

Abstract

- Title:** Service quality according to customers in sports centre Jeremi
- Objective:** The main goal of this thesis is to execute a marketing research of service quality in sports centre Jeremi. The research is done by a questionnaire survey with the aid of Brady model. Suggestions recommendations for improvements service quality in sports centre Jeremi are made on the basis of compiled results.
- Methods:** Brady model which deals with service quality perception is used for the research. Individual dimensions of this model are studied by a customer-oriented questionnaire survey. The estimation made by the management of sports centre Jeremi and my own direct monitoring were also included in the research.
- Results:** The research results are represented by graphs, cross classification and tables. Shortcomings which should be improved according to customers were found. Suggestions and recommendations were created to eliminate these shortcomings. Afterwards, sports centre Jeremi should reach improvement in service quality and customer satisfaction.
- Key words:** customer, service, satisfaction, sports centre, quality, research