

**TABLE 5.6:** Relative Importance of RATER Dimensions

DIMENSION	DESCRIPTION	RELATIVE IMPORTANCE
Reliability	Ability to perform the promised service dependably and accurately	32%
Responsiveness	Willingness to help customers and provide prompt service	22%
Assurance	Knowledge and courtesy of employees and their ability to convey trust and confidence	19%
Empathy	The individualized attention and caring that the firm provides to its customers	16%
Tangibles	Appearance of physical facilities, equipment, personnel, and communication materials	11%