

Abstrakt:

This thesis has focused on customer satisfaction. Mainly there are described the attributes that significantly influence the satisfaction. The research is based on service quality of mobile phone operators in Czech Republic.

The first part describes the relevant theories in psychology field about satisfaction in different context – life satisfaction, job satisfaction and mainly customer satisfaction. There is mentioned the problem with definition inconsistency among authors and then is provided details about service quality theories and customer satisfaction attributes categorization. Finally there is chapter that concerns about the difference between derived and stated importance of attributes.

The research object are the customers that use mobile phone services from three main operators in Czech Republic. The output is derived importance of the attributes which is calculated by multiply regression.