



## THE MAIN DIRECTIONS OF IMPROVING THE QUALITY OF SERVICES IN SERVICE ENTERPRISES

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### Annotation

This article examines the factors that improve the quality of resources of service enterprises, increase labor potential and quality of services provided to consumers, improve service processes, provide a competitive advantage for the service company and improve the quality of services.

**Keywords:** service economics, resource, labor potential, quality of services, competitive advantage, factors, service process, consumers.

### Introduction

The modernization of the economy, the development of modern branches of economic activity based on information and communication technologies, and the level of competitiveness are mainly determined by its natural resource potential, the number and quality of labor resources, the technical and technological level of production (service), the ease of the conditions created for doing business, in enterprises is determined by several factors, such as the volume of demand for manufactured products.

Today, the development of the digital economy in the world is taking place at a rapid pace. The development of the digital economy makes it possible to fully satisfy consumer demand and increase labor productivity in economic sectors and sectors. E-commerce makes it possible to prevent crises by accelerating the sale of goods and services. In this case, the virtual payment system accelerates the circulation of goods. Internet advertising, in turn, makes it possible to expand the advertising audience worldwide.

Also, in the current conditions, an innovative approach to the issue of increasing the level of competitiveness in service enterprises is required. It is necessary to create new competitive advantages that allow to expand their specialization and diversify service processes by rapidly introducing innovative technologies and modern scientific achievements into service industries. This is one of the urgent tasks of improving the quality of service by optimizing service processes in the field.





From this point of view, in the Address to the Oliy Majlis of the Honorable President Sh.Mirziyoev, "One thing should be emphasized, for the stable operation of the economy during the pandemic, entrepreneurs contribute equally with the state. That's why we all have to stand shoulder to shoulder with entrepreneurs and always support them. In this regard, ensuring the rights of businessmen, especially the inviolability of private property, should be the main task of state bodies at all levels" [6].

Based on these tasks, it is important to improve the quality and competitiveness of the services provided to the population based on the development of the activities of the service sector entities.

### **Literature Review**

Some aspects of effective use of resources in the service economy, development of the service sector and improvement of the quality of services provided to the population, ensuring the competitiveness of services provided by economic entities, and improvement of service processes have been researched scientifically, theoretically and methodologically in scientific literature. Pardaev M.Q. [4, 133 p.] in the textbook, problems of development of service, service and tourism sectors, ways of effective use of labor resources in the service sector, factors and trends of increasing labor productivity are researched. Also, the social, economic and institutional foundations of the development of the service and tourism sectors have been scientifically researched.

Avanesova G.A. [1, 215 p.] in his work researched the directions of effective use of economic resources in the service sector, increasing socio-economic efficiency in the sector, improving the quality of services provided to consumers in accordance with their requirements, and achieving labor efficiency.

Erofeeva A.P. [8, 141 p.] in his work, improvement of service processes in enterprises, ensuring the competitive advantage of service industry subjects, the relationship between the quality of services in enterprises in the field and their consumer characteristics, criteria and indicators for evaluating the quality of services, improvement of service provision processes based on intensive factors, and service provision The processes of modernization of the personnel management system in enterprises were researched.

Vatolkina N.Sh. [8, p. 374-382] in his article, elucidating the nature of the "service quality" category in the service sector, systematizing modern models of service consumption characteristics and quality, service quality management, and methods of service quality assessment based on their comparative description are researched.





### **Research Methodology**

In the research process, a dialectical and systematic approach to the study of economic systems and ratios, comprehensive assessment, comparative and comparative analysis, statistical and dynamic approach, and grouping methods were used to improve the quality of services based on the effective use of resources in service enterprises.

Also, directions and methods of fully satisfying consumer demand and ensuring competitive advantage of service sector entities were researched based on improving the quality of services in service enterprises.

### **Analysis and Results**

Currently, the socio-economic development of the countries of the world differs sharply from the previous stages in terms of its nature and content. A new interpretation of economic growth requires modern, conceptual approaches in world economics. In particular, effective activity in the service economy has been researched somewhat more widely than industrial activity, which is explained by the fact that primarily socially oriented activity is aimed at ensuring the standard and quality of life of the population in society.

Improving the quality of resources in service enterprises allows to increase labor capacity and the quality of services provided to consumers, as well as to improve service processes. Competence reflects the sum of qualitative indicators of the resource, that is, it consists in ensuring the activation and practical application of the human factor in the form of realizing the potential capabilities of one worker. Therefore, great attention is paid to improving the quality of service by increasing labor capacity in service enterprises.

