

Abstract

Title: Marketing research of customers satisfaction in In Motion Academy

Objectives: The goal of my bachelor thesis is to find out customer satisfaction through marketing research in In Motion Academy. Research will focus on all available services in the facility, customers can make suggestions to improvement and also all the other aspects of the customer satisfaction will be included, for example transportation, facility environment etc.

Methods: To determine customer satisfaction, quantitative research was conducted through electronic queries. Questionnaire was created with cooperation with management of the In Motion Academy and was distributed through customers e-mail database. The questionnaire is very comprehensive because of substantial research of individual services.

Results: The results show that In Motion Academy customers are very satisfied. Regardless, the research revealed some shortcomings in individual services. Respondents' complains was most often concentrated on overcrowding of individual trainings or the lack of consistency of some trainers. In addition to service itself, there were many comments on the halls background. Especially the missing of seating space for parents or the lack of changing rooms and sanitary facilities. Based on the results of the research, recommendations for improvement or optimization were developed for each service. The recommendations mainly concern improving the quality of individual services and the overall background of the In Motion Academy.

Keywords: services, sports services, service quality, customer satisfaction