

## **Abstract**

**Title:** The evaluation of quality service in the sports facility Power Plate.

**Objectives:** : The main target of this bachelor's thesis is determine the service quality of Power Plate Center in Jungmannova street, Prague 1. Based on results of the questionnaire I recommend some improvements which leads to better satisfactions of customers.

**Methods:** In this thesis was used a quantitative method of data collection based on a questionnaire. Results are shown graphically.

**Results:** After results evaluations, several weaknesses of Power Plate center showed. Based on these results we made measures and recommendations which should improve the quality of services provided.

**Keywords:** Service, quality, sport, marketing research, questionnaire, sports equipment, Power Plate.