Abstrakt

Title: Marketing Research of Customer satisfaction in Sportcentrum TJ Lokomotiva Beroun

Objectives: Thesis „Marketing Research of Customer satisfaction in Sportcentrum TJ Lokomotiva Beroun“ is in its final form a very important source of information for Sportcentrum TJ Lokomotiva Beroun

The aim of the work was to find customer satisfaction with services and products according to their expectations. The opinions, comments and suggestions made by respondents on the services provided were used to assess the state of the sporting organization. On the basis of the status evaluation, a proposal for a possible improvement was presented.

Methods: The thesis is based on the theoretical knowledge on the subject. To determine customer satisfaction, marketing research based on the questionnaire survey method was used. The results of the questionnaire are captured in the charts. Based on their interpretation, the status and operation of the organization were assessed.

When obtaining information about the operation of the TJ Lokomotiva Beroun sports center, a semi-structured questionnaire was carried out with an employee of the sports center.

Results: Marketing research is the source of information that has not yet been at the sports center and therefore the management of the sports center has no knowledge of the actual requirements and wishes of its customers

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