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THE INFLUENCE OF CUSTOMER EXPERIENCE AND VALUE CO-CREATION BEHAVIORS ON CUSTOMER LOYALTY

Master Thesis

Ahmed ELKASABY

Supervisor

Assoc. Prof. Çağla TUĞBERK ARIKER

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Turkish Abstract : Hizmet endüstrilerinin, özellikle telekomünikasyonların hızlı dijital dönüşümü, müşteri davranışına ilişkin daha derin içgörülere olan ihtiyacı vurgulamıştır. Bu tez, müşteri deneyiminin müşteri sadakati üzerindeki etkisini, özellikle Mısır'daki telekomünikasyon hizmet sağlayıcılarının müşterileri arasında değer ortak yaratma davranışlarının aracılık rolüne odaklanarak araştırmaktadır. Bu çalışmadaki nihai sonuç değişkeni, müşterilerin bir markaya veya hizmete yönelik uzun vadeli bağlılığı olarak tanımlanan ve tekrarlanan satın alımlar ve savunuculuk yoluyla ortaya çıkan müşteri sadakatidir. Sadakat hem tutumsal hem de davranışsal olarak kabul edilir ve müşteri kaybını azaltmak, müşteri

yaşam boyu değerini artırmak ve güçlü müşteri-marka ilişkileri geliştirmek için hayati önem taşır. Sonuç olarak, deneyimin duygusal ve teknolojik boyutlarının ortak yaratma ve sadakat üzerinde özellikle güçlü etkileri olmuştur.

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DECLARATION

I hereby declare that in the preparation of this thesis, scientific ethical rules have been followed, the works of other persons have been referenced in accordance with the scientific norms if used, there is no falsification in the used data, and any part of the thesis has not been submitted to this university or any other university as another thesis.

Ahmed ELKASABY

30 June 2025

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THE DIRECTORATE OF SOCIAL SCIENCES INSTITUTE

The thesis study of Ahmed Elkasaby titled: " The Influence of Customer Experience and Value Co-Creation Behaviors on Customer Loyalty " has been accepted as MASTER/PhD THESIS in the department of Business Administration by out jury.

	Signature	
Director	*Assoc. Prof. Çağla TUĞBERK ARIKER* (Supervisor)	
	Signature	
Member	*Prof. Ceyda AYSUNA TÜRKYILMAZ*	
	Signature	
Member	*Asst. Prof. Birol BAYSAK*	

APPROVAL

I approve that the signatures above belong to the aforementioned faculty members.

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Signature

Prof.Dr. İzzet GÜMÜŞ

Director of the Institute

SUMMARY

Rapid digital transformation of service industries, especially telecommunications—has emphasized the need for deeper insights into customer behavior. This thesis investigates the influence of customer experience on customer loyalty, focusing on the role of value co-creation behaviors that mediate among customers of telecommunication service providers in Egypt.

While extensive literature exists on customer experience and customer loyalty, few studies have empirically tested the mediating role of value co-creation behaviors—particularly in the Egyptian telecommunications context. This research fills that gap by: Identifying the impact of customer experience on customer loyalty, examining the effect of customer experience on value co-creation behaviors, assessing the influence of value co-creation behaviors on the customer loyalty, finally testing the mediating role of value co-creation behaviors in the relationship established between customer experience and loyalty.

The study adopts a quantitative research approach, targeting the customers of major telecom providers in Egypt (Vodafone, Orange, Etisalat, and WE) who frequently visit customer service centers. Using a sampling method, data were collected through a structured questionnaire composed of 62 items for CX, 28 items for VCB, and 3 items regarding loyalty by using a five-point Likert scale. A sample of 385 respondents was estimated using standard sample size formulae.

Statistical tools included SPSS v28 for descriptive and regression analysis. Reliability was ensured via Cronbach's alpha (all > 0.7), and validity was confirmed through content validity checks and factor analysis (KMO > 0.80, Bartlett's $p < 0.001$).

The Findings show that Customer experience positively influences both value co-creation behaviors as well as customer loyalty, affirming the foundational role it has in customer relationship strategies.

This study contributes to both theoretical and practical domains:

Theoretically, it integrates three interrelated constructs—CX, VCB, and loyalty—within one model, advancing the understanding of their dynamic interactions.

Practically, it provides telecom providers in Egypt with insights on improving service delivery, especially through emotional engagement, responsive technologies, and encouraging customer participation.

The findings support the notion that investing in customer experience not only enhances satisfaction but also encourages customer collaboration, which in turn fosters loyalty. For telecommunication firms facing increasing competition and customer churn, this study offers a strategic roadmap emphasizing experience management and co-creation engagement.

ÖZET

Hizmet sektörlerinin—özellikle telekomünikasyonun—hızla dijital dönüşümü, müşteri davranışları hakkında daha derin içgörülere duyulan ihtiyacı vurgulamaktadır. Bu tez, müşteri deneyiminin müşteri sadakati üzerindeki etkisini, özellikle de müşterilerin değer ortak yaratım davranışlarının aracılık rolünü incelemektedir. Çalışma, Mısır'daki telekomünikasyon hizmet sağlayıcılarının müşterilerine odaklanmaktadır.

Müşteri deneyimi ve müşteri sadakati üzerine kapsamlı bir literatür bulunmasına rağmen, özellikle Mısır telekomünikasyon bağlamında, değer ortak yaratım davranışlarının aracılık rolünü ampirik olarak test eden çok az çalışma mevcuttur. Bu araştırma bu boşluğu doldurmayı amaçlamaktadır: Müşteri deneyiminin müşteri sadakati üzerindeki etkisini belirlemek, Müşteri deneyiminin ortak yaratım davranışları üzerindeki etkisini incelemek, Ortak yaratım davranışlarının müşteri sadakati üzerindeki etkisini değerlendirmek, Son olarak, müşteri deneyimi ile sadakat arasındaki ilişkide ortak yaratım davranışlarının aracılık rolünü test etmek.

Çalışma, nicel bir araştırma yaklaşımı benimsemektedir. Hedef kitle, Mısır'daki büyük telekom sağlayıcılarının (Vodafone, Orange, Etisalat ve WE) müşteri hizmet merkezlerini sık sık ziyaret eden müşterileridir. örnekleme yöntemi kullanılarak veriler toplanmış, yapılandırılmış bir anket aracılığıyla veri elde edilmiştir. Anket; müşteri deneyimi için 62, ortak yaratım davranışları için 28, sadakat için ise 3 maddeden oluşmaktadır. Beşli Likert ölçeği kullanılmıştır. Örneklem büyüklüğü, standart örneklem hesaplama formülleriyle 385 kişi olarak belirlenmiştir.

İstatistiksel analizler için SPSS v28 (tanımlayıcı ve regresyon analizleri). Güvenilirlik, Cronbach Alpha katsayısı ile (hepsi > 0.7) sağlanmış, geçerlilik ise içerik geçerliği ve faktör analizleriyle doğrulanmıştır (KMO > 0.80, Bartlett's $p < 0.001$).

Müşteri deneyimi, hem değer ortak yaratım davranışlarını hem de müşteri sadakatini olumlu yönde etkilemektedir. Bu, müşteri ilişkileri stratejilerinde deneyimin temel rolünü doğrulamaktadır.

Bu çalışma hem teorik hem de pratik alanlara katkı sunmaktadır:

Teorik olarak, CX, VCB ve sadakati tek bir modelde entegre ederek bu değişkenlerin dinamik etkileşimlerine dair anlayışı geliştirmektedir.

Pratik olarak, Mısır'daki telekom sağlayıcılarına hizmet kalitesini artırmak için duygusal etkileşim, duyarlı teknolojiler ve müşteri katılımını teşvik etme konularında içgörüler sunmaktadır.

Araştırma sonuçları, müşteri deneyimine yapılan yatırımların yalnızca memnuniyeti artırmakla kalmayıp, aynı zamanda müşterilerin iş birliğine dayalı davranışlarını teşvik ederek sadakati güçlendirdiğini göstermektedir. Artan rekabet ve müşteri kaybıyla karşı karşıya kalan telekom firmaları için bu çalışma, deneyim yönetimi ve ortak yaratım stratejilerine odaklanan bir yol haritası sunmaktadır.

TABLE OF CONTENTS

SUMMARY ..... **i**
ÖZET ..... **iii**
TABLE OF CONTENTS ..... **v**
ABBREVIATIONS ..... **viii**
LIST OF TABLES ..... **ix**
LIST OF FIGURES ..... **x**
PREFACE ..... **xi**
INTRODUCTION **1**

CHAPTER ONE
GENERAL INFORMATION

1.1. Customer Experience 4
1.1.1. The Dimensions of Customer Experience 5
1.1.1.1. Emotional Experience 6
1.1.1.2. Cognitive Experience 6
1.1.1.3. Sensory Experience 6
1.1.1.4. Social Experience 7
1.1.1.5. Behavioral Experience 7
1.1.1.6. Technological Experience 8
1.1.2. The Importance of Customer Experience 8
1.1.3. Customer Experience in the Telecommunications Industry 9
1.1.4. Antecedents and Consequences of Customer Experience 10
1.2. Customer Value Co-Creation Behavior 12
1.2.1. The Dimensions of Customer Value Co-Creation Behavior 13
1.2.1.1. Customer Participation Behavior 13
1.2.1.2. Customer Citizenship Behavior 15
1.2.2. The Customer Co-Creation Behaviors in the Telecommunication Sector in Egypt 16
1.2.3. Antecedents and Consequences of Customer Value Co-Creation Behavior 17
1.3. Customer Loyalty 19
1.3.1. Types of Customer Loyalty 21
1.3.1.1. Behavioral Loyalty 21
1.3.1.2. Attitudinal Loyalty 21
1.3.2. Challenges in Building Customer Loyalty in Telecommunication Industry 22
1.3.3. Antecedents and Consequences of Customer Loyalty 23
1.3.3.1. Customer Satisfaction 23
1.3.3.2. Perceived Value 24

1.3.3.3. Trust and Relationship Quality 24
1.3.3.4. Customer Experience 24
1.3.3.5. Switching Costs and Customer Lock-in 25
1.4. The Relationship Between Customer Experience, Value Co-Creation Behaviors and Customer Loyalty 26

CHAPTER TWO
MATERIALS AND METHOD

2.1. The Objective and Importance of the Research 30
2.2. Research Model and Hypotheses 31
2.3. Research Method 32
2.3.1. Population 32
2.3.2. Sample 33
2.3.3. Data Collection Methods 34
2.3.4. Variables Measurement (AS: SEE APPENDIX A) 34
2.4. Method of Analysis 34
2.4.1. Descriptive Analysis 35
2.4.1.1. Descriptive Analysis of The Study Sample 35
2.4.1.2. Descriptive Analysis of The Study Variables 36
2.4.2. The Reliability and Validity of the Questionnaire 37
2.4.2.1. Validity of Measures 37
2.4.2.2. Reliability of Measures 49
2.4.3. Hypothesis Testing 50
2.4.3.1. First Hypothesis Testing Results 52
2.4.3.2. Second Hypothesis Testing Results 54
2.4.3.3. Third Hypothesis Testing Results 58
2.5. Ethical Considerations 60
2.6. Limitations 60

CHAPTER THREE
RESULTS AND DISCUSSION

3.1. Introduction 62
3.2. Purpose Of The Study 62
3.3. Key Findings And Discussion 62
3.3.1. The First Main Hypothesis 62
3.3.2. The Second Main Hypothesis 64
3.3.2.1. The First Sub-Hypothesis (H2a): 66
3.3.2.2. The Second sub-Hypothesis (H2b): 68
3.3.3. The Third Main Hypothesis 70

CONCLUSION AND RECOMMENDATIONS 73

REFERENCES **79**
APPENDIXES **90**
RESUME **112**

ABBREVIATIONS

CCB	**:**	Customer Citizenship Behavior
CPB	**:**	Customer Participation Behavior
CX	**:**	Customer Experience
VCB	**:**	Value Co-creation Behavior

LIST OF TABLES

Table 1.Descriptive Analysis of The Study Sample Characteristic 35
Table 2. Descriptive analysis of Study Variables 36
Table 3. KMO and Bartlett's for Study's Scale 37
Table 4. Factor Analysis outputs for Validity Assessment for Customer Experience Scale.38
Table 5. Factor Analysis outputs for Validity Assessment for Customer Experience Scale after excluding 13 statements in the first test 42
Table 6. Factor Analysis outputs for Validity Assessment for Customer Experience Scale after excluding 2 statements in the second test 44
Table 7. Factor Analysis Outputs for Validity Assessment for Value Co-Creation Behaviors Scale 46
Table 8. Factor Analysis Outputs for Validity Assessment for Value Co-Creation Behaviors Scale after excluding 3 statements in the first test 48
Table 9. Coefficient of reliability and Validity of scales 49
Table 10. Correlation Coefficients Matrix 51
Table 11. Results of simple regression analysis for Customer Experience 52
Table 12. Results of Multiple Regression Analysis for Customer Experience' Dimensions on Customer Loyalty 53
Table 13. Results of Simple Regression Analysis for Customer Experience 54
Table 14. Results of Multiple Regression Analysis for Customer Experience' Dimensions on Customer Value Co-Creation Behaviors 55
Table 15. Results of Multiple Regression Analysis Customer Experience' Dimensions on Customer Participation Behaviors 56
Table 16. Results of Multiple Regression Analysis Customer Experience' Dimensions on Customer Citizenship Behaviors 57
Table 17. Results of Simple Regression Analysis for Customer Value Co-creation Behaviors 58
Table 18. Results of Multiple Regression Analysis for Customer Value Co-Creation Behaviors' Dimensions on Customer Loyalty 59
Table 19. Summary of Hypothesises Testing. 59
Table 20. The Number of the Population in Cairo, Menoufia and Gharbia Governorates in Nov, 2023 61

LIST OF FIGURES

Figure 1. Research Model 32

PREFACE

With the development of the experience economy, more and more academics have begun to show interest in experiential marketing. Customer experience, one of the basic concepts of this marketing, plays an important role in predicting customer co-creation behaviors. Current research shows that customer experience has become a new element that provides competitive advantage, especially in the developing experience economy (Meyer & Schwager, 2007).

Customer experience has emerged as one of the most important sources of long-term and sustainable competitive advantage for businesses. Therefore, investors and managers are under pressure to improve customer experience in various shopping scenarios (Mohammed et al., 2022).

On the other hand, value co-creation with customers has become a key differentiator for companies to maintain their competitiveness. This approach is seen as a holistic management strategy that enables stakeholders to produce value together. Companies use this method not only to gain new customers, but also to strengthen their brand image and reputation (Nadeem et al., 2020).

Service-Dominant Logic (SDL), on the other hand, argues that customers are not passive value recipients but active partners in the value creation process. In this context, customers define value through their interactions in the consumption process (Lusch et al., 2007).

In addition, one of the most important outcome variables of customer experience is customer loyalty (Srivastava & Kaul, 2016). While active participation of customers in the value creation process ensures the emergence of higher quality products and services, it also contributes to the strengthening of customer-company relationships and increased operational performance (Lee et al., 2018).

In this context, the main purpose of this study is to examine the effect of customer experience dimensions on customer loyalty through value co-creation behaviors with customers.

INTRODUCTION

An increasing number of academics are investing time in learning more about experiential marketing as the experience economy expands. A key concept in experiential marketing is customer experience, which has been used as a basis to predict customer value co-creation activities. Recent studies have shown that customer experience may become a competitive advantage new weapon, especially in the emerging experience economy (Meyer & Schwager, 2007).

Customer experience (CX) is deemed a multidimensional construct encompassing emotional, cognitive, sensory, behavioral, social, and technological experiences. These dimensions collectively shape the way customers conceive and evaluate their interactions with a brand or service provider. A strong customer experience is increasingly regarded as a cornerstone of competitive sustainable advantage and customer retention.

Customer experience has emerged as one of the most significant aspects of long-term, sustainable competitive advantage for businesses. As a result, investors and corporate managers are under constant pressure to enhance the customer experience across a range of shopping scenarios in order to sustain long-term, sustainable customer satisfaction (Mohammed, et.al, 2022).

Meanwhile, value co-creation behaviors (VCB)—defined as customers' voluntary and interactive engagement with the firm to create value—are conceptualized through two core aspects: customer participation behavior (CPB) and customer citizenship behavior (CCB). CPB includes necessary, in-role behaviors like information sharing and responsible conduct, while CCB captures extra-role behaviors like advocacy, feedback, helping others, and tolerance. Together, they represent how customers contribute meaningfully to the service delivery and innovation processes.

The idea of value co-creation has become a major differentiator for firms looking to remain competitive in the marketplace. It is demonstrated as an all-encompassing management plan or strategy that unites various stakeholders to generate worthwhile outcomes. Organizations employ the value co-creation method

to get new consumers as well as to enhance their brand image and reputation (Nadeem, et.al, 2020).

The idea of service-dominant logic (SDL) holds that rather than being the targets of value, customers are co-creators of it. Value co-creation is deemed the primary collaborative consumption component since customers define value in the consuming process through their interactions with service providers (Lusch, et.al, 2007).

The final outcome variable in this study is customer loyalty, defined as customers' longstanding commitment toward a service or a brand, manifested through repeated purchases and advocacy. Loyalty is considered both attitudinal and behavioral and is vital for reducing churn, increasing customer lifetime value, and fostering strong customer-brand relationships.

Aditionally, one main customer experience outcome variables is loyalty (Srivastava & Kaul, 2016), also inviting customers to actively participate in the value chain and take on a co-creation role might result in higher-quality goods and services that better meet the needs of the customers. Simultaneously, it will foster the growth and construction of positive customer-business relationships and enhance the company's overall operational performance (Lee, et.al, 2018).

Based on the above, this study primary goal is to evaluate impact customer experience dimensions impact on achieving customer loyalty through the mediating role of their value co-creation behaviors.

The study adopts a quantitative research approach, targeting the customers of major telecom providers in Egypt (Vodafone, Orange, Etisalat, and WE) who frequently visit customer service centers. Using a sampling method, data were collected through a structured questionnaire composed of 62 items for CX, 28 items for VCB, and 3 items regarding loyalty by using a five-point Likert scale. A sample of 385 respondents was estimated using standard sample size formulae.

The findings reveal that customer experience (CX) positively influences both value co-creation behaviors (VCB) and customer loyalty, underscoring its foundational role in shaping effective customer relationship strategies, suggesting that engaged, co-creating customers are more inclined to remain loyal. Among the

various dimensions of CX, emotional and technological aspects exerted particularly strong effects on both co-creation and loyalty.

Finally, the researcher structured the content of this thesis into three main chapters, as follows:

- **Chapter One:** General Information – This chapter presents the study variables and the theoretical framework underpinning the research.

- **Chapter Two:** Materials and Methods – This chapter provides a detailed description of the empirical study, including the study population and sample, as well as the measurement methods employed.

- **Chapter Three:** Results and Discussion – This chapter presents the main findings of the study, discusses them from a managerial perspective, and derives recommendations based on those findings.

CHAPTER ONE

GENERAL INFORMATION

This chapter aims to explore the existing body of knowledge concerning customer experience influence on customer loyalty, specifically within the context of the telecommunications industry in Egypt. Besides, the review investigates the mediating role of value co-creation behaviors. Through synthesizing relevant theories and empirical studies, this chapter provides a thourough understanding of how customer experiences can foster loyalty through active participation and collaboration in value creation.

1.1. Customer Experience

Customer experience is described as the interactions that exist between a customer and a certain product, a company, or an organization (Gentile, Spiller & Noci, 2007). The term "customer experience" has become a crucial marketing concept in today's world due to its significant role in shaping the overall impression of a company and its service providers. Therefore, it is essential to delve into this concept, understand its definition, dimensions, and importance, and finally, highlight how customer experience influences customer loyalty.

Pei et al. (2020) define customer experience as the personal internal response within the communication process between the customer and the company, either directly or indirectly, encompassing multiple forms of quality services the company provides, including advertising, functionality, packaging, ease of use, product reliability, and service reliability. Similarly, (Bascur and Rusu, 2020) describe it as a personal concept that develops through accumulated experiences with stores or product purchases, building incrementally over various time periods.

In contrast, (Patel and Patel, 2020) pointed out that customer experience focuses on how well the service is performed in alignment with customer needs, effectively meeting their requirements in an appropriate manner.

Also (Zhao and Deng, 2020) define customer experience as the emotions felt by consumers during the shopping process, which are influenced by retail services, the shopping environment, product pricing, and quality.

From the above, it is concluded that customer experience is the emotional response influenced by retail services, product pricing, and quality. This feeling is constructed based on the cognitive response to the shopping process.

1.1.1. The Dimensions of Customer Experience

Many researchers have come up with many dimensions of customer experience (CX), Schmitt (1999), for instance, identifies several methods for customer experience, namely feeling, sensation, action, thought, and relationship. Pine and Gilmore (1999) further specified four primary aspects of customer experience, including education, entertainment, aesthetics, and escapism. Gentile et al. (2007) suggested a model comprising six aspects of customer experience: emotional, sensorial, cognitive, lifestyle, pragmatic, and relational.

Verhoef et al. (2009) noted that CX encompasses various customers' responses to retailers categorized as being cognitive, emotional, affective, physical, and social. Likewise, Homburg et al. (2015) highlighted additional dimensions, including affective, cognitive, sensorial, behavioral, and relational aspects.

