



THE IMPORTANCE OF MOTIVATING EMPLOYEES IN IMPROVING THE QUALITY OF INDUSTRIAL PRODUCTS

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Abstract

This article talks about the importance of motivating employees in improving the quality of industrial products.

Keywords. Market, competitive, employee, manager, quality, enterprise, product quality, price.

The modern market economy imposes strict requirements on the quality of manufactured products. Because in modern times, the survival of any enterprise, its strong position in the market of goods and services is determined by the level of competitiveness. Competitiveness is related to two indicators - price and level of product quality. In the period of production liberalization, the second factor is rising to the first place. Because quality is the reputation and further development of the enterprise, and quality management is the alpha and omega of the work, i.e., the beginning and the end, for all employees, starting from the leader. Due to this, the issue of quality occupies an important place in the economic, including industrial policy of the state. Product quality improvement is ultimately a matter of its quantity, resource saving, and full satisfaction of social and personal needs. That is, any product must comply with the highest technical, economic, aesthetic and other requirements and have the ability to compete in the world market. If the problem of quality is not solved, social production and the needs of the population for goods cannot be met.

Product quality is the degree of suitability of this product for a certain purpose, the ability of the product to satisfy the needs of the national economy, the demands and tastes of consumers. The quality of industrial products is one of the main indicators used in planning and determining the activities of the network, enterprise (firm). It describes the organization of labor, the level of its equipment, the qualifications of specialists, and the state of production management. Product quality is economically expressed as a measure of consumption value and level of use. Product quality is an economic category that represents the relationship between the producer and the consumer, the relationship between the enterprise and the state regarding the production of quality products, the fulfillment of planned tasks, and the determination of product prices. In addition, product quality represents the





relationship between enterprises in terms of financial incentives for high-quality products and financial responsibility for the production of low-quality products. Product quality is an economic category that describes the speed of technical development, labor productivity, and thus the efficiency of social production. Systematic improvement of product quality is a necessary condition for economic development, increasing the efficiency of social production, and one of the main factors of increasing people's well-being. The quantity and quality of the product are dialectically related. A high-quality product is able to meet the needs of society at a higher level than a low-quality product. Therefore, improving product quality means increasing the volume of production without additional costs. The interdependence of the quality and quantity of the produced products allows to increase the quality of the products, fully satisfy the needs of the society, and serves as an important factor in the growth of the productive forces of our country. Quality products always have their customers. At present, the product can be released to the world market only when this demand is met. This, in turn, allows the country to purchase new equipment and technologies, expand the volume of production, and increase its efficiency by increasing foreign currency income from exports. An enterprise that has achieved the production and sale of high-quality products will have the opportunity to further increase its production potential. The increase of such subjects is one of the main factors of the socio-economic development of the country. The development of the country's economy leads to an increase in the income and, therefore, the standard of living of its inhabitants. As a result, the demand for high-quality products and high-quality services will increase. That is, a quality product (offer) creates its own quality consumer (demand). Ultimately, a higher level of economic growth will be ensured in the society.

Achieving the goal of the industrial enterprise - ensuring high efficiency in production depends on the personnel performing their duties diligently and showing initiative. For this, it is necessary to make employees really interested in their work. Motive (motive) - "motive" is a French term derived from the Latin word "moveo" ("I move"). These are the internal and external driving forces that urge a person to certain activities. Curiosity determines what to do and how to do it to satisfy a person's needs. Incentive is offered to a person as a worthy consideration of the results of his work. "Motivation is creating a desire to act in the employees of the enterprise in accordance with the tasks assigned to them according to the general plan of achieving the organization's goals." Incentive is offered to a person as a worthy assessment of the results of his work. A person accepts many incentives without realizing their essence, that is, involuntarily. Different people have different reactions to certain stimuli.





