

Abstract

Title: Research of service quality of selected fitness center

Objectives: The main goal of this thesis is to identify the problematic areas of services provided by the selected fitness center and define specific proposals and recommendations for the management of the organization leading to the improvement of customer service.

Methods: Research service quality of selected fitness center was used the modified SERVQUAL questionnaire for sport services in Czech republic. This questionnaire compares the expected quality of services in an excellent fitness center to the actually perceived service quality in the selected club. The data collection took place in the period from February 2020 to March 2020.

Results: Based on the analysis of the service quality, it seems that the offered quality of fitness centre services is at a relatively high level. However, the research also identified some shortcomings in the individual indicators and found room for improvement. According to the identified shortcomings, recommendations and other steps were proposed to the fitness centre, which should contribute to even better services.

Keywords: sport, fitness, services, marketing mix, quality, SERVQUAL