Voorhees et al. (2017) emphasized the necessity for companies to gather relevant information regarding experiential dimensions, comprising emotional, cognitive, sensory, behavioral, and social elements, as this data enhances understanding of CX during the journey of the customer. McColl-Kennedy et al. (2019) conceptualized that CX is a framework that combines value creation aspects like activities, resources, interactions, context, and the customer's role, alongside the responses related to cognition and distinct emotions, which collectively serve as touchpoints during the journey of the customer.

Lately, Molinillo et al. (2020) underscored the significance of affective and cognitive dimensions as foundational elements for measuring customer experience, highlighting their critical role in understanding customer interactions with products and services.

Moreover, the effectiveness of customer experience (CX) is closely linked to a company's capacity to leverage technology (Foroudi et al., 2014). (Piotrowicz and Cuthbertson, 2014) assert that incorporating a technological dimension in CX assessments is essential, as it allows for a comprehensive interaction between

technology and customer experience. This integration ensures that technological advancements are fully aligned with and enhance the overall experience of customers.

Based on this, the study will be relied on a comprehensive provision of the dimensions related to customer experience, which include six main dimensions: emotional, cognitive, sensorial, social, behavioral and technological responses.

1.1.1.1. *Emotional Experience*

Emotional experience refers to the range of feelings and emotional reactions customers encounter when interacting with a brand, product, or service. This dimension includes various emotions such as happiness, satisfaction, frustration, and anxiety, all of which are significant in shaping processes of customer behavior and decision-making. These emotional experiences are essential in determining overall customer satisfaction and loyalty, as they can leave a lasting impact that influences future interactions and perceptions of the brand. By prioritizing emotional experience within the customer experience framework, businesses shall develop better relationships with their customers, which leads to increasing brand advocacy and loyalty (Meyer & Schwager, 2007).

1.1.1.2. *Cognitive Experience*

Cognitive experience involves the mental activities that customers use to engage with and make sense of their interactions with a brand, product, or service. This dimension includes processes such as information processing, evaluation, learning, and decision-making. It significantly impacts how customers perceive and interpret their experiences, ultimately shaping their judgments and attitudes toward the brand (Lemon & Verhoef, 2016).

Also, engaging in cognitive and conscious mental processes encourages customers to tap into their creative and problem-solving abilities, prompting them to reassess their beliefs about a product or service (Schmitt, 2010).

1.1.1.3. *Sensory Experience*

(Gentile et al. 2007) define sensory experience as the perceptions derived from the shopping environment, including its atmosphere, products, and services, which

evoke feelings of pleasure, satisfaction, and excitement. Hulten et al. (2009) further emphasize that the five senses—smell, taste, sight, sound, and touch—play a role in shaping this experience, as they work together to create a comprehensive sensory experience. Vargo and Lusch (2004) suggest that an individual's sensory experience and its evaluation esentially shape their attitudes as regards what is being offered. For instance, atmospheric cues can impact a range of customer outcomes, such as the time spent in stores and the types of goods purchased (Ballantine et al., 2015).

1.1.1.4. *Social Experience*

A social experience refers to interactions between individuals, such as the links employees have with consumers (Yi and Gong, 2008). According to Gentile et al. 2007, social experiences are the result of social contexts and relationships formed in the processes of consumption. Employees play a significant role in shaping customer experience (CX) because of the way they behave in the physical retail environments (Bitner, 1990). Garg et al. (2014) argue that frontline staff are crucial in determining CX, irrespective of demographic factors. Furthermore, the relationships between customers and employees can enhance customer loyalty.

1.1.1.5. *Behavioral Experience*

Behavioral experience indicates the observable customer responses and actions when they interact with any brand, service, or product. This dimension encompasses various activities, including purchasing behaviors, usage patterns, and engagement levels. Behavioral experiences are influenced by various factors, such as customer expectations, environmental cues, and the overall context of the interaction (Auh et al., 2007).

Customers' behaviors can significantly impact their satisfaction and loyalty. For instance, when customers actively engage with a brand through participation in promotions or social media interactions, it can enhance their emotional connection and foster a sense of community (Hollebeek, 2011). Additionally, easy usage and accessibility of products or services play a critical role in shaping positive behavioral experiences. Customers are more likely to develop favorable attitudes toward a brand when they find their interactions to be smooth and hassle-free (Dabholkar, 1990).

Research indicates that positive behavioral experiences result in repeating purchases in the future in addition to brand loyalty. For example, customer satisfaction with the purchasing process often correlates with future buying intentions (Oliver, 1999). By understanding and optimizing behavioral experiences, companies can create environments that encourage favorable customer interactions, ultimately driving loyalty and positive word-of-mouth.

1.1.1.6. Technological Experience

Technological experience encompasses the interactions customers have with various forms of technology while engaging with a brand, product, or service. This dimension includes a broad array of technological interfaces, such as websites, mobile apps, kiosks, and other digital platforms that facilitate customer interactions and service delivery. As technology advances, its influence on shaping customer experience (CX) has grown significantly, affecting how customers perceive, engage with, and find value in their interactions with brands (Lemon & Verhoef, 2016).

The incorporation of technology into customer experience enhances personalization, convenience, and efficiency. For example, mobile applications can offer customized recommendations tailored to customers' preferences and past behaviors, thereby creating a more relevant shopping experience (Hwang & Kim, 2018). Moreover, the implementation of self-service kiosks and chat bots can simplify interactions, allowing customers to quickly obtain information and complete transactions independently (Meuter et al., 2000).

1.1.2. The Importance of Customer Experience

Customer experience (CX) is considered a crucial factor in the sustainability and success of businesses in today’s competitive environment. It indicates the total interactions a customer makes with a brand throughout their journey, encompassing all facets of a company's offerings, such as products, services, and overall brand image. The importance of CX is evident in its strong relationship with customer satisfaction, loyalty, and advocacy, all of which are essential for fostering business growth (Lemon & Verhoef, 2016).

Numerous researchers, including Shaw and Ivens (2002), Voss (2003), Prahalad and Ramaswamy (2004), and Meyer and Schwager (2007), have highlighted that customer experience is a new competitive advantage. Delivering a positive experience is crucial as it significantly impacts customer satisfaction, as indicated by (Liljander and Strandvik 1997). Furthermore, it plays a vital role in fostering the loyalty of customers (Mascarenhas et al. 2006), shaping their expectations (Flanagan et al. 2005), building trust (Flanagan et al. 2005), and enhancing support for the brand (Berry and Carbone 2007). Additionally, effective experiences can strengthen emotional connections with customers, whereas negative experiences may lead to emotional harm (Pullman and Gross 2004).

1.1.3. Customer Experience in the Telecommunications Industry

Customer experience includes all interactions a customer has with a service provider, from in-store visits to online engagements and call center support. Each interaction shapes the customer's overall perception of the provider, influencing both loyalty and future purchasing decisions (Lemon & Verhoef, 2016). In the telecom sector, where customers often have complex service needs and high expectations, providing a seamless, personalized experience is essential for fostering strong, positive relationships (Gerpott et al., 2001).

Customer experience in the telecom sector can be enhanced by the following components:

Service Quality and Network Reliability: Telecom customers prioritize high-quality service, especially in terms of fast and dependable network connectivity. Network reliability is a major factor impacting customer experience, as connectivity issues often lead to frustration and a negative view of the provider (Ahn, Han, & Lee, 2006). To meet these expectations, telecom companies invest significantly in infrastructure to maintain strong network performance, as consistent quality service plays a critical role in building trust and fostering loyalty.

Customer Support and Problem Resolution: Efficient and responsive customer support is vital to the overall customer experience. Customers seek prompt solutions to issues, whether through call centers, online platforms, or in-store assistance. Research indicates that effective problem resolution greatly enhances

customer satisfaction and retention (Kim et al., 2004). Quality support fosters positive experiences by reinforcing to customers that their needs are valued and that the provider is dedicated to resolving any issues they encounter.

Personalization and Targeted Offers: Personalization has become a key factor in the telecom industry, as customers increasingly expect services and offers tailored to their individual needs. Telecom providers leverage data analytics to create personalized packages, promotions, and recommendations based on customers' usage patterns. This level of personalization increases the perceived value and relevance of the service, which in turn strengthens the customer-provider relationship (Chen & Hitt, 2002).

Omni-Channel Experience: Today's telecom customers engage with providers across various channels, such as mobile apps, websites, social media, and in-store visits. A seamless omni-channel experience ensures that customers receive consistent, high-quality interactions at every touchpoint, improving both convenience and satisfaction. An effective omni-channel strategy allows customers to easily transition between different channels, enhancing their overall experience with the provider (Verhoef, Kannan, & Inman, 2015).

Based on above factors it is considered that Customer experience is a pivotal factor in the telecommunications industry, which reflects the importance of this study in enhancing the telecommunication sector in Egypt.

1.1.4. Antecedents and Consequences of Customer Experience

By examining previous studies related to customer experience, it is found that customer experience, satisfaction, and loyalty strongly affect brand power in the hotel industry, according to Nobar & Rostamzadeh (2018). Our understanding of how consumer expectations and satisfaction affect customer loyalty has improved because of this study. In the hotel and tourism industries, brand strength is also highly predicted by customer loyalty. Strengthening the area where you have superior resources will enable you to have a better supply, which will increase your opportunities to build visibility and a reputation (Nobar & Rostamzadeh, 2018).

This is confirmed by Biedenbach & Marell's (2010) study which indicated that customer experience positively affects each of the four aspects of brand equity. In the

same vein, Rajumesh's study (2014) examined the relationship between brand strength and customer experience. Specifically, the study manifested the effects that customer experience has on loyalty and attitude to the brand both directly and indirectly. Additionally, the results demonstrated that brand attitude and brand loyalty were positively correlated with customer experience, and that there was a positive mediation impact of brand attitude between customer experience and brand loyalty (Biedenbach & Marell, 2010; Rajumesh, 2014). In line with the results of Rajumesh's study, Nuseir's study verified that brand equity and customer experience have a noteworthy influence on the formation of brand loyalty among customers (Nuseir, 2021). The relationship that links customer experience, engagement, satisfaction, and loyalty was also discussed in Zaid and Patwayati's (2021) study. They then discovered that customer satisfaction and loyalty are significantly impacted by customer experience and engagement. Additionally, there is a good and strong correlation between customer satisfaction and loyalty. The study also discovered that, through customer engagement, customer experience indirectly impacted on customer loyalty and satisfaction, and that also customer engagement indirectly impacted on customer loyalty and satisfaction.

In another context, it is found that there are some marketing variables that affect customer experience, as Nguyen, Quach & Thaichon's (2022) study aimed to investigate the impact of Artificial Intelligence on customer experience of flow, brand identification and advocacy. They reached the conclusion that there is a connection that links AI quality with customer experience. Also, Siitonen (2017) focused on examining the link found between the image of the brand and the customer experience. The results confirmed the significant impact on customer experience. According to Al-Fadly (2020), pricing strategy has an impact on the customer experience in the construction industry, which ultimately results in customer satisfaction. Also, the study conducted by (Salehi, Mohammadi & Mohammadi, 2014) proved that the company's management capabilities and skills impact the customer experience. Finally, in the era of smart technologies the study of Foroudi, et.al (2018) found that the smart technology advancements significantly affect the customer experience.

1.2. Customer Value Co-Creation Behavior

Customer value co-creation behavior is defined as The indirect interactions of parties that aspire to contribute to the value that emerges for either one or both parties, lead to joint collaborative activities (Grönroos, 2012).

Value co-creation as a concept has garnered significant academic interest in recent years due to its practical and theoretical relevance (Ehrenthal, Stölzle, & Rudolph, 2012). This concept describes the collaborative value creation that occurs within interactions between businesses and their customers (Vargo & Lusch, 2004). This process involves mutual engagement within interconnected networks, utilizing operant resources to generate shared benefits (Ehrenthal et al., 2012).

Unlike conventional marketing approaches, the co-creation of value emphasizes customers' role as active contributors as well as integral partners in the value creation process, participating equally in both production and co-creation activities (Prahalad & Ramaswamy, 2000).

This concept consists a key area of focus for scholars, especially with rise of Service-Dominant Logic (S-D Logic), that highlights the importance of involvement of customers as regards value creation (Vargo & Lusch, 2004). S-D Logic underscores the idea that customers are inherently co-creators of value (Vargo & Lusch, 2008).

Bhatti et al. (2020) defined value co-creation behaviors as collaborative activities involving direct interactions between the parties engaged in the marketing process. These behaviors help achieve value benefiting either one or more parties.

Liu & Jo (2020) assure that customer participation in value co-creation highlights the collaboration between suppliers, consumers, and service providers to yield benefits derived from user involvement in the process of consumption. Based on previous definitions, value co-creation participation can be defined as a process that is based on two-way interactive communication that links the company and the customer, ultimately enhancing the effectiveness of co-creation activities.

According to Thatcher et al. (2016), the co-creation of value shows the collaborative growth of the unique value and the shared experiences, achieved through the involvement of customers and various stakeholders.

According to Nadeem et al. (2020), Customer participation in value co-creation is considered as the priveleges derived from integration of resources via collaborative actions as well as interactions within the customer service environment. This participation relies on customers leveraging their knowledge, skills, and abilities. Customer participation in value co-creation involves two key roles: customer participation behavior, which refers to the necessary actions required for effective value co-creation, and behavior of customer citizenship, which represents contributions, either voluntary or extra-role, which provide exceptional value to the organization though they are unessential for the process of value co-creation (Yi & Gong, 2013).

Based on previous definitions, it has been identified that value co-creation behaviors include the following:

• Collaboration and cooperation between customers and various stakeholders to enhance the value delivered to both customers and service providers.

• The role of the customer in this process focuses on engaging in a series of activities aimed at achieving a specific objective.

1.2.1. The Dimensions of Customer Value Co-Creation Behavior

Conducting a review of multiple relevant academic research and studies on customer participation behaviors reveals that the majority of these studies agree on two primary elements: Customer Participation Behavior in addition to Customer Citizenship Behavior. These dimensions are the highest commonly explored aspects in the context of value co-creation (Lalicic & Weismayer, 2021).

1.2.1.1. *Customer Participation Behavior*

Customer Participation Behavior (CPB) refers to the degree to which customers actively contribute or share relevant information during service creation. These inputs play a critical role in facilitating meaningful and collaborative participation in the service process (Zhao et al., 2018).

According to (Yi & Gong, 2013) Customer participation behaviors consist of four sub-dimensions which are:

Information seeking: Kellogg, Youngdahl, & Bowen (1997) highlight that customers actively ask for information to better understand requirements of the service and to fulfill their cognition needs. In particular, they seek details about the status of the service and its defining parameters. Additionally, customers require guidance on how to carry out their roles as co-creators of value, including what actions are expected from them and how to perform effectively during a service interaction. Providing such information helps minimize uncertainty for customers regarding their involvement in the value co-creation process alongside employees. Similar to how employees gain knowledge about tasks, roles, and behaviors to function as part of an organization, customers attempt to understand the service nature and how they are responsible for creation of value.

Customers seek information for two main purposes. First, acquiring information helps reduce uncertainty, allowing them to better assimilate and manage the co-creation environments. Secondly, it helps customers master their roles as co-creators of value, facilitating their active participation in the co-creation process. There are various ways customers can obtain information from the firm. For instance, they may directly inquire with someone for details or observe how experienced customers act to gather useful insights (Kelley et al., 1990; Morrison, 1993).

Information sharing: A for effective value co-creation, customers must contribute the essential resources, including information, that are necessary for the co-creation process (Lengnick-Hall, 1996). Without the required information from customers, employees are unable to start or carry out their tasks effectively. By revealing relevant information to employees, customers help confirm that the provided service meets their specific requirements (Ennew & Binks, 1999). For instance, when taking a car for repairs, customers must inform the mechanic about unusual sounds or vibrations. Similarly, when ordering a cake for a special event, customers need to provide details about flavor and design preferences. In healthcare, patients must share accurate data as regards their health condition to the physician, so that he/she can make a proper presecription. Should customers abstain from providing correct data, the quality of the process of value co-creation can be

compromised. Therefore, sharing data is crucial for value co-creation success (Gong & Yi, 2021).

Responsible behavior: the term esponsible behavior refers to the acknowledgement of customers their roles and duties as co-creators of value (Ennew & Binks, 1999). To achieve op-notch value co-creation with the help of employees, customers must be willing to work, adhere to guidelines and policies, and follow employees' instructions (Bettencourt, 1997). For example, customers need to listen to employees' directives and be available for the service process to unfold effectively. Without responsible customer behavior, the potential for value co-creation during the service interaction is significantly diminished (Gong & Yi, 2021).

Personal interaction: This term illustartes the kind of close relationships found among both customers and employees leading to the successful co-creation of value (Ennew and Binks, 1999). Kelley et al. (1990) refer to the concept of "customer functional quality" to describe the nature of these interactions, emphasizing aspects like friendliness, politeness, and respect. When in a service setting, value co-creation occurs within a social environment; the more welcoming, friendly, and encouraging this environment is, the more customers can be involved in the co-creation process (Lengnick-Hall et al. 2000).

1.2.1.2. *Customer Citizenship Behavior*

Customer Citizenship Behavior (CCB) encompasses voluntary, extra-role behaviors beyond what is required of the customer for service delivery. These actions aim to provide assistance and support, enhancing organizational efficiency and overall service quality (Gong & Yi, 2021).

According to Yi and Gong (2013) behaviors of customer citizenship consist of four sub-aspects which are:

Feedback: Feedback consists of both needed and unneeded data provided by customers to employees, which helps improve the service creation process over time (Groth et al. 2004). Customers are in a unique position to offer insights and recommendations, as they possess substantial experience with the provided service and from their own perspective can be viewed as experts (Bettencourt, 1997). Since customers directly receive the service and interact with employees, their feedback

can significantly contribute to enhancing service quality. Although the feedback from customers can be significant, it is considered a further behavior rather than a mandatory requirement for the success of service delivery (Yi & Gong, 2013).

Advocacy: Regarding the context of co-creation of value, advocacy showcases the customer's support for the company and the promotion of its interests beyond their own (Bettencourt, 1997). Advocacy through positive word-of-mouth is usually seen as an indication of customer loyalty and plays a key role in enhancing the firm's reputation, promoting its services and goods, improving the quality assessments of service, besides expanding the customer base (Groth et al., 2004). Similar to several customer citizenship behaviors, advocacy can entirely be voluntary and unrequired for value co-creation success (Yi & Gong, 2013).

Helping: Helping refers to customers helping other customers during the co-creation process of the service. Typically, customers orient this behavior toward their peers not toward employees, as customers may need guidance to carry out their roles appropriately during a service encounter (Groth et al., 2004). Unlike employees, whose roles are clearly defined and scripted, customer roles are less structured, often creating situations where spontaneous help from fellow customers is necessary (Groth et al., 2004).

Tolerance: It involves customers' readiness to remain patient should service delivery fall short of their expectations, such as in case of delay or shortage (Lengnick-Hall et al., 2000). Since failures in service are a major factor contributing to customer churn, which negatively affects a company's market share and profitability, customer tolerance can play a crucial role in helping the firm maintain its overall performance (Keaveney, 1995).

1.2.2. The Customer Co-Creation Behaviors in the Telecommunication Sector in Egypt

Customer co-creation behaviors have become essential in shaping the Egyptian telecommunication sector, where they encourage collaborative value creation between service providers and consumers. These behaviors go beyond simple service usage to encompass activities like sharing insights, giving feedback, and participating in the development of innovative solutions (Prahalad & Ramaswamy,

2004). In Egypt, a country where the telecommunication industry is pivotal for digital transformation, these co-creation activities are increasingly seen as a key strategy for boosting both customer satisfaction and long-term loyalty (Ahmed & El Kadi, 2020).

Telecommunication companies in Egypt, including Vodafone, Orange, Etisalat & WE actively encourage co-creation by involving customers through various digital channels, social media platforms, and customer service centers. Customers play a key role by suggesting new features for mobile apps, participating in surveys to enhance network quality, or sharing their preferences for customized service packages (Hassan & Salama, 2019). These inputs help companies better align their services with customer needs, while also giving customers a sense of ownership and active participation in shaping their service experiences (Gustafsson et al., 2012).

Customer co-creation behaviors are essential for strengthening the link that binds customer experience and loyalty. When customers engage in co-creating value, they often feel a deeper connection to the brand, which boosts both their emotional attachment and commitment (Yi & Gong, 2013). Additionally, by making customers take part in the innovation process, telecommunication companies could provide unique services tailored to specific market demands, helping them stay competitive in the industry (Chathoth et al., 2017).

In conclusion, encouraging customer co-creation behaviors in the Egyptian telecommunication industry serves as both a way to enhance service quality and a strategic method for establishing long-lasting customer relationships. By involving customers in the value creation process, companies can drive greater customer satisfaction, loyalty, and ultimately, business success (Vargo & Lusch, 2008).

1.2.3. Antecedents and Consequences of Customer Value Co-Creation Behavior

There is a well-established relationship between customer experience and value co-creation. Positive and engaging customer experiences significantly enhance the likelihood of customers participating in co-creation activities with the firm. Research indicates that customers who enjoy meaningful interactions are more willing to collaborate, share insights, and contribute to value-generating processes (Prahalad &

Ramaswamy, 2004; Payne et al., 2008). Furthermore, such experiences build trust and involvement, which are essential for fostering effective co-creation (Jaakkola & Alexander, 2014; Vargo & Lusch, 2008).

