

# ABSTRACT

**Title:** Analysis of customer satisfaction in the leisure center.

**Objectives:** This thesis is focused on leisure center Offpark. The main goal of this thesis is to find out satisfaction or dissatisfaction with the service in the leisure center. Offpark offer for its customer leisure activities – services which the thesis analyze and improve their individual aspects. The thesis compares the expected and the real value of individual aspects. This comparison will help deduce possible changes to improve the quality of services by major deficiency. The supporting aim is analyzing the thoughts and opinions of staff and a comparison with the ideas and opinions of real visitors. This comparison should discover distinction in opinions and views of visitors and instructors. The resulting differences in these two groups showed differences in understanding of the situation made by the visitors and the instructors, which was in some cases fundamental distinction.

**Method:** A survey of service quality was investigated by using Servqual questionnaire, which was distributed by e-mail address database of visitors leisure center Offpark. The research was carried out at the end of season 2012, when the research was presented to visitors as a tool to improve the quality of service to the next year. The basic idea of this questionnaire was to evaluate the expected (ideal) and real quality of service. The second used method was semi-structured interviews with instructors Offpark which should prove the diversity of perceptions same situation by visitors and instructors.

**Results:** Results from the Servqual questionnaire showed that visitors were globally more or less satisfied with the leisure center Offpark. However, there were some attributes of services which visitors consider worse than ideal. And on those attributes would Offpark should pay attention. It also showed the instructors have fallacious idea of some attributes of service. Deficiencies could be eliminated according to the recommendations in the final chapter.

**Keywords:** Leisure center, activity, customer, Servqual questionnaire