

Abstract

Title: Marketing research of customer satisfaction at RS Sportcentrum

Objectives: The goal of the bachelor thesis is to find out,through marketing research, the customer satisfaction of the services offered at RS Sportcentrum. The opinions and comments received on the services provided will serve to develop proposals for possible improvements to these services. Suggestions for improvement will be submitted to the RS Sportcentrum management. After submitting the proposals, the manager's opinion and their future progress in the management of the sport center will be heard.

Methods: To determine customer satisfaction, quantitative research was conducted through written and electronic queries. Qualitative interviews were used to guide the research.

Results: Research results are captured using graphs and cross classification. The results show that RS Sportcentrum customers are quite satisfied. Still, certain inquiries revealed some shortcomings on which the management of the sports center could improve on. Based on the results of the research, recommendations were made and presented to the RS Sportcentrum management.

Keywords: sports marketing, services, sports services, customer satisfaction