

## **Abstract**

**Title:** Marketing research of customer satisfaction in selected Winter Hall

**Objectives:** The main aim of the diploma thesis is to evaluate the satisfaction of visitors of public skating with the services provided at the Ludvík Košek Winter Hall in Turnov. On the basis of the results, suggestions and recommendations were developed to improve services.

**Methods:** In the empirical part of the diploma thesis, quantitative-qualitative research was used. A written and electronic questionnaire designed for the stadium visitors was made in order to find out the satisfaction of the public skating visitors with the services provided at the Ludvík Košek Winter Hall in Turnov. Furthermore a semi-structured interview was conducted with the manager and semi-structured interviews with the stadium visitors were conducted to deepen the research.

**Results:** The results of the research are represented by tables, graphs, classification crosses and diagrams. The results show that the stadium visitors are quite satisfied with the services. Visitors are most satisfied with the location of the stadium, the cleanliness of the lobby and reception. On the contrary, the worst rating is the opening hours and refreshments. The most important aspect for them is the quality of the ice surface and the cleanliness of the lobby and reception. They are least interested in volume and music selection. Primarily, visitors would welcome more frequent public skating for the public and an increase in the number of changing rooms. Based on this, recommendations were made for the management of the stadium.

**Key words:** Quality, services, customer satisfaction, winter hall