

## **Abstract**

This thesis examines the issue of measuring the quality of services from a theoretical and practical perspectives. It's trying to define the term *quality* in the context of library services, particular performance indicators used in practice and try to provide an overview of the possibilities of its measurement in the Czech environment as well as abroad.

It describes methods Balanced ScoreCard, Benchmarking, Total Quality Management, ServQUAL and SWOT analysis, which originally came from the commercial sector and Benchmarking of libraries, Bibliotheksindex and LibQUAL +, which were created directly for a field of librarianship. It also maps the various activities in this field at national and international level.

The practical part of the thesis consists of a survey in two selected libraries performed on the basis of three selected methods of quality measurement: Benchmarking of libraries, Bibliotheksindex and SWOT analysis.

In conclusion of the thesis is based on the information gathered from own experience and practice created a general framework for service quality, the possibility of increasing quality and it's measurement in academic libraries.