

## **Abstract**

**Title:** Service Quality evaluation in fitness club Fit Effect|Fitness & Wellness

**Objectives:** The main goal of this thesis is to do a marketing research of service quality in fitness club Fit Effect|Fitness & Wellness. The research is conducted using a questionnaire survey based on Brady's model. Another objective is to verify the reliability of individual questions in the questionnaire based on the results of statistical method of factor analysis.

**Methods:** The primary method selected for this research was questionnaire with structure based on Brady's model. Another method of direct observation was applied in the environment of fitness club Fit EffectFitness Wellness. In addition, the structured interview with open questions was held at the fitness club to obtain basic background information. The statistical method of factor analysis was used to ensure the reliability of each individual question in the questionnaire.

**Results:** The research results are represented in graphs, tables and classification crosses. Suggestions and recommendations were made for fitness club Fit Effect|Fitness & Wellness according to the obtained results.

**Keywords:** sport services, customer, quality, satisfaction, factor analysis