

Abstract

Title: Customer satisfaction at the fitness center DrFit

Objectives: The aim of this bachelor thesis is to evaluate customer satisfaction in a selected DrFit fitness centre using the method of service quality measurement and on the basis of the findings to propose recommendations for practice that would lead to increased customer satisfaction with the services provided by the fitness centre.

Methods: The SERVQUAL questionnaire method is used to determine the differences between the truly perceived level of provided service compared to the previous expectations. Thus obtained results are presented in clear tables and graphs.

Results: The final results demonstrate that DrFit fitness centre customers are satisfied with the provided services, although in some areas the expectations were higher than the actual perception, which, however, allowed to draw recommendations for improvement and thus to increase customer satisfaction.

Keywords: SERVQUAL, questionnaire, measurement of service quality, marketing, customer