

Bibliographical Identification:

Author`s first name and surname: Mgr. Jan Šíma

Title of the doctoral thesis: Quality of sport services in Prague fitness centers from the customer perspective

Department: Department of Sport Management

Supervisor: doc. Ing. Eva Čáslavová, CSc.

The year of presentation: 2015

Abstract:

The thesis is aimed at the problems of sport service validation in the area of fitness. A review of the most used methods for sport service validation was completed. We focused on measurement according to subjective criteria, where the service quality is evaluated by the customers themselves.

A practical part is dealt with using cross-cultural validation of the SERVQUAL method (PARASURAMAN, ZEITHAML, BERRY, 1988), originally validated for American customers. Our questionnaire was translated by modified direct translation and, in terms of pilot standardization, was tested on a sample of 46 participants from two fitness centres. A modified Czech version of SERVQUAL questionnaires was the main tool of our data collecting during the market research in six fitness centres chosen randomly with a sum of 697 participants. The main target of the research was to obtain Prague customers' opinions of each single feature of the quality of service.

After finishing the market research, by means of SEM – Structural Equation Model, we repeatedly evaluated the reliability of the model. On the basis of SEM results we designed a hierarchical correlated factor with a general factor and four factors corresponding with questionnaire's subscales.

Keywords: sport, fitness, services, customer, quality, SERVQUAL

This research was supported by the Grant Agency of Charles University (GAUK), project 267811 Measuring sport services quality in fitness industry.

I agree the thesis paper to be lent within the library service.