

# [Dimensions of service quality of burger king](https://assignbuster.com/dimensions-of-service-quality-of-burger-king/)

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Dimensions of Service Quality of Burger King Evaluation of quality service at a service provision centre is effectively done through the use of dimensions of quality including tangibles, reliability, responsiveness, assurance, and empathy. The study will analyse the dimension of service quality at Burger King Restaurant located in 4790 South US 41, Terre Haute, IN 47802.   
Dimension   
Performance   
Tangibles   
Clean and appealing to the customers eating at the restaurant   
Well groomed and neat personnel serving the clients   
Fresh food provision   
Reliability   
Slightly long time in providing service   
Accurate recording of the amount billed for the food at the restaurant   
Full order is provided as ordered despite the slight delay   
Responsiveness   
Employees explain the reason for the slight delay, which was the fresh preparation of the food ordered   
One is attended to, and order taken as soon as you are shown your table and provided the menu   
Update on the order progress is fast and makes you patient as you wait keeping you engaged with a fruit drink   
Assurance   
Employees are knowledgeable about the services and products at the restaurant explaining and providing all the information required   
Burger King has a good reputation and is respected service provider globally   
Well-mannered employees ready to help at any time during the time at the restaurant from the parking attendants to the waiters   
Empathy   
Employees consider personal needs and provide changes to the order to cater for allergies and personal preferences of the customers   
Customers interests are taken as priority in providing efficient quality food and within the promised time reducing the waiting time   
Each customer is treated individually and allocated enough time to order and effectively choose his/her food   
Verdict: In my opinion, Burger King located in 4790 South US 41, Terre Haute, IN 47802 passed in terms of the dimensions of quality. The reason for the assertion is that in terms of empathy, assurance, responsiveness, and tangibles the restaurant meet the quality needs fully and despite a long waiting time for the order, meeting the reliability needs halfway, the restaurant passes the quality dimension review.