

Abstract

- Title:** Service quality of Solarium Fitness BBC Evropská in comparison with a competitor
- Objectives:** The main aim of this master's thesis is to measure a level of customer satisfaction with services provided by Solarium Fitness BBC Evropská, to analyse the customer's opinion and to reveal possible gaps in services offered by this sports centre. In case of necessity to suggest the measures leading to improvement of this quality of services and consequent increase in customer satisfaction. The partial purpose is the comparison of customer satisfaction of Solarium Fitness BBC Evropská with the competitor.
- Methods:** A quantitative research, specifically a written questionnaire SERVQUAL, handed out to customers of the sports centre, was used to obtain information from respondents. This questionnaire examines and compares expected quality of the provided service, i.e. the quality that is expected by customers in an ideal fitness centre, with the real level of perceived service quality provided by Solarium Fitness BBC Evropská.
- Results:** This survey of satisfaction among customers with the service provided by Solarium Fitness BBC Evropská has shown a high level of clients satisfaction, more satisfying than results of surveyed competitor. However, this research has revealed some light areas for improvements, that could be the way how to achieve the best service level. This thesis thus offers slight recommendations that could be used to increase the level of service quality provided by the examined sports centre.
- Keywords:** fitness centre, sports services, customer satisfaction, quality of services, SERVQUAL questionnaire, competition