By examining previous studies related to customer value co-creation behaviors, it is found that based on (Bu, Parkinson & Thaichon, 2022) the influencer marketing on social media positively influences customer value co-creation behavior as well as positively correlates with expected brand value and purchase intention. Also, Cossío-Silva, et.al (2016) examined the co-creation of value and its effect on the loyalty for the organization as far as the attitudinal and the behavioral viewpoints are concerned. They found that there is a strong link between co-creation of value and attitudinal loyalty. The latter vastly impacts behavioral loyalty. According to Tran & Vu (2021), Their goal was to look into how customer value co-creation behavior affects service firms' capacity to customize and provide services, which in turn affects customers' perception of value. Upon data collection and analysis, they discovered a significant relationship between both customer citizenship behavior & participation behavior and the customization and service capabilities of service organizations, both of which have an effect on the perceived values of their customers. Additionally, the study of Torkzadeh, Zolfagharian & Iyer (2021) looked at how student value co-creation behaviors affect student performance, happiness, and retention by improving the quality of educational services. The study's findings made clear that there are important relationships between, among other things, (a) citizenship behavior and service quality, (b) participation behavior and quality of service on performance and satisfaction of students, and (c) retention through performance and contentment of students.

In the same area of education services the study of (Foroudi, et.al, 2019) sought to determine how students' value co-creation behavior affects a university's reputation and image. It also sought to determine the important role of a university website in encouraging students to engage in value co-creation behavior. Lastly, the study sought to determine how important it is to distinguish between two types of customer value co-creation behavior: participation behavior and citizenship behavior. They found that encouraging students to engage in co-creation requires a university website. Nonetheless, both the applications and features of the website affect the

dimensions of customer value co-creation behavior differently (customer participation and citizenship behavior). The research results also asserted that the website features positively influence customer behavior. The research also affirmed how critical is the role of students' value co-creation activity in building and maintaining the reputation and brand of the university.

In the innovation area the study of (Yen, et.al, 2020) investigated how innovativeness affected customer value co-creation behaviors in order to shed light on the role that customer engagement plays as a mediating factor. Customer value co-creation behaviors engage in a positive relationship with both innovativeness and customer engagement, based on survey data from 501 customers. Furthermore, the customer enegement mediates the relationship between innovation and customer value co-creation behaviors.

In examining the impact of customer engagement behavior (CEB) in co-creation of value, the study of Jaakkola & Alexander (2014) found that Customer engagement behaviors have an impact on value co-creation because of the variety of resources that customers contribute to the company and other stakeholders, which can alter or enhance the offer as well as influence the preferences, perceptions, expectations, or actions other stakeholders have toward the company and its offering.

Finally, by data collected and analyzed from 873 employees and 873 customers in software industry in Vietnam, Luu (2019) proved that corporate social responsibility is seriously affecting the customer value co-creation behaviors.

1.3. Customer Loyalty

When the consumer reveals an emotional connection and preference ta a specific brand, in addition to readiness to buy the brand's products or services and recommend them to other people (Lee, Lee & Feick, 2001). Customer loyalty is a well-researched topic across multiple fields, such as marketing, psychology, and economics, given its importance for sustaining long-term business success and profitability (Oliver, 1999). Early work by (Jacoby and Chestnut, 1978) defined loyalty as encompassing both attitudinal and behavioral dimensions, highlighting repeat purchases and positive brand attitudes. As research has progressed, studies on customer loyalty have adapted to reflect the complexities of modern customer

behavior, particularly with the rise of digital transformation and the increasing emphasis on personalized customer experiences.

Customer loyalty is a pivotal concept within marketing and customer relationship management, recognized as vital for sustaining long-term business success. Scholars from various fields, including marketing, psychology, and economics, have examined and defined customer loyalty from multiple viewpoints over the years. This section reviews prominent definitions and interpretations of customer loyalty from these diverse perspectives.

A widely accepted definition comes from Oliver (1997), who describes it as feeling stronlgy committed to constantly buy or visit a specific product or service over time, regardless of the external factors that could encourage switching. This concept encompasses a customer's lasting attachment or intention to remain with an organization or continue purchasing a particular brand or product. Loyalty can manifest in several positive behaviors, such as repeated purchases and a readiness to recommend to other peple the same provider (Lam et al., 2004).

Bowen and Shoemaker (1998) describe customer loyalty as the possibility that a customer will come back, repurchase, and make referrals.

Also, Lee, Lee & Feick (2001) describe loyalty as the behavior of the consumer while manifesting emotional connection to and preference of a specific brand, and a readiness to repurchase the brand's products or services and recommend them to other people.

Similarly, (Lam et al. 2004) view loyalty as fostering and maintaining a reliable relationship with customers, resulting in repeat purchases over time. (Auka, 2012) further explains loyalty as the extent to which a customer consistently repurchases from certain providers, holds a constructive attitude toward them, and regards them as a preferred option when in need of the service.

Drawing from these varied perspectives, it is defined customer loyalty as a long-term commitment to a certain brand or service, manifested in successive repurchases and an emotional positive connection, which encourages the customer to stay with the provider despite alternatives. Loyalty involves not only repeated

behavior but also a favorable view of the brand, fostering trust and prompting recommendations to others.

1.3.1. Types of Customer Loyalty

Studying a multiplicity of marketing literature highlights two primary approaches for defining and measuring loyalty.

1.3.1.1. Behavioral Loyalty

Behavioral loyalty is focused on the actions and attitudes customers' exhibit towards a brand or product. This type of loyalty encompasses behaviors such as repeat purchases, increased volume or proportion of purchases, higher purchase frequency, continued relationships, readiness to pay a higher price, switch, and recommend the brand to others (Hallowell, 1996); (Lin and Ding, 2005; Wetsch, 2005; Malthouse and Mulhern, 2007).

These behaviors are driven by customers' perceptions that the value they receive from a particular supplier surpasses what other suppliers offer (Hallowell, 1996). Behavioral loyalty is typically measured through actual customer actions, as this data is often easier and more cost-effective to collect. However, a key limitation of relying on behavioral data is that it overlooks the emotional or attitudinal aspects of loyalty (Wetsch, 2005).

1.3.1.2. Attitudinal Loyalty

This concept reflects the emotional connection of the customer to a specific service provider, organization, or brand (Oliver, 1999). This emotional connection explains the cognitive aspect of loyalty (Hallowell, 1996). Such loyalty becomes evident when customers show an remakable preference or commitment to a particular supplier (Roberts-Lombard, 2011), with positive word-of-mouth being a key example (Gremler and Brown, 1998). The word-of-mouth strategy is effective in influencing future decisions when it comes to purchasing, as it is more trustworthy than the impersonal forms of communication (Hennig-Thurau et al., 2002).

There are proposed four types of loyalty proposed by (Dick and Basu, 1994) which are listed as following:

No loyalty: the first type of loyalty, which occurs when both the customer's attitude and repeat purchases are low. This could be due to factors such as a recent product introduction or a failure to communicate clear benefits. Although improving the attitude may seem challenging, enhancing repeat purchases can move a customer from no loyalty to spurious loyalty through social influence.

Spurious loyalty: Spurious loyalty arises when the attitude is negative, but repeat patronage remains high. Despite the lack of emotional attachment to the brand or product, the customer continues to purchase, often influenced by social factors.

Latent loyalty: Latent loyalty is characterized by a strong emotional attachment to the brand or product (positive attitude), but a low level of repeat purchasing. This type is a concern for marketers because it indicates that the customer's likelihood to repurchase is weak.

True loyalty: true loyalty is seen when both attitude and repeat purchasing are high. Customers feel positively toward the brand and consistently make repeat purchases.

1.3.2. Challenges in Building Customer Loyalty in Telecommunication Industry

Telecommunication companies operating in Egypt face several challenges in enhancing customer loyalty. Here is a brief overview of some of these challenges:

Price Sensitivity: Price sensitivity is a significant factor for telecom customers, especially in highly competitive markets. Although pricing plays a crucial role, relying solely on low prices to retain customers can erode long-term loyalty. Customers are often willing to switch providers for a better deal, making it essential for companies to focus on delivering value rather than competing solely on price (Chen, Y., & Xie, K. L, 2017).

High Competition and Substitutes: The presence of alternative telecom providers and the growing popularity of over-the-top (OTT) services, such as WhatsApp and Skype, pose a challenge to traditional telecom companies. To retain customer loyalty, providers must differentiate themselves by offering superior

customer experiences and innovative service offerings, rather than relying solely on conventional service models (Huang et al., 2013).

Customer Retention: Customer attrition is a major concern in the telecom industry. Identifying customers who are at risk of leaving and implementing strategies to retain them is a critical challenge. Telecom companies must utilize customer data analytics to predict attrition and take proactive measures, such as offering incentives or enhancing services, to prevent customers from switching providers (Smith & Johnson, 2018).

After presenting the above drivers of customer loyalty, it is concluded that factors that drive customer loyalty are multi-faceted and interrelated. Elements such as customer satisfaction, perceived value, trust, customer experience, and switching costs all play a role in nurturing long-term loyalty. By understanding these drivers, companies can develop strategies that improve customer retention and increase lifetime value. As competition becomes fiercer, the importance of fostering strong, loyal customer relationships grows, as loyal customers serve as a key source of consistent revenue and brand advocacy.

1.3.3. Antecedents and Consequences of Customer Loyalty

Customer loyalty is influenced by a range of factors that help build a lasting and positive relationship between the customer and the brand. These factors are often interrelated and can differ by industry. Nevertheless, several key elements have consistently been recognized as crucial in promoting customer loyalty.

1.3.3.1. Customer Satisfaction

Customer satisfaction plays a crucial role in driving customer loyalty. When customers are satisfied, they are more likely to make repeat purchases and stay loyal to a service provider. Studies have shown that satisfaction often precedes loyalty, as customers who are content with a service or product tend to engage in repeat behavior (Oliver, 1980). This connection between satisfaction and loyalty is particularly important in competitive markets, where customers have numerous alternatives. Satisfaction arises when a brand meets or exceeds customer

expectations, fostering a stronger attachment to the brand and promoting ongoing loyalty (Rust & Zahorik, 1993).

1.3.3.2. Perceived Value

Perceived value is another key factor influencing customer loyalty. Customers evaluate loyalty not just in terms of product or service quality, but also considering the cost and overall experience. According to (Zeithaml, 1988), customers are more likely to stay loyal when they perceive a high value in their purchases. This value-based loyalty is particularly important in competitive markets, where customers can easily compare various options. When customers feel that the benefits they receive exceed the costs, their loyalty is more likely to be sustained (Woodruff, 1997).

1.3.3.3. Trust and Relationship Quality

Trust is a critical element in fostering and sustaining customer loyalty, especially in service-based and online environments where direct interactions are limited. (Geyskens et al. 1999) noted that trust helps reduce the perceived risks in brand relationships, which in turn strengthens customer loyalty. Trust is developed through consistent, reliable service, transparency, and consistently meeting customer expectations. As trust grows, so does the likelihood of repeat purchases and positive word-of-mouth referrals (Morgan & Hunt, 1994). In industries where continuous customer interactions are essential, such as telecommunications, banking, and retail, trust and relationship quality are particularly important.

1.3.3.4. Customer Experience

Customer experience has emerged as a crucial factor in determining customer loyalty. Companies that provide smooth, personalized, and positive experiences create stronger emotional bonds with their customers, making them more likely to return (Schmitt, 2003). Positive experiences are closely tied to higher satisfaction and improved perceptions of value, both of which contribute to fostering loyalty (Lemon et al., 2001). In service industries such as telecommunications and banking, the quality of customer interactions is particularly important, as it has a significant impact on customer loyalty behaviors.

1.3.3.5. Switching Costs and Customer Lock-in

Switching costs are another important factor in promoting customer loyalty. These costs can be economic, procedural, or psychological, and they act as obstacles to changing brands. When switching costs are high, customers are less likely to change providers because the perceived effort or financial burden outweighs the benefits of switching (Burnham et al., 2003). Economic costs may involve penalties for contract cancellation, while procedural costs refer to the time and effort required to switch providers. Psychological costs are linked to emotional attachments or the perceived inconvenience of changing brands. Companies often use switching costs strategically by offering loyalty programs, long-term contracts, or bundled services to enhance customer retention (Klemperer, 1987).

By examining previous literature discussing customer loyalty, it is found that for Khan, Salamzadeh, Iqbal & Yang (2022) customer loyalty is positively and significantly impacted by customer relationship management and a company's reputation. Furthermore, customer satisfaction partially mediates the relationship binding customer loyalty, company reputation, and customer relationship management.

According to Gopi & Samat (2020), service quality has been emphasized as the essential component in satisfying customers' needs and influencing how well they perceive the services they receive. As they found that customer satisfaction is strongly associated with three of the service quality elements. They are assurance, reliability, and tangibles. Additionally, a strong correlation exists between customer satisfaction and loyalty. Also the study of Marliyah, Ridwan & Sari (2021) agrees with that of Gopi & Samat (2020) as they found that customer satisfaction is deeply affected by the e-service quality. Furthermore Customer loyalty is positively and significantly impacted by the quality of the e-service. Last but not least, consumer satisfaction and customer loyalty have an important and positive relationship.

İn the same vein, the study of Kusumawati & Rahayu (2020) aimed to investigate how experience quality affects consumer satisfaction and perceived value, as well as how it affects customer loyalty to those who frequent the naturally subtle outdoor cafes located in the highland regions of Joyo Agung, Malang. Then they found that Customer loyalty, customer satisfaction, and perceived value are all

significantly impacted by quality of experience. The perceived value of the consumer significantly impact the customer satisfaction as well as loyalty. Furthermore, there is a noteworthy correlation that links consumer satisfaction and customer loyalty.

Finally, the study of Tannady & Purnamaningsih (2023) designed to investigate the relationship between product and service quality, brand equity, and the partial and simultaneous effects these factors have on customer satisfaction and loyalty. Then they discovered that brand equity, product quality, and service quality affect customer satisfaction. Additionally, there is a simultaneous and partial influence on customer loyalty from the factors of brand equity, customer satisfaction, product quality, and service quality. In the same scope the study of Nguyen, et.al 92020) investigated the relationship and the effects on customer loyalty of e-banking in commercial banks as regards service quality, client satisfaction, and switching costs. After collecting and analyzing the data they found that customer satisfaction is positively correlated with all of e-banking service five quality factors, namely tangibility, empathy, responsiveness, Service capacity and reliability. Service capacity and tangibility have the most effects among these factors. This means that commercial banks can better satisfy their customers by raising the quality of their services through the five elements mentioned above, particularly by enhancing capacity and tangibility. Furthermore, there is a also a positive and remarkable correlation between customer loyalty and their satisfaction. It implies that when customers are pleased with a bank's online banking offerings, they will not only do more business with it but also refer it to others. Finally, the association linking switching costs and customer loyalty is positive and large, indicating that customers are more likely to maintain a relationship with one bank when moving becomes more costly.

1.4. The Relationship Between Customer Experience, Value Co-Creation Behaviors and Customer Loyalty

Bu, Jin & Li (2020) aimed to identify the extent of the impact of customer experience dimensions including the practical value, social value and entertainment value on customer loyalty as indicated by community loyalty and brand loyalty based on the perspective of co-creation of value, then they concluded that the practical and social values help customers to be loyal toward community as well as incite

customers loyalty toward brand. Such values affect community loyalty greater than rand loyalty. However, the entertainment value does not affect community and brand loyalty in a significant way. The effect of practical and social values on community loyalty is fully mediated by the effect of brand loyalty, and the effect of practical and social values on brand loyalty is fully mediated by the effect of community loyalty.

Samsa & Yüce's (2022) study indicated that customer experience in hospitals is of great importance, as the customer's perception of the value of this experience (acquisition value – transaction value aesthetic value – self-gratification value – social interaction value – efficiency value) greatly affects co-creation behavior of customer value in addition to customer citizenship and customer participation behaviors). Finally, that research showed that customer experience value is significnt in customer value co-creation behaviors.

Meng & Cui' (2020) study also showed that consumers have modified their role from mere receivers of services and products to highly active and self-motivated responders ready to specifiy and generate values for themselves, and thus they no longer represent the end of retailers' marketing methods, however, their roles have changed to make them more creative as contributors to value creation, where customers deal with companies and suggest ideas during the procedures of designing, implementing, delivering and consuming products. Companies may benefit from value co-creation as a strategy to retain existing customers, as value co-creation enhances the effect of customer experiences, increases perceived value and positive attitude, and enhances the behavior of purchase intention.

Studies also suggested that value co-creation plays a moderator role on customer experiences and their results (Anshu, Gaur & Singh, 2022).

According to Shamim, Ghazali & Albinsson's study (2016), the results of which concluded that corporate brand experience (sensory experience – intellectual experience) significantly affect customer value co-creation attitudes and behaviors. This is consistent with An & Han's study (2020),, which aimed to identify the extent to which customers' experiential motivations influence their engagement on value creation. The study concluded that there is a positive significant effect of customers' experiential motivations on customer engagement on value creation.

By focusing on customer loyalty in the literature it is found Zaid & Patwayati's study (2021) which aimed to explore how customer engagement and experience impact on customer satisfaction and loyalty in Indonesian e-retail. And they found that the relationship between consumer engagement and experience was mutual. The findings also revealed that customer satisfaction as well as loyalty are greatly impacted by customer experience and engagement with customers. Customer loyalty is also impacted positively by customer satisfaction. Additionally, it was discovered in this study that customer engagement is indirectly affecting customer satisfaction and loyalty. The customer experience also has an indirect impact on these outcomes through customer engagement.

According to the link between customer experience and loyalty the Ertemel, et.al's (2021) study suggested that through the transient occurrence of an online flow state, the online websites of e-commerce can indirectly increase ths customer satisfaction and loyalty by improving the their experience. So there is a relationship between the three variables.

Finally, based on the bond connecting customer co-creation behaviors and the customer loyalty Mursid & Wu's study (2022) sought to clarify consumer participation and value co-creation in reinforcing customer loyalty as regards Umrah travelers. They found that The willingness to customize, employee performance, and the service brand image all imact to a great extent customer participation. The customer participation strongly impacts co-creation value (hedonic value, refreshment, and pricing), but it has little effect on the loyalty of customer. Both hedonic and refreshment values have no discernible impact on the loyalty of customer; only the price of the co-creation value did. Last but not least, the participation of Umrah passengers directly influences their level of satisfaction, which in turn influences their loyalty.

By reviewing studies that explored the area of customer experience and its effect on customer co-creation behaviors and customer loyalty, the study came to a set of results:

- There is a general agreement between researchers about, dimensions of customer co-creation behaviors (customer participation behaviors & customer

citizenship behaviors) that have been used in measuring the customer co-creation behaviors.

- There is a general difference between previous studies in terms of the dimensions of customer experience, some researchers used (practical value – Entertainment value – social value), some others used (self-gratification value – acquisition value – aesthetic value – efficiency value – transaction value – social interaction value), while other study used (sensory experience – intellectual experience). But it will be depended on the following dimensions in measuring the customer experience in current research such as sensitive experience, cognitive experience, emotional experience, social experience, behavioral experience and technological experience as these dimensions are more relevant to the nature of current research.

- It is noted that a relationship exists between customer experience and value co-creation behaviors, and also between customer experience and customer loyalty, finally there exists a relationship between vale co-creation behaviors and customer loyalty, but there is no study examined the impact of that three variables simultaneously.

- It is also noted that there is no any study examined the effect of customer experience on achieving loyalty through the customer value co-creation behaviors mediating role by appling that on customers of telecommunication companies in Egypt.

CHAPTER TWO

MATERIALS AND METHOD

2.1. The Objective and Importance of the Research

Customer service centers are vital as important points of contact for consumer interactions given the changing telecom landscape in Egypt. Given the industry's quick innovations and intense rivalry, it is imperative to comprehend the nuances of the client experience that these service centers provide. Especially because the proportion of customer service complaints in Egypt's telecom industry reached almost 40% of all customer complaints (NTRA). This study aims to investigate how customers' experiences affect their loyalty by value co-creation behaviors in the context of Egyptian telecom service centers.

Despite the recognized importance of customer experience in influencing consumer behaviors (Batat, 2019), there is a remarkable gap in literature specific to the sector of Egyptian telecommunications, particularly within the confines of customer service centers. Each of these centers serves as the main hubs for handling user complaints, fixing problems, and determining general customer satisfaction. It is still unknown, though, how much these interactions within service centers influence clients' readiness to be loyal and take an active role in value co-creation.

This study delves into this crucial gap by conducting a comprehensive evaluation of the factors influencing customer experience within telecommunication customer service centers in Egypt. By understanding the dynamics at play, we seek to uncover how positive or negative experiences within these centers influence customers' subsequent behaviors in terms of their loyalty and actively co-creating value. Such insights are paramount for telecommunication service providers and industry stakeholders, offering a roadmap to enhance customer satisfaction and foster collaborative value creation in this dynamic and competitive environment.

The problem statement raises several questions:

- To what extent do customer experiences impact the customer loyalty?

- To what extent do customer experiences impact the customer value co-creation behaviors?

- To what extent do customer co-creation behaviors impact the customer loyalty?

This study aims to accomplish the following objectives:

- Identifying the impact of customer experience on customer loyalty.

- Determining the impact of customer experience on customer co-creation behaviors.

