

Abstract

Title: Quality of physical education at TJ Slavoj Český Brod z. s.

Objectives: The objective of this thesis is to assess the quality of services provided by TJ Slavoj Český Brod. Suggestions for improvements will be put forward based upon any findings. The aim is to increase the quality of physical education and as a result also increase the contentment of club members.

Methods: Primary source of data was a modified QUESC questionnaire provided to the customers of TJ Slavoj Český Brod z. s. The customers had an opportunity to submit their answers at the receptions of selected sport centers, during their training or sent in an electronic form. Additional research data was collected through semi structured interviews with the management of TJ Slavoj Český Brod, with the heads of individual divisions and through other available records.

Results: Based upon the overall results it can be concluded that the members of TJ Slavoj Český Brod are satisfied with the provided services. The gap between the expected and perceived quality of service was analyzed and the results are presented per criteria as a mean gap of each given criterion: atmosphere – environment (-0,2), staff attitude (-0,39), reliability (-0,07), information availability (-0,38), program selection (-0,14), price (-0,02), safety (-0,39) comfort (-0,18). The customers were satisfied with the following attributes: atmosphere-environment, reliability, program selection, price, and comfort. Shortcomings were perceived in staff attitude, information availability, and safety. A negative gap of -1 or larger which would indicate a dissatisfaction with a provided service was not recorded in either the overall results of the club, nor in the per criteria results of individual divisions. Only two criteria broke this benchmark: the environment conditions (basketball division -1,05) and parking (basketball -1,4)

Keywords: QUESC, questionnaire, sport services