

## **Abstract**

**Thesis title:** Customer satisfaction of the recreational center Vršasport

**Goal of the thesis:** This thesis focuses on recreational center Vršasport. The customer satisfaction was measured by a survey handed out to the customers of the center. The creation of the survey and following data elaboration was the main goal of this thesis as well. The result of the survey will reflect the customer satisfaction of the recreational center. Based on data extracted from the survey, the center will be able to improve its services to better serve the customers.

**Methods:** Customer satisfaction was examined by the survey that was handed out to customers of Vršasport center between November 2011 and April 2012. The survey focuses mainly on topics related to satisfaction of the customer needs.

**Results:** Customers of sport center Vršasportcentrum are mainly satisfied with offered services. Deficiencies were mainly found in lack of hygiene in locker rooms and in lack of center presentation - both center's wabpages and facebook pages. Overall, the customers are satisfied with offered services.

**Key words:** marketing, services, sport services, loyalty, customers, survey