- Identifying the impact of customer value co-creation behaviors on customer loyalty.

The research contributes to the academic body of knowledge by addressing a specific gap as far as the impact of customer experience on customer loyalty within telecommunication customer service centers in Egyptis concerned. This study tackles an important gap in the existing literature by particularly focusing on the telecommunications sector in Egypt, contributing to a more nuanced understanding of customer behavior within this unique context.

Insights generated from this research can inspire and guide future research endeavors, providing a basis for scholars to explore related topics or expand the understanding of customer experience in different sectors. Findings from this research may be generalizable to other similar contexts, providing insights and principles that can be applied in diverse settings within the telecommunications industry.

This research is crucial for the telecommunications industry in Egypt, providing insights into optimizing customer experience within service centers, a key determinant of customer satisfaction and loyalty. Understanding customer experience effect on value co-creation behaviors allows service providers to tailor interactions, ultimately leading to improved customer satisfaction and loyalty levels.

2.2. Research Model and Hypotheses

To find an answer to the research questions and achieve this research objectives, the hypotheses that follow were proposed:

H1. There is a significant impact of customer experience on achieving customer loyalty.

H2. There is a significant impact of customer experience on customer value co-creation behaviors.

- H2a. There is a significant impact of customer experience on customer Participation behaviors.

- H2b. There is a significant impact of customer experience on customer Citizenship behaviors.

H3. There is a significant impact of customer value co-creation behaviors on achieving customer loyalty.

The suggested research model can be illustrated in Figure 1 as follows:

The proposed framework of the research variables are illustrated in Figure 1 as follows:

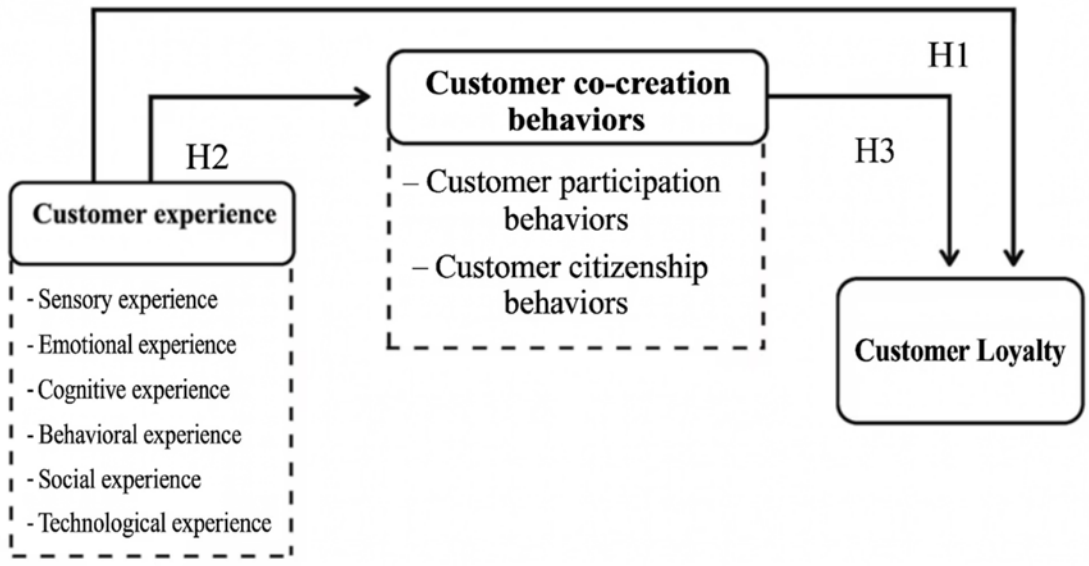


Figure 1. Research Model

2.3. Research Method

2.3.1. Population

This study target population is the customers of telecommunication companies in Egypt who are frequently visit customer service centers. Given the large and expansive community, the study included telecommunication companies' customers

in the main centers of Cairo, El-Menoufia and El-Gharbia, as these are densely populated governorates that include all social classes and categories.

The sampling unit will be the customer of telecommunication companies who are frequently visit customer service centers

2.3.2. Sample

The samples of the the study are driven by drawing a sample from the population under investigation using the intercept sampling method which reflects the spirit of random samples.

The infeasibility of drawing a probability sample is a result of the absence of a sampling frame, which is a basic requirement for drawing a probability sample.

The sample size can be estimated according to the following equation (Macorr.com, 2014):

$$n = \frac{z^2 \times P\,(1 - p)}{e^2}$$

Where:

n = the sample size.

Z = Z value (1.96 for 95% confidence level).

P = percentage picking a choice, expressed as decimal (0.5 used for the sample size needed).

E = confidence interval expressed as decimal (5 %)

$$n = \frac{1.96^2 \times 0.5\,(1 - 0.5)}{0.05^2} = 385 \text{ customer.}$$

Thus, the study sample became 385 clients, but 297 completed surveys were collected and valid for analysis.

2.3.3. Data Collection Methods

Data waere collected by conducting through a standardized questionnaire that will be distributed among the sampling units in front of the customer service centers.

2.3.4. Variables Measurement (AS: SEE APPENDIX A)

- 62 items for measuring customer experiences (Sensetive Experience, Emotional Experience, Cognitive Experience, Behavioral Experience, Social Experience & Technological Experience) were gathered from (Pekovic & Rolland, 2020).

- 28 items for measuring customer value co-creation behaviors (Customer Participation behaviors & Customer Citizenship behaviors) were gathered from (Yi, & Gong, 2013).

- 3 items for measuring customer loyalty were gathered from (Pekovic & Rolland, 2020).

- A 5-point Likert scale is used, ranging from “strongly disagree” (1) to “strongly agree” (5) to measure the descriptive model.

2.4. Method of Analysis

The study employs Statistical Package for Social Science (SPSS v_{28}) and the following statistical methods:

–**Statistical descriptive measures**, such as mean and standard deviation to characterize the characteristics of the study sample and to analyze sample' responses to the study variables.

–**Simple and Multiple regression and correlation analysis**: To identify the nature and strength of the relationship between the study variables, simple and multiple correlation and regression analysis was used. Often these two methods are used together for the purpose of revealing the type and strength of the relationship between the dependent variable and the independent variables, and it has been relied on them for testing the first, second and third hypothesis.

2.4.1. Descriptive Analysis

In this part, it is performed as a descriptive analysis of the study variables as well as the study sample.

2.4.1.1. Descriptive Analysis of The Study Sample

It is described the data obtained from the survey, by calculating the values of the percentages of repetitions of the demographic variables in the survey. Table 1 shows the distribution of the sample according to demographic variables.

Table 1.Descriptive Analysis of The Study Sample Characteristic

Demographic Variables	Sub Variable	Frequency	Percent
Gender	Male	216	72.7
	Female	81	27.3
Age	18-24	151	50.8
	25-34	48	16.2
	35-44	72	24.2
	45-54	23	7.7
	55-64	2	0.7
	65 and above	1	0.3
Monthly Household Income	Less than 5000	106	35.7
	5000-10000	72	24.2
	10000-15000	41	13.8
	15000-25000	28	9.4
	25000-35000	11	3.7
	35000-50000	12	4.0
	50000-75000	9	3.0
	75000-1000	6	2.0
	Above 100,000	12	4.0
Educational level	Primary school	3	1.0
	High school	12	4.0
	University	211	71.0
	Master	53	17.8
	PhD	18	6.1
Telecommunication Company You Use	Vodafone	129	43.4
	Orange	28	9.4
	Etisalat	53	17.8
	WE	87	29.3

Table 1 shows that the majority of the study sample was male, at a rate of (72.7%) of the sample, and most of the sample was between 18 and 24 years old. Also, most of the sample, at a rate of (35.7%) had an average monthly income Less than 5000 thousand Egyptian pounds. in addition to the above, the majority of the

sample had a university degree, at a rate of (71%), and finally, the customers of Vodafone company were the most in the sample, at a rate of (43.4%).

2.4.1.2. Descriptive Analysis of The Study Variables

In the following section, it is presented descriptive statistics for study variables (Customer Experience - of customer value co-creation Behaviors - Customer Loyalty).

Table 2. Descriptive analysis of Study Variables

Statements	Mean	Std. Deviation
Emotional and Cognitive Experience "ECE"	3.2712	.94334
Sensory Experience "SE"	3.7315	.85577
Social Experience "SE"	3.6796	.84002
Technological Experience "TE"	3.5628	.85801
Customer Experience	**3.5613**	**.79159**
Customer Participation Behaviors "CPB"	3.9242	.80895
Customer Citizenship Behaviors "CCB"	3.5384	.79675
Value Co-Creation Behaviors	**3.7313**	**.70666**
Customer Loyalty	**3.6442**	**.86008**

From the descriptive analysis of Customer Experience variable in Table 2, it is clear that the level of Customers perception about Customer Experience in general has reached a high level as the mean for it was (3.5), with a standard deviation of (0.791). Also, Customer Experience' dimensions (Emotional and Cognitive Experience, Sensory Experience, Social Experience, and Technological Experience) were high as their mean were (3.2), (3.7), (3.6) and (3.5) respectively. with a standard deviation of (0.943), (0.855), (0.840) and (0.858) respectively.

From the descriptive analysis of Value Co-Creation Behaviors variable in Table 2, it is clear that the level of Customers perception about Value Co-Creation Behaviors in general has reached a high level as the mean for it was (3.7), with a standard deviation of (0.706). Also, Value Co-Creation Behaviors' dimensions (Customer Participation Behaviors and Customer Citizenship Behaviors) were high as their mean were (3.9) and (3.5) respectively with a standard deviation (0.808) and (0.796) respectively. Also, Table 2 show that the level of Customer Loyalty in

general has reached a high level as the mean for it was (3.64), with a standard deviation of (0.860).

2.4.2. The Reliability and Validity of the Questionnaire

To verify the reliability and reliability of the survey content, the degree of internal consistency between items and the extent of the scale's ability to accurately measure what is supposed to be measured has been evaluated as follows:

2.4.2.1. Validity of Measures

Validity of Measures refers to indicate the extent of the truthfulness of the survey terms in measuring what it designed for, and it gives the Participant the same meaning that is intended. For Validity testing the study relied on the honesty test on Content Validity, and factor analysis. As shown in the following:

• **Content Validity:** it's referring to the degree to which an assessment instrument is relevant to, and representative of, the targeted construct it is designed to measure. In order to ensure the validity of survey statement, both scientifically and practically, the survey was presented to my supervisor, in addition to being presented to 30 customers under study, and taking into account their observations on Some words and expressions mentioned in the survey list and amend them based on those observations and to serve the nature of study.

• **Factor analysis:** Factor Analysis technique was applied on Customer Experience scale and Value Co-Creation Behaviors scale, but it has not been applied to the customer loyalty scale because it is a unidimensional variable.

Before exposure to the results of the factor analysis, it is made sure of the adequacy of the sample, and the possibility of using factor analysis, as the it is applied the (KMO) Kaiser-Meyer-Olkin Measure of Sampling Adequacy test to determine the adequacy of the sample. By compares Magnitudes the Observed Correlation Coefficients with The Partial Correlation Coefficients and the small value of the KMO is an indication that using factor analysis may not be a good idea.

Table 3. KMO and Bartlett's for Study's Scale

Customer Experience	
KMO	0.975

Bartlett's	Chi-Square	23463.540
	Sig,	0.000
Value Co-Creation Behaviors		
KMO	0.946	
Bartlett's	Chi-Square	9232.414
	Sig,	0.000

The results of the (KMO) Kaiser-Meyer-Olkin Measure of Sampling showed that its value is equal to (0.975) for Customer Experience scale, which is greater than the desired minimum (0.50) and this indicates the adequacy of the sample size. The results of Bartlett's Test of Sphericity also showed that its value is equal to (23463.540), which is a large value and with a significant level (0,000), meaning there are at least significant correlations between some of the variables under test related to the dimensions of Customer Experience, sufficient to use the factor analysis, as shown in the table No. (3).

Also, results of the (KMO) Kaiser-Meyer-Olkin Measure of Sampling showed that its value is equal to (0.946) for Value Co-Creation Behaviors scale, which is greater than the desired minimum (0.50) and this indicates the adequacy of the sample size. The results of Bartlett's Test of Sphericity also showed that its value is equal to (9232.414), which is a large value and with a significant level (0,000), meaning there are at least significant correlations between some of the variables under test related to the dimensions of Value Co-Creation Behaviors, sufficient to use the factor analysis, as shown in the Table 2.

Table 4. Factor Analysis outputs for Validity Assessment for Customer Experience Scale

	Scale Items	1	2	3	4	5	6
	Emotional Experience						
1.	**I feel at peace when dealing with the telecommunication company's services.**	**.724**	.306	.285	.189	.106	-.035
2.	**The reception I received at the customer service center was warm and welcoming.**	**.602**	.256	.420	.280	.182	.000
3.	**I feel a general sense of satisfaction with my experience using the telecommunication services.**	**.735**	.278	.251	.219	.080	.044
4.	**I am generally satisfied with my experience with the telecommunication company.**	**.734**	.316	.267	.245	-.007	.120
5.	**I feel relaxed after interacting with customer service representatives.**	**.690**	.280	.337	.260	.056	-.056

	Scale Items	1	2	3	4	5	6
6.	Dealing with the telecommunication services gives me a positive feeling.	**.748**	.325	.159	.256	.131	.040
7.	I feel happy during or after using telecommunication services.	**.724**	.322	.240	.245	.162	.036
8.	I feel excited when using telecommunication services or when new products or services are launched.	**.649**	.318	.301	.309	.161	-.022
9.	My experience with the telecommunication company provides a sense of harmony and balance.	**.696**	.337	.230	.160	.172	.105
10.	I feel complete and fulfilled when receiving telecommunication services.	**.779**	.357	.204	.217	.141	.154
11.	I feel calm and relaxed while interacting with customer service representatives.	**.754**	.308	.226	.169	.133	.181
	Cognitive Experience						
12.	Payment and collection procedures are completed quickly when dealing with the telecommunication company.	**.706**	.260	.306	.315	.188	-.008
13.	Obtaining products or services from the telecommunication company is fast and easy.	.220	.332	.433	.244	.305	.394
14.	It's easy to assess the quality of products or services provided by the telecommunication company.	.453	.362	.354	.252	.116	.470
15.	I trust the quality of the products or services offered by the telecommunication company.	.463	.382	.316	.118	.273	.406
16.	I can rely on the telecommunication company to provide good products and services.	**.674**	.378	.213	.173	.077	.381
17.	The telecommunication company offers a variety of services and products that meet my needs.	**.604**	.383	.182	.191	.120	.502
18.	The products and services offered by the telecommunication company are safe.	.566	.439	.270	.142	.134	.443
19.	The quality of services provided by the telecommunication company is high and distinctive.	.443	.448	.454	.217	.079	.164
20.	The prices of the telecommunication company's products and services are reasonable and competitive.	**.682**	.381	.224	.171	.066	.343
21.	I enjoy the advertisements provided by the telecommunication company.	**.715**	.291	.099	.134	.161	.299
22.	The advertisements from the telecommunication company provide me with essential and valuable information.	**.613**	.205	.079	.341	.150	.249
	Sensory Experience						
23.	The general lighting in the telecommunication company's customer service center is comfortable and appealing.	**.660**	.282	.121	.303	.224	.241
24.	The cleanliness of the customer service	.410	.342	.582	.196	.136	.045

	center attracts me to deal with the company.						
25.	**The customer service center is well-ventilated.**	.299	.403	.592	.347	.086	.121
26.	**The scent at the customer service center is pleasant and enjoyable.**	.301	.440	**.673**	.215	.098	.157
27.	**The temperature at the customer service center is appropriate and comfortable.**	.317	.414	**.657**	.218	.098	.138
	Scale Items	1	2	3	4	5	6
28.	**The colors used in the customer service center are easy on the eyes and create a unique atmosphere.**	.235	.393	**.687**	.204	.173	.144
29.	**The customer service center integrates all elements (lighting, colors, ventilation, and cleanliness) harmoniously and cohesively.**	.344	.418	**.656**	.195	.092	.030
	Social Experience						
30.	**Customer service employees interact with me kindly and warmly.**	.301	.510	**.628**	.240	.059	.121
31.	**Customer service employees show respect and appreciation in their interactions.**	.212	.170	.367	**.713**	.259	.165
32.	**The behavior of customer service employees instills confidence in dealing with them.**	.144	.239	.393	**.735**	.206	.132
33.	**Customer service employees provide accurate and correct information.**	.291	.287	.248	**.737**	.184	.079
34.	**Customer service employees are attentive to my personal needs.**	.450	.338	.130	**.722**	-.061	.065
35.	**Customer service employees offer reliable services.**	.398	.391	.118	**.681**	.098	.008
36.	**I receive service from customer service employees promptly and on time.**	.437	.355	.112	**.699**	.091	.055
37.	**Customer service employees are competent and experienced.**	.519	.386	.193	.547	.131	.120
	Behavioral Experience						
38.	**I spend a significant amount of time sharing information about my needs and opinions with staff during the service process.**	.510	.446	.214	.494	.061	.118
39.	**I express my personal needs to staff during the service delivery process.**	.474	.297	.230	.134	.483	.084
40.	**I always make suggestions to staff to improve service outcomes.**	.389	.412	.321	.230	.423	.069
41.	**I collaborate significantly with customer service employees during the service process.**	.379	.365	-.032	.311	.529	.068
	Technological Experience						
42.	**The telecommunication company's technological tools provide the information I need.**	.159	.404	.282	.216	**.631**	.161
43.	**The telecommunication company's technological tools offer the exact information I require.**	.394	**.642**	.332	.249	.018	.215
44.	**My personal information is handled properly when using the available**	.418	**.645**	.281	.289	.024	.177

	technological tools.						
45.	**I feel secure when using the telecommunication company's technological tools.**	.322	**.648**	.351	.268	.066	.135
46.	**The technological tools provide tailored and suitable information for me.**	.382	**.634**	.269	.288	.045	.142
47.	**Accessing the telecommunication company's technological tools is easy and convenient.**	.404	**.655**	.292	.236	.129	.128
48.	**Services provided through technology are accessible at any time.**	.283	**.681**	.244	.308	.039	.226
49.	**I get what I need quickly through the telecommunication company's technological tools.**	.353	**.675**	.267	.270	.049	.263
50.	**The technological tools offer me greater freedom to meet my needs anytime and anywhere.**	.312	**.711**	.263	.288	.057	.261
51.	**The technological tools allow me to complete transactions quickly.**	.279	**.727**	.271	.283	.106	.245
	Scale Items	1	2	3	4	5	6
52.	**The technological tools save me time when using them.**	.313	**.679**	.225	.177	.178	.165
53.	**The technological tools provided by the telecommunication company are user-friendly.**	.228	**.755**	.307	.198	.228	.109
54.	**The technological tools provided by the telecommunication company are easy to interact with.**	.280	**.722**	.242	.207	.223	.109
55.	**The telecommunication company's technological tools are intuitive and easy to understand.**	.317	**.725**	.218	.226	.223	.061
56.	**The technological tools provided by the telecommunication company work accurately without errors.**	.489	**.639**	.164	.261	.189	.026
57.	**The technological tools provided by the telecommunication company are reliable and dependable.**	.386	**.698**	.271	.234	.238	-.001
58.	**The telecommunication company's technological tools make exchanging information easy.**	.385	**.692**	.300	.180	.285	-.060
59.	**The technological tools help me stay connected with service providers.**	.402	**.632**	.208	.249	.275	-.013
60.	**The user interfaces of the telecommunication company's technological tools are visually appealing.**	.388	**.647**	.337	.128	.262	.015
61.	**The user interfaces of the telecommunication company's technological tools are enjoyable to use.**	.440	.589	.326	.249	.242	.033
62.	**The technological tools provided by the telecommunication company offer good visual representations of the products or services offered.**	.355	**.626**	.334	.196	.241	.094
The Eigenvalues after rotation		**14.807**	**14.292**	**6.914**	**6.637**	**2578**	**2.256**
Variance percentage %		**23.882**	**23.052**	**11.151**	**10.705**	**4.157**	**3.639**

Accumulative percentage %	**23.882**	**46.934**	**58.085**	**68.790**	**72.947**	**67.586**

Factor analysis was used to identify the Validity of Customer Experience scale. The results in Table 4 show that 13 statements (Shown in Red in table 3) had loading factors less than 0.6, so all the Thirteen statements were excluded from the independent variable (Customer Experience). Furthermore, a group of statements related to the Emotional Experience dimension within the customer experience dimensions were combined with statements from another dimension, Cognitive Experience. Furthermore, all statements within the Behavioral Experience dimension were removed, resulting in only four new customer experience factors extracted from the factor analysis, comprising 49 statements. Therefore, the researcher decided to reconduct the factor analysis to distribute the remaining 49 statements with factor loadings greater than 0.6 into four factors, as shown in Table 5.

