

# **Investigating the effectiveness of Services and features based on web On intention of Continued use of the Services due to user satisfaction (Case study: Kosar financial - credit institution branches of guilan province)**

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**The purpose of the study is Investigating the effect of services and features based on web On intention of Continued use of the Services due to user satisfaction. The present research is a descriptive-type research and an applied research in terms of purpose. Regarding data collection, it is considered a field study. Data collection instrument is questionnaire in this study, which includes 34 items in order to measure all research variables. For variable measurement, a five-point Likert scale was used. The validity of the questionnaire was ensured by expert's and professors' opinions and its reliability was examined and confirmed using Cronbach's alpha. The population of the present research consisted of the customer of kosar financial - credit institution branches of guilan province. Using cohen formula, a number of (218) customer were studied as final samples of the research. Structural equation modelling approach was also used for testing hypotheses. For data analysis, tests were used structural equation in LISREL and SPSS. The results indicated that the quality characteristics of online services had a significant effect on use features online services. use features online services had a significant effect on intention of continued use online services. the quality characteristics of online services had a significant effect on intention of continued use online services. use features online services had a significant effect on customer satisfaction online services. the quality characteristics of online services had a significant effect on customer satisfaction**

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**online services. Also customer satisfaction online services had a significant effect on intention of continued use online services.**

**Keywords : Keywords: Intention of continued use of the services, Features based on web, User satisfaction, Kosar financial - credit institution, Structural Equation Modelling (SEM).**

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