

Abstract

- Title:** Customer satisfaction with the services of Squashpark Cibulka
- Objectives:** The main goal of this bachelor's thesis is to determine customer's satisfaction with the services in the Squashpark Cibulka. The second goal is to propose the recommendations of improvement that squashpark can perform.
- Methods:** In my thesis, I use two methods of quantitative research. These two methods are questioning in writing and personal questioning. The first one is customer-oriented where customers evaluate the aspects that were chosen by me, by management of this squashpark and by my supervisor of bachelor's thesis. Personal questioning is performed with the employer of squashpark. She is supposed to guess what the most frequent answer by the customers is. To the research, I also add my subjective observation during the questioning.
- Results:** Based on the research, I could determine some imperfections that this squashpark has. The biggest problems are regarded to health club (gym) and purity in whole squashpark. On the other hand, I found also very positive aspects, for instance the behaviour of squashpark staff is evaluated very well. From the gained facts, I made the classificatory crosses that were annotated. Then I made a table of the most problematic aspects that I found and I proposed the recommendations for improvement.
- Keywords:** marketing research, sportcentre, questioning, quality