

Abstract

Title: Quality of sports services in selected public daycare centers

Objectives: The main objective of this bachelor thesis is to determine the quality of sports services in selected public daycare centers in the territory of Mladá Boleslav and based on the results to propose recommendations that will reflect the shortcomings in the services provided.

Methods: The principles of the SERVQUAL and SERVIMPERF methods were used to investigate service quality. The data were collected using an electronic questionnaire addressed to the parents of the children. The questionnaire was sent to the directors of two selected daycare centers with a total capacity of 274 children and subsequently published on their websites.

Results: The survey shows that in none of the selected public daycare centers did the average value of the perceived quality of services exceed the value of importance. For daycare centre A the average value of importance is 6.38 and the value of perceived quality is 6.07, in the case daycare centre B it is 6.06 for importance and 5.84 for perceived quality. None of the average values of the examined dimensions was lower than 5. The differences between the values of importance and perceived quality of the provided sports services are not significant and overall, it can be said that parents are satisfied with the quality of the provided services.

Keywords: public daycare centers, SERVQUAL, SERVIMPERF