The total volume of services in Samarkand region in 2021 will be 11393.7 billion soums, and this indicator has increased by 2.2 times compared to the indicator of 2016. Services in the field of architecture, engineering research, technical testing and analysis (4.1 times), accommodation and catering services (3.1 times), communication and information services (2.5 times), as sectors and industries with the highest growth rates in the region. services related to real estate contributed (2.4 times). In the rest of the sectors, the growth rate had almost the same trend, that is, educational services - 2.2 times, finance, transport, repair of computers and household goods - 2.1 times, respectively, in personal services - 2.1 times, trade, rental and rental services - 2.0 times. , healthcare services increased by 187.0%. In 2012, the contribution of the volume of services in rural areas to the total types of services in





the region was 54.0%, and in 2021, this indicator was 57.0%. However, the weight of the provided services per capita is much lower in rural areas than in cities (Table 1).

Table 1 Volume of services by types of services in Samarkand region (billion soums)

№	Indicators	Years				Growth in 2016-2021, (%)
		2016	2018	2020	2021	
1.	Total services Including:	5249,9	8237,6	9906,3	11393,7	2,2 times
2.	Communication and information	248,9	532,3	610,2	613,0	2,5 times
3.	Financial services	547	657,3	996,1	1173,5	2,1 times
4.	Transport services	1478,7	2504,2	2729,0	3155,0	2,1 times
4.1	Including: car transport services	1345,9	2365,3	2510,1	2874,3	2,1 times
5.	Яшаш ва овқатланиш хизматлари	128	194,0	267,4	398,4	3,1 times
6.	Accommodation and food services	1610,3	2492,1	3024,6	3288,5	2,0 times
7.	Services related to real estate	156,5	245,4	279,8	375,1	2,4 times
8.	Educational services	217,9	341,8	433,4	484,2	2,2 times
9.	Health care services	95,4	112,6	135,8	178,4	187,0
10.	Rental and rental services	201,8	305,8	355,6	406,2	2,0 times
11.	Repair services for computers and household goods	168,7	260,9	293,9	348,4	2,1 times
12.	Personal services	232,5	342,0	419,3	480	2,1 times
13.	Services in the field of architecture, engineering research, technical testing and analysis	34,7	52,8	87,0	142,5	4,1 times
14.	Other types of services	129,5	196,4	274,2	350,5	2,7 times

The competitiveness of services in service enterprises is determined by their superiority over the products of other manufacturers (service providers) of the same type in terms of quality and price.

A number of factors determine the competitive advantages of service enterprises. These can be divided into two groups:

1. Level of development of national companies;
2. The quality of the macroeconomic business environment [7, p. 14].

In the reports of the participants of the World Economic Forum held annually in Davos, Switzerland, it is emphasized that competitiveness at the level of firms is related to four main factors: resources (availability, size and quality of resources for the enterprise to start production in the country); external competition; demand; inter-industry relations.



In our opinion, the same definition can be extended to the competitiveness of service enterprises (Figure 1).

