

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

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Dimensions of Service Quality: A Case Study of Starbucks Service quality is increasingly becoming important and actually influential in modern business strategy. One firm that has been achieved tremendous success as a result of its service is Starbucks. The company is a must visit ready to drink coffee retailer with stores throughout the United States and beyond. I have personally visited Starbucks’ retail store located at 3017 US-41, Terre Houte, In 47802. In this paper I therefore will be examining the store’s performance on the various dimensions of service quality.
Tangibles
Uniquely designed store
Very comfortable chairs
The store is built on the green buildings model with LEED certification
Reliability
Open between 5. 30 AM and 11. 00 PM Monday through Sunday
Wide variety of coffee tastes and snacks
Mobile Payments
Responsiveness
Drive thru services
Free Wi-Fi for customers
Oven warmed food
Assurance
Employees well versed with products
A strong Starbucks brand
Starbucks card for ease of payments
Empathy
Very polite and professional employees
Customer feedback taken with seriousness
Store personnel available for every customer
Based on the five dimensions of service quality assessment, it is my opinion that the company has continued with its customer leadership culture. With green buildings, comfortable stylish stores designed to reflect the neighborhood, responsiveness to customer preferences and a highly motivated team of employees the company is performing well generally. The particular store is not left behind as it clearly depicts the culture of Starbucks as your next door neighbor. Chairs at the store are particularly comfortable and there is clear of message of environmental sustainability.