

Abstract

Title: Customers satisfaction with the services of Energy Studio

Objectives: The objective of this diploma thesis is to find out the quality of services provided by Energy Studio via SERVQUAL questionnaire. Then create suggestions and recommendations based on the results of this questionnaire. These suggestions and recommendations should lead to overall improvement of quality of all services offered by Energy Studio.

Methods: The research of service quality in yoga center Energy Studio was performed by using standardized SERVQUAL questionnaire which explored the actual perceived quality of services and was comparing it to clients expectations. The data collection took place in the period from February 2015 until the half of March 2015.

Results: The results of the customer's satisfaction analysis in Energy Studio Václava Krejčíka show that the customers are very satisfied with services provided by studio. The overall quality of services in that yoga center are evaluated better than was customers expectation. There are small gaps in some services, on which should Energy Studio focused in order to reach the maximal customer satisfaction. On the basis of the results there were put together suggestions and recommendations which should lead to the requested increase in service quality level.

Keywords: Customer satisfaction, service quality, SERVQUAL, Energy Studio