

## **Abstract**

**Title:** Analysis of customer satisfaction in Aquapark Příbram

**Objectives:** The aim of this thesis is to conduct content and statistical analysis of data collected directly from customers of Aquapark Příbram. Customers of the public were a research sample with the highest priority. As secondary sample were established trainers of the sports clubs using the Aquapark Příbram.

**Methods:** Data collected from the primary sample were gained via CERM-CSQ based questionnaire Data collected from the secondary sample were obtained by structured interview. This structure was based on our questionnaire. Factor and correlation analysis were used to process quantitative data.

**Results:** The content analysis showed the biggest drawbacks of service quality. According to the statistical analysis some service quality attributes have bigger influence on customer satisfaction than the others. Above mentioned drawbacks belong to those more influential attributes. On the basis of the results obtained certain suggestions were made to increase customer satisfaction.

**Key words:** customer satisfaction, service quality, Aquapark Příbram, model CSQ, factor analysis