

## **Abstract**

**Title:** Customer satisfaction in a selected fitness centre

**Objectives:** The central aim of this bachelor thesis is to propose recommendations that will lead to an increase in the quality of services provided through the analysis of customer satisfaction in a selected fitness centre. The main aim is to achieve a higher level of customer satisfaction and to strengthen the overall position of the fitness centre in the market.

**Methods:** In the bachelor thesis, the SERVQUAL questionnaire method is used to compare the actual level of provided services with customer expectations. Subsequently, the obtained results are then presented graphically for better clarity and readability.

**Results:** The results of the study indicate the overall satisfaction of customers in the selected fitness centre with the services provided. However, it appeared that some areas of service did not meet customer expectations. However, it has been revealed that certain areas of the services did not meet customer expectations. This difference between expectation and reality provides valuable insights for identifying areas where services can be improved, thereby enhancing overall customer satisfaction. Customers are most satisfied with the fitness center environment and promotional materials. Negative gaps arose in the employee responsibility dimension, where the fitness center should appeal to serve clients faster, empower employees at peak times, and also to emphasize the importance of putting the client first.

**Keywords:** SERVQUAL, fitness centre, questionnaire, measurement of service quality, marketing, customer