

# [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.