

Dimensions of service quality of burger king

Business



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

<https://assignbuster.com/dimensions-of-service-quality-of-burger-king/>

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.