

Abstract

Title: Customer satisfaction with services of Avalon fitness center

Objectives: The main goal of this diploma thesis is to determine customer satisfaction with the services provided by Avalon fitness center through the SERVPERF questionnaire. Based on the results, make changes and propose recommendations that should lead to improved quality of services in the Avalon fitness center.

Methods: A modified SERVPERF questionnaire method was used to determine customer satisfaction with the services in the Avalon fitness center. This questionnaire measures the actual perception of the quality of services provided. In addition to the questionnaire survey, semi-structured interviews were conducted to deepen the issue with management, trainers and selected customers of the fitness center.

Results: The results of the questionnaire survey are shown using graphs and tables. It is clear from the results that the customers of the Avalon fitness center are very satisfied with the services provided. Customers are most satisfied with the opening hours, equipment, provision of services at the agreed time and coaches. On the contrary, they negatively perceive the cleanliness of the background, the behavior of the receptionists, lockers in the locker rooms and updating the schedule.

Keywords: customer satisfaction, marketing research, services, sport centre

