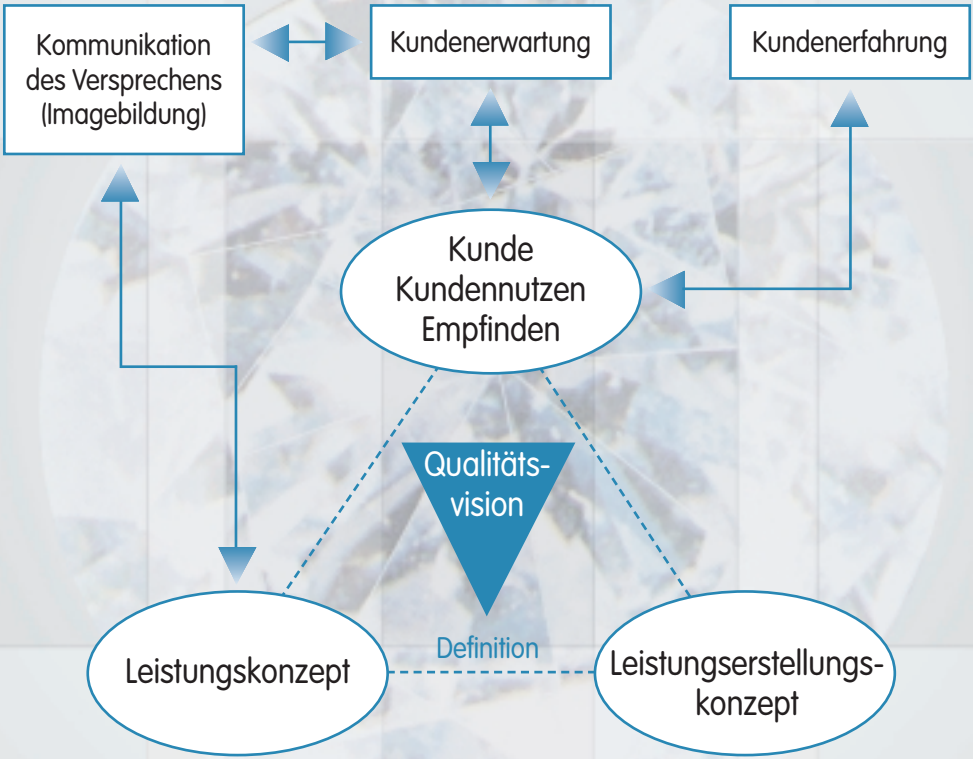BEEEINFLUSSUNG QUALITÄTSERWARTUNG DURCH KOMMUNIKATION