

Abstract

Title: Marketing research of customer satisfaction with service of fitness center Euforie

Objectives: The main aim of this diploma thesis is to find out the level of customer satisfaction with the services of fitness center Euforie. Other step is to analyse their opinions and find potential shortage in fitness center services. Final goal is to suggest different measures that would lead to general improvement and to bigger customer satisfaction.

Methods: To obtain data from respondents was used the quantitative research, specifically personal and written polling. With the management of the fitness center were made informal interviews.

Results: It was found out from the marketing research that the customers are satisfied with the fitness Euphoria services. On the other hand several important problematic points were discovered that management of fitness center should work on to successfully fulfil all the customer's expectations.

Keywords: marketing research, customer satisfaction, service, questionnaire