

SERVQUAL Dimensions and Items

DIMENSION	ITEM NUMBER	ITEM
Tangibles	1	The technical equipment of ... is totally up to date.
	2	The office is attractive.
	3	The employees are well dressed.
	4	Tools to help perform the service are attractive.
Reliability	5	Promises to perform the service within a certain time are always kept.
	6	Complaints or problems are solved with great concern.
	7	... delivers the service correctly at one go.
	8	... delivers the service at the time agreed on.
	9	The administration/order registration is never incorrect.
Responsive-ness	10	One cannot expect ... to inform customers about the exact time of delivery.
	11	It is not realistic to expect immediate service delivery from ...
	12	Employees of ... are not always willing to help customers.
	13	It is acceptable that employees are too busy to help customers immediately.
Assurance	14	The behaviour of the employees of ... impresses customers with the reliability of the service.
	15	Customers feel confident when in contact with employees of ...
	16	Employees are always friendly and courteous.
	17	Employees possess the knowledge to answer questions of customers.
Empathy	18	From employees of ... one cannot expect to pay attention to each customer individually.
	19	From employees of ... one cannot expect to pay personal attention to each customer.
	20	It is not realistic to expect from employees of ... to understand the specific needs of customers.
	21	It is not realistic to expect from employees of ... to only serve the interest of the customer.
	22	One cannot expect that opening hours are appropriate for all customers.

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Each item is measured on a 5-point Likert scale:

1- completely disagree

2 – disagree

3 – neither disagree nor agree

4 – agree

5- completely agree