

The Effect of Perceived Electronic Service Quality on Customer Loyalty with the Role of Intermediary of Trust and Customer Satisfaction in the Department of Ports and Maritime of Guilan Province

Parviz Keyvan*,

The purpose of this study was to investigate the effect of perceived e-service quality on customer loyalty with the role of mediator of trust and customer satisfaction in shipping and shipping companies of Guilan province. The purpose of this study is to use descriptive and correlational information. The population and statistical sample of 20 shipping companies operating in the maritime integrated system of the General Directorate of Ports and Marine Affairs of Guilan province with 135 employees were employed by stratified random sampling and the minimum sample size according to the Cochran formula, the community is limited to 91 people. 120 questionnaires were distributed. Finally, 98 questionnaires were received and used in the final analysis. A questionnaire was used the structural equations modeling and SPSS and Lisrel software. The results indicated that all the assumptions of research on the quality of electronic services (marine comprehensive system), quality, outcome quality, trust, customer satisfaction, loyalty in shipping companies were confirmed and confirmed. In addition, the results of indirect path analysis indicate that the indirect impact of service quality on loyalty through trust is highest. Finally, some suggestions were made in relation to the research hypotheses.

Keywords : Quality of Electronic Services, Maritime Comprehensive System, Trust, Customer Satisfaction and Loyalty.

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