

## **Abstract**

**Title:** Marketing Research of Customer satisfaction in FITcentrum Chrudim

**Objectives:** Thesis "Marketing Research of Customer satisfaction in FITcentrum Chrudim" is in its final form a very important source of marketing information system of management in a medium-sized fitness center in Chrudim.

Its aim is to determine customer satisfaction with products depending on their initial expectations. Acquired views, comments and criticisms of the provided services helped us to assess the state of the sports organization on the basis of which a proposal was submitted for possible improvement.

**Methods:** The study is based on theoretical knowledge related to the selected topic. Marketing research based on the method of survey was one of the most frequently used methods for enquiring about customer satisfaction. Results of the individual questions of the questionnaire are shown in the graphs. Based on their interpretation, the state and operations of the surveyed organization was assessed.

To obtain information about the operation of FITcentrum Chrudim, a semi-structured interview was conducted with the owner.

**Results:** Marketing research is a unique source of information, which was still lacking to the organization, and therefore, the management of studied fitness center lost track of the actual requirements and wishes of their current, but also potential customers.

**Keywords:** sports marketing, sports services, marketing mix of services, customer satisfaction, marketing research