

Dimensions of service quality of starbucks

Business



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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

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

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.