

## **ABSTRACT**

**Title:** Customer satisfaction with the services of sports and relaxation club I'M FIT Wellness Fitness

**Objectives:** The thesis is dedicated to a survey of customer satisfaction level regarding the services of sport and relaxation club called I'M FIT Wellness Fitness. The level of satisfaction was measured by a service quality survey which was carried out by the questionnaire method SERVQUAL. The clients of the club compared the actual perceived quality of services provided by above mentioned sport and relaxation facility to the expected quality of services they assign to an “outstanding” fitness centre. Based on the results taken from this survey it was possible to classify the service quality of I'M FIT Wellness Fitness and to suggest certain recommendations which should lead to a higher level of service quality and also a higher level of customer satisfaction with the services provided there.

**Method:** The service quality survey in the sport and relaxation club I'M FIT Wellness Fitness was carried out by the standardized SERVQUAL questionnaire which was focused on the actual perceived quality of services and was comparing it to clients expectations they assign to “outstanding” fitness center. The data collection took place in the period from June 2011 till the end of the year 2011.

**Results:** The results of the customer satisfaction analysis of services provided by I'M FIT Wellness Fitness show that the clients are almost satisfied with those services and also with the total service quality. There are only originating some reserves which should be focused on by the club so that it reaches the absolute customer satisfaction. There are some suggestions and recommendations for I'M FIT Wellness Fitness club which are dedicated to those reserves in the quality of provided services and which should lead to the requested increase in service quality level.

**Key Words:** sport services, service quality, fitness centre, SERVQUAL questionnaire