

Investigating to the effect of perceived quality on customer repurchase subjective wellbeing by customer satisfaction and customer - company identification (case study: Apple's Co.'s customer at Rasht (IRAN) And Rome (ITALY))

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Competition in today's markets has made companies perceive the importance of current customers. To this end, organizations need to be able to communicate with their customers and get their satisfaction. The purpose of project is investigating the effect of perceived quality on customer repurchase subjective wellbeing by customer satisfaction and customer - company identification. Statsical socity is people who consume Apple's products at Rasht (IRAN) and Rome (ITALY). Data was gathered by questioners. 320 people was complete it that analyzes by PLS. results indicated that Italian customers are the more satisfy than Iranians because of service provided at Italy. At a result, the Italian customer buy more products.

Keywords : Key words: perceived quality, customer repurchase, subjective wellbeing, customer satisfaction, and customer - company identification

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