

Abstract

Title: Using the GAP Model of Service Quality in the FITcentrum Chrudim.

Objectives: The aim of this thesis is to analyze through GAP model the causes of the gaps that exist between the various levels of interaction in the process of providing services in the FITcentrum Chrudim. Based on the results was assessed the state of the organization and the solution was designed to achieve a higher quality of service and higher customer satisfaction.

Methods: For the research is used GAP model of service quality, model of five gaps. Individual gaps were investigated using questionnaires designed for customers and staff of fitness center, semi-structured interview with the owner of fitness and self-observation.

Results: The results of research are illustrated using the method of classification crosses, tables and graphs. The obtained dates helped to identify the services, what can be improved and to find the gaps in communication between employees and on the basis of this are set recommendations, how existing deficiencies minimize or completely removed. These results help to achieve a higher quality of providing services and enjoyment of the customers.

Keywords: sports service, service quality, customer satisfaction, GAP model of service quality, FITcentrum Chrudim