The relationship between site quality and customer trust and loyalty in Raja Travel Company

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Article	Abstract
	The purpose of this study is to investigate the relationship between site quality and customer trust and loyalty in Raja Travel Company. The statistical population of this research consists of all customers of Raja Passenger Company in 1399, of which 384 people have been studied as a sample. Sampling was done by simple random method. A questionnaire was used to collect information. Cronbach's alpha confirmed the validity of the questionnaire and its reliability. The results showed a significant relationship between site quality and customer trust in Raja Travel Company. There is a substantial relationship between site quality and customer loyalty in Raja Travel Company. Also, there is a significant relationship between customer trust and loyalty in Raja Travel Company. According to the results, all research hypotheses have been confirmed. Also, all stages of analysis have been done in SPSS statistical software.

1. Introduction

Creating loyalty for e-commerce customers is very difficult because, on the Internet, the customer with the lowest transfer cost and efficiently and with just one click can leave one website and visit another website. Therefore, online companies are more eager to use loyalty programs and offer more incentives and benefits to their customers to create a positive feeling for their future visits at the end of the purchase [1]. The importance of loyalty in e-commerce has led several marketing researchers to try to identify the main factors affecting customer loyalty in this area. However, there is still a traditional view of loyalty in these studies, and the specific requirements of the e-business environment, such as the need to maintain customer loyalty, are ignored. For example, these studies have focused on customer satisfaction or product or service quality in e-loyalty, and many other factors, including ease of purchase, orderliness, and quality of website interactions, have been neglected.

It should be noted that in traditional business, the seller plays a significant role in customer loyalty. Still, in e-commerce, the contact tool or the website replaces the seller. It should provide the customer with the necessary information that makes it challenging to communicate personally with any customer [2]. Also, due to electronic payment, creating a good understanding of website security is very important in customer loyalty.

In the new era, attention to the growth and development of customer loyalty as an essential factor in the marketing strategy of companies that leads to retaining existing customers has increased. Today, the concept of customer loyalty is a guideline for increasing revenue [3]. But perhaps this is the first step in the evolution of customer orientation. For this reason, a lot of research has been done to investigate and identify the factors affecting customer loyalty and ways to maintain them. Therefore, the customer is the only thing that matters. The company must put him at the centre of its activities and use strategies and strategies to regain lost customers and retain its current customer [4].

Definitions of customer trust and loyalty include trust, which is a critical component of a business relationship and determines the extent to which each party can count on the other party's promises. Trust is a central variable in long-term relationships [5]. Loyalty also refers to a strong commitment to repurchase a superior product or service in the future. In such a way, the same brand or product is purchased despite competitors' effects and potential marketing efforts. Because Raja Travel Company is in direct contact with the client and is one of the companies that have a large number of customers so to reduce traffic and ease of transportation for passengers in the country by designing a safe site and Safe for reservations and other activities in this company and finally customer loyalty which is the central pillar of this company, the answer to the question of whether the quality of the site is related to customer trust and loyalty or not?

Research purposes

General-purpose

Investigating the relationship between site quality and customer trust and loyalty in Raja Travel Company

Sub-objectives

1. Investigating the relationship between site quality and customer trust in Raja Travel Company

2. Investigating the relationship between site quality and customer loyalty in Raja Travel Company

3. Investigating the relationship between trust and customer loyalty in Raja Travel Company

Research hypotheses

1. There is a significant relationship between site quality and customer trust in Raja Travel Company.

2. There is a significant relationship between site quality and customer loyalty in Raja Travel Company.

3. There is a significant relationship between trust and customer loyalty in Raja Travel Company.

2- Reviewing the research literature

A century ago, before the evolution of supermarkets, markets, and cars, people would go to the grocery store near their county to buy what they needed. Small sellers knew customers by name and knew what they wanted. The customer, in turn, was loyal to the relevant stores and made repeated purchases. This ideal relationship with the customer changed with the growth of the economic situation of the countries, migration from rural to urban areas and increasing competition, customers became more mobile, and supermarkets and stores many chains have been created to gain economies of scale from mass marketing [6]. In this situation, prices were low, and the quality of goods was the same, but communication with customers was done without a name and personal confrontation. As a result, customers became discouraged and turned to a supplier who offered the product and service they wanted at a lower price and with the most required characteristics. With the changes in information and communication technology, the concept is emerging Customer Relationship Management (CRM). This critical business approach aims to return to the personal marketing era [7].

