

# **Identification of the most influential alpine ski resort characteristics**

Master Thesis submitted in fulfillment of the Degree

Master of Science

in Management

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## **ABSTRACT**

This study aimed to find out which aspects of alpine ski resorts have the most impact on customers' overall satisfaction with the use of multiple linear regression. As a result, 18 aspects of the alpine ski resort have a significant impact and, therefore, can predict overall satisfaction. Furthermore, using hierarchical cluster analysis, this research divides customers into segments based on their satisfaction levels with different characteristics. While the results of multiple linear regression analysis provided an informative number of the variables that are significantly good at predicting overall satisfaction, cluster analysis of the customers based on their satisfaction with the variables from the multiple linear regression analysis did not prove the presence of multidimensional differences, which means the grouping was done based on the overall satisfaction level, rather than on the differences between the individual level of satisfaction with different variables. A cluster analysis of the characteristics with significant predictability of overall satisfaction was also performed, grouping the attributes according to the distances between customer evaluations. This resulted in the identification of the three themes important to the customers.

Keywords: cluster analysis, multiple linear regression, ski resort characteristics.