Table 5. Factor Analysis outputs for Validity Assessment for Customer Experience Scale after excluding 13 statements in the first test

	Scale Items	1	2	3	4
	Emotional and Cognitive Experience				
1.	**I feel at peace when dealing with the telecommunication company's services.**	.307	**.717**	.203	.261
2.	**The reception I received at the customer service center was warm and welcoming.**	.289	**.605**	.295	.400
3.	**I feel a general sense of satisfaction with my experience using the telecommunication services.**	.281	**.740**	.214	.247
4.	**I am generally satisfied with my experience with the telecommunication company.**	.315	**.747**	.234	.248
5.	**I feel relaxed after interacting with customer service representatives.**	.273	**.682**	.253	.318
6.	**Dealing with the telecommunication services gives me a positive feeling.**	.333	**.757**	.249	.143
7.	**I feel happy during or after using telecommunication services.**	.339	**.732**	.254	.211
8.	**I feel excited when using telecommunication services or when new products or services are launched.**	.329	**.650**	.319	.291
9.	**My experience with the telecommunication company provides a sense of harmony and balance.**	.363	**.715**	.163	.217
10.	**I feel complete and fulfilled when receiving telecommunication services.**	.388	**.804**	.217	.161
11.	**I feel calm and relaxed while interacting with customer service representatives.**	.340	**.779**	.168	.201
12.	**Payment and collection procedures are completed quickly when dealing with the telecommunication company.**	.279	**.708**	.329	.294
13.	**I can rely on the telecommunication company to provide good products and services.**	.429	**.723**	.169	.175
14.	**The telecommunication company offers a variety of services and products that meet my needs.**	.465	**.671**	.194	.124
15.	**The prices of the telecommunication company's products and services are reasonable and competitive.**	.424	**.726**	.162	.197

16.	**I enjoy the advertisements provided by the telecommunication company.**	.346	**.761**	.121	.070
17.	**The advertisements from the telecommunication company provide me with essential and valuable information.**	.262	**.668**	.335	.012
18.	**The general lighting in the telecommunication company's customer service center is comfortable and appealing.**	.343	**.707**	.309	.078
	Sensory Experience				
19.	**The scent at the customer service center is pleasant and enjoyable.**	.499	.327	.230	**.633**
20.	**The temperature at the customer service center is appropriate and comfortable.**	.461	.337	.236	**.659**
21.	**The colors used in the customer service center are easy on the eyes and create a unique atmosphere.**	.466	.259	.228	**.674**
22.	**The customer service center integrates all elements (lighting, colors, ventilation, and cleanliness) harmoniously and cohesively.**	.450	.348	.209	**.649**
	Social Experience				
23.	**Customer service employees interact with me kindly and warmly.**	.551	.318	.250	.596
24.	**Customer service employees show respect and appreciation in their interactions.**	.259	.253	**.750**	.309
25.	**The behavior of customer service employees instills confidence in dealing with them.**	.315	.182	**.768**	.326
26.	**Customer service employees provide accurate and correct information.**	.328	.315	**.756**	.206
27.	**Customer service employees are attentive to my personal needs.**	.317	.457	**.700**	.100
28.	**Customer service employees offer reliable services.**	.397	.409	**.684**	.054
29.	**I receive service from customer service employees promptly and on time.**	.365	.450	**.691**	.059
	Technological Experience				
30.	**The telecommunication company's technological tools provide the information I need.**	.544	.207	.263	.276
31.	**The telecommunication company's technological tools offer the exact information I require.**	**.664**	.421	.238	.294
32.	**My personal information is handled properly when using the available technological tools.**	**.659**	.439	.276	.238
33.	**I feel secure when using the telecommunication company's technological tools.**	**.663**	.340	.261	.326
34.	**The technological tools provide tailored and suitable information for me.**	**.644**	.403	.278	.228
35.	**Accessing the telecommunication company's technological tools is easy and convenient.**	**.679**	.427	.238	.253
36.	**Services provided through technology are accessible at any time.**	**.701**	.318	.308	.191
37.	**I get what I need quickly through the telecommunication company's technological tools.**	**.697**	.384	.252	.253
38.	**The technological tools offer me greater freedom to meet my needs anytime and anywhere.**	**.737**	.352	.264	.235
39.	**The technological tools allow me to complete transactions quickly.**	**.773**	.321	.269	.209
40.	**The technological tools save me time when using them.**	**.731**	.352	.168	.155
41.	**The technological tools provided by the telecommunication**	**.810**	.254	.208	.240

	company are user-friendly.				
42.	**The technological tools provided by the telecommunication company are easy to interact with.**	**.772**	.306	.216	.178
43.	**The telecommunication company's technological tools are intuitive and easy to understand.**	**.768**	.341	.232	.141
44.	**The technological tools provided by the telecommunication company work accurately without errors.**	**.654**	.501	.259	.126
45.	**The technological tools provided by the telecommunication company are reliable and dependable.**	**.731**	.402	.248	.208
46.	**The telecommunication company's technological tools make exchanging information easy.**	**.725**	.388	.211	.240
47.	**The technological tools help me stay connected with service providers.**	**.670**	.411	.275	.144
48.	**The user interfaces of the telecommunication company's technological tools are visually appealing.**	**.681**	.403	.160	.280
49.	**The technological tools provided by the telecommunication company offer good visual representations of the products or services offered.**	**.670**	.378	.219	.287
The Eigenvalues after rotation		**13.806**	**13.341**	**5.673**	**4.295**
Variance percentage %		**28.176**	**27.226**	**11.577**	**8.766**
Accumulative percentage %		**28.176**	**55.403**	**66.979**	**75.745**

Factor analysis is used to identify the validity of customer experience scale. Results in Table 5 show that all statements loading factors (Except for statements number 30 and 42) are more than 0.6 so statements 30 and 42 (shown in red in the previous table) are excluded, and the other statements are kept. Also, there are four main factors extracted from the analysis. The first factor is Technological Experience and explains 28.17% of total variance and contains only 19 statements, the second factor is Emotional and Cognitive Experience and explains 27.22% of total variance and contains only 18 statements, the third factor is Social Experience and explains 11.57% of total variance and contains only 6 statements. The fourth factor is Sensory Experience and explains 8.76% of total variance and contains only 4 statements. The total variance explained is 75.74%.

Table 6. Factor Analysis outputs for Validity Assessment for Customer Experience Scale after excluding 2 statements in the second test

	Scale Items	**1**	**2**	**3**	**4**
	Emotional and Cognitive Experience				
1.	**I feel at peace when dealing with the telecommunication company's services.**	.311	.715	.207	.265
2.	**The reception I received at the customer service center was warm and welcoming.**	.296	.601	.299	.412
3.	**I feel a general sense of satisfaction with my experience using the telecommunication services.**	.288	.739	.219	.243

4.	**I am generally satisfied with my experience with the telecommunication company.**	.326	.742	.242	.239
5.	**I feel relaxed after interacting with customer service representatives.**	.282	.675	.258	.328
6.	**Dealing with the telecommunication services gives me a positive feeling.**	.333	.756	.253	.142
7.	**I feel happy during or after using telecommunication services.**	.344	.728	.258	.214
8.	**I feel excited when using telecommunication services or when new products or services are launched.**	.335	.646	.324	.293
9.	**My experience with the telecommunication company provides a sense of harmony and balance.**	.372	.711	.171	.207
10.	**I feel complete and fulfilled when receiving telecommunication services.**	.394	.800	.224	.152
11.	**I feel calm and relaxed while interacting with customer service representatives.**	.348	.776	.175	.193
12.	**Payment and collection procedures are completed quickly when dealing with the telecommunication company.**	.283	.706	.333	.295
13.	**I can rely on the telecommunication company to provide good products and services.**	.441	.721	.179	.147
14.	**The telecommunication company offers a variety of services and products that meet my needs.**	.475	.671	.204	.083
15.	**The prices of the telecommunication company's products and services are reasonable and competitive.**	.437	.724	.172	.166
16.	**I enjoy the advertisements provided by the telecommunication company.**	.352	.762	.129	.043
17.	**The advertisements from the telecommunication company provide me with essential and valuable information.**	.266	.669	.342	-.019
18.	**The general lighting in the telecommunication company's customer service center is comfortable and appealing.**	.346	.710	.315	.045
	Sensory Experience				
19.	**The scent at the customer service center is pleasant and enjoyable.**	.522	.323	.242	.601
20.	**The temperature at the customer service center is appropriate and comfortable.**	.484	.332	.247	.634
21.	**The colors used in the customer service center are easy on the eyes and create a unique atmosphere.**	.485	.255	.237	.661
22.	**The customer service center integrates all elements (lighting, colors, ventilation, and cleanliness) harmoniously and cohesively.**	.472	.345	.220	.622
	Social Experience				
23.	**Customer service employees show respect and appreciation in their interactions.**	.260	.252	.753	.300
24.	**The behavior of customer service employees instills confidence in dealing with them.**	.317	.180	.771	.314
25.	**Customer service employees provide accurate and correct information.**	.330	.309	.761	.198
26.	**Customer service employees are attentive to my personal needs.**	.325	.448	.710	.077
27.	**Customer service employees offer reliable services.**	.397	.404	.690	.037
28.	**I receive service from customer service employees promptly and on time.**	.367	.444	.698	.038
	Technological Experience				
29.	**The telecommunication company's technological tools offer the exact information I require.**	.676	.415	.248	.269
30.	**My personal information is handled properly when using the available technological tools.**	.671	.430	.286	.214
31.	**I feel secure when using the telecommunication company's technological tools.**	.673	.329	.269	.324

32. The technological tools provide tailored and suitable information for me.	.653	.395	.287	.211
33. Accessing the telecommunication company's technological tools is easy and convenient.	.686	.420	.245	.239
34. Services provided through technology are accessible at any time.	.711	.310	.318	.164
35. I get what I need quickly through the telecommunication company's technological tools.	.709	.379	.263	.219
36. The technological tools offer me greater freedom to meet my needs anytime and anywhere.	.746	.346	.274	.206
37. The technological tools allow me to complete transactions quickly.	.779	.315	.277	.188
38. The technological tools save me time when using them.	.732	.350	.174	.137
39. The technological tools provided by the telecommunication company are user-friendly.	.816	.253	.217	.204
40. The technological tools provided by the telecommunication company are easy to interact with.	.775	.303	.223	.153
41. The telecommunication company's technological tools are intuitive and easy to understand.	.771	.336	.239	.121
42. The technological tools provided by the telecommunication company work accurately without errors.	.655	.499	.265	.109
43. The technological tools provided by the telecommunication company are reliable and dependable.	.733	.398	.254	.194
44. The telecommunication company's technological tools make exchanging information easy.	.728	.382	.216	.239
45. The technological tools help me stay connected with service providers.	.669	.405	.279	.141
46. The user interfaces of the telecommunication company's technological tools are visually appealing.	.686	.398	.166	.274
47. The technological tools provided by the telecommunication company offer good visual representations of the products or services offered.	.676	.373	.225	.274
The Eigenvalues after rotation	**13.551**	**13.029**	**5.730**	**3.541**
Variance percentage %	**28.833**	**27.722**	**12.191**	**7.534**
Accumulative percentage %	**28.833**	**56.555**	**68.746**	**76.280**

Factor analysis is used to identify the validity of customer experience scale for third attempt. Results in Table 6 show that all statements loading factors are more than 0.6,so all statements are kept. Also, there are four main factors extracted from the analysis. The first factor is Technological Experience and explains 28.8% of total variance and contains only 19 statements, the second factor is Emotional and Cognitive Experience and explains 27.7% of total variance and contains only 18 statements, the third factor is Social Experience and explains 12.2% of total variance and contains only 6 statements. The fourth factor is Sensory Experience and explains 7.5% of total variance and contains only 4 statements. The total variance explained is 76.28%.

Table 7. Factor Analysis Outputs for Validity Assessment for Value Co-Creation Behaviors Scale

Scale Items	**1**	**2**

	Customer Participation Behaviors		
1.	**I ask others for information about the services offered by the telecommunication company.**	.486	.472
2.	**I search for information about where to access the telecommunication company's services.**	.615	.467
3.	**I pay attention to how others behave in the customer service center to benefit from the service effectively.**	.519	.466
4.	**I clearly explain to the customer service employee what I want.**	.868	.183
5.	**I provide the customer service employee with accurate information.**	.878	.177
6.	**I provide the customer service employee with the necessary details to help them perform their tasks.**	.886	.165
7.	**I answer all the customer service employee's questions related to the service.**	.878	.142
8.	**I perform all the tasks required of me in the customer service center.**	.882	.189
9.	**I have carried out all the expected behaviors appropriately.**	.864	.211
10.	**I fulfill all my obligations to receive the service correctly.**	.884	.226
11.	**I follow the instructions or guidance provided by the customer service employee.**	.881	.199
12.	**I interact with the customer service employee amicably.**	.849	.235
13.	**I treat the customer service employee with great politeness.**	.803	.327
14.	**I behave courteously with the customer service employee.**	.885	.170
15.	**I have not acted inappropriately toward the customer service employee.**	.664	.216
	Customer Citizenship Behaviors		
16.	**If I have a useful idea to improve the service, I share it with the employee.**	.491	.564
17.	**When I receive good service from an employee, I comment on it.**	.741	.326
18.	**When I encounter a problem, I inform the employee about it.**	.819	.242
19.	**I speak positively about this telecommunication company and its employees to others.**	.466	.654
20.	**I recommend this telecommunication company to others.**	.384	.678
21.	**I encourage friends and family to use the company's services.**	.214	.761
22.	**I assist other customers in the service center if they need my help.**	.317	.762
23.	**I help other customers if they seem to be facing issues in the service center.**	.310	.777
24.	**I explain to other customers how to use the service correctly.**	.177	.814
25.	**I give advice to other customers.**	.183	.793
26.	**If I don't receive the service as expected, I am willing to accept it.**	-.045	.784
27.	**If the employee makes a mistake while providing the service, I am patient with it.**	.276	.652
28.	**If I have to wait longer than usual to receive the service, I am willing to adapt and accept it.**	-.039	.717
The Eigenvalues after rotation		**11.847**	**7.155**
Variance percentage %		**42.310**	**25.555**
Accumulative percentage %		**42.310**	**67.865**

Factor analysis used to identify the Validity of Value Co-Creation Behaviors scale. Results in Table 7 shows that all statements loading factors (Except for three

statements number 1, 3 and 16) are more than 0.6 so statements 1, 3 and 16 (shown in red in the previous table) are excluded, and the other statements are kept. statements 17 and 18 were also moved from the Customer Citizenship Behaviors dimension to Customer Participation Behaviors dimension, and thus, there are two main factors extracted from the analysis. The first factor is Customer Participation Behaviors and explains 42.3% of total variance and contains only 15 statements, the second factor is Customer Citizenship Behaviors and explains 25.5% of total variance and contains only 10 statements. The total variance explained is 67.86%.

Table 8. Factor Analysis Outputs for Validity Assessment for Value Co-Creation Behaviors Scale after excluding 3 statements in the first test

Scale Items	1	2
Customer Participation Behaviors		
1. I search for information about where to access the telecommunication company's services.	.612	.432
2. I clearly explain to the customer service employee what I want.	.869	.169
3. I provide the customer service employee with accurate information.	.879	.164
4. I provide the customer service employee with the necessary details to help them perform their tasks.	.888	.159
5. I answer all the customer service employee's questions related to the service.	.882	.141
6. I perform all the tasks required of me in the customer service center.	.886	.186
7. I have carried out all the expected behaviors appropriately.	.868	.208
8. I fulfill all my obligations to receive the service correctly.	.889	.223
9. I follow the instructions or guidance provided by the customer service employee.	.885	.196
10. I interact with the customer service employee amicably.	.852	.229
11. I treat the customer service employee with great politeness.	.807	.318
12. I behave courteously with the customer service employee.	.889	.164
13. I have not acted inappropriately toward the customer service employee.	.670	.221
14. When I receive good service from an employee, I comment on it.	.745	.312
15. When I encounter a problem, I inform the employee about it.	.823	.230
Customer Citizenship Behaviors		
16. I speak positively about this telecommunication company and its employees to others.	.472	.634
17. I recommend this telecommunication company to others.	.392	.666
18. I encourage friends and family to use the company's services.	.226	.764
19. I assist other customers in the service center if they need my help.	.329	.771
20. I help other customers if they seem to be facing issues in the service center.	.320	.779
21. I explain to other customers how to use the service correctly.	.189	.822
22. I give advice to other customers.	.193	.795
23. If I don't receive the service as expected, I am willing to accept it.	-.035	.786
24. If the employee makes a mistake while providing the service, I am patient with it.	.287	.663

25. If I have to wait longer than usual to receive the service, I am willing to adapt and accept it.	-.028	.727
The Eigenvalues after rotation	**11.225**	**6.355**
Variance percentage %	**44.900**	**25.421**
Accumulative percentage %	**44.900**	**70.320**

Factor analysis is used to identify the validity Value Co-Creation Behaviors scale for second attempt. Results in Table 8 show that all statements loading factors are more than 0.6,so all statements are kept. Also, there are two main factors extracted from the analysis. The first factor is Customer Participation Behaviors and explains 44.9% of total variance and contains only 15 statements, the second factor is Customer Citizenship Behaviors and explains 25.4% of total variance and contains only 10 statements. The total variance explained is 70.32%.

Since the Customer Loyalty scale is unidimensional, factor analysis was not applied to it, but the results revealed that its terms explain 87.4% of the total variance.Accordingly, it is clear that all measures used in the current study have a high degree of reliability and validity.

After completing the factor analysis to test the validity, the researcher decided to test the Reliability of study Measures extracted from the factor analysis, which are 47 statements for the independent variable (customer experience), 25 statements for Value Co-Creation Behaviors, and finally statements for Customer Loyalty.

2.4.2.2. *Reliability of Measures*

Reliability analysis was performed to investigate the internal consistency of the questionnaire. The reliability of internal consistency means the consistency of the questionnaire items used in the field study (Hair et al., 2010). Cronbach's Alpha coefficient (α) was used as it is the most common employed method of analyzing reliability and ensures the internal consistency for each scale.According to Hair et al., (2010) the value of Cronbach's Alpha coefficient (α) should be greater than 0.7, which will indicate the stability of the scales used. Any Item inside the scale must have an Item-Total Correlation coefficient greater than 0.30 between it and the rest of the Items on same scale.

Table 9. Coefficient of reliability and Validity of scales

	First set

Scales	Cronbach's Alpha	Number of items
Emotional Experience and Cognitive "ECE"	0.977	18
Sensory Experience "SE"	0.931	4
Social Experience "SE"	0.946	6
Technological Experience "TE"	0.981	19
Customer Experience	**0.988**	**47**
Customer Participation Behaviors "CPB"	0.974	15
Customer Citizenship Behaviors "CCB"	0.925	10
Value Co-Creation Behaviors	**0.962**	**25**
Customer Loyalty	**0.928**	**3**

• Reliability of Customer Experience:

Table 9 shows that the value of Cronbach's Alpha coefficient (α) for Customer Experience = 0.988. The Cronbach's alpha coefficient value for all customer experience dimensions ranged between (931) and (0.981) indicating that the scale and its dimensions have a high degree of reliability. As value of Cronbach's Alpha coefficient is greater than 0.7, and all items have Item-Total Correlation coefficient greater than 0.30, which indicates the stability of Customer Experience scale used in the study.

• Reliability of Value Co-Creation Behaviors:

Table 9 shows that the value of Cronbach's Alpha coefficient (α) for Value Co-Creation Behaviors= 0.962. and Customer Participation Behaviors "CPB" (α) = 0.974, also Customer Citizenship Behaviors "CCB" (α) = 0.925. As value of Cronbach's Alpha coefficient is greater than 0.7, and all items have Item-Total Correlation coefficient greater than 0.30, which indicates the stability of Value Co-Creation Behaviors scale used in the study.

• Reliability of Customer Loyalty:

Table 9 shows that the value of Cronbach's Alpha coefficient (α) for Customer Loyalty = 0.928. As value of Cronbach's Alpha coefficient is greater than 0.7, and all items have Item-Total Correlation coefficient greater than 0.30, which indicates the stability of Customer Loyalty scale used in the study.

2.4.3. Hypothesis Testing

The study presents the following the most important results of the study hypothesis test with an analysis and discussion of these results, and they were

divided into three main groups, each of those was devoted to testing one of the three study hypotheses. Before testing the first three hypotheses, that used correlation analysis to describe the nature of the relationship between variables, as follows:

Table 10. Correlation Coefficients Matrix

Variables	ECE	SE	SE	TE	Customer Experience	CPB	CCB	Value Co-Creation Behaviors	CL
Emotional and Cognitive Experience "ECE"	1								
Sensory Experience "SE"	0.733**	1							
Social Experience "SE"	0.746**	0.674**	1						
Technological Experience "TE"	0.826**	0.822**	0.751**	1					
Customer Experience	0.918**	0.890**	0.873**	0.938**	1				
Customer Participation Behaviors "CPB"	0.521**	0.668**	0.470**	0.672**	0.643**	1			
Customer Citizenship Behaviors "CCB"	0.725**	0.588**	0.686**	0.665**	0.737**	0.549**	1		
Value Co-Creation Behaviors	0.707**	0.714**	0.656**	0.759**	0.783**	0.882**	0.878**	1	
Customer Loyalty "CL"	0.659**	0.549**	0.690**	0.647**	0.703**	0.408**	0.702**	0.629**	1

**** It indicates significant at the level of statistical significance 0.0001.**

According to Table 10, there is a positive statistical relationship between Customer Experience and Value Co-Creation Behaviors, where the value of the correlation coefficient is (0.783), in addition to positive statistical relationship between Customer Experience' dimensions and Value Co-Creation Behaviors' dimensions. Also, there is a positive statistical relationship between Customer Experience and Customer Loyalty, where the value of the correlation coefficient is

(0.703), in addition to positive statistical relationship between Customer Experience' dimensions and Customer Loyalty.