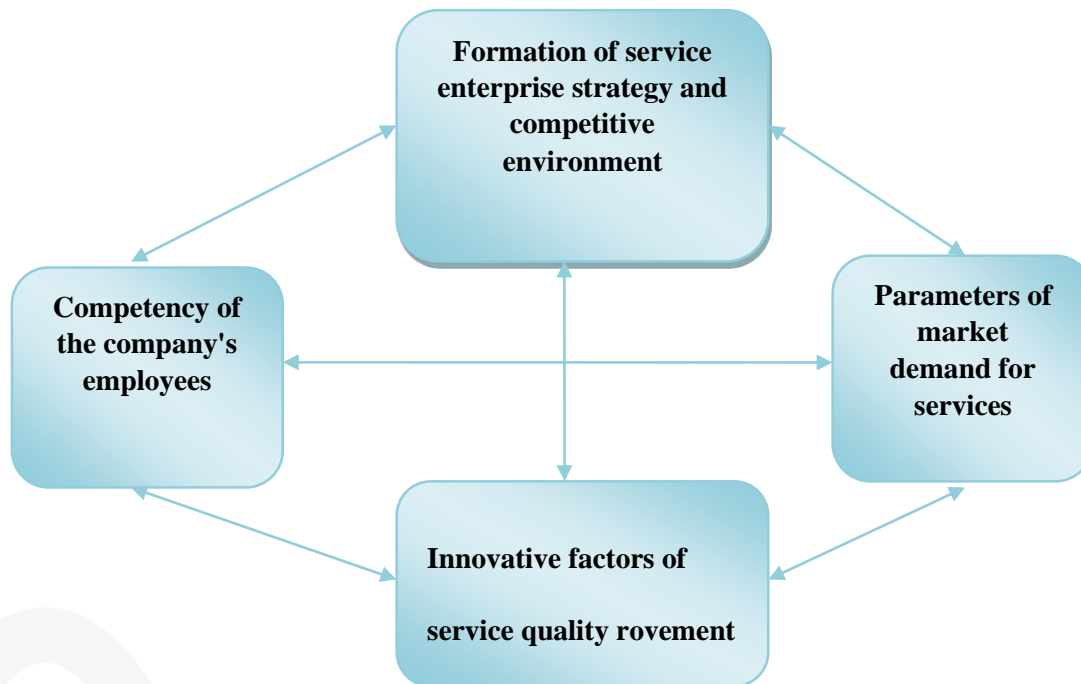


Figure 1. Elements that make up the competitive advantage of the service enterprise

Competitiveness of the service economy is the ability to provide (production) services that satisfy market demands, ensure economic development and increase the quality of life, and maintain high rates of economic growth in the medium and long term.

One of the main factors of increasing competitiveness in the conditions of the innovative development of the economy in our republic is the improvement of the efficiency of services in service enterprises. First of all, it can be achieved by improving the quality of service to consumers based on the effective use of existing labor resources in the field of service provision. The level of satisfaction of consumers with the provided services depends on the quality of the services, their implementation and effectiveness. The quality of the provided services is a process that ensures the satisfaction of the specific and intended demands and needs of consumers, and it represents a set of specifications of the contracts for the provision of services.

In this case, services are provided to consumers on the basis of a contract (for material services) and a service contract (for social, material services) concluded between the provider of services and its consumer. The quality of services provided by economic entities is evaluated based on compliance with the terms of the contract (nomenclature of works, term, requirements for the quality of works).



The services provided by economic entities must comply with regulatory requirements. The quality of services specified in state standards, established technological procedures, sanitary regulations and other regulatory documents means the need to comply with strict requirements of human health, environment and property safety.

The quality of the provided services is determined by their consumer characteristics and is a more complex concept compared to the quality of material goods. Because consumers not only absorb the results of the provided services, but in a number of cases are also participants in the process of providing them.

In addition, most goods with a material description are oriented to the model and standard conditions of consumption, and services are performed individually or individually, taking into account the personal description of consumers. In the field of service, the characteristics of services have an objective description, which are mainly manifested in their presentation and consumption.

Psychological characteristics of consumers also play an important role in improving the quality of services. Some groups of consumers will not be able to receive the necessary information and follow the instructions of the employees. They sometimes behave aggressively. Employees of the service enterprise are required to study the psychological characteristics of consumers and make changes and additions to the service, taking into account the psychological characteristics of each consumer. The behavior of enterprise employees is considered the main element of service quality [3, p. 86].

It is necessary that what the service employee says is meaningful, clear, understandable and knowledgeable. The communication of the service employee with the consumer should be carried out without haste. Customer service must be performed in strict compliance with the rules of business etiquette.

The behavior of the company's employees should be in accordance with the service scenario and the services provided. A customer service professional must have a good memory, be able to provide timely and accurate information needed to serve a specific customer. He must operationally analyze the methods and results of activities over which he can control, the causes of deficiencies in the work process and the decrease in quality.

The contact area of the service enterprise should correspond to the description and nature of the activity. For example, the contact zone of an enterprise providing repair services should be equipped with technical tools and equipment, personal computers with the necessary information, and information and communication tools, which enable the diagnosis of the repair product.





The time of the consumer's stay in the contact zone and the relationship between them and the service specialist depend on the description of the services and their forms and methods. Behavior of employees dealing with consumers is based on the rules of service, corporate culture of the enterprise, personal culture and work experience.

Many factors affect the quality of services. These factors include: the quality of the employee's work; their qualifications and professional skills; the location of the service enterprise, their work schedule, the availability of modern equipment and technologies, the level of equipment, etc.

Improving the quality and efficiency of the service enterprise: diversification of services; full consideration of consumer needs; elimination of negative situations in the field; increasing the social importance of services; development of entrepreneurship in the service sector; leads to the development of the infrastructure of the service sector.

