

## **Abstract**

**Title:** Marketing research of spectators satisfaction with Hokejová bitva

**Purpose:** The main aim of my thesis is to analyze how the spectators are satisfied with the offered services provided by organizers of Hokejová bitva and the general satisfaction with each event held in 2013 and 2014, and then compare the obtained information. Based on the results, I suggest some recommendations on possible improvements or changes in the criticized areas, which could lead to increased satisfaction of the audience and possibly to increase the number of viewers in following years of this event.

**Method:** Marketing research was conducted through a quantitative method, using the written and electronic forms of questionnaire survey. Respondents were randomly selected from all visitors of this event. The results are shown in tables and graphs MS Excel in the analytic part.

**Results:** The results of the analysis show that the spectators of Hokejová bitva in 2014 were generally more satisfied than spectators in the previous year. Based on identified insufficiencies in program and in other offered services are suggested possible measures of improvement.

**Key words:** Customer satisfaction, customer, sports event, quality of services.