

## عنوان مقاله:

(Prioritizing the quality components of electronicsites (virtual business consumers in instagram

## محل انتشار:

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تعداد صفحات اصل مقاله: 15

## نویسنده:

Sogol Rezaei - Taleqani street Nowshahr Iran

## خلاصه مقاله:

Considering that today's internet world has had a great impact on businesses; Social networksand digital business (websites) play a very important role in online business activities.According to the present research, the purpose of the research is to prioritize the qualitycomponents of electronic sites with an emphasis on virtual business consumer users. Thepresent research is a survey descriptive research. In addition, the current research can beconsidered as applied research. The quantitative research method and its statistical populationis the research field of users who use internet sites for shopping.In this district, due to the unlimited number of community members and the uncertainty of acomplete list of them in each district, simple and easy sampling was used. which based on thissampling formula is equal to ۱۰۰ people who were evaluated by the questionnaire. Accordingto the results, the most important component of electronic service quality is system design(۱۴/۵۶) in the first place of reliability (۱۴/۴۷) in the second place and .efficiency (۱۴.۳۲) andsecurity (۹.۷۹) with the third and fourth place were in the next place

## کلمات کلیدی:

internet, website, social network Instagram, Electronic service quality

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1774397>