Results also show that there is a positive statistical relationship between Value Co-Creation Behaviors and Customer Loyalty, where the value of the correlation coefficient is (0.629), in addition to positive statistical relationship between Value Co-Creation Behaviors' dimensions and Customer Loyalty. It is evident from the above that there is a relationship between the three variables and thus it is possible to test the hypothesis of the effect for each of the first three hypotheses.

2.4.3.1. First Hypothesis Testing Results

The first main hypothesis discusses the extent of the customer experience impact on customer loyalty. This states, "There is a significant impact of customer experience on achieving customer loyalty". To test that hypothesis, it is used Simple Regression Analysis because of its ability to demonstrate the impact of an independent variable on a dependent variable, and the simple regression analysis test was used at the level of 5% significance. It explains in Table 11 the results of simple regression analysis to effect of the independent variable (customer experience) on customer loyalty as a dependent variable.

Table 11. Results of simple regression analysis for Customer Experience

Dependent Variable	Independent Variable	Beta	T-Value	Sig.
Customer Loyalty	**(Constant)**	0.925	5.633	0.001
	Customer Experience	0.703	16.969	0.000
R= 0.703		**F- Value = 287.951**		
R^2 = 0.494		**Sig = 0.000**		

Table 11 show that there is a positive significant effect of Customer Experience on Customer Loyalty, as the regression coefficient reached (0.703) at the level of significance 0.000. While F- value reached (287.951) with a significant level of (0.000), which is less than (1%), that means the model is valid to predict the values of the dependent variable (Customer Loyalty).

As for the explanatory ability of this model, which shows the percentage of change in the dependent variable (Customer Loyalty) due to the change of the

independent variable (Customer Experience), it was found that the determination coefficient reached (0.494) and this means that the independent variable (Customer Experience) model explains an amount of (Only 49.4%) of the change in the dependent variable (Customer Loyalty).

For more explanation and clarification about the impact of Customer Experience' dimensions on Customer Loyalty, multiple regression analysis was used at a level of significance of 1%. It is explained in the following the results of multiple regression for the effect of independent variables (Customer Experience' dimensions) on Customer Loyalty as a dependent variable, as shown in Table 12.

Table 12. Results of Multiple Regression Analysis for Customer Experience' Dimensions on Customer Loyalty

Dependent Variable	Independent Variable	Beta	T-Value	Sig.
Customer Loyalty	**(Constant)**	0.933	5.468	0.001
	Emotional and Cognitive Experience "ECE"	0.240	3.146	0.002
	Sensory Experience "SE"	-0.059	-.815	0.415
	Social Experience "SE"	0.405	6.247	0.001
	Technological Experience "TE"	0.192	2.160	0.032
R= 0.728		**F- Value = 82.339**		
R^2 = 0.530		**Sig = 0.000**		

Table 12 show that there is a positive significant effect of Customer Experience' dimensions (Emotional and Cognitive Experience, Social Experience and Technological Experience) on Customer Loyalty at the level of significance 0.001. As for the explanatory ability of this model, which shows the percentage of change of the dependent variable (Customer Loyalty) due to the change of the independent variable (Customer Experience' dimensions), it was found that the determination coefficient reached (0.530) and this means that the independent variable (Customer Experience' dimensions) model explains an amount of (Only 53%) of the change in the dependent variable (Customer Loyalty). It is clear that Customer Experience' dimensions (Emotional and Cognitive Experience, Social Experience and Technological Experience) have a direct effect on Customer Loyalty. The most influential Customer Experience' dimensions on Customer Loyalty were

Social Experience, followed by Emotional and Cognitive Experience and finally Technological Experience, while there is no effect of Customer Experience' dimension (Sensory Experience) on Customer Loyalty.

Accordingly, it is possible to partially accept the study first main hypothesis, which states that **"There is a significant impact of customer experience on achieving customer loyalty".**

2.4.3.2. Second Hypothesis Testing Results

The second main hypothesis discusses the extent impact of customer experience on customer value co-creation behaviors. This states, "There is a significant impact of customer experience on customer value co-creation behaviors". To test that hypothesis, it is used Simple Regression Analysis because of its ability to demonstrate the effect of an independent variable on a dependent variable, and the simple regression analysis test was employed at the level of 5% significance. The study explains in Table 13 the results of simple regression analysis to effect of the independent variable (Customer Experience) on customer value co-creation behaviors as a dependent variable.

Table 13. Results of Simple Regression Analysis for Customer Experience

Dependent Variable	Independent Variable	Beta	T-Value	Sig.
Customer Value Co-Creation Behaviors	**(Constant)**	1.241	10.530	0.000
	Customer Experience	0.783	21.639	0.000
R= 0.783		**F- Value = 468.240**		
R^2 = 0.613		**Sig = 0.000**		

Table 13 shows that there is a positive significant effect of Customer Experience on Customer Value Co-Creation Behaviors, as the regression coefficient reached (0.783) at the level of significance 0.000. While F- value reached (468.240) with a significant level of (0.000), which is less than (1%), that means the model is valid to predict the values of the dependent variable (Customer Value Co-Creation Behaviors).

Concerning the explanatory ability of this model, which shows the percentage of change in the dependent variable (Customer Value Co-Creation Behaviors) due to

the change of the independent variable (Customer Experience), it was found that the determination coefficient reached (0.613) and this means that the independent variable (Customer Experience) model explains an amount of (Only 61.3%) of the change in the dependent variable (Customer Value Co-Creation Behaviors).

To gve more explanation and clarification about the effect of Customer Experience' dimensions on Customer Value Co-Creation Behaviors, multiple regression analysis was used at a level of significance of 5%. The study explains in the following the results of multiple gradient regression for the effect of independent variables (Customer Experience' dimensions) on Customer Value Co-Creation Behaviors as a dependent variable, as shown in Table 14.

Table 14. Results of Multiple Regression Analysis for Customer Experience' Dimensions on Customer Value Co-Creation Behaviors

Dependent Variable	Independent Variable	Beta	T-Value	Sig.
Customer Value Co-Creation Behaviors	**(Constant)**	1.239	9.830	0.001
	Emotional and Cognitive Experience "ECE"	0.163	2.381	0.018
	Sensory Experience "SE"	0.228	3.536	0.001
	Social Experience "SE"	0.120	2.050	0.041
	Technological Experience "TE"	0.347	4.340	0.001
R= 0.788		**F- Value = 119.309**		
R^2 = 0.620		**Sig = 0.000**		

Table 14 shows that there is a positive significant effect of all Customer Experience' dimensions on Customer Value Co-Creation Behaviors, at the level of significance 0.001. As for the explanatory ability of this model, which shows the percentage of change in the dependent variable (Customer Value Co-Creation Behaviors) due to the change of the independent variable (Customer Experience' dimensions), it was found that the determination coefficient reached (0.620) and this means that the independent variable (Customer Experience' dimensions) model explains an amount of (Only 62%) of the change in the dependent variable (Customer Value Co-Creation Behaviors). It is clear that all Customer Experience' dimensions have a direct effect on Customer Value Co-Creation Behaviors. The most influential Customer Experience' dimensions on Customer Value Co-Creation Behaviors were Technological Experience, followed by Social Experience.

For further explanation and clarification about the impact of Customer Experience' dimensions on each dimension of Customer Value Co-Creation Behaviors, multiple regression analysis was used at a level of significance of 1%., in order to test the sub-hypotheses of the second hypothesis as Table 15 show.

Table 15. Results of Multiple Regression Analysis Customer Experience' Dimensions on Customer Participation Behaviors

Dependent Variable	Independent Variable	Beta	T-Value	Sig.
Customer Participation Behaviors "CPB"	**(Constant)**	1.459	8.858	0.001
	Emotional and Cognitive Experience "ECE"	-0.140	-1.793	0.074
	Sensory Experience "SE"	0.394	5.347	0.001
	Social Experience "SE"	0-.089	-1.343	0.180
	Technological Experience "TE"	0.532	5.820	0.001
R= 0.711		**F- Value = 74.532**		
R^2 = 0.498		**Sig = 0.000**		

Results from Table 15 show that a positive significant effect of Customer Experience' dimensions exists (Sensory Experience, and Technological Experience) on Customer Participation Behaviors, at the level of significance 0.05. As for the explanatory ability of this model, which shows the percentage of change in the dependent variable (Customer Participation Behaviors) due to the change of the independent variable (Customer Experience' dimensions), it was found that the determination coefficient reached (0.498) and this means that the independent variable (Customer Experience' dimensions) model explains an amount of (Only 49.8%) of the change in the dependent variable (Customer Participation Behaviors). It is clear that all Customer Experience' dimensions (except Emotional and Cognitive Experience, and Social Experience) have a direct effect on Customer Participation Behaviors. The most influential Customer Experience' dimensions on Customer Participation Behaviors were Technological Experience, followed by Sensory Experience.

In light of the above, it is possible to accept the study second sub-hypothesis, which states that it is **"There is a significant impact of customer experience on Customer Participation Behaviors".**

Table 16. Results of Multiple Regression Analysis Customer Experience' Dimensions on Customer Citizenship Behaviors

Dependent Variable	Independent Variable	Beta	T-Value	Sig.
Customer Citizenship Behaviors "CCB"	**(Constant)**	1.019	6.769	0.001
	Emotional and Cognitive Experience "ECE"	0.432	5.950	0.001
	Sensory Experience "SE"	0.005	.071	0.944
	Social Experience "SE"	0.303	4.903	0.001
	Technological Experience "TE"	0.076	.899	0.370
R= 0.758		**F- Value = 98.481**		
R^2 = 0.574		**Sig = 0.000**		

Results from Table 16 show that there is a positive significant relationship of Customer Experience' dimensions (Emotional and Cognitive Experience, and Social Experience) on Customer Citizenship Behaviors, at the level of significance 0.05. As for the explanatory ability of this model, which shows the percentage of change in the dependent variable (Customer Citizenship Behaviors) due to the change of the independent variable (Customer Experience' dimensions), it was found that the determination coefficient reached (0.574) and this means that the independent variable (Customer Experience' dimensions) model explains an amount of (Only 57.4%) of the change in the dependent variable (Customer Citizenship Behaviors). It is clear that all Customer Experience' dimensions (except Sensory Experience and Technological Experience) have a direct effect on Customer Citizenship Behaviors. The most influential Customer Experience' dimensions on Customer Citizenship Behaviors were Emotional and Cognitive Experience, followed by Social Experience.

In light of the above, it is possible to partially accept the second sub-hypothesis of the study, which states that it is "**There is a significant impact of customer experience on Customer Citizenship Behaviors**".

Accordingly, it is possible to accept the second main hypothesis of the study, which states that **"There is a significant impact of customer experience on customer value co-creation behaviors "**.

2.4.3.3. Third Hypothesis Testing Results

The third main hypothesis discusses the extent impact of customer value co-creation behaviors on customer loyalty. This states, “There is a significant impact of customer value co-creation behaviors on achieving customer loyalty". To test that hypothesis, it is used Simple Regression Analysis because of its ability to demonstrate the effect of an independent variable on a dependent variable, and the simple regression analysis test was used at the level of 5% significance. The study explains in Table 15 the results of simple regression analysis to effect of the independent variable (customer value co-creation behaviors) on customer loyalty as a dependent variable.

Table 17. Results of Simple Regression Analysis for Customer Value Co-creation Behaviors

Dependent Variable	Independent Variable	Beta	T-Value	Sig.
Customer Loyalty	**(Constant)**	0.786	3.760	0.000
	Customer Value Co-Creation Behaviors	0.629	13.907	0.000
R= 0.629		**F- Value = 193.392**		
R^2 = 0.396		**Sig = 0.000**		

Table 17 show that there is a positive significant effect of Customer Value Co-Creation Behaviors on Customer Loyalty, as the regression coefficient reached (0.629) at the level of significance 0.000. While F- value reached (193.392) with a significant level of (0.000), which is less than (1%), that means the model is valid to predict the values of the dependent variable (Customer Loyalty).

As for the explanatory ability of this model, which shows the percentage of change in the dependent variable (Customer Loyalty) due to the change of the independent variable (Customer Value Co-Creation Behaviors), it was found that the determination coefficient reached (0.396) and this means that the independent variable (Customer Value Co-Creation Behaviors) model explains an amount of (Only 39.6%) of the change in the dependent variable (Customer Loyalty).

For more explanation and clarification about the effect of Customer Value Co-Creation Behaviors’ dimensions on Customer Loyalty, multiple regression analysis was used at a level of significance of 5%. The study explains in the following the

results of multiple regression for the effect of independent variables (Customer Value Co-Creation Behaviors' dimensions) on Customer Loyalty as a dependent variable, as shown in Table 18.

Table 18. Results of Multiple Regression Analysis for Customer Value Co-Creation Behaviors' Dimensions on Customer Loyalty

Dependent Variable	Independent Variable	Beta	T-Value	Sig.
Customer Loyalty	**(Constant)**	0.897	4.659	0.001
	Customer Participation Behaviors "CPB"	0.032	0.650	0.516
	Customer Citizenship Behaviors "CCB"	0.684	13.768	0.001
R= 0.702		**F- Value = 143.101**		
R^2 = 0.493		**Sig = 0.000**		

Table 18 show that there is a positive significant effect of Customer Citizenship Behaviors on Customer Loyalty, but there is a no significant effect of Customer Participation Behaviors on Customer Loyalty at the level of significance 0.05. As for the explanatory ability of this model, which shows the percentage of change in the dependent variable (Customer Loyalty) due to the change of the independent variable (Customer Value Co-Creation Behaviors' dimensions), it was found that the determination coefficient reached (0.493) and this means that the independent variable (Customer Value Co-Creation Behaviors' dimensions) model explains an amount of (Only 49.3%) of the change in the dependent variable (Customer Loyalty).

Accordingly, it is possible to accept the third main hypothesis of the study, which states that **" There is a significant impact of customer value co-creation behaviors on achieving customer loyalty"**.

Table 19. Summary of Hypothesises Testing.

Number	Hypothesis	Result
H1	"There is a significant impact of customer experience on achieving customer loyalty"	Accepted
H2	"There is a significant impact of customer experience on customer value co-creation behaviors"	Accepted
H2a	"There is a significant impact of customer experience on customer Participation	Accepted

	behaviors"	
H2b	"There is a significant impact of customer experience on customer Citizenship behaviors"	Accepted
H3	"There is a significant impact of customer value co-creation behaviors on achieving customer loyalty"	Accepted

2.5. Ethical Considerations

The research processes were carried out in full compliance with ethical principles governing studies that involve human subjects. Participants engaged in the survey on a voluntary basis, having first received clear information regarding the study's purpose. Each individual was briefly informed about the nature of the research and the steps involved, with a strong emphasis placed on the confidentiality of their answers and the academic use of the collected data.

Verbal consent was sought and obtained from participants prior to questionnaire distribution. They were explicitly informed of their right to refuse participation or to withdraw at any moment without any negative implications. Personal identifiers were not collected, and all responses were handled anonymously to safeguard participant privacy.

Collected data were stored securely, with access limited to the researcher, in accordance with relevant data protection standards. Additionally, the questionnaire content was carefully designed to avoid sensitive issues and did not include elements that could potentially cause distress or harm to participants.

The study was structured in a way that prioritized participant well-being and adhered to the ethical standards set by the affiliated academic institution.

2.6. Limitations

- The study was limited to apply on customers of telecommunication companies who are frequently visit customer service centers male and female.

- The sample size was limited to be drawing from Cairo, Menoufia, and Gharbia governorates for the following reasons:

- The large size of the research population and its geographical spread throughout Egypt, on one hand and the absence of a specific framework for the research population on another hand.

- Cairo governorate represents the largest governorate, while Menoufia and Gharbia governorates represent the governorates of valley and delta.

- The population of Cairo, Menoufia and Gharbia represents 20% (20517048) of the Egypt's population (105708111) which equivalent to one fifth of the Egypt's population.

Table 20. The Number of the Population in Cairo, Menoufia and Gharbia Governorates in Nov, 2023

Cairo and Delta governorates	***Population in December 2019***
Cairo	105708111
El-Menoufia	4763072
El-Gharbia	5462382
Total	***20517048***

Source: Central Agency for Public Mobilization and Statistics

CHAPTER THREE

RESULTS AND DISCUSSION

3.1. Introduction

This chapter presents a summary of the purpose of the study, key findings and discussion based on the findings and recommendations for future research.

3.2. Purpose Of The Study

This research aims to explore how customer experience (Sensitive experience – Emotional & Cognitive experience – Social experience – technological experience) impacts customer loyalty, emphasizing the mediating effect of value co-creation behaviors (customer participation behaviors & customer citizenship behaviors). By analyzing the direct pathway, the study seeks to uncover how customers' interactions and perceptions contribute to their loyalty through their involvement in co-creating value with a brand or service provider. The results are anticipated to yield practical insights for organizations aiming to strengthen customer loyalty by promoting engaging and participatory customer experiences.

3.3. Key Findings And Discussion

To fulfill the purpose of the current study, it is formulated a set of hypotheses, consisting of four main hypotheses. Subsequently, a series of in-depth statistical analyses were conducted, leading to a number of findings that will be presented and discussed in the following:

3.3.1. The First Main Hypothesis

The result of testing the first main hypothesis indicated that there is a positive significant effect of Customer Experience' dimensions (Emotional & Cognitive Experience, Social Experience and Technological Experience) on Customer Loyalty, while there is no effect of Customer Experience' dimension's (Sensory Experience) on Customer Loyalty.

The findings related to the first main hypothesis offer important implications for managing customer relationships and experiences. Notably, the significant

positive influence of Emotional & Cognitive Experience, Social Experience, and Technological Experience on Customer Loyalty underscores the critical role of engaging customers on emotional and cognitive levels, fostering a sense of identity within the brand community, and leveraging technology to enhance the customer journey. Accordingly, managers are encouraged to design customer experience strategies that stimulate intellectual and emotional involvement, strengthen customers' identification with the brand, and invest in seamless, user-centric technological solutions that enrich the overall experience.

In contrast, the non-significant effect observed for Sensory Experience suggests that, although sensory elements may contribute to shaping customers' perceptions, they may not serve as direct predictors of loyalty within this particular context. This finding calls for a strategic reconsideration of resource allocation, prioritizing experiential dimensions—especially emotional, identity-based, and technological—that demonstrate a more substantial influence on customer loyalty outcomes.

The current study's findings both reflect and diverge from prior research concerning the relationship between customer experience and customer loyalty. In alignment with the work of (Bu, Jin & Li, 2020), the study confirms that specific aspects of the customer experience—particularly Social Experience—have a significant positive impact on customer loyalty. This reinforces the idea that a sense of community, belonging, and shared identity plays a critical role in fostering loyal behaviors. Furthermore, the observed influence of Technological Experience supports the conclusions of (Ertemel et al., 2021), who emphasized the growing importance of digital engagement and seamless technological interaction in enhancing customer loyalty.

Additionally, the significant role of Emotional & Cognitive Experience adds to the literature by highlighting the combined power of emotional resonance and cognitive stimulation in influencing customer loyalty. This partially supports earlier findings by (Shamim, Ghazali & Albinsson, 2016), who emphasized emotional engagement in value co-creation, although in the current study, its effect is more directly tied to loyalty rather than mediated through co-creation processes.

However, the findings diverge from several prior studies in regard to the Sensory Experience dimension. For instance, research by (An & Han, 2020) and (Shamim et al., 2016) identified sensory stimuli as key drivers of experiential value and loyalty. In contrast, the present study found no statistically significant effect of Sensory Experience on customer loyalty. This discrepancy may be attributed to contextual factors such as industry type, customer expectations, or cultural influences, suggesting that the influence of sensory elements may not be universally applicable across all service environments.

Moreover, the results show partial alignment with the findings of (Samsa & Yüce, 2022), who emphasized the importance of perceived experiential value in fostering co-creation behaviors. The present study extends this view by showing that specific experiential dimensions—especially those tied to technology and social—are capable of activating deeper engagement that translates into loyalty. This contrasts with (Mursid & Wu, 2022), who reported limited direct effects of experiential value on loyalty, particularly outside price-related factors. The current findings offer stronger empirical support for direct pathways between certain types of customer experiences and loyalty, emphasizing the enduring relevance of identity-driven and digitally facilitated interactions.

In conclusion, this study contributes to the ongoing discourse by emphasizing that the impact of customer experience dimensions on loyalty is context-dependent. While all experiential components may shape customer perceptions, only select ones—namely emotional & cognitive, social, and technological experiences—demonstrated significant predictive power for loyalty in this context. These insights stress the importance of strategically focusing on the most influential experience dimensions when designing customer engagement initiatives.

3.3.2. The Second Main Hypothesis

The result of testing the second main hypothesis indicated that there is a positive significant effect of Customer Experience' dimensions (Emotional & Cognitive Experience - Social Experience - sensory Experience - Technological Experience) on Customer Value Co-Creation Behaviors.

The findings related to the second main hypothesis provide valuable managerial insights into how comprehensive customer experience strategies can drive value co-creation behaviors. The positive and significant influence of all four experience dimensions—Emotional & Cognitive, Social, Sensory, and Technological—demonstrates that customers are more inclined to actively participate in co-creating value when their experiences are immersive, emotionally resonant, socially meaningful, technologically supportive, and sensorially engaging.

