

***Master's Thesis Evaluation by the Supervisor***

***Title of the Master's Thesis:***

Key Drivers of E-loyalty: Case of Trivago Company

***Author of the Master's Thesis:***

Bc. Pavlína Pašková

***Goals of the Master's Thesis:***

Examine the key drivers of e-loyalty and their relative importance (on an example of a internet based company).

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the knowledge	10
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	10
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
<b>Total score in points (max 100)</b>	<b>95</b>
<b>Final grading</b>	<b>Excellent (1)</b>

***Overall evaluation, additional questions or comments:***

The author tries to validate the Gommans' e-loyalty (drivers) model for a German accommodation meta search (Trivago). At the same time, she tries to specify the relative importance of each dimension of the model. The thesis is based on a survey among 390 Trivago Facebook fans (because the author supposed that these users represented the loyal customers of Trivago). I appreciate quality of both theoretical and practical part (and how those parts are interconnected). There are some small formal mistakes and questionable moments regarding methodology. However, these do not diminish the overall quality and depth of this thesis. Question: What are the most significant differences between e-loyalty and "offline loyalty" drivers? Is your study supporting existence of these differences?

***The name of the supervisor:***

Doc. Ing. Miroslav Karlíček, Ph.D.

***The employer of the supervisor:***

Department of Marketing, Faculty of Business Administration, University of Economics, Prague

01 September 2014

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Signature of the supervisor