastructure. Transparency and accountable digital interaction with appropriate mechanisms of trust promotion can enhance the performance of creative capacity and sustainable innovation in knowledge intensive settings.

## 7. Conclusion

This study provides strong empirical evidence that the social media information quality affects the amount of creativity and self-efficacy developed. Well-constructed information enhances the proficiencies and the performance of creative tasks. Trust significantly mediates the information quality and helps creative performance. Other elements could be integrated into the model of creative self-efficacy, thus encouraging future work to focus on additional individual and environmental variables. These results indicate the important role of information quality and the role of trust in promoting creativity and innovativeness in organizations. Moreover, the findings indicate that organizational trust and creative potential should be ensured through institutionalizing information quality standards and digital governance policies.

This study is subject to several limitations. First, the use of a cross-sectional descriptive-analytical design limits the ability to draw causal inferences among social media information quality, trust, and creative self-efficacy. Second, data were collected through self-reported questionnaires, which may introduce response bias. Third, the use of convenience sampling may limit the generalizability of the findings. Moreover, the study was conducted within a single organizational context (King Hussein Business Park), which may restrict the applicability of the results to other organizational or cultural settings. Finally, the study examined trust as the only mediating variable, without considering other potential mediators or moderators.

Future research may employ longitudinal or experimental designs to better establish causal relationships among the study variables. Additionally, replicating the study across different sectors and cultural contexts would enhance the generalizability of the findings. Future studies could also examine additional mediating or moderating variables such as organizational culture, leadership support, intrinsic motivation, and digital literacy. Furthermore, comparative studies across different social media platforms may provide deeper insights into how platform characteristics influence trust and creative self-efficacy. Finally, adopting a mixed-method approach could provide richer explanations of the mechanisms underlying these relationships.

## Acknowledgement

The authors gratefully acknowledge Jadara University for their support and encouragement, which were instrumental in the successful completion of this research.

## References

- Abdelfattah, F., Al Halbusi, H., & Al-Brwani, R. M. (2022). Influence of self-perceived creativity and social media use in predicting E-entrepreneurial intention. *International Journal of Innovation Studies*, 6(3), 119-127.
- Al-Ghalabi, R. R., Ghaith, A., Al-Shamaileh, L. R., & Altarawneh, A. (2024). Impact of digital HR technology between green human resources and environmental performance in Jordanian banks. *Heritage and Sustainable Development*, 6(1), 267-286.

AlNawafleh, E., Al-sharari, F. E., Ghaith, A., Al-Ghalabi, R., & Hamdan, K. B. (2022). Enhancing The Sustainability Performance Through E-Hrm And Unveiling Of The Labour Productivity And Organizational Agility In The Jordanian Public Universities. *International Journal of eBusiness and eGovernment Studies*, 14(2), 242-263.

AlNawafleh, E., Ghaith, A., Al-Gharaibeh, S. M., Alhyasat, K. M., & Hamdan, K. B. (2023). Extension of Intentions to Use Booking Mobile Apps with Service Quality and Customer Satisfaction: Insights from Jordanian Hotels. *International Journal of eBusiness and eGovernment Studies*, 15(1), 47-67.

Afsar, B., & Masood, M. (2018). Transformational leadership, creative self-efficacy, trust in supervisor, uncertainty avoidance, and innovative work behavior of nurses. *The Journal of Applied Behavioral Science*, 54(1), 36-61.

Alaimo, C., Kallinikos, J., & Valderrama, E. (2020). Platforms as service ecosystems: Lessons from social media. *Journal of information technology*, 35(1), 25-48.

Alruwaie, M., El-Haddadeh, R., & Weerakkody, V. (2020). Citizens' continuous use of eGovernment services: The role of self-efficacy, outcome expectations and satisfaction. *Government information quarterly*, 37(3), 101485.

Amabile, T. M. (1996). *Creativity in context: Update to the social psychology of creativity*. Westview Press.

Bandura, A. (1997). *Self-efficacy: The exercise of control*. New York: Freeman.

Bayat, B. (2019). The relation between self-confidence and risk-taking behavior among students. *Journal of Behavioral Sciences*, 29(1), 1–10. <https://doi.org/10.1016/j.jbs.2019.01.001>

Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill building approach*. John Wiley & Sons.

Bulearca, M., & Bulearca, S. (2010). Social media: A strategic tool for business communication. *Annals of the University of Oradea, Economic Science Series*, 19(1), 68-72.