From a practical standpoint, this underscores the importance of delivering a well-rounded experience that engages customers on multiple levels. Managers should invest in designing emotionally compelling and intellectually stimulating interactions, fostering a sense of belonging through brand community initiatives, integrating technology to facilitate seamless engagement, and leveraging sensory elements to enrich the environment and touchpoints of the customer journey.

This holistic approach not only enhances customers' perceptions of value but also motivates them to contribute meaningfully to the brand’s development and service innovation. Consequently, companies that prioritize a multidimensional experience strategy are more likely to foster deeper customer involvement and sustain competitive advantage through co-creation.

The findings related to the second main hypothesis demonstrate strong alignment with prior research on the relationship between customer experience and value co-creation behaviors. Consistent with the studies of (Samsa & Yüce, 2022) and (Meng & Cui, 2020), the current research confirms that customer experience—particularly through Social and Technological dimensions—has a significant and positive influence on value co-creation. These results reinforce the idea that customers are increasingly drawn to participatory roles in value creation, especially when they feel a strong sense of identification with the brand and are supported by interactive, user-friendly technological platforms.

Furthermore, the findings support the work of (Shamim, Ghazali & Albinsson, 2016) and (An & Han, 2020), who emphasized the motivational role of emotional and cognitive experiences in encouraging active co-creation. The current study extends this understanding by empirically demonstrating that Emotional & Cognitive Experience significantly contributes to co-creation behaviors, suggesting that

customers are more likely to engage in value co-creation when they are emotionally connected and cognitively engaged with the brand.

In addition, the study affirms the significance of Sensory Experience in driving co-creation, aligning with previous research that has recognized sensory elements as catalysts for engagement and interaction (An & Han, 2020). Unlike earlier findings that questioned the direct influence of sensory experiences, the present results suggest that well-designed sensory cues—such as visuals, sounds, or tactile elements—can meaningfully enhance the customer's willingness to participate in value co-creation processes.

This comprehensive confirmation of all four experiential dimensions is partially aligned with the conclusions of (Mursid & Wu, 2022), who noted that customer engagement in value co-creation requires experiences perceived as meaningful and rewarding. The present findings extend this perspective by showing that when multiple experience dimensions—emotional, social, sensory, and technological—are activated simultaneously, they collectively reinforce the customer's motivation to co-create value.

In sum, this study contributes to the evolving discourse by highlighting the multi-dimensional nature of experiential influence on value co-creation. Rather than favoring a single dominant experience type, the findings suggest that a holistic and integrated experience strategy—encompassing emotional, social, sensory, and digital elements—is most effective in encouraging customers to become active participants in the co-creation of value. These insights offer strategic guidance for managers seeking to design immersive, meaningful experiences that foster deeper and more collaborative customer engagement.

3.3.2.1. *The First Sub-Hypothesis (H2a):*

The result of testing the first sub-hypothesis hypothesis indicated that there is a positive significant effect of Customer Experience' dimensions (Sensory Experience and Technological Experience) on Customer Participation Behaviors, but there is no significant effect of Customer Experience' dimensions (Emotional & Cognitive Experience and Social Experience) on Customer Participation Behaviors.

The results of the first sub-hypothesis offer insightful implications for designing customer experience strategies that foster participation behaviors. The significant positive effects of Sensory and Technological Experiences highlight the importance of creating environments that are both stimulating and digitally accessible. Sensory elements—such as appealing visuals, ambient sounds, or tactile interactions—appear to play a key role in capturing customer attention and prompting active involvement. Similarly, the impact of Technological Experience confirms that user-friendly digital platforms, seamless online interfaces, and interactive features are critical in facilitating and encouraging customer participation.

Conversely, the absence of significant effects from Emotional & Cognitive Experience and Social Experience suggests that, in the context of participation behaviors, emotional resonance or identification with the brand may not be sufficient drivers of action. This indicates that while emotional and social alignment may contribute to overall customer satisfaction or loyalty, they may not directly translate into participatory actions unless paired with tangible and engaging stimuli.

From a managerial perspective, these findings underscore the need to prioritize the development of sensory-rich and technology-enabled touchpoints that lower barriers to participation and actively invite customers to engage. Companies should consider investing in intuitive digital tools and designing environments that are both aesthetically engaging and functionally interactive to enhance customer involvement at various stages of the experience journey.

The outcomes related to the first sub-hypothesis highlight the nuanced and selective nature of how different customer experience dimensions influence participation behaviors. The significant positive effects of both **Sensory Experience** and **Technological Experience** align with prior research emphasizing the role of tangible and digital stimuli in activating customer involvement. For instance, (An & Han, 2020) and (Ertemel et al., 2021) highlighted how sensory appeal and digital engagement tools can create immersive environments that encourage customers to take an active role in the service or product experience. These results reinforce the idea that when customers are exposed to engaging sensory cues and seamless technological interfaces, they are more likely to participate in ways that contribute to value creation.

In contrast, the non-significant effects of **Emotional & Cognitive Experience** and **Social Experience** represent a divergence from several earlier studies. For example, (Shamim, Ghazali & Albinsson, 2016) and (Samsa & Yüce, 2022) had identified emotional and social connection as key motivators of customer participation. The current findings suggest that while these dimensions may enhance overall satisfaction or loyalty, they may not be sufficient on their own to prompt customers to take action or engage in participatory behaviors. This could be due to contextual factors such as the nature of the product or service, customer expectations, or the level of interaction typically required in the industry under study.

This distinction may also indicate that **practical, sensory, and technological enablers** are more effective at lowering the threshold for participation, especially in environments where direct customer involvement is facilitated through interactive tools or experiential design. Conversely, emotional or identity-based experiences may serve a more passive or background role in shaping attitudes rather than triggering active behaviors.

In sum, the findings underscore the strategic value of enhancing **sensory engagement and digital accessibility** as core components of customer experience design aimed at boosting participation. At the same time, they call for a more contextualized understanding of the roles that emotional and social experiences play, suggesting that their influence may be more indirect or conditional depending on situational factors.

3.3.2.2. *The Second sub-Hypothesis (H2b):*

The result of testing the second sub-hypothesis hypothesis indicated that there is a positive significant effect of Customer Experience' dimensions (Emotional & Cognitive Experience - Social Experience) on Customer Citizenship Behaviors, but there is a no significant effect of Customer Experience' dimensions (Sensory Experience – Technological Experience) on Customer Citizenship Behaviors.

The results of the second sub-hypothesis provide meaningful insights into the drivers of customer citizenship behaviors. The significant positive effects of Emotional & Cognitive Experience and Social Experience suggest that customers are more likely to engage in discretionary, voluntary behaviors that benefit the brand—

such as advocacy, feedback, and helping others—when they feel emotionally connected, cognitively engaged, and socially aligned with the brand community. This highlights the critical role of fostering emotional bonds and a strong sense of belonging in cultivating customers who go beyond transactional interactions to actively contribute to the brand's well-being.

Conversely, the non-significant effects of Sensory and Technological Experiences indicate that while these dimensions may enhance overall satisfaction or engagement, they do not directly motivate customers to exhibit citizenship behaviors. This distinction suggests that deeper psychological and social connections are more influential in encouraging customers to perform extra-role behaviors that are not explicitly required but benefit the organization.

From a managerial perspective, these findings emphasize the importance of designing customer experiences that nurture emotional involvement and social identification. Companies should focus on building communities, storytelling, and meaningful interactions that resonate on a personal and social level, thereby encouraging customers to become proactive brand ambassadors and contributors.

The results of the second sub-hypothesis reaffirm patterns identified earlier in the study and reveal both alignment and divergence with existing scholarly work. The positive and significant influence of **Emotional & Cognitive Experience** and **Social Experience** on Customer Citizenship Behaviors aligns with prior research by (Meng & Cui, 2020) and (Samsa & Yüce, 2022), which underscore the importance of emotional engagement and a strong sense of community in motivating customers to engage in proactive, voluntary behaviors that support the brand. These findings also resonate with (An & Han, 2020), who highlighted the motivational role of psychological and social experiences in fostering voluntary customer contributions and advocacy.

In contrast, the absence of significant effects for **Sensory Experience** and **Technological Experience** represents a departure from some earlier studies that emphasized the role of sensory stimuli and digital tools in enhancing customer engagement. This suggests that while sensory and technological elements may improve the overall customer experience, they do not directly drive discretionary citizenship behaviors in the studied context. Such behaviors appear to be more

deeply rooted in emotional and social bonds rather than in physical or digital stimuli alone.

Moreover, these findings support the view of (Mursid & Wu, 2022), who argued that participation alone is insufficient to generate meaningful citizenship behaviors unless underpinned by stronger psychological connections such as shared identity or emotional investment. This underscores the necessity of cultivating authentic emotional and social engagement to encourage customers to go beyond transactional roles.

In sum, the results highlight the strategic importance for organizations to focus on fostering emotional and social connections within the customer experience as key drivers of citizenship behaviors. At the same time, they caution against over-reliance on sensory or technological stimuli as primary motivators for these voluntary, value-enhancing customer actions. A balanced and psychologically rich experience design is essential for nurturing loyal and active brand advocates.

3.3.3. The Third Main Hypothesis

The result of testing the third main hypothesis indicated that there is a positive significant effect of Customer Citizenship Behaviors on Customer Loyalty, but there is no significant effect of Customer Participation Behaviors on Customer Loyalty.

The results of testing the third main hypothesis provide important insights into the distinct roles of Customer Citizenship Behaviors in driving customer loyalty. The significant positive effect of **Customer Citizenship Behaviors** on loyalty highlights the critical importance of the Customer voluntary behaviors—such as advocacy or helping other customers—are valuable for brand image and community building, they translate directly into increased loyalty within this context

Conversely, the non-significant effect of Customer Participation Behaviors on loyalty suggests that while discretionary, actively involving customers in co-creation, engagement, and interaction processes that directly strengthen their commitment to the brand, they do not translate directly into increased loyalty within this context. This distinction emphasizes that not all forms of customer engagement have the same impact on loyalty outcomes, highlighting the need for organizations to prioritize

Customer Citizenship Behaviors when aiming to enhance customer retention and repeat patronage.

From a managerial perspective, these findings suggest focusing resources on facilitating and incentivizing active citizenship behaviors, while recognizing the complementary but indirect role that participation behaviors play in supporting the broader customer-brand relationship.

The findings of the third main hypothesis offer a nuanced understanding of how distinct types of customer Voluntary behaviors affect loyalty. The positive and significant influence of **Customer Citizenship Behaviors** on Customer Loyalty is consistent with prior research such as (e.g., Samsa & Yüce, 2022; Mursid & Wu, 2022). This finding suggests that, within the present context, discretionary citizenship behaviors directly translate into enhanced loyalty, possibly due to Advocacy through positive word-of-mouth is usually seen as an indication of customer loyalty and plays a key role in enhancing the firm's reputation, promoting its services and goods, improving the quality assessments of service, besides expanding the customer base (Groth et al., 2004).

Conversely, the lack of a significant effect of **Customer Participation Behaviors** on Customer Loyalty diverges from some existing literature that often reports positive associations between Participation behaviors—such as brand advocacy and loyalty (Zaid & Patwayati, 2021), (Ertemel et al., 2021), and (Meng & Cui, 2020), which emphasize that active involvement in value co-creation strengthens customer commitment, satisfaction, and loyalty. Our results conflicts with these studies which collectively highlight that customer who play an active role in shaping their experiences and contributing to service delivery develop deeper emotional and attitudinal ties to the brand.

This perspective aligns partially with (Mursid & Wu, 2022), who highlighted that not all dimensions of customer engagement, including certain value co-creation elements, uniformly contribute to loyalty outcomes. The current study extends this insight by emphasizing that while citizenship behaviors remain valuable for fostering community and brand advocacy, their direct influence on loyalty can be assumed without appropriate organizational support and acknowledgement.

In conclusion, the results underscore the critical role of **Customer Citizenship** as a driver of loyalty, while urging practitioners to carefully evaluate and strategically manage participation behaviors. To maximize overall citizenship benefits, organizations should focus on creating environments that support customer citizenship and consider tailored recognition mechanisms to potentially enhance the effectiveness of citizenship behaviors in cultivating long-term loyalty.

CONCLUSION AND RECOMMENDATIONS

1. Conclusion

This study aimed to investigate the impact of different dimensions of Customer Experience on Customer Value Co-Creation Behaviors—specifically, Customer Participation and Customer Citizenship Behaviors—and how these behaviors subsequently influence Customer Loyalty., provide nuanced insights that advance both academic knowledge and managerial application.

The results reveal that customer experience dimensions do not uniformly affect value co-creation behaviors. Sensory Experience and Technological Experience significantly and positively influence Customer Participation Behaviors but do not impact Customer Citizenship Behaviors. Conversely, Emotional & Cognitive Experience and Social Experience positively affect Customer Citizenship Behaviors, while showing no significant effect on Customer Participation Behaviors.

Furthermore, the study demonstrates a differential effect of these behaviors on loyalty: Customer Participation Behaviors significantly enhance Customer Loyalty, highlighting the importance of active customer involvement in value creation. In contrast, Customer Citizenship Behaviors do not have a significant direct effect on loyalty within the studied context, indicating that voluntary and discretionary behaviors such as advocacy and helping others, while valuable for brand community and image, may not directly translate into loyalty without appropriate organizational support or recognition.

Additionally, the study confirms that Customer Value Co-Creation Behaviors serve as important mediators in the relationship between Customer Experience and Customer Loyalty. This finding underscores the critical role of engaging customers as active co-creators rather than passive consumers, transforming experiential inputs into lasting relational commitment.

Together, these findings refine the understanding of how specific experiential, psychological, and behavioral components interact to shape customer loyalty. They emphasize the need for differentiated experience design strategies that target distinct behavioral outcomes to maximize loyalty.

The findings of the current study show both agreement and differences with previous research. In terms of agreement, the study supports earlier findings that Emotional, Cognitive, Social, and Technological experiences positively influence customer loyalty (e.g., Bu et al., 2020; Ertemel et al., 2021). It also agrees with studies like those by (Meng & Cui, 2020) and (Samsa & Yüce, 2022), which found that Emotional and Social experiences play a strong role in encouraging customer citizenship behaviors, such as helping others or giving feedback. Similarly, the positive impact of Sensory and Technological experiences on participation behaviors aligns with earlier research that emphasizes the importance of interactive and stimulating environments.

However, the study also shows some differences. For example, Emotional and Social experiences did not significantly influence participation behaviors, which contrasts with studies that considered these factors as key motivators (e.g., Shamim et al., 2016). Also, while some researchers found a positive link between participation behaviors and customer loyalty, the current results show no such effect. Instead, only citizenship behaviors had a direct impact on loyalty. This suggests that not all forms of engagement lead to loyalty, and that deeper emotional or social involvement may be more important than simple participation. These results offer a more detailed understanding of how different experience dimensions and customer behaviors affect loyalty in real-world settings.

2. Recommendations

Based on these conclusions, the following recommendations are provided for researchers and practitioners:

2.1. Recommendations for Academics

- **2.1.1. Explore the Conditional Impact of Experience Dimensions**
  Future research should examine how contextual factors (e.g., industry type, cultural norms, customer profiles) influence the relationship between customer experience dimensions and co-creation behaviors. This can deepen the understanding of when and why certain experiences drive participation or citizenship more effectively.

- **2.1.2. Investigate the Loyalty Pathways of Co-Creation Behaviors**
  As this study found that participation behaviors do not significantly affect loyalty, further studies are encouraged to explore mediating or moderating variables that may explain under what conditions these behaviors enhance loyalty.
- **2.1.3. Advance Measurement Models of Co-Creation**
  Researchers should refine the conceptual and measurement models of customer participation and citizenship behaviors to capture their nuanced roles in value co-creation and loyalty development.

2.2. Recommendations for Practitioners

- **2.2.1. Prioritize Sensory and Technological Engagement to Drive Participation**
  Invest in creating sensory-rich environments (e.g., attractive visuals, sounds, tactile features) and seamless digital experiences to stimulate active customer participation.
- **2.2.2. Foster Emotional and Social Connections to Enhance Citizenship Behaviors**
  Build emotional bonds and a sense of community through storytelling, personalized interactions, and social engagement platforms that encourage voluntary customer actions.
- **2.2.3. Recognize and Support Citizenship Behaviors**
  Implement recognition systems—such as rewards or public acknowledgment—to sustain and amplify the effect of citizenship behaviors, making them more impactful for loyalty.
- **2.2.4. Facilitate Meaningful Participation Opportunities**
  Offer channels for customers to engage in valuable contributions such as feedback, customization, or innovation collaboration, which foster a sense of ownership and deeper brand connection.
- **2.2.5. Integrate Co-Creation into Loyalty Programs**
  Enhance loyalty programs by including and rewarding co-creation behaviors, not just purchases, to promote long-term engagement.

- **2.2.6. Tailor Experience Strategies to Contextual Factors**
  Customize customer experience strategies based on specific market, cultural, or industry factors, as different dimensions of experience may influence behaviors differently depending on the context.

2.3.Recommendations for future research

Building on the current findings, several avenues for future research are recommended to deepen understanding of the dynamic relationships between customer experience, co-creation behaviors, and loyalty outcomes:

- **Explore Mediators and Moderators in the CX–Loyalty Link**

Future studies should investigate potential mediating and moderating variables that influence the strength and direction of the relationship between customer experience dimensions and customer loyalty. For instance, psychological ownership, customer satisfaction, or perceived value could mediate these relationships, while factors such as customer involvement level or brand type may act as moderators.

- **Contextual and Industry-Based Comparisons**

The current study is context-specific; hence, future research should examine these relationships across different industries (e.g., hospitality, retail, healthcare) and cultural contexts to test the generalizability of the findings. Sectoral dynamics and cultural values may shape how customers perceive and respond to experience dimensions.

- **Longitudinal and Experimental Designs**

To better understand causal relationships, future studies are encouraged to adopt longitudinal or experimental research designs. This would help clarify how changes in customer experience over time influence co-creation behaviors and loyalty trajectories.

- **Deeper Investigation of Participation Behaviors**

Given the limited effect of Customer Participation Behaviors on loyalty observed in this study, further research should delve into the nature and quality of participation. Differentiating between passive and active participation, or between transactional and transformative involvement, may yield richer insights.

- **Examine Recognition and Reward Systems as Enhancers**

Since Customer Citizenship Behaviors were found not to directly influence loyalty, future research should explore whether implementing recognition mechanisms—such as rewards, social acknowledgment, or gamified incentives—can enhance their impact on long-term loyalty.

- **Integration with Digital Experience and AI-Driven Platforms**

With the growing role of digital transformation and AI in shaping customer experiences, future studies should investigate how technologically mediated experiences (e.g., AI-based chat, VR interfaces, recommendation systems) interact with co-creation behaviors and loyalty development.

- **Segment-Specific Behavioral Insights**

Future research could explore how demographic or psychographic factors influence customer responses to different experience dimensions. For example, age, digital literacy, or personality traits may alter the way customers engage in value co-creation or express loyalty.

- **Validation of the Conceptual Model in Emerging Markets**

Replicating the model in emerging or under-researched markets would provide comparative insights and contribute to theory development by identifying unique patterns in customer behavior driven by economic, social, or technological conditions.

Closing Remark

In conclusion, this research highlights the differentiated pathways through which customer experience dimensions influence distinct co-creation behaviors and, ultimately, loyalty. It reinforces the strategic value of sensory and technological stimuli to drive participation and emotional and social engagement to nurture citizenship behaviors. Effective management and recognition of these behaviors are essential to translating engagement into sustainable loyalty. Future studies should further explore the contextual moderators and long-term impacts of customer citizenship behaviors to optimize loyalty strategies in evolving market environments.

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APPENDIXES

APPENDIX-A

ENGLISH VERSION OF QUESTIONNAIRE

INSTITUTE OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS
ADMINISTRATION AND MANAGEMENT

"Survey List"
For Studying the Impact of Customer Experience on Achieving Customer Loyalty through the Mediating Role of Value Co-Creation Behaviors

Dear Customers of Telecommunication Companies in Egypt,

Warm greetings,

The researcher is conducting a field study aimed at understanding the impact of customer experience on achieving customer loyalty through the mediating role of value co-creation behaviors. This study is being applied to customers of telecommunication companies in Egypt.

The purpose of this study is to gather your valuable opinions by answering the questions included in the attached survey. Please note that all your responses and perspectives will be treated with complete confidentiality and will only be used for academic research purposes.

