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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 Implications 6.3 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

