

Title of a course	Research into Customer Satisfaction				
Study programme	Undergraduate Professional Study Programme of Sustainable Agritourism				
Status of a course	Obligatory				
Year of study	3	Semester	V	ECTS credits	4
Goals of a course					
-concept and measurement of customer satisfaction - applying methods of statistical analysis in research into customer satisfaction - research and measurement of client satisfaction					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Expected learning outcomes on a level of a course					
<ul style="list-style-type: none"> • determine the significance of the concept of customer satisfaction • differentiate factors in customer satisfaction • creating the questionnaire for collecting primary data on customer satisfaction • justify the choice of methods for measuring customer satisfaction • determine models for measuring customer satisfaction • apply the techniques of collecting primary data • justify the choice of statistical methods in the analysis of collected data • apply the chosen statistical methods in customer satisfaction analysis by using computer programs • apply the chosen techniques or models of measuring satisfaction of internal and external clients at certain level of measurement (level of services/branch, destination level, company level) • analyze and interpret collected data on customer satisfaction based on conducted research 					
Content of a course					
Concept of customer satisfaction. Term and definition of customer satisfaction. Theories on customer satisfaction. Features of customer satisfaction. Customer satisfaction in tourism. Dimensions of customer satisfaction in tourism. Factors of customer satisfaction: antecedents and consequences. Quality of service. Expected value for clients. Perceived value. Image. Client loyalty. Customer complaints. Connection of the concept of customer satisfaction with its antecedents and consequences. Measuring and researching customer satisfaction: determining the terms researching and measuring. Questionnaire design. Scales for measuring client satisfaction. Methods of measuring (complaints and suggestions, questionnaires, mystery shopper). Models for measuring customer satisfaction (index models of customer satisfaction). Measuring and researching customer satisfaction in tourism (questionnaires, HOLSAT and etc.) Application of methods of statistical analysis in measuring customer satisfaction. Application: Measuring satisfaction of internal and external clients by applying the chosen techniques and models of measurement. Levels of measurement: level of services/branch, destination level, company level).					