

Abstract

- Title:** Service quality research in swimming facility for children.
- Objectives:** The main goal of this master's thesis is to analyze the quality of services in the swimming facility for children called Babyclub Čochťánek. Used questionnaire method is based on modified version of standardized questionnaire SERVQUAL. Marketing research results lead to the suggestions and proposals for facility management, who can improve level of offered services, gain new customers and increase satisfaction of the current ones.
- Methods:** Marketing research consists of quantitative and qualitative methods. For interview with Babyclub clients are used written and electronic questionnaire, inspired by a standardized questionnaire SERVQUAL, which determines the quality of services from the customer's perspective. The questionnaire examined the actual perception of service quality and compared it with the respondent's expectations. The study also used a semi structured interview with the Babyclub owner, under which it is recorded in the results of an estimate by Babyclub management. The theoretical part is based on the analysis of documents.
- Results:** Research results are displayed in graphs and classification crosses, which are pointing out the fact that service quality in Babyclub Čochťánek is from customer's point of view above the average. Nevertheless, some shortcomings appeared that management of the Babyclub should solve out. Based on the research results there were suggestions and recommendations made which lead to elimination of shortcomings and to improve the current level of provided services in Babyclub Čochťánek.
- Key words:** Babyclub, children swimming, questionnaire, cross classification