

## **Abstract**

**Title:** Evaluation of the quality of services from the perspective of parents in street hockey – category mini-mite team and mite team

**Objectives:** The main goal of this thesis is to evaluate the level of quality of services provided by extra-league street hockey clubs throughout the Czech Republic from the perspective of parents as customers in the categories of mini-mite teams and mite teams with subsequent delivery of recommendations to improve these services to increase the overall level of service and the attractiveness of the stated sport for children.

**Methods:** The obtained data are collected based on a standardized SERVQUAL questionnaire, used to measure the quality of services provided and respondents' satisfaction. The questionnaire was distributed to 12 extra-league street hockey clubs in a form of online questionnaire through representatives of these clubs who directly send it to the parents of 357 children falling into the category of mini-mite team and mite team.

**Results:** Based on the survey, it was possible to identify gaps within the basic five categories (according to the SERVQUAL methodology - material security, reliability, responsible approach, sense of security, empathy), where the highest gap reached belonged to the category reliability, followed by material security. The additional category of expertise then shows gaps with the absolute highest value – problems occurred especially at the level of setting adequate training intensity for the child customer and effective use of training time. The survey shows that parents as customers are relatively satisfied with the services provided by extra-league street hockey clubs. No gap exceeds the limit value of -20 and therefore the level of services can be described as of high-quality.

**Keywords:** customer satisfaction, SERVQUAL