

Abstract

Title

Marketing mix of the swimming pool in Kralupy nad Vltavou

Targets

The aim of this bachelor's thesis was to use the treasures obtained from the questionnaire survey to propose modifications and better solutions to improve the quality of services provided and increase customer satisfaction in the swimming pool in Kralupy nad Vltavou.

Methods

To obtain the necessary information, a quantitative survey was used, specifically a written survey through the SERVQUAL questionnaire, which was distributed at the swimming pool box office. This questionnaire compares and examines the expected quality of services in the company, which the customer imagines and the actual perceived quality of services provided.

Results

The customer satisfaction survey with the services in the swimming pool in Kralupy nad Vltavou clearly showed that clients are dissatisfied with most of the services provided. Therefore, if the swimming pool wants to achieve complete customer satisfaction, all researched areas need to be improved. The recommendations given at the end of this bachelor thesis could be used to improve and increase the level of services provided.

Keywords

questionnaire survey, SERVQUAL method, services, quality, customer