

# **The impact of web site Quality on loyalty customer According role of Mediate trust (Case Study digicala online company)**

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**The overall purpose of this study is to investigate the effect of website features on customer loyalty in terms of their mediating role of trust. The research method is descriptive and its purpose is applied. The method of data collection is field and its tool is a questionnaire. In the current research, the surveyed society is the customers of Digi Commodity Online. According to the Unique Cochran formula, 374 individuals were calculated as samples. Finally, the questionnaires were collected and the data was analyzed using SPSS22 and SMART PLS2 software. By analyzing the data, it was revealed that at the level of 95%, the design of the Internet company Digi Commodity, then the ease of use of the Internet company Digi Commodity, followed by the security / privacy of the Internet company Digi Commodity, after the interaction of Internet company Digi Commodity, Internet DIGI goods, then the quality of the company's online support DJ's goods, then the social presence of DIGI's online merchandise and then the online community DIGI's online marketing company affects customers' trust; trusting DIGI's online website affects customer loyalty, as well as trust Functional and relationship-specific features on customer loyalty**

**Keywords : Website Features, Online Trust and Online Loyalty, and Digi Commodity Online**

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