Calic, G., Mosakowski, E., Bontis, N., & Helie, S. (2022). Is maximising creativity good? The importance of elaboration and internal confidence in producing creative ideas. *Knowledge Management Research & Practice*, 20(5), 776-791.

Cha, J. (2024). Predictors of the Credibility of Social Media as a News Outlet. *Cyberpsychology, Behavior, and Social Networking*, 27(5), 315-321. <https://doi.org/10.1080/14241277.2025.2481826>

Chen, X., & Zhang, Y. (2022). Creative self-efficacy, cognitive reappraisal, positive affect, and career satisfaction: A serial mediation model. *Behavioral Sciences*, 13(11), Article 890. <https://doi.org/10.3390/bs13110890>

Chen, Y., Yu, C., Yuan, Y., Lu, F., & Shen, W. (2021). The influence of trust on creativity: A review. *Frontiers in Psychology*, 12, 706234.

Dabbous, A., Aoun Barakat, K., & Merhej Sayegh, M. (2020). Social commerce success: Antecedents of purchase intention and the mediating role of trust. *Journal of Internet Commerce*, 19(3), 262-297.

Djakasaputra, A., & Nawawi, M. T. (2024). The Role of Social Media in Building Trust, Creativity, and Satisfaction for Millennial Entrepreneurs. *International Journal of Management Science and Application*, 3(2), 98-109.

Farmer, S. (2002). Creative self-efficacy: Its potential antecedents and relationshi to creative performance. *Academy of Management Journal*, 45, 1137-1148. <https://doi.org/10.5465/3069429>

- George, A. S., Baskar, T., & Srikanth, P. B. (2024). The erosion of cognitive skills in the technological age: How reliance on technology impacts critical thinking, problem-solving, and creativity. *Partners Universal Innovative Research Publication*, 2(3), 147-163.
- Ghaith, A., Al-Gharaibeh, S. M., & Al-Naseri, D. A. (2023). Exploring the relationship between knowledge management and core competencies to improve universities success in Jordan: Testing the mediating effect of employee engagement. *Periodicals of Engineering and Natural Sciences*, 11(5), 76-90.
- Ghaith, A., Al-Ghalabi, R. R., Altarawneh, A., & Al-Shamaileh, L. R. (2024). Prediction model for behavioral intention to use E-HRM through awareness in Jordanian five-star hotels. *Heritage and Sustainable Development*, 6(1), 219-234.
- González, V., & González, E. (2015). Social media and creativity: The impact of social networks on creative performance. *Creativity Research Journal*, 27(4), 342-348.
- Guillen-Aguinaga, M., Aguinaga-Ontoso, E., Guillen-Aguinaga, L., Guillen-Grima, F., & Aguinaga-Ontoso, I. (2025). Data quality in the age of AI: A review of governance, ethics, and the FAIR principles. *Data*, 10(12), 201.
- Gutteling, J. M. (2009). How to trust? The importance of self-efficacy and social trust in public responses to industrial risks. *Journal of Risk Research*, 12(6), 809-824. <https://doi.org/10.1080/13669870902953176>
- Haase, Jennifer, Eva V. Hoff, Paul HP Hanel, and Åse Innes-Ker. "A meta-analysis of the relation between creative self-efficacy and different creativity measurements." *Creativity Research Journal* 30, no. 1 (2018): 1-16
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis (7th Edition)*. NJ: Prentice Hall.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed, a silver bullet. *Journal of Marketing theory and Practice*, 19(2), 139-152.
- Hair, Jr, J. F., Sarstedt, M., Matthews, L. M., & Ringle, C. M. (2016). Identifying and treating unobserved heterogeneity with FIMIX-PLS: *part I—method*. *European business review*, 28(1), 63-76.
- Hamid, R. S., Ukkas, I., Goso, G., Abror, A., Anwar, S. M., & Munir, A. R. (2024). The role of social media in building trust, self-perceived creativity and satisfaction for millennial entrepreneurs. *Journal of Small Business and Enterprise Development*, 31(2), 377-394.
- Haque, R., Aziz, N., Saif, A., Qazi, S., & Senathirajah, A. (2025). Deciphering International Students' Choices: Push-Pull Dynamics and Necessary Condition Analysis in Malaysian University Selection. *International Journal of Knowledge Management*, 21(1), 1-34.
- Haug, A. (2021). Understanding the differences across data quality classifications: a literature review and guidelines for future research. *Industrial Management & Data Systems*, 121(12), 2651-2671.
- Islam, M., Rahman, A., & Chowdhury, F. (2025). The role of creative self-efficacy in enhancing innovative work performance. *Future Business Journal*, 11(1), 45-59. <https://doi.org/10.1186/s43093-025-00501-1>
- Jalees, T., Zaman, S. I., Mubashir, A. M., & Anwar, A. (2023). Antecedents to purchase intention and the moderating role of sense of power on information quality and trust in the context of eWOM. *KASBIT Business Journal*, 16(2), 41-61.

Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality on information adoption on social media review platforms: Moderating role of perceived risk. *Data Science and Management*, 1(1), 13-22.

Joo, B. K., Yoon, S. K., & Galbraith, D. (2023). The effects of organizational trust and empowering leadership on group conflict: psychological safety as a mediator. *Organization Management Journal*, 20(1), 4-16.

Krosnick, J.A., (2018). Questionnaire design. *The Palgrave Handbook of Survey Research*. Palgrave Macmillan, Cham, pp. 439–455.

Laguía, A., Moriano, J. A., & Gorgievski, M. J. (2019). A psychosocial study of self-perceived creativity and entrepreneurial intentions in a sample of university students. *Thinking skills and creativity*, 31, 44-57. doi:10.1016/j.tsc.2018.11.004

Ma, C., Au, N., & Ren, L. (2020). Biased minds experience improved decision-making speed and confidence on social media: a heuristic approach. *Information Technology & Tourism*, 22(4), 593-624.

Miranti, P. A., Sari, A., & Ramelan, M. R. (2024). Influence of Self-Creativity and Social Media Use on Digital Entrepreneurial Intention among Students at the University of Lampung. *International Journal of Scientific Multidisciplinary Research*, 2(5), 509-522.

Morsanyi, K., McCormack, T., O'Mahony, E., 2018. The link between deductive reasoning and mathematics. *Think. Reason.* 24 (2), 234–257.

Müller, M., & Montag, C. (2024). Disentangling the Link between Creativity and Technology Use: Individual Differences in Smartphone and Social Media (Over) Use. *Journal of Creativity*, 34(2), 100081.

Muslichah, M. (2018). The effect of self-efficacy and information quality on behavioral intention with perceived usefulness as intervening variable. *Journal of Accounting, Business and Management (JABM)*, 25(1), 21-34.

Nofal, M. I., Al-Adwan, A. S., Yaseen, H., & Ghaith, A. (2020). Digital marketing effect to intention to domestic tourism during COVID-19 in Jordan. *Periodicals of Engineering and Natural Sciences*, 8(4), 2471-2483.

Othman, N., Wahab, S. N., Azhar, N. A. Z. M., & Rizkalla, N. (2022). Social media entrepreneurs and environmental Sustainability: millennials in Malaysia. *Environment-Behaviour Proceedings Journal*, 7(21), 79-86.

Pan, Y., Shang, Y., & Malika, R. (2021). Enhancing creativity in organizations: the role of the need for cognition. *Management Decision*, 59(9), 2057-2076.

Park, K., & Young Yoon, H. (2025). AI algorithm transparency, pipelines for trust not prisms: mitigating general negative attitudes and enhancing trust toward AI. *Humanities and Social Sciences Communications*, 12(1), 1-13.

Patma, T. S., Djajanto, L., Widodo, S., & Rahayu, K. S. (2022). The Effect of Information Quality and Experience Quality on Trust and Its Impact on Customer Loyalty. In 3rd Annual Management, Business and Economics Conference (AMBEC 2021) (pp. 260-268). Atlantis Press.

Patole, Carpenter, Milewicz, Baker, & Turner, (2026). towards socially legitimized trust in ai-learning systems, *International Journal on Integrating Technology in Education* ,15(1)17-36.

Pekkala, K., & van Zoonen, W. (2022). Work-related social media use: The mediating role of social media communication self-efficacy. *European Management Journal*, 40(1), 67-76.

Popoola, B. A., Chinomona, R., & Chinomona, E. (2014). The influence of information quality, system quality and service quality on student's self-efficacy at institutions of higher learning in South Africa. *Mediterranean Journal of Social Sciences*, 5(27), 974-984.

Precisely. (2023). 5 Characteristics of Data Quality - See why each matters to your business. Retrieved from <https://www.precisely.com/data-quality/5-characteristics-of-data-quality/>

Puozzo, I. C. (2021). Improving self-efficacy and creative self-efficacy to foster innovation. *Procedia - Social and Behavioral Sciences*, 187, 181–187. <https://doi.org/10.1016/j.sbspro.2015.03.027>

Radiansyah, E., MS, M., & Bangsawan, S. (2023). Examining the Effect of Information Quality and Quantity, Source Credibility on Cognitive Trust and Its Impact on Intention to Adopt Information. *International Journal of Advances in Social Sciences and Humanities*, 2(3), 204-211.

