

Abstract

Title: Research of member's satisfaction with quality of services in dance school B-Original Prague.

Objectives: The main objective is to determine member's satisfaction with offered sport services. Results were used to make proposal for improve offered services.

Methods: Methods, which were used in this thesis, are based on theoretical knowledge, matching with the topic. During the satisfaction research was used quality research group interviews. Results were interpreted by summary protocol. Based on this results was made level of member's satisfaction how organization functions.

To gain basic information about running dance school B-Original was made half - structured interview with the owner.

Results: Based on marketing research we can state, that dance school B-Original has thanks to high quality services big amount of satisfied members. Proposals for improvement were shown to managers of dance school and they should make situation in dance school even better.

Key words: sport service, customer satisfaction, dance school, group interviews, marketing research