

IMESS DISSERTATION



Note: Please email the completed mark sheet to Year 2 coordinator (jiri.vykoukal@post.cz)

Please note that IMESS students are not required to use a particular set of methods (e.g. qualitative, quantitative, or comparative) in their dissertation.

Student:	YU ZHONG
Dissertation title:	Customer Satisfaction's Mediation Role in the Relationship Between Service Quality and Customer Loyalty: Evidence From ČSOB

	70+	69-65	60-61	59-55	54-50	<50
	A	B	C	D	E	F
Knowledge <i>Knowledge of problems involved, e.g. historical and social context, specialist literature on the topic. Evidence of capacity to gather information through a wide and appropriate range of reading, and to digest and process knowledge.</i>	X					
Analysis & Interpretation <i>Demonstrates a clear grasp of concepts. Application of appropriate methodology and understanding; willingness to apply an independent approach or interpretation recognition of alternative interpretations; Use of precise terminology and avoidance of ambiguity; avoidance of excessive generalisations or gross oversimplifications.</i>		X				
Structure & Argument <i>Demonstrates ability to structure work with clarity, relevance and coherence. Ability to argue a case; clear evidence of analysis and logical thought; recognition of an argument's limitation or alternative views; Ability to use other evidence to support arguments and structure appropriately.</i>		X				
Presentation & Documentation <i>Accurate and consistently presented footnotes and bibliographic references; accuracy of grammar and spelling; correct and clear presentation of charts/graphs/tables or other data. Appropriate and correct referencing throughout. Correct and contextually correct handling of quotations.</i>					X	
Methodology <i>Understanding of techniques applicable to the chosen field of research, showing an ability to engage in sustained independent research.</i>		X				

ECTS Mark:	B/65	Charles Mark:	B	Marker:	Marek Vokoun
<i>Deducted for late submission:</i>			No	Signed:	
<i>Deducted for inadequate referencing:</i>				Date:	21 August, 2023

MARKING GUIDELINES

A (UCL mark 70+) = A (Charles mark 91-100 - excellent): Note: marks of over 80 are given rarely and only for truly exceptional pieces of work.

Distinctively sophisticated and focused analysis, critical use of sources and insightful interpretation. Comprehensive understanding of techniques applicable to the chosen field of research, showing an ability to engage in sustained independent research.

B (UCL mark 69-65) = B (Charles mark 81-90 – very good)

C (UCL mark 64-60) = C (Charles mark 71-80 – good): A high level of analysis, critical use of sources and insightful interpretation. Good understanding of techniques applicable to the chosen field of research, showing an ability to engage in sustained independent research. 65 or over equates to a B grade.

D (UCL mark 59-55) = D (Charles mark 61-70 – satisfactory)

E (UCL mark 54-50) = E (Charles mark 51-60 – sufficient):

Demonstration of a critical use of sources and ability to engage in systematic inquiry. An ability to engage in sustained research work, demonstrating methodological awareness. 55 or over equates to a D grade.

F (UCL mark less than 50) = F (Charles mark 0-50 - insufficient):

Demonstrates failure to use sources and an inadequate ability to engage in systematic inquiry. Inadequate evidence of ability to engage in sustained research work and poor understanding of appropriate research techniques.

Please provide substantive and detailed feedback!

Comments, explaining strengths and weaknesses (*at least 300 words*):

This thesis fills the research gap in the exploratory analysis of Czech bank customer satisfaction and partially covers the loyalty dimension. The research design and overall concept are sound; however, loyalty models and quality satisfaction models are more ambitious. This work uses an observational dataset over one period and asks important questions to produce a good SERVQUAL exploratory analysis.

More ambitious research designs utilise panel data structure, identification of recently switching customers, probability models of loyalty, etc. The author is aware that "simple random sampling" by "number of respondents contacted = 500" produces biases every time; however, they are not exactly being discussed. The author assumes that random people got the questionnaire. Unfortunately, there are a lot of variables and confounders that make this sampling far from random. Also, the fact that most customers were satisfied with services makes the analysis less interesting; the detail level of the asked question is probably too general, and customers perceive quality (dissatisfaction) on a different level. Summary statistics also don't exactly respect the bank's segments (product segments, entrepreneurs, members of households, etc.).

The author uses a lot of references that are not included in the text, for example: Cardozo (1965), Chau and Hu (2001), Dandis et al. (2021)... and many more. Naming the reference section "Bibliography" doesn't make it right. We need to know if the work was cited or not. This problem makes the thesis of lower quality, as we can't assess what resources were actually used and how.

Specific questions you would like addressing at the oral defence (*at least 2 questions*):

- 1) What biases, apart from "respondent bias", were associated with your sampling procedure?
- 2) What kind of issues might those biases produce?
- 3) Is your level of asked questions detailed enough to capture strong factors of customer satisfaction?
- 4) Discuss the limits of SERVQUAL method and suggest a better model to capture the relationship between Service Quality and Customer Loyalty.