

MASTER'S THESIS SUPERVISOR'S REPORT

Student's name: Daniel Temesgen Adane

Master's Thesis Supervisor (MT): Mohsin Javed, Ph.D.

MT topic: The Impacts of Service Quality towards Customer Satisfaction, Revisit Intention and E-WoM in Restaurants:
A Dineserv Model Application

Acad. year: 2024/2025

Notes on completing the report:

1. For the evaluation of each criterion, use the following scale: A - fulfilled very well, significantly exceeds the requirements; B - fulfilled with quality; C - fulfilled without reservations; D - fulfilled with minor deficiencies; E - fulfilled but with significant deficiencies; F - not fulfilled.
2. If any criterion is graded F, the thesis must be evaluated as unsatisfactory overall, not meeting the criteria for the MT defence, and such a thesis cannot be recommended for the defence
3. MT Supervisor must comment verbally on each evaluation criterion!

Assessment criteria:

Assessment

1. Thesis Objectives and Methods	C
<i>The commentary focuses on: clarity of the formulation of the thesis objectives and the methods used in the thesis elaboration; evaluation of the objectives of the thesis following the thesis theme; the methods and procedures chosen to fulfil the thesis objectives.</i> The thesis objectives are in line with the thesis theme and topic. In the thesis objectives (on page 15), the student explained the main objective and specific objectives clearly. The methods chosen to fulfill the thesis objectives are appropriate. However, one weakness is that the student explained the scenario, context, and research problem very briefly. Introduction part is particularly very brief. For thesis Introduction, standard length should be based on several pages. It would be more appropriate, if the student could explain the main issue, then how it makes the difference, and formulation of the research problem/gaps could be written in further depth with up-to-date references. Overall, the present state fulfils the requirements. On page 16, is it Figure 1, or Figure 0.1? Author overlooked such issues in the thesis.	
2. Theoretical Background	C
<i>The commentary focuses on: the content of the critical literature research; the appropriateness of the chosen domestic and foreign literature sources; the method of citing sources in an adequate manner.</i> Theoretical background of the thesis provides broad and detailed discussion of basic terminologies used in the thesis, e.g., quality, service, service quality, different definitions of service quality, the service quality model, and main constructs of the thesis. The explanation and provided details are on adequate level. The proposed hypotheses are understandable and corresponds to the thesis objectives. However, the inclusion of a theoretical perspective could further enhance the conceptual justification. Chosen sources are required to be up-to-date, more from previous five to seven years. Methods of citing sources has discrepancies from the standard method. Overall, theoretical background section fulfils the requirements with quality. However, the student lacks to follow the general requirements of thesis template. On page 18, and so on, extra spaces before and after each heading. Table 1.3 on page 29 is not complete. Some references are missing in the end-list, for example, on page 18-Tang and Ai Chin (2024), on page 25-Torres (2014).	
3. Practical Application - Analysis	B
<i>The commentary focuses on: the use of knowledge from theory, its appropriateness of application; sufficient description of the process of application of the methods of work; overall assessment of the current state; sufficient substantiation of the conclusions of the analyses; the difficulty of data collection and processing.</i> In the practical and analysis part, student provides sufficient explanation of the used methods, adapted scale of service quality. Student collected the data from the restaurants of the Zlin region through structured questionnaire.	

The carried out analysis is robust and clear. Demographic data is adequate covering several aspects of respondents. Tables for reliability and validity, and hypothesis testing is adequate. However, the student did not explain the procedure of PLS-SEM adequately. In a thesis write-up, deeper explanation and justification of the used statistical methods are always recommended.	
4. Practical Application – Project/ Research	D
<i>The commentary focuses on: the connection of the solving part of the thesis to the theory and to the analyses results; supporting the proposals with appropriate arguments; meeting the objectives set. For research-oriented MTs, the focus should be on discussion of the results and their evaluation.</i> Student presented the discussion part on page 61. However, detail discussion is missing. There is a lack of comparison of results with other studies. Discussion of results, theoretical contributions, practical contributions, discussed limitations and future research recommendations are acceptable. However, better linking all discussions and conclusion with the findings/results would definitely add value.	
5. Formal Layout	C
<i>The commentary focuses on: logical coherence of the text of the thesis; use of correct terminology; use of the prescribed standard of citation of sources; appropriate linguistic and graphic level.</i> The formal layout of the thesis has logical coherence and used terminologies correctly. Some abbreviation are missing in the list of abbreviations. Questionnaire presented in the appendix section provides enough information. The used research methods has not been discussed in detail, i.e., PLS-SEM. List of abbreviations in not complete, several abbreviations are missing, for example HTMT, VIF, main constructs/variables abbreviations. List of Figures on page 73 needs corrections in numbering. Several in-text citations have discrepancies from the standard method. References in the end-list are not are adequate. However, some are in different font and style, for example on page 69.	

Overall thesis assessment *	C
The selected topic of the master thesis is accurate. Objectives, formulated hypotheses and methods for data analysis are satisfactory. However, the inclusion of a theoretical perspective could further enhance the conceptual justification. Student is encouraged to add very recent literature to highlight the current state of knowledge and extract an article for journal publication. Overall, the thesis is on adequate level and recommended for defence.	

* The final grade is not an arithmetic average of the individual criteria for assessing the thesis.

Questions for the defence:

1. Does your research sample and findings generalizable to the Zlin region, or whole of the Czech Republic? As in your sample 68% are students?
2. On page 50, student mentioned that he selected participants/respondents from restaurants by using random sampling? How is it possible? Can you justify this is random sampling method?

The thesis **fulfils** the criteria for the defence of the MT. The thesis **is recommended** for the defence.

The thesis has been checked for the originality of the work in IS STAG. Based on the results of this review, it was concluded that the work **is not** plagiarism.

Date 21.05.2025

Signature of MT Supervisor