1.	Record Nr.	UNINA9910463947203321
	Autore	Gurski Daniel
	Titolo	Customer experiences affect customer loyalty : an empirical investigation of the starbucks experience using structural equation modeling / / Daniel Gurski
	Pubbl/distr/stampa	Hamburg, Germany : , : Anchor Academic Publishing, , 2014 ©2014
	ISBN	3-95489-618-4
	Descrizione fisica	1 online resource (63 p.)
	Collana	Compact
	Disciplina	519.542
	Soggetti	Bayesian statistical decision theory Structural equation modeling Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references.
	Nota di contenuto	Customer Experiences affect Customer Loyalty; Table of Contents; List of Figures; List of Tables; List of Abbreviations; 1. Introduction; 2. Literature Review; 2.1 The Evolution from Products to Services to Experiences; 2.2 The Initial Conceptual Model; 3. Methodology & Research Design; 3.1 Assigning Scales to the Individual Constructs; 3.2 Pre-Testing the Scales; 3.3 Adjustments and Refinements; 3.4 Testing the Measurement Model; 4. Data Analysis; 4.1 Comparison of Competing Models; 4.2 Selection of the Best Fitting Structural Model; 5. Discussion; 6. Conclusion; 6.1 Theoretical Implications 6.2 Managerial Implications6.3 Limitations & Future Research; Reference List; Appendix
	Sommario/riassunto	The study at hand investigates customer experiences at the American coffee company Starbucks and develops a new scale to measure customer experience quality on the basis of four dimensions: Service quality, atmosphere quality, flow quality and learning quality. The study reveals that product quality itself is a separate, but related construct to customer experience quality which alone is not sufficient to create customer loyalty. The effect of customer experience quality and product quality on customer loyalty intentions is found to be fully

mediated by perceived value. Moreover, perceived wea

2. Record Nr. UNINA9910704380503321

Autore	Whitmore Stephen A.
Titolo	Development of a closed-loop strap down attitude system for an ultrahigh altitude flight experiment / / Stephen A. Whitmore, Mike Fife, Logan Brashear
Pubbl/distr/stampa	[Washington, D.C.] : , : National Aeronautics and Space Administration, Office of Management, Scientific and Technical Information Program, , January 1997
Descrizione fisica	1 online resource (28 pages) : illustrations
Collana	NASA technical memorandum ; ; 4775
Soggetti	Altitude simulation Flight tests Altitude Inertial navigation Monte Carlo method
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed March 2, 2016). "January 1997." "Performing organization: NASA Dryden Flight Research Center, Edwards, California"--Report documentation page.
Nota di bibliografia	Includes bibliographical references (pages 27-28).