Objective: To assess the service quality of care as perceived by people with type 2 diabetes. Materials and method: A cross-sectional study was carried out with 180 people with type 2 diabetes, in diabetes clinic, using convenience sampling, in Tabriz, Iran in 2011. Service quality was calculated using: SQ=10 – (Importance × Performance) based on importance and performance of non-health aspects from the patients perspective. Data analyzed with SPSS17 software. Results: from the participants' perspective, Of 12 aspects of service quality, communication, prevention and safety had highest score for importance. Dignity and timeliness/prompt attention had highest score for performance. But continuity of care, dignity and confidentiality had the highest service quality score from the participants’ perception. There was no statistically significant relationship between service quality score; age and diabetes status. Conclusion: Study findings revealed that there is a noticeable gap between patients, expectations and real perceptions. Also overall service quality and all aspects of service quality with the exception of continuity of care, dignity and confidentiality had inadequate quality.