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# **Impact service quality by Moderator security concerns on Online Retail Patronage (Case Study: DJ Commodity Store)**

Kamand faiaz\*,

**Due to the increasing use of Internet services, online stores have been booming, and the daily rate has risen, but despite the hits, the level of purchases has not been favorable and has not yet reached enough growth. Based on this, the study examines the impact of service quality through interference with security concerns on online retail support in the DJ's online store. This research is based on the type of applied target. Data gathering was a field method. A questionnaire was used to collect information. The statistical population of the study is the users of the DJ's online store. 355 people were sampled as Cochran formula for unlimited society. Sampling method In this study, inaccurate sampling was available. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. Data were analyzed using SPSS and SMART PLS2 software. Of the 6 hypotheses presented in the research, 5 hypotheses were not approved. The hypothesis was not approved. Confirmed hypotheses (relationship between product quality and quality of service for online retail, the relationship between price transparency on service quality for online retail, the relationship between ease of website on service quality for online retail, the relationship between service quality and support Online retail, the relationship between the quality of service and online retail support by moderating security concerns). But the relationship between the product category and the quality of service for online retailing was not verified.**

**Keywords : Product Category, Product Transparency, Website Ease, Service Quality, Product Quality, Security Concerns**

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