

Abstract

Title

Marketing mix of the swimming pool in Kralupy nad Vltavou

Targets

The aim of this bachelor thesis is to identify the biggest negative gaps based on the SERVQUAL method in the services provided by the swimming pool in Kralupy nad Vltavou.

Methods

To obtain the necessary information, a quantitative survey was used, specifically a written survey through the SERVQUAL questionnaire, which was distributed at the swimming pool box office. This questionnaire compares and examines the expected quality of services in the company, which the customer imagines and the actual perceived quality of services provided.

Results

Based on a questionnaire survey using the SERVQUAL method, the largest negative measured gaps were identified. These include in particular: adequate water temperature (-1,099), modern premises (-0.983), customer information (-0.869) and suitable opening hours (-0.804).

Keywords

questionnaire survey, SERVQUAL method, services, quality, customer