CRM includes all the functions of the organization (marketing, production, customer service, etc.) that require direct or indirect contact with customers [8]. CRM has been around for a long time but has recently come to the fore for the following reasons. Recently, customer relationship has been recognized as a critical point for building the competitive power of an organization. Because many organizations obtain large amounts of customer data, they can use customer mining and other information technologies to implement customer management more quickly and efficiently. The web has created new tools for business and marketing so that more customers can be served at the same time. In general, the evolution of CRM is divided into three phases [9]. Companies mainly used telephone and fax as virtual channels of customer communication—the advent of e-business, which played an essential role in bringing CRM and the organization counter. With increasing competition and the need for customers to respond quickly and provide unique services to them, companies began to address various aspects of customer relationship management in the organization's development. Internet media requires higher levels of interaction with its users than other media [10].

Bilateral activities or interaction is one of the most prominent features of the new media. Interaction allows consumers to participate effectively in the persuasion process by controlling and monitoring promotional messages, the information needed, and personal preferences. A website is an important place for interactive advertising. However, some empirical and conceptual studies have focused on implementing interactive media for consumers in the marketing literature [11]. But there is still no comprehensive understanding of consumer response to the website or the encouragement of communication activities.

Interaction on a website is divided into six sections, which are: 1) selection complexity, 2) effort level, 3) media responsiveness, 4) media control ability, 5) information addition ability, and 6) interpersonal communication capability.

According to a study, the interactions used on the Internet, especially Internet advertising, exist in two general dimensions of human-human interaction and human-message interaction, which will increase the amount of time a user spends on the website. Interactive systems give their users the ability to process the information they need, remove excess and inappropriate information, and facilitate information processing. Suppose the website interacts with its users and has the opportunity to interact with other consumers of goods or services. In that case, the organization can exist due to the high time of user presence on the site ad have a better positive view [12]. The attitude formed by the website builds the customer's perception of the organization's brand. The more positive the customer's attitude towards the website, the higher the intention and intention of the customer to buy from the organization. Therefore, it is expected that the more interaction and interaction systems are embedded in the websites, the more effective their advertising operational efficiency will be.

Service quality and satisfaction, especially from service marketing, have several similar indicators and have specific distinct points. In the satisfaction form, consumers must have experience of a service [13]. In contrast, the quality of services received does not necessarily appear to be based on experience. Cronin and Taylor's empirical research has shown that service quality is a determinant of satisfaction that explicitly influences the purchase response. In addition, the quality of service and satisfaction and attitude are the most critical factors in customer support. Studies show that customer satisfaction will gradually lead to a sense of loyalty and trust in the organization in the customer. "When an organization succeeds in attracting a new customer, customer satisfaction will be the starting point for a long-term relationship between the customer and the organization" [14].

It should always be noted that the only way to retain customers is to meet their needs, wants and expectations, and in a word, to satisfy them. The degree of correlation between customer satisfaction and loyalty is expressed as the customer's willingness to retain or renew a contract, an existing customer, or the purchase of a new customer from a supplier. There are obstacles in insurance

that change the situation. This is usually the case in life insurance, where contracts are long-term, and buying a new policy or returning an existing one to its original state requires insurance conditions. In the non-life part, barriers to change are less restrictive; because the contract is usually short-term, and the special rights of the customer can be transferred to another insurer according to one insurance policy. Research has shown that quality of service and customer satisfaction, and loyalty are essential to insurers' survival. In particular, the quality of after-sales service can lead to very positive results in customer loyalty, attitude loyalty and repetitive sales. However, many insurers seem reluctant to take action to improve their image [15]. This creates problems for them as market competition intensifies, and as a result, these problems continue to increase. The existence of significant differences between buying from traditional and electronic companies does not mean that the conventional structures and concepts of customer loyalty in e-commerce are insignificant or not used. Most research on loyalty in e-commerce has emphasized the role of systems such as customer satisfaction, trust, perceptual value, perceptual quality, services provided and the company's reputation, which was also considered in traditional environments [16].

