

Assessing the impact of website features on online trust and loyalty (Case study: DG-Kala website)

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Abstract The purpose of this study was to measure the impact of website features on online trust and online loyalty on the DJ's website. These relationships have taken into account the trust and loyalty of customers. The present study is an applied research that was conducted in a survey-descriptive manner. The statistical population of this research is all of the customers of the DJ's online store. A questionnaire was used to collect data. The Cronbach's alpha coefficient was questionnaire of 0.817. Using Cochran formula, 400 individuals were ed as the minimum required statistical sample and the questionnaire was distributed randomly among customers. Structural equation modeling techniques were used to determine the relationships between variables. Data analysis was performed using SPSS 18 and LISREL 8.8 software. The confirmatory factor analysis of the questionnaire showed that the standard factor loads for each structural unit with its own structure were greater than 0.3 and in all cases the t-test was larger than 1.96, indicating that the questionnaire has construct validity. The results of the research hypothesis test have shown that the impact of website design variable on online trust is 0.49. The impact of the ease of use on online trust was 0.41. The impact of the use-risk variable on online trust is -0.35. The impact of interaction variable on online trust was 0.36 and the effect of customization variable on online trust was 0.32. On the other hand, the impact of the support variable on online trust was 0.68. The impact of the social nature on online trust is 0.27. The impact of cybercrime on online trust is 50%. Finally, the impact of online trust on customer loyalty was 0.62.

Keywords : Keywords: Trust, Loyalty, Internet Sales, Website Features

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