Rialp-Criado, A., & Rialp-Criado, J. (2018). Examining the impact of managerial involvement with social media on exporting firm performance. *International Business Review*, 27(2), 355-366. doi:10.1016/j.ibusrev.2017.09.003

Sarfo, C., Sarpong, D., Owusu, J., & Igwe, P. (2026). Information processing under constraint: Performance measurement systems, organisational learning, and the sustainability–finance tension in emerging economy SMEs. *Technological Forecasting and Social Change*, 223, 124411.

Saygili, S. (2023). The Ebb and Flow of Social Media for Researchers. PMC. Retrieved from <https://pubmed.ncbi.nlm.nih.gov/articles/PMC10544155/>

Singh, J., Swain, S., Gawali, M. V. S., & Annamalaisamy, K. (2026). *Research Methodology and Research Design*. BR Publications.

Sternberg, R.J., Guyote, M.J., Turner, M.E., 2021. Deductive reasoning. *Aptitude Learn. Instr.* 219–246.

Stockemer, D., Stockemer, G., & Glaeser, J. (2019). *Quantitative methods for the social sciences* (Vol. 50, p. 185). Cham, Switzerland: Springer International Publishing

Tajvidi, R., & Karami, A. (2021). The effect of social media on firm performance. *Computers in Human Behavior*, 115, 105174. doi:10.1016/j.chb.2017.09.026

Talwar, S., Dhir, A., Kaur, P., Zafar, N., & Alrasheedy, M. (2020). Why do people share fake news? Associations between the dark side of social media use and fake news sharing behavior. *Journal of Retailing and Consumer Services*, 51, 72-82. <https://doi.org/10.1016/j.jretconser.2019.05.026>

Tashtoush, L. (2021). The role of information systems capabilities in enhancing the organizational performance. *Journal of Information Systems and Informatics*, 3(2), 303-328.

Tella, A., & Molaudi, M. (2025). Ensuring Reliable Data: Innovative Approaches to Metadata Research and Practices. *Library Journal (1029-7200)*, (4).

Tierney, P., & Farmer, S. M. (2002). Creative self-efficacy: Its potential antecedents and relationship to creative performance. *Academy of Management Journal*, 45(6), 1137–1148.

Tuan, Nham, Nhan, Nguyen Pham Giang, & Nguyen Ngoc. 2015. The Effects of Innovation on Firm Performance of Supporting Industries in Hanoi – Vietnam. *Journal of Industrial Engineering and Management*

Turel, O., & Serenko, A. (2012). The benefits and dangers of enjoying social networking sites. *Cyberpsychology, Behavior, and Social Networking*, 15(8), 431-436.

Watanuki Martinelli, H., & Moraes de Oliveira, R. (2019). Exploring the influence of social media information on interpersonal trust in new virtual work partners. In *Informatics* (Vol. 6, No. 3, p. 33). MDPI.

Wilkins, C. H. (2018). Effective engagement requires trust and being trustworthy. *Medical Care*, 56(10 Suppl 1), S6–S8.

Yaddanapudi, S., Yaddanapudi, L.N., 2019. How to design a questionnaire? *Indian J. Anaesth.* 63 (5), 335.

Zha, X., Li, J., & Yan, Y. (2013). Information self-efficacy and information channels: Decision quality and online shopping satisfaction. *Online Information Review*, 37(6), 872–890. <https://doi.org/10.1108/oir-09-2012-0156>

Zhao, X., & McDougall, P. P. (2017). Social media, social capital, and creativity: A study of the creative industries. *Journal of Business Research*, 80, 89-98.

Zheng, S., Zhou, L., & Lei, H. (2026). Mixed-Methods Study of Enhancing Business Interpreting Competence: The Role of a Knowledge Graph-Integrated BOPS Instructional Model Mediated by Learning Engagement and Affective Commitment. *Journal of Language Teaching and Research*, 17(1), 150-162.

Zhghenti, T., & Chkareuli, V. (2021). Enhancing online business sector: Digital trust formation process. *Marketing and Management of Innovations*, 2, 87-93. <https://doi.org/10.21272/mmi.2021.2-07>

Zhou, Y., Tu, F., Sha, K., Ding, J., & Chen, H. (2024). A survey on data quality dimensions and tools for machine learning. *arXiv preprint arXiv:2406.19614*.