Conceptual model of research

Considering the stated contents and the necessity of using websites to buy customers online and correct and correct use in this field, the relationship between site quality and customer trust and loyalty in Raja Travel Company will be discussed. Therefore, a conceptual model for research variables can be shown as follows:
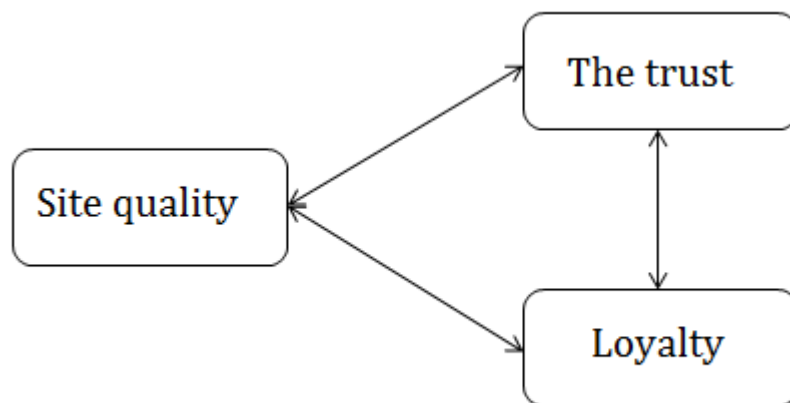

Figure 1 Conceptual model of research

3- Research method

To collect information, three questionnaires were used as follows.

A) The standard site quality questionnaire has 21 questions in a range of five Likert options with answer levels (strongly agree, agree, have no opinion, disagree, and strongly disagree), which is scored from an opposite level to an utterly agreeable level of (1-5).

B) The questionnaire includes questions related to the variable of trust (researcher-made) that this questionnaire is taken from several questionnaires. The questionnaire has eight questions in a range of five Likert options with answer levels (strongly agree, agree, have no opinion, disagree and strongly disagree), which is scored from an opposite level to an utterly agreeable level of (5-1).

C) Standard Customer Loyalty Questionnaire, the questionnaire has 15 questions in a range of five Likert options with answer levels (strongly agree, agree, have no opinion, disagree and strongly disagree), which is scored from an opposite level to an utterly agreeable level of (1-5).

Table 1 Correspondence table of the questionnaire questions

Variable name	Scale name	Scale	Questions	Variable scale
Site quality	Quality Site	Likert 5 options	21-Jan	Sequential
the trust	Trust	Likert 5 options	08-Jan	Sequential
Customer loyalty	fidelity insurer	Likert 5 options	15-Jan	Sequential

Descriptive statistical analysis and inferential statistics were used to analyze the data of this research.

Descriptive statistics refers to a set of statistical techniques and methods that organize data through frequency distribution tables, display data by drawing graphs and express essential characteristics of data through statistical criteria to describe the resulting data. Deals with all elements of the collection understudy or part of it (society or sample).

Inferential statistics include methods that using mathematics and theory of probability, and other reasonable methods can determine the results of the study of selected sections of society or predict society's characteristics.

In the descriptive statistics section, frequency distribution tables, bar graphs, mean and standard deviation were used. In the inferential statistics section, the Kolmogorov-Smirnov tests and the correlation test were used. The results were obtained using SPSS software.

4- Results and findings of his research

From the total statistical population of this study, 384 valid questionnaires that were randomly distributed were collected. In this section, we describe the statistical characteristics of the research community.

Correlation tests have been used to answer the research hypotheses. In inferential statistics, two parametric tests (Pearson test) and non-parametric tests (Spearman test) are used to perform correlation tests. In statistics, parametric tests with higher statistical power are used when the data distribution is normal and non-parametric tests are used when the data distribution is not normal. Therefore, first, the normality of data distribution should be investigated using the Klomogorov-Smirnov test.

Test of component normality

Table 2 shows the results of the Klomogorov-Smirnov tests.

