

Abstract

Title: Comparison of fitness centers in Český Brod based on customer satisfaction

Objective: The main objective of this study is to compare the quality of services of two fitness centers in Český Brod in terms of customer satisfaction. Namely, they are the fitness center Infinity and the fitness center Natálie. Another objective is to determine, what the factors of customer satisfaction are and which center provides services deemed more satisfactory.

A secondary goal is to provide the management of both centers with improvement options leading to greater customer satisfaction.

Methods: Primary data was obtained from a Servqual survey provided to the customers at the reception of each fitness center. More data was gathered via a semi structured interview with each fitness center management.

Results: The questionnaire survey indicates that the customers are more satisfied with the services of the fitness center Natálie. However, in neither of the fitness centers are the customers satisfied in all areas of research. The last part of this work contains proposed recommendations, which should be addressed by the fitness centers management in order to improve the customer satisfaction with the provided services.

Keywords: Servqual questionnaire, fitness, customer satisfaction, sports services, competition