

1. Record Nr.	UNINA9910787711203321
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
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.	UNINA9910172214303321
Autore	Le Grand Julian
Titolo	The other invisible hand : delivering public services through choice and competition / / Julian Le Grand
Pubbl/distr/stampa	Princeton, : Princeton University Press, 2007
ISBN	9786612157462 9781282157460 1282157469 9781400828005 1400828007
Edizione	[Course Book]
Descrizione fisica	1 online resource (207 p.)
Classificazione	88.10 PN 212
Disciplina	361.941
Soggetti	Social service - Great Britain - Finance Municipal services - Great Britain - Finance Medical care - Great Britain - Finance Health services administration - Great Britain Education - Great Britain - Finance School choice - Great Britain School management and organization - Economic aspects - Great Britain Privatization - Great Britain
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 (p. [183]-195).
Nota di contenuto	Frontmatter -- Contents -- Acknowledgements -- Introduction -- Chapter 1. Ends and Means -- Chapter 2. Choice and Competition -- Chapter 3. School Education -- Chapter 4. Health Care -- Chapter 5. New Ideas -- Chapter 6. The Politics of Choice -- Afterwords: An American Perspective / Enthoven, Alain -- Afterwords: A Sceptic's Perspective / Lipsey, David -- Further Reading -- Bibliography
Sommario/riassunto	How can we ensure high-quality public services such as health care and education? Governments spend huge amounts of public money on public services such as health, education, and social care, and yet the

services that are actually delivered are often low quality, inefficiently run, unresponsive to their users, and inequitable in their distribution. In this book, Julian Le Grand argues that the best solution is to offer choice to users and to encourage competition among providers. Le Grand has just completed a period as policy advisor working within the British government at the highest levels, and from this he has gained evidence to support his earlier theoretical work and has experienced the political reality of putting public policy theory into practice. He examines four ways of delivering public services: trust; targets and performance management; "voice"; and choice and competition. He argues that, although all of these have their merits, in most situations policies that rely on extending choice and competition among providers have the most potential for delivering high-quality, efficient, responsive, and equitable services. But it is important that the relevant policies be appropriately designed, and this book provides a detailed discussion of the principal features that these policies should have in the context of health care and education. It concludes with a discussion of the politics of choice.