The essence of the organizational provision of employee activity in the service sector is determined by the development of the infrastructure aimed at increasing the quality of the provided services. Organizational maintenance of the service enterprise is carried out in two directions: on the basis of the organization of material and personal elements of work [2, p. 380].

The elements of the organization of the service process are as follows:

- Operational and functional division of labor by types of services in enterprise departments;
- Ensuring social and economic compatibility of workplaces;
- Development and improvement of service standards;
- Creation of working conditions;
- Selection, training and professional development of employees in the field;
- Improvement of the system of material labor incentives;
- Formation of high professional skills and cultural level in service provision;
- Compliance with discipline in the process of service delivery.

Staffing of the service enterprise is carried out on the basis of the development of its quality structure. The analysis of personnel quality indicators is carried out together with the determination of the number of personnel based on each quality requirement criterion.

Analysis of the quality composition of employees is used to anticipate the quantitative and qualitative needs of personnel and to determine measures to meet existing structural requirements (selection, recruitment, training, adaptation, training, horizontal and vertical placement, dismissal, etc.), employee training and It is necessary to develop a training program.





- Optimizing the labor process in service enterprises is based on a number of general principles of employee activity. In our view, these principles include: the principle of scientificity - implementation of the latest achievements of science in the organization of service processes;
- Principle of complexity - comprehensive development of organization of service processes;
- The principle of continuity - the use of innovative development methods in the organization of economic activity and ensuring compliance with the transformation of the service process;
- The principle of normality - implementation of economic activity on the basis of a normative basis;

The principle of economy - achieving high results based on the optimization of service costs.

The main goal of the organizational development of service enterprises in the conditions of economic modernization is to actively influence the company's capabilities and results for interrelated socio-economic goals: to increase the quality of competitive services and to select employees.

While the quality of services in service enterprises is determined by their consumption characteristics, the quality of services is determined by the criteria and indicators that represent it.

- In our opinion, the quality of services is expressed based on the following criteria:
- Effectiveness (efficiency) of the provided services;
- Increase the competence of the company's employees;
- Full satisfaction of consumer demand for services;
- Shorten the term of services provided to consumers and increase the profitability of the enterprise;

Improvement of methods and methods of quality control in the process of service delivery.

- Service quality indicators can be used in the following areas:
  - Service processes, service activities, employees and quality management indicators in the established standards and technical procedures;
  - In the formation of the nomenclature of management indicators;
  - In the development of rules and proposals for the management of measurement (control) parameters related to services;
  - In the development of rules for packing, packing, loading and unloading and storage of the results of the provision of services;
- in the development of operational and advertising procedures for the service process.







The main functions of quality indicators in the process of service delivery are the quality of services, the control of the results of the service activities of employees. Quality control and evaluation is carried out on the basis of quality indicators. The quality of the service result depends on the raw materials used, techniques and technologies, and the professional skills and professional qualifications of the customer service personnel.

When assessing the level of quality of services, it is necessary to take into account economic indicators such as their price, creation and provision costs.

### **Conclusion/Recommendations**

Criteria and indicators representing the quality of services in service enterprises are determined by their consumption characteristics. Accordingly, in the field of service delivery, the criteria for ensuring the effectiveness of services, increasing the competence of employees, fully meeting the needs of consumers, shortening the period of services provided, improving the methods of quality control and the classification of indicators were developed.

The quality of services provided by service enterprises is determined by their consumer characteristics. The services provided to consumers are carried out separately or individually, taking into account their personal description. In the field of service, the characteristics of services have an objective description, which mainly arise in the process of their presentation and consumption.

The psychological characteristics of consumers are important in improving the quality of the provided services, and some of their groups will not be able to receive the necessary information and follow the instructions of the employees. They sometimes behave aggressively. Employees of the service enterprise should make changes and additions to the service process, taking into account the psychological characteristics of consumers. The attitude of the company's employees is the main element of service quality.

The behavior of the staff should be done according to the service scenario and the services to be provided. It is important for a service technician to have a good memory, to be able to provide timely and accurate information needed to serve a specific customer. It is necessary for him to be able to control himself and evaluate the results of the activity, to eliminate the shortcomings in the service process and to analyze the causes of the decrease in quality operationally and to draw appropriate conclusions.

The contact area of the service enterprise should correspond to the description and nature of the activity. For example, the contact zone of an enterprise providing repair services should be equipped with technical tools and equipment, personal computers





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