Abstract

Title:

Quality sports services in institutions intended for children aged 3-6 years (preschool education)

Objectives:

The main objective of this bachelor thesis is to determine the quality and satisfaction of parents with sports services provided in institutions for preschool children and proposals for its improvement.

Methods:

Marketing research was carried out using a modified SERVQUAL questionnaire in the written form. This questionnaire was given to the teachers of each class in the kindergartens and then was passed to the parents of children.

Results:

The results of this thesis show that neither of the two nurseries does provide services with which the parents were fully satisfied. After the comparison of the two nursery schools, the kindergarten in Holešovice came out with better results than the institution in Spořilov. The biggest problem was attribute of tangibles that was mainly due to the location of the both kindergarten buildings and premises for physical activity. Conversely, the attribute of reliability received best rating.

Keywords:

Marketing research, questionnaire, kindergarten, SERVQUAL