



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	SUZANA MARKOVIĆ, PhD, Full Professor	
Name of the course	CUSTOMER SATISFACTION RESEARCH	
Study programme	Management of sustainable development	
Status of the course	elective	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (L+E+S)	30 (15 + 0 + 15)
<b>1. Course objectives</b>		
<p>The aim of this course is to gain knowledge about the customer satisfaction concept, as well as to introduce students with the techniques, models and methods for customer satisfaction measurement and research.</p> <p>Students will be able to: (1) understand the concepts of customer satisfaction, expected value and perceived value, (2) use the basic techniques and methods for the customer's values research, (3) critically evaluate phases of customer satisfaction assessment, (4) analyse and interpret the customer satisfaction data in tourism and hospitality industry.</p>		
<b>2. Course enrolment requirements</b>		
Passed exams in Marketing and Statistics		
<b>3. Expected learning outcomes</b>		
<p><i>General competences:</i> (a) gaining theoretical knowledge about main concepts of interest, (b) gaining skills for individual and team research work, (c) expending and applying acquired skills, concepts and models of customer satisfaction research and measurement in tourism and hospitality industry, as well as in other service industries, (d) developing skills for application and analysis of measurement instruments, skills for choosing appropriate statistical methods and skills for interpretation of statistical analysis' findings.</p> <p><i>Specific competences:</i> (a) ability for conducting empirical research, (b) improving team work skills and communication skills by performing team and individual projects, (c) analyzing collected data and interpreting calculated statistical indicators.</p>		
<b>4. Course content</b>		
<p><i>Customer satisfaction concept:</i> Customer satisfaction definition. Customer satisfaction theories. Determinants of customer satisfaction. Customer satisfaction in tourism and hospitality industry. Dimensions of customer satisfaction in tourism and hospitality industry.</p> <p><i>Customer satisfaction attributes:</i> Antecedents and consequences. Service quality. Expected value. Perceived value. Image. Customer loyalty. Customer complaints. Relationships between customer satisfaction and its antecedents and consequences.</p> <p><i>Customer satisfaction measurement and research:</i> Defining the terms measurement and research. Questionnaire design. Measurement scales. Measurement techniques (complaints and suggestions, questionnaires, mystery shoppers). Models for measuring customer satisfaction (customer satisfaction index models). Other models for measuring customer satisfaction. Measuring and researching customer satisfaction in tourism and hospitality industry (hotel guests comment cards, HOLSAT etc.). Application of statistical analysis methods in measuring customer satisfaction.</p>		



*Application:* Satisfaction measurement of internal and external customers using specific measurement techniques and models. Measurement levels: industry level (tourism, hospitality, other «non-tourism» industries) and selective types of tourism (wellness and health tourism, rural tourism, nautical tourism, congress tourism, cultural tourism), destination level, organization level (hotels, travel agencies, restaurants, camping sites, private accommodation, hostels, café bars, festivals, transportation – bus, airplane, ship).

5. Manner of instruction	<input checked="" type="checkbox"/> lectures		<input checked="" type="checkbox"/> individual assignments				
	<input checked="" type="checkbox"/> seminars and workshops		<input type="checkbox"/> multimedia and network				
	<input type="checkbox"/> exercises		<input type="checkbox"/> laboratories				
	<input type="checkbox"/> distance learning		<input type="checkbox"/> mentorship				
	<input type="checkbox"/> fieldwork		<input type="checkbox"/> other				
6. Comments							
7. Student responsibilities							
Regular class attending, research and a final written exam.							
8. Monitoring of student work <sup>1</sup>							
Class attendance	1,2	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project	0,2	Continuous assessment	0,9	Report	0,2	Practical work	
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
10. Mandatory literature (at the time of submission of study programme proposal)							
1. Vranešević, T., <i>Upravljanje zadovoljstvom klijenta</i> , Golden marketing, Zagreb, 2000 (1st edition), 2018 (2nd edition)							
2. Vavra, T. G., <i>Improving your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing and Reporting Customer Satisfaction Measurement Programs</i> , ASQ Quality Press, Milwaukee, Wisconsin, 1997.							
3. Grigoroudis, E., Siskos, Y., <i>Customer Satisfaction Evaluation: Methods for Measuring and Implementing Service Quality</i> , Springer Science and Business Media, LLC, New York, 2010 (chapter 7)							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
1. Chakrapani, C., <i>How to Measure Service Quality &amp; Customer Satisfaction</i> , American Marketing Association, Chicago, Illinois, 1998.							
2. Hayes, B. E., <i>Measuring Customer Satisfaction: Surveys Design, Use and Statistical Analysis and Methods</i> , ASQ Quality Press, Milwaukee, Wisconsin, 2007.							
3. Myers, J., <i>Measuring Customer Satisfaction: Hot Buttons and other Measurement Issues</i> , American Marketing Association, Chiacago, Illinois, 1999.							
4. Von Dijk, M., <i>Client Satisfaction</i> , Royal Tropical Institute, Amsterdam, 2002.							

<sup>1</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



5. Zeithaml, V., Parasuraman, A., Berry, L. L., *Delivering Service Quality: Balancing Customer Perceptions and Expectations*, The Free Press, NY, 1990.
6. Oliver, R. L., *Satisfaction: A Behavioral Perspective on the Consumer*, McGraw-Hill, New York, 1997.
7. Simon, H., Homburg, C., *Kunden Zufriedenheit: Konzepte – Methoden – Erfahrungen*, Gabler, Wiesbaden, 1995.
8. Argyrous, G., *Statistics for Research with a guide to SPSS*, 2nd edition, SAGE Publication, London, 2008.

12. *Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.