

## SUPERVISOR'S REPORT ON DIPLOMA THESIS

**Name and Surname of Diploma Thesis Writer: mgr inz Sai Sivasankaran Palani**

**Topic of Diploma Thesis: Customer Satisfaction**

**Objective of Diploma Thesis: Based on the conducted analysis to identify the attributes of customer satisfaction**

**Name and Surname of Supervisor: doc. Ing. Jozefína Simová, Ph.D.**

	Excellent	Very good	Good	Failed
<b>I. Assessment of the thesis topic and its writing:</b>				
Thesis topic completion			X	
Application of implemented methods		X		
Analysis performed and its profundity			X	
<b>II. Assessment of thesis content and structure:</b>				
Clarity and coherence of thesis			X	
Currency of the topic, appropriate sources		X		
Processing of sources and acquired data		X		
Comprehensible and adequate conclusions			X	
Phrasing of writer's points of view				
<b>III. Assessment of thesis style:</b>				
Formal layout of thesis (i.e. text, tables, graphs)			X	
Style of thesis (i.e. use of formal language)			X	
Application of academic sources in native language, including bibliographic references and citations			n/a	
Application of academic sources of foreign authors, including bibliographic references and citations		X		
<b>Is the plagiarism check OK?</b>			<b>Yes</b>	<b>X</b>
			No	

**The evaluation for the diploma thesis in terms of meeting the thesis objectives, the application of implemented methods as well as suggestions for measures taken including formal layout will be stated in written (see the following page).**

**Questions and comments related to the diploma thesis defence:**

- 1. Please explain the sampling design used in the study.**
- 2. Please present the findings supporting your conceptual model**
- 3. What are the key attributes of customer satisfaction identified by the research?**

**I recommend – ~~do not recommend~~\* the diploma thesis for defence.**  
 (\*delete if not applicable)

**Grade for the diploma thesis: very good**

**Date 16 August 2020**

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**Signature of thesis supervisor**



**The diploma thesis focuses on satisfaction of the Spotify customers. The objectives of the thesis was to identify the attributes of customer satisfaction and design measures to improve the satisfaction.**

**The objectives and the conceptual framework of the thesis are clearly stated. The framework is supported by the literature study. The analytical part of the thesis focuses on the Spotify and its customers. To identify the key attributes of customer satisfaction, marketing research on Spotify customer satisfaction was conducted. To analyse the data, descriptive analysis, linear regression, multiple regression and correlation analyses were used. The analysis was rather extensive covering many aspects. The findings related to the objectives of the study are not apparent. For this reason, a summaries of findings and recommendations are considered appropriate. The only weakness of the thesis is a formal layout of the thesis, English grammar and spelling mistakes.**

**The student expressed a great interest and active approach to the topic of the diploma thesis. He was highly motivated. He worked independently and was able to understand problems and look for solutions.**