

KEY CONCEPTS REGARDING THE QUALITY OF SERVICES AND ITS MANAGEMENT

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Annotation

The article explores the basic concepts related to service quality and its management.

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The service sector plays an important role in the world economy. Over the past 30 years, the share of services in the gross national product of developed countries has exceeded 70% ¹. According to UNESCO, more than 70% of the working age population of the planet is engaged in this type of service. The growth of demand for services is directly related to scientific and technological progress and increasing the economic efficiency of production. Even today, the role of the service sector is growing rapidly. In the service sector in the United States - 75%, in Germany - 48%, in Italy - 35% jobs are appropriate. In Uzbekistan, this type of activity covers more than 50% of the country's population and the share of services is about 35.5% of GDP ². Especially in the last few years, the pace of development of the service sector has been surprisingly high.

We believe that the rapid development of the services market is due to the following factors:

- enterprises and organizations specializing in services do not spend large sums on fixed assets;
- as the living standards of the population improve, so does their demand for services and additional amenities
- strata of the population interested in various types of services and their number is growing
- the range of services is expanding, from popular and generally accepted services to exotic services.

All of the above conditions apply to Uzbekistan as well, but there is less experience and culture in the service sector. Development of the service market forcing enterprises and organizations in this field to become more active in the search for technologies that will increase their competitiveness and maintain the previously sustainable growth of their business.

We believe that attempts to apply justified approaches in the field of material production in the service sector often fail for the following reasons:

- service activities Has a “creative” nature and this aspect is directly assessed by the client;

¹<https://credinform.ru/ru-RU/Publications>

²<https://review.uz/post/sfera-uslug-v-napравleniyax-sovershenstvovaniya>

- service and consumption are often done at the same time;
- the percentage of manual labor in the service sector is high, the quality of which depends on the individual qualities and characteristics of the employee;
- the diversity of customer requirements makes it difficult to standardize service methods.

Any product, that is, it whether in the form of a tangible product or service, an integral feature of the quality of this product is its ability to meet specific needs and change in accordance with consumer requirements.

“Service” The generally accepted definition of the concept has not yet been elaborated in detail, but many definitions of this concept have been given, of which the following are some basic suggestions:

F.Kotler: " Services - any activity or interest that one party can offer to another, and which is mainly intangible and does not lead to the ownership of anything»³

T.Hill: “Service is one is a change in the status of a person or product belonging to an economic (economic) unit as a result of the activity of another economic (economic) unit with the prior consent ⁴ of the first economic (economic) unit ” .

Whatever the definitions of the concept of service, the main feature of the service that ensures the unity of opinion of experts is considered to be “intangibility”, ie. it cannot be tasted, transported, packaged or inspected before receiving the service. The buyer is forced to believe the seller.

Thus, **service** is a purposeful activity, the result of which is expressed in a useful way that can meet a person's needs, and this aspect may initially be the object of supply and demand in the market.

defining the concept of service and determining its quality, it is more appropriate to focus on the process of creating and presenting it . In the service, two questions become clearer: what the consumer will get as a result of receiving the service and how the service will be provided to him.

In general, we believe that the most important aspects of consumer services are:

- “Material” quality, ie aspects of the service that are significant for the consumer (appearance of restaurant food , decoration of hotel rooms, width of seats on trains and planes, service life of spare parts, etc.);
- "intangible" quality , which is noticeable to the consumer (reliability of advertising, the absence of errors in the preparation of various documents, the reduction of errors in banking operations, etc.);
- service time ;
- "Psychological" quality (hospitality, sincerity, kindness, caring and others).

Service quality is of the buyer needs satisfaction and to them put meet the requirements ability defining service show properties is a set. This is it shown services level consumer expectations How most arrival is the size of

Service quality when you say service functional release for used technician tools and other material objects quality as well as customer offer being services degree such as indicators the result need to understand . From this except the last indicator customer by in the organization service show quality in the evaluation hall seeker importance has _

Services quality put requirements national standards , international , this including specialized

³ Kotler , F. Upravljenje marketingom [Text] / F. Kotler . M. : Economics, 1980

⁴ Nikolaeva, M. A. Marketing tovarov i uslug [Text] : uchebnik / M. A. Nikolaeva. M .: Izd . dom « Delovaya literature », 2001.

organizations normative-technical documents , as well as in organizations activity manager quality systems within marked .

The services and the appropriate methods of providing them have both qualitative and quantitative characteristics. Quantitative characteristics can be measured, while qualitative characteristics require subjective evaluation.

Features related to service requirements Examples include:

- waiting time, service life, accuracy of calculation date (quantitative characteristics) ;
- level of confidence, ease of use, safety, speed of attention, courtesy, sincerity, aesthetics and hygiene (quality features).

Examples of features related to the requirements for the form of service provision are :

- efficiency of the service enterprise , number of service facilities, number of employees and duration of individual processes (quantitative characteristics);
- competence, ability to pay attention and relationships (qualitative characteristics).

From the point of view of researchers L.Berry, A.Parasuraman, V.Zeytaml, the indicators of service quality are as follows⁵:

- availability (availability) , easy access to the service in a convenient place, at a convenient time, without waiting for its delivery ;
- politeness, that is friendly, respectful and caring attitude of the service providers.
- competence , i.e. service personnel have the necessary skills and knowledge;
- reliability , that is, services are provided with care and at a stable level
- sensitivity , i.e. employees are sensitive and creative in problem solving and customer satisfaction ;
- security , i.e. the services provided do not pose any risk or risk and leave no room for doubt ;
- conformity , ie the material units of the service clearly reflect its quality;
- *customer understanding / familiarity* , i.e. employees try to understand the customer's needs as well as possible and pay attention to each of them;

In the service sector, the process of quality management is considered an integral part of the provision of services, which reliably ensures the continuous compliance of the service with the established requirements and complete user satisfaction, including monitoring the performance of services, the delivery process and their standards is achieved by controlling activities to maintain.

Improving the quality of services provided is achieved through continuous improvement of the processes in the activities of organizations that provide these services. To do this, to carry out its activities in a way that fully meets the needs and desires of the consumer ; Improving the organization of service delivery using advanced local and foreign achievements in the quality management system; the market for services needs to be maintained and expanded.

Quality of services provided should be considered not as the main goal, but as the basis of economic stability of the enterprise.

Believe that the implementation of the above goals and objectives can be achieved through :

- participation of all employees in ensuring and improving the quality of services provided;

⁵ Parasuraman , A. Conceptual Model of Service Quality and Its Implications for Future Research [Text] / A. Parasuraman , LL Berry, VA Zeithaml // Journal of Marketing. 1985. Vol. 49

- constant communication with the consumer on the quality of services provided;
- interaction with equipment manufacturers to ensure sustainable service quality that meets consumer requirements;
- monitoring and evaluating the performance of employees at all levels ;
- continuous professional development and quality management procedures;
- systematic inspections and analysis of their results, continuous improvement of the quality management system on a feedback basis with consumers.

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