

Master's Thesis Evaluation by the Opponent

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 brand loyalty and their relative importance for Trivago and present implications for the company's managers.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the knowledge	10
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to goals	9
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 formal requirements, extent	7
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	90
<i>Final grading</i>	<i>Excellent (1)</i>

Overall evaluation, additional questions or comments:

The thesis deals with an actual topic of e-loyalty. Deep literature review is a base for next analysis which aims to confirm Goman's e-loyalty model for the specific case of travel meta search engine. There are several limitations and questionable methodological approaches. For instance the confirmation of the assumption that the chosen sample of respondents represents the true loyal customers of Trivago is partially questionable as the respondents' motivation to follow Trivago on Facebook was assessed through an unbalanced set of statements. This could have led to higher declared loyalty of FB fans. The particular questions designed to test each of the 5 dimensions of the e-loyalty model should have been justified in some manner. This point should be discussed during the thesis defence. There are some mistakes in formal requirements (references of figures are missing, referred chapter XX on p.10, list of references should go before the list of figures and tables...). Overall, the thesis brings interesting outputs based on deep literature review and primary research of the author. Question: Discuss the low value of importance index for the dimension of website and technology. Compare the value when availability of the mobile app is not considered.

The name of the opponent:

Ing. Václav Střiteský, Ph.D.

The employer of the opponent:

UEP, Department of marketing

I honestly declare that I am not in any allied relationship with the author of this Master's Thesis.

06 September 2014

Signature of the opponent