

Abstract (EN)

Title: The process of pilot standardization of the Czech version of the questionnaire SERVQUAL for the sports services industry.

Objectives: This paper focus is to initiate the standardization process of the Czech version of the SERVQUAL questionnaire for fitness and recreational sport and prepare the ground for its future use in practice.

Methods: First was SERVQUAL questionnaire translated into Czech language and distributed to two fitness centers during six months period. Then using Generalizability theory and faktor analysis the reliability and internal structure of this instrument was examined.

Results: Provides information about use of this instrument in assesing service quality of fitness centers in Czech republic . Proposes recommendations for further modification and use the questionnaire in the Czech environment.

Key words: Service quality, Measurement of service quality, Generalizability theory, Factor analysis.

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