According to the test results, in the Klomogorov-Smirnov test, the significance level for all variables was more than 0.05. Therefore, their normality is confirmed in terms of this test.

Table 2 Results of Klomogorov-Smirnov tests

Site quality	the trust	Customer loyalty	Number	
384	384	384		
3.701	3.685	3.612	Standard deviation	Mean of normal parameters
0.52	0.544	0.493		

Testing research hypotheses

Test the first hypothesis:

• There is a significant relationship between site quality and customer trust in Raja Travel Company.

Pearson test is used to test this hypothesis due to the normality of "site quality" and "customer trust" components. Table 3 shows the result of the Pearson test related to the first hypothesis.

The positive correlation coefficient indicates a direct and positive relationship between these two components. According to Table 3, the correlation coefficient of "site quality" and "customer trust" is 0.942 and considering that the value of the significance level (0.000) is less than 0.05, so between "site quality" And "customer trust" is statistically significant. Since this value is close to one, this correlation is robust.

Table 3 Results of "Site Quality" and "Customer Trust" correlation test

Customer trust	Site quality		
0.942	1	Pearson	Site quality
0		Significance	
384	384	Sample size	
1	0.942	Pearson	Customer trust
	0	Significance	
384	384	Sample size	

Test the second hypothesis:

• There is a significant relationship between site quality and customer loyalty in Raja Travel Company.

Pearson test is used to test this hypothesis due to the normality of "site quality" and "customer loyalty" components. Table 4 shows the result of the Pearson test related to the second hypothesis.

The positive correlation coefficient indicates a direct and positive relationship between these two components. According to Table 4, the correlation coefficient of "site quality" and "customer loyalty" is 0.989, and considering that the value of the significance level (0.000) is less than 0.05, so between "site quality" And "customer loyalty" is statistically significant. Since this value is close to one, this correlation is robust.

Table 4 Results of "Site Quality" and "Customer Loyalty" correlation test

customer commitment	Site quality		
0.989	1	Pearson	Site quality
0		Significance	
384	384	Sample size	
1	0.989	Pearson	customer commitment
	0	Significance	
384	384	Sample size	

Test the third hypothesis:

• There is a significant relationship between trust and customer loyalty in Raja Travel Company.

Pearson test is used to test this hypothesis due to the normality of "trust" and "customer loyalty" components. Table 5 shows the result of the Pearson test related to the third hypothesis.

According to Table 5, the correlation coefficient of "trust" and "customer loyalty" is 0.493, and considering that the significance level value (0.000) is less than 0.05, so between "trust" and " There is a statistically significant relationship between "customer loyalty". The positive correlation coefficient indicates a direct and positive relationship between these two components. Since this value is close to one, this correlation is robust.

Table 5 Results of "Trust" and "Customer Loyalty" correlation test

Customer Commitment	Trust		
0.923	1	Pearson	Trust
0		Significance	
384	384	Sample Size	
1	0.923	Pearson	Customer Commitment
	0	Significance	
384	384	Sample Size	

5- Discussion, conclusions and suggestions

This study aims to investigate the relationship between site quality and customer trust and loyalty in Raja Travel Company. Initially, previous research on "site quality", "trust", and "customer loyalty" was studied. Then, the required information was collected to test the research hypotheses using a questionnaire. At the end of the test, the research hypotheses were performed using Kolmogorov-Sperenov and Pearson tests. The results of these tests were presented in the fourth chapter. All steps related to data analysis have been performed in SPSS software.

Discussion and conclusion

Descriptive results

As we mentioned in the chapter, the respondents in this study were 384 senior customers of Raja Travel Company. Of these, 221 were men, and 163 were women. The education of the respondents of the questionnaire was 146 diplomas, 45 master's degrees, 110 bachelor's degrees, 48 master's degrees and 15 doctoral dissertations. Of the 384 respondents in the study, 63 were over 25 years old, 73 were between 25 and 30 years old, 68 were between 31 and 35 years old, 86 were between 36 and 40 years old, and 84 were over 40.

Given that the statistical population was targeted at the company's customers, one of the demographic information that will help further analyze the research results is information about the history of using the company's services and the experience of these people.