We extend our sincere gratitude and appreciation for your cooperation in advance. Best regards,

Prepared by:

Ahmed Abdelmoniem Elsayed Elkasaby

Supervised by:

Assist.Prof. ÇAĞLA TUĞBERK ARIKER

2025

Section One: Questions Related to Dimensions of Customer Experience

Instructions:
Please carefully consider each of the following statements regarding the dimensions of customer experience (Emotional, Cognitive, Sensory, Social, Behavioral, and Technological). Indicate the extent to which you agree or disagree with each statement.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Emotional Dimension					
I feel at peace when dealing with the telecommunication company's services.					
The reception I received at the customer service center was warm and welcoming.					
I feel a general sense of satisfaction with my experience using the telecommunication services.					
I am generally satisfied with my experience with the telecommunication company.					
I feel relaxed after interacting with customer service representatives.					
Dealing with the telecommunication services gives me a positive feeling.					
I feel happy during or after using telecommunication services.					
I feel excited when using telecommunication services or when new products or services are launched.					
My experience with the telecommunication company provides a					

sense of harmony and balance.					
I feel complete and fulfilled when receiving telecommunication services.					
I feel calm and relaxed while interacting with customer service representatives.					
Cognitive Dimension					
Payment and collection procedures are completed quickly when dealing with the telecommunication company.					
Obtaining products or services from the telecommunication company is fast and easy.					
It's easy to assess the quality of products or services provided by the telecommunication company.					
I trust the quality of the products or services offered by the telecommunication company.					
Statements	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
I can rely on the telecommunication company to provide good products and services.					
The telecommunication company offers a variety of services and products that meet my needs.					
The products and services offered by the telecommunication company are safe.					
The quality of services provided by the telecommunication					

company is high and distinctive.	
The prices of the telecommunication company's products and services are reasonable and competitive.	
I enjoy the advertisements provided by the telecommunication company.	
The advertisements from the telecommunication company provide me with essential and valuable information.	
Sensory Dimension	
The general lighting in the telecommunication company's customer service center is comfortable and appealing.	
The cleanliness of the customer service center attracts me to deal with the company.	
The customer service center is well-ventilated.	
The scent at the customer service center is pleasant and enjoyable.	
The temperature at the customer service center is appropriate and comfortable.	
The colors used in the customer service center are easy on the eyes and create a unique atmosphere.	
The customer service center integrates all elements (lighting, colors, ventilation, and cleanliness) harmoniously and cohesively.	
Social Dimension	

Customer service employees interact with me kindly and warmly.					
Customer service employees show respect and appreciation in their interactions.					
The behavior of customer service employees instills confidence in dealing with them.					
Customer service employees provide accurate and correct information.					
Customer service employees are attentive to my personal needs.					
Statements	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
Customer service employees offer reliable services.					
I receive service from customer service employees promptly and on time.					
Customer service employees are competent and experienced.					
Behavioral Dimension					
I spend a significant amount of time sharing information about my needs and opinions with staff during the service process.					
I express my personal needs to staff during the service delivery process.					
I always make suggestions to staff to improve service outcomes.					
I collaborate significantly with customer service employees during the service process.					
Technological Dimension					

The telecommunication company's technological tools provide the information I need.	
The telecommunication company's technological tools offer accurate information I require.	
My personal information is handled properly when using the available technological tools.	
I feel secure when using the telecommunication company's technological tools.	
The technological tools provide tailored and suitable information for me.	
Accessing the telecommunication company's technological tools is easy and convenient.	
I get what I need quickly through the telecommunication company's technological tools.	
The technological tools offer me greater freedom to meet my needs anytime and anywhere.	
The technological tools allow me to complete transactions quickly.	
The technological tools save me time when using them.	
The technological tools provided by the telecommunication company are user-friendly.	
The technological tools provided by the telecommunication company are easy to interact with.	

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The telecommunication company's technological tools are intuitive and easy to understand.					
The technological tools provided by the telecommunication company work accurately without errors.					
The technological tools provided by the telecommunication company are reliable and dependable.					
The telecommunication company's technological tools make exchanging information easy.					
The technological tools help me stay connected with service providers.					
The user interfaces of the telecommunication company's technological tools are visually appealing.					
The user interfaces of the telecommunication company's technological tools are enjoyable to use.					
The technological tools provided by the telecommunication company offer good visual representations of the products or services offered.					

Section Two: Questions Related to Dimensions of Value Co-Creation Behaviors

Instructions:
Please carefully consider each of the following statements regarding the dimensions of value co-creation behaviors (Customer Participation Behaviors and Customer Citizenship Behaviors). Indicate the extent to which you agree or disagree with each statement.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Customer Participation Behaviors					
I ask others for information about the services offered by the telecommunication company.					
I search for information about where to access the telecommunication company's services.					
I pay attention to how others behave in the customer service center to benefit from the service effectively.					
I clearly explain to the customer service employee what I want.					
I provide the customer service employee with accurate information.					
Statements	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
I provide the customer service employee with the necessary details to help them perform their tasks.					
I answer all the customer service employee's questions related to the service.					
I perform all the tasks required of me in the customer service center.					
I have carried out all the expected behaviors					

appropriately.	
I fulfill all my obligations to receive the service correctly.	
I follow the instructions or guidance provided by the customer service employee.	
I interact with the customer service employee amicably.	
I treat the customer service employee with great politeness.	
I behave courteously with the customer service employee.	
I have not acted inappropriately toward the customer service employee.	
Customer Citizenship Behaviors	
If I have a useful idea to improve the service, I share it with the employee.	
When I receive good service from an employee, I comment on it.	
When I encounter a problem, I inform the employee about it.	
I speak positively about [Company Name] and its employees to others.	
I recommend [Company Name] to others.	
I encourage friends and family to use the company's services.	
I assist other customers in the service center if they need my help.	
I help other customers if they seem to be facing issues in the service center.	
I explain to other	

customers how to use the service correctly.	
I give advice to other customers.	
If I don't receive the service as expected, I am willing to accept it.	
If the employee makes a mistake while providing the service, I am patient with it.	
If I have to wait longer than usual to receive the service, I am willing to adapt and accept it.	

Section Three: Questions Related to Customer Loyalty

Instructions:
Please carefully consider each of the following statements regarding the measurement of customer loyalty toward telecommunication companies. Indicate the extent to which you agree or disagree with each statement.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I will continue to use the services of this company.					
The next time I need this type of service, I will choose the same company.					
I will use the services of this company in the coming years.					

Section Four: Personal Information

Instructions:
Below are some personal details. Kindly provide your responses to the following questions:

- **Gender**

  - ☐ Male
  - ☐ Female

- **Age**

  - ☐ 18-24
  - ☐ 25-34
  - ☐ 35-44
  - ☐ 45-54
  - ☐ 55-64
  - ☐ 65 and above

Monthly Household Income

- ☐ Less than 5,000
- ☐ 5,000-10,000
- ☐ 10,000-15,000
- ☐ 15,000-25,000

- ☐ 25,000-35,000
- ☐ 35,000-50,000
- ☐ 50,000-75,000
- ☐ 75,000-100,000
- ☐ Above 100,000

- **Educational level**

- ☐ Primary school
- ☐ High school
- ☐ University
- ☐ Master
- ☐ PhD

- **Telecommunication Company You Use**

- ☐ Vodafone
- ☐ Orange
- ☐ Etisalat
- ☐ WE

APPENDIX-B

ARABIC VERSION OF QUESTIONNAIRE

INSTITUTE OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS
ADMINISTRATION AND MANAGEMENT

"قائمة استقصاء"

لدراسة تأثير تجربة العميل على تحقيق ولاء العميل من خلال الدور الوسيط لسلوكيات خلق القيمة المشتركة

أعزائي عملاء شركات الاتصالات في مصر

تحية طيبة وبعد،،،،

يقوم الباحث بإجراء دراسة ميدانية تهدف إلى التعرف على تأثير تجربة العميل على تحقيق ولاء العميل من خلال الدور الوسيط لسلوكيات خلق القيمة المشتركة ، وذلك بالتطبيق على عملاء شركات الاتصالات فى مصر، حيث تهدف هذه الدراسة إلى إستطلاع رأى حضراتكم من خلال الإجابة على الأسئلة المرفقة داخل القائمة التالية، ونحيط علم سيادتكم بأن كل ما تبدونه من آراء ووجهات نظر سوف تعامل بسرية تامة، ولن تستخدم الإ لغرض البحث العلمى .

ولكم خالص الشكر والتقدير على تعاونكم سلفاً،،،،

إعداد

أحمد عبد المنعم السيد القصبي

تحت إشراف

Assist.Prof. ÇAĞLA TUĞBERK ARIKER

2025م

القسم الأول : أسئلة تتعلق بأبعاد تجربة العميل.

- يرجى التفكير ملياً في كل عبارة من العبارات التالية حول أبعاد تجربة العميل(البُعد: العاطفي - المعرفي - الحسي - الإجتماعي - السلوكي - التكنولوجي) مع الإشارة إلى أي مدى توافق أو لا توافق.

الرأي / العبارة	غير موافق تمام	غير موافق	إلى حد ما	موافق	موافق تماما
أولاً : البُعد العاطفي					
أشعر بالسكينة عند التعامل مع خدمات شركة الاتصالات.					
الاستقبال الذي تلقيته في مركز خدمة العملاء كان دافئًا ومريحًا.					
أشعر بالرضا العام عن تجربتي مع خدمات شركة الاتصالات التي استخدمها.					
أنا راضٍ عن تجربتي مع شركة الاتصالات بشكل عام.					
أشعر بالارتياح بعد التفاعل مع ممثلي خدمة العملاء.					
التعامل مع خدمات شركة الاتصالات يمنحني شعورًا إيجابيًا.					
أشعر بالسعادة أثناء أو بعد استخدامي لخدمات شركة الاتصالات.					
أشعر بالهدوء والسكينة عند التفاعل مع موظفي الشركة.					
أشعر بالحماس عند التعامل مع خدمات شركة الاتصالات أو عند إطلاق منتجات او خدمات جديدة.					
تجربتي مع شركة الاتصالات تمنحني شعورًا بالانسجام والاتزان.					
أشعر بالكمال والامتلاء عند تلقي خدمات شركة الاتصالات.					
أشعر بالهدوء والاسترخاء أثناء التعامل مع ممثلي خدمة العملاء.					
ثانياً : البُعد المعرفي					
عند التعامل مع شركة الاتصالات يتم الانتهاء من					

إجراءات الدفع والتحصيل بسرعة.	
الحصول على المنتجات أو الخدمات من شركة الاتصالات سريع وسهل.	
من السهل تقييم جودة المنتجات أو الخدمات التي تقدمها شركة الاتصالات.	

العبارة	الرأي	غير موافق تمام	غير موافق	إلى حد ما	موافق	موافق تماما
أثق في جودة المنتجات أو الخدمات التي تقدمها شركة الاتصالات.						
يمكنني الاعتماد على شركة الاتصالات في الحصول على منتجات وخدمات جيدة.						
شركة الاتصالات توفر مجموعة متنوعة من الخدمات والمنتجات تلبي احتياجاتي.						
المنتجات والخدمات التي تقدمها شركة الاتصالات آمنة.						
جودة الخدمات التي تقدمها شركة الاتصالات عالية ومميزة.						
أسعار خدمات ومنتجات شركة الاتصالات معقولة وتنافسية.						
أستمتع بالإعلانات التي تقدمها شركة الاتصالات.						
الإعلانات الخاصة بشركة الاتصالات توفر لي معلومات أساسية وقيمة.						
ثالثاً : البُعد الحسي						
الإضاءة العامة في مركز خدمة العملاء لشركة الاتصالات مريحة وجذابة.						
نظافة مركز خدمة العملاء تجذبني للتعامل مع الشركة.						
مركز خدمة العملاء يتميز بتهوية جيدة.						
رائحة المكان في مركز خدمة العملاء ممتعة وجيدة.						
درجة الحرارة في مركز خدمة العملاء مناسبة ومريحة.						
الألوان المستخدمة في مركز خدمة العملاء مريحة للعين وتضفي جوًا مميزًا.						

مركز خدمة العملاء يجمع كل العناصر (الإضاءة، الألوان، التهوية، النظافة) بطريقة متناسقة ومتجانسة.
رابعاً : البُعد الإجتماعي
يتعامل موظفو خدمة العملاء معي بلطف ودفء.
موظفي خدمة العملاء يظهرون لي الاحترام والتقدير في المعاملة.
سلوك موظفي خدمة العملاء يمنحني الثقة في التعامل معهم.

العبارة	الرأي	غير موافق تمام	غير موافق	إلى حد ما	موافق	موافق تماما
يقدم موظفو خدمة العملاء معلومات دقيقة وصحيحة.						
يهتم موظفو خدمة العملاء باحتياجاتي الشخصية.						
يقدم موظفو خدمة العملاء خدمات يمكن الاعتماد عليها.						
أتلقى الخدمة من موظفى خدمة العملاء بسرعة وفي الوقت المناسب.						
يتمتع موظفي خدمة العملاء بالكفاءة والخبرة اللازمة.						
خامساً : البُعد السلوكي						
أقضي وقتًا طويلًا في مشاركة الموظفين بالمعلومات حول احتياجاتي وآرائي أثناء عملية الخدمة.						
أعبر عن احتياجاتي الشخصية للموظفين أثناء عملية تقديم الخدمة.						
دائماً أقدم مقترحات للموظفين لتحسين نتائج الخدمة.						
أتعاون بشكل كبير مع موظفي خدمة العملاء في عملية تقديم الخدمة.						
سادساً : البُعد التكنولوجي						
توفر الأدوات التكنولوجية لشركة الإتصالات المعلومات التي أحتاجها.						
توفر الأدوات التكنولوجية لشركة الإتصالات المعلومات الدقيقة التي أحتاجها.						

يتم التعامل مع معلوماتي الشخصية بشكل صحيح عند استخدام الأدوات التكنولوجية المتاحة.
أشعر بالأمان عند استخدام الأدوات التكنولوجية الخاصة بشركة الاتصالات.
توفر التقنيات التكنولوجية معلومات مخصصة وملائمة لي.
الوصل إلى التقنيات التكنولوجية المتاحة لشركة الاتصالات سهل ومريح.
أحصل على ما أريد بسرعة من خلال التقنيات التكنولوجية لشركة الاتصالات.
توفر لي التقنيات التكنولوجية لشركة الاتصالات حرية أكبر في تنفيذ متطلباتي في اي وقت ومن اي مكان.
تتيح لي التقنيات التكنولوجية لشركة الاتصالات إتمام المعاملات بسرعة.

العبارة	الرأي	غير موافق تمام	غير موافق	إلى حد ما	موافق	موافق تماما
توفر لي التقنيات التكنولوجية لشركة الاتصالات الوقت عند استخدامها.						
التقنيات التكنولوجية المقدمة من شركة الاتصالات سهلة الاستخدام.						
التقنيات التكنولوجية المقدمة من شركة الاتصالات سهلة التفاعل معها.						
استخدام التقنيات التكنولوجية لشركة الاتصالات بديهي وسهل الفهم.						
التقنيات التكنولوجية المقدمة من شركة الاتصالات تعمل بدقة دون أخطاء.						
التقنيات التكنولوجية المقدمة من شركة الاتصالات موثوقة ويمكن الاعتماد عليها.						
تساعدني التقنيات التكنولوجية لشركة الاتصالات في تبادل المعلومات بسهولة.						
تساعدني التقنيات التكنولوجية لشركة الاتصالات في البقاء على اتصال مع مقدمي الخدمة.						
واجهات المستخدم للتقنيات التكنولوجية لشركة الاتصالات جذابة بصريًا.						
واجهات المستخدم للتقنيات التكنولوجية لشركة						

الاتصالات ممتعة للاستخدام.
توفر التقنيات التكنولوجية لشركة الاتصالات رسومات توضيحية جيدة للمنتجات أو الخدمات المُقدمة.

القسم الثانى : أسئلة متعلقة بأبعاد سلوكيات خلق القيمة المشتركة.

- يرجى التفكير ملياً في كل عبارة من العبارات التالية حول أبعاد سلوكيات خلق القيمة المشتركة (سلوكيات مشاركة العملاء – سلوكيات مواطنة العملاء) مع الإشارة إلى أي مدى توافق أو لا توافق.

العبارة	الرأي غير موافق تمام	غير موافق	إلى حد ما	موافق	موافق تماما
أولاً: سلوك مشاركة العملاء					
أسال الآخرين عن معلومات حول ما تقدمه شركة الاتصالات من خدمات.					
ابحث عن معلومات حول مكان تلقي خدمات شركة الاتصالات.					
انتبهت إلى كيفية تصرف الآخرين داخل مركز خدمة العملاء للاستفادة من الخدمة بشكل جيد.					
أشرح لموظف خدمة العملاء ما أريده بوضوح.					
أقدم لموظف خدمة العملاء معلومات دقيقة.					
أقدم لموظف خدمة العملاء المعلومات اللازمة حتى يتمكن من أداء مهامه.					
أجاوب على جميع أسئلة موظف خدمة العملاء المتعلقة بالخدمة.					
أقوم بأداء جميع المهام المطلوبة مني داخل مركز خدمة العملاء.					
قُمت بجميع السلوكيات المتوقعة مني بشكل مناسب.					
أنفذ جميع إلتزاماتي تجاه تلقي الخدمة بشكل صحيح.					
أتبع توجيهات موظف خدمة العملاء أو تعليماته.					
أتعامل مع موظف خدمة العملاء بود.					
أتعامل مع موظف خدمة العملاء بلطف شديد.					
أتعامل مع موظف خدمة العملاء بأسلوب مهذب.					
لم أتصرف بشكل غير لائق تجاه موظف خدمة العملاء.					

ثانياً : سلوك مواطنة العملاء

إذا كان لدي فكرة مفيدة لتحسين الخدمة، أخبر الموظف بها.

العبارة	الرأي	غير موافق تمام	غير موافق	إلى حد ما	موافق	موافق تماما
عندما أتلقى خدمة جيدة من الموظف، أعلق على ذلك.						
عندما أواجه مشكلة، أخبر الموظف عنها.						
أتحدث بشكل إيجابي عن [اسم الشركة] والموظف للآخرين.						
أوصي بـ [اسم الشركة] للآخرين.						
أشجع الأصدقاء والعائلة على استخدام خدمات الشركة.						
أساعد العملاء الآخرين داخل مركز الخدمة إذا كانوا في حاجة إلى مساعدتي.						
أساعد العملاء الآخرين إذا بدا أنهم يواجهون مشاكل داخل مركز الخدمة.						
أشرح للعملاء الآخرين كيفية استخدام الخدمة بشكل صحيح.						
أعطي نصائح للعملاء الآخرين.						
إذا لم أحصل على الخدمة كما هو متوقع، سأكون على استعداد لتقبل ذلك.						
إذا ارتكب الموظف خطأ أثناء تقديم الخدمة، سأكون صبوراً تجاه ذلك.						
إذا كان على الانتظار لفترة أطول من المعتاد للحصول على الخدمة، سأكون على استعداد للتكيف وتقبل ذلك.						

القسم الثالث : أسئلة متعلقة بولاء العملاء.

- يرجى التفكير ملياً في كل عبارة من العبارات التالية حول قياس مدى ولاء العملاء لشركات الاتصالات مع الإشارة إلى أي مدى توافق أو لا توافق.

العبارة	الرأي	غير موافق تمام	غير موافق	إلى حد ما	موافق	موافق تماما
سأستمر في استخدام خدمات هذه الشركة.						
في المرة القادمة التي سأحتاج فيها إلى هذا النوع من الخدمات، سأتعامل مع نفس هذه الشركة.						
سأستخدم خدمات هذه الشركة في السنوات القادمة.						

القسم الرابع : المعلومات الشخصية.

- نعرض لكم فيما يلي بعض من البيانات الشخصية، والتى يرجى التكرم من سيادتكم بالإجابة عليها، وهي كما يلى :

1- النوع

ذكر	أنثى

2- السن

من 18 إلى أقل من 24 عاماً	من 25 إلى أقل من 34 عاماً	من 35 إلى أقل من 44 عاماً	من 45 إلى أقل من 54 عاماً	من 55 إلى أقل من 64 عاماً	من 65 عام فأكثر

3- متوسط الدخل الشهري

أقل من 5000 جنيهاً

من 5000 إلى أقل من 10000 جنيهاً

من 10000 إلى أقل من 15000 جنيهاً

من 15000 إلى أقل من 25000 جنيهاً

من 25000 إلى أقل من 35000 جنيهاً

من 35000 إلى أقل من 50000 جنيهاً

من 50000 إلى أقل من 75000 جنيهاً

من 75000 إلى أقل من 100000 جنيهاً

من 100000 جنيهاً فأكثر

4- المستوي التعليمي

المرحلة الابتدائية	المرحلة الثانوية	المرحلة الجامعية	الدراسات العليا	الدكتوراه

5- شركة الإتصالات التي تتعامل معها:

فودافون	أورانج	إتصالات	وي

RESUME

Personal Information

Surname, name	: ELKASABY, Ahmed
Nationality	: Egypt
Birth date and place	:
Telephone	:
Fax	:
e-mail	:

Education

Degree	Education Unit	Graduation Date
Master		
Bachelor	Computer Sciene	2006
High School	Al-Azhar Al-Sharif	2001

Work Experience

Year	Place	Title
Nov 2019 – Present	Technology Strategies Middle East - TSME	Director, Technology and Consulting Services
Jan 2019 – Oct 2019	Ministry of Education - Dubai, UAE	Business Process Expert, Strategy & Future
Dec 2015 – Dec 2018	Dubai Customs	Senior Analyst, Service Innovation
Mar 2015 – Oct 2015	Cognizant Consulting France	Consulting Manager, ITSM
Feb 2013 – Jan 2015	Emirates Transport	Business Process Management Consultant
Jun 2011 – Jan 2013	ALDAR Properties PJSC	ITSM Consultant
May 2010 – Apr 2011	Mantrac Group	Group IT Solutions Architect
May 2007 – Apr 2010	Telecom Egypt	Data Center Administrator
Oct 2006 – Apr 2007	Vodafone	Remote Site Technical Support Engineer

Foreing Language

English

Publications

Hobbies