

ABSTRACT

- Title:** Marketing research of customer satisfaction in Tennis Klanovice
- Purpose:** The main aim of the bachelor thesis is to find out customer satisfaction in Tennis Klánovice. Furthermore, based on the data obtained from research, point out the potential shortage in tennis club's services. Also, give suggestion of solution which would lead to improvement of customer services.
- Methods:** Method of quantitative research was used, specifically questionnaire. Respondents were interviewed in a writing way. As well as the semi-structured interview with the chairman of the club was done, the observation was made.
- Results:** Thanks to research, it was found out that customers are satisfied with the services. However, there are several weaknesses in the service that can be improved. Therefore, propositions were made to improve the service.
- Keywords:** sports service, customer, marketing mix, marketing research, satisfaction