Fifty-nine respondents had between one and five years of experience in the company. 115 people between 5 and 10 years old, 136 people between 11 and 15 years old, 45 people between 16 and 20 years old and 29 people from 20 years old and above had cooperated with the company.

Results of inferential analysis

As explained in detail, a questionnaire was used to collect information. The mentioned questionnaires were researcher-made and standard, and the number of indicators required to measure the structures for the three questionnaires was 44. Of these, 21 indicators were related to the site quality variable, eight indicators were related to the trust variable, and 15 indicators were related to measuring the customer loyalty variable.

To assess the reliability of the questionnaire, Cronbach's alpha coefficient and combined reliability coefficient were used, both of which confirm the reliability coefficients of the structures studied in the questionnaire.

Since the researcher developed the questionnaire to assess the validity of face validity (approval of supervisors and expert opinions), structural and content validity was used using confirmatory factor analysis, convergent and divergent validity. All the coefficients of these narrations indicate the fact of the measurement tool. The questionnaire was then assessed in the natural environment (field environment), the results of which are briefly stated below:

According to the findings of the fourth chapter, the results of Azon Klemgorov-Smirnov show that the data distribution is normal.

The first hypothesis:

There is a significant relationship between site quality and customer trust in Raja Travel Company.

Finally, the first hypothesis of this research is the existence of a relationship between site quality and customer trust in Raja Travel Company. According to the results obtained in the previous chapter, the correlation coefficient of "site quality" and "customer trust" is 0.942 and considering that the value of the significance level (0.000) is less than 0.05, so between "site quality" And "customer trust" is statistically significant. The positive correlation coefficient indicates a direct and positive relationship between these two components. In other words, since this coefficient is close to one, so this correlation is robust. In other words, considering that most customers have a history of using the site and non-site services in this company, so it seems natural that there is a strong relationship between trust and site quality.

The second hypothesis

There is a significant relationship between site quality and customer loyalty in Raja Travel Company.

According to the results obtained in the previous chapter, the correlation coefficient of "site quality" and "customer loyalty" is 0.989 and considering that the value of the significance level (0.000) is less than 0.05, so between "site quality" And "customer loyalty" is statistically significant. The positive correlation coefficient indicates a direct and positive relationship between these two components. In other words, since this coefficient is close to one, so this correlation is robust. Finally, the second hypothesis of this research, namely the existence of a relationship between site quality and customer loyalty in Raja Travel Company, can be accepted. In other words, the better the quality of the site, the more loyal customers will be to using the services of this company.

The third hypothesis

There is a significant relationship between trust and customer loyalty in Raja Travel Company.

According to the results obtained in the previous chapter, the correlation coefficient of "trust" and "customer loyalty" is 0.923, and considering that the value of the significance level (0.000) is less than 0.05, so between "trust" and " There is a statistically significant relationship between "customer loyalty". The positive correlation coefficient indicates a direct and positive relationship between these two components. In other words, since this coefficient is close to one, so this correlation is robust. Finally, we can accept the third hypothesis of this study, namely the relationship between customer trust and loyalty in Raja Travel Company. Since loyalty and trust are very close in the general sense, the direct and strong relationship between these two variables seems obvious.

Suggestions

Despite the descriptive nature of the current research process, according to the research findings in the first hypothesis, "there is a significant relationship between site quality and customer trust in Raja Travel Company." According to the proof of the first hypothesis of the research, it is suggested that the website has a precise language for customers, the information is easily understood, the website design is user-friendly, and the privacy policy related to customers' personal information is well observed.

According to the research findings in the second hypothesis, "there is a significant relationship between site quality and customer loyalty in Raja Travel Company." According to the proof of the second hypothesis of the research, it is suggested that ticket price information be clear to everyone, passenger destination information is clear, information with a more secure online payment system, and designing official websites of the company should consider consumer needs. According to the research findings in the third hypothesis, "there is a significant relationship between trust and customer loyalty in Raja Travel Company." According to the proof of the third hypothesis of the research, it is suggested to increase the knowledge of the community about the services provided and provide information to customers about the characteristics of the services provided.

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