Promotion measures should be developed taking into account the needs of specific individuals. An employee's interest in work can be changed through appropriate incentives. For managers, this means that incentives should be tailored to the individual needs of employees rather than being one-size-fits-all. Stimulating work - enthusiastic work activity that allows to achieve predetermined results, provides for the satisfaction of the important social needs of the employee, creation of the necessary conditions for the formation of interest (motivation) in work. If the labor incentive system originates from the administrative-legal method of management, this method does not take its place. Labor promotion will be effective only if management bodies can achieve the level of work they are paying for and keep it at this level. The purpose of promotion is not to encourage a person to work, but to encourage him to work more efficiently than what is defined in labor relations. Employee motivation is of great importance in improving the quality of industrial crops. Motivating the workforce to improve productivity and quality is a critical factor in business success. Here is the importance of motivating industrial cropworks in the quality mark:

1. Encourages creativity and innovation: Motivated employees are more likely to come up with creative and innovative ideas. This allows for better results in the product development process.
2. Increases productivity: Motivated employees show higher productivity. They are dedicated to their work and put more effort. This increases efficiency and improves quality in production processes.
3. Reduces Errors: Motivated employees focus more on their work and work more carefully. This reduces errors and improves product quality.
4. Provides job security: Motivated employees pay more attention to job security. They help prevent accidents at work by providing safe working conditions.
5. Encourages teamwork: Motivated employees enjoy working together and participate more in teamwork. This increases collaboration and makes production processes more efficient.
6. Increases customer satisfaction: Motivated employees care about customer satisfaction and provide customer-oriented service. This increases customer loyalty and strengthens the reputation of the business.

In conclusion, an important factor in improving the quality of industrial crops is the promotion of service. A good motivation strategy can improve employee performance, reduce errors, encourage teamwork, and increase customer satisfaction. When all these factors come together, a business can succeed by gaining a competitive advantage.





Group interest is as follows:

- Pride for the team, group arrogance, the spirit of responsibility, striving to win the competition
- Group environment, group hatred, group interests, following leaders, like-mindedness
- Organization of the team. Compatibility of interests, pressure, secondary groups, etc. It is desirable that personal interests are fully compatible with the work that a person has to do. In particular, the following main interests motivate a person to work effectively: - interest in the profession;
- as much material as possible. seeking incentives; that the employee realizes the importance and necessity of the work he is doing, even if this work does not interest him materially.

When something is lacking for a person, he makes specific purposeful actions aimed at satisfying this need. Therefore, needs act as a source of human activation. Needs can be satisfied only by achieving goals. In this, primary and secondary needs are distinguished. Primary needs are physiological in nature. These are innate needs to eat, satisfy thirst, sleep, etc. Secondary needs are psychological in nature and are understood through experience. These are the needs to achieve success, to be respected, to be in charge, to feel a sense of belonging. Due to the fact that people have different experiences, their secondary needs are more different from each other. Needs are met through incentives. In motivation theories, motivation has a much broader meaning than just money and benefits. Motivation covers everything that a person considers valuable for himself. Nowadays, the reasons for a person's interest in working are very complex, usually it is difficult to understand them, so it is not easy to influence this interest.

It is important to motivate employees to improve the quality of industrial products. When employees are motivated, they are more likely to be engaged, loyal and productive. Motivated employees take pride in their work and strive for excellence. Employee motivation is a few ways to improve product quality:

1. Increased attention to detail: Motivated employees pay close attention to their work, ensuring that every step of the production process is carried out accurately. This leads to higher quality products and fewer errors.
2. Continuous improvement: Motivated employees look for opportunities to improve. They actively participate in problem solving, innovation and process optimization, helping to improve product quality and create more efficient production methods.
3. Quality Mindset: Motivated employees develop a quality mindset in which they prioritize delivering products that meet or exceed customer expectations. They take





ownership of their work and strive for customer satisfaction, resulting in improved product quality.

4. Collaboration and Teamwork: Motivated employees are more likely to collaborate and work as a team. They share knowledge, skills, and experiences that enable better decision-making and problem-solving. This collaborative environment helps improve product quality.

5. Reduced turnover and training costs: Motivated employees are less likely to leave their jobs, reducing turnover costs. This stability allows companies to invest in ongoing training and development, resulting in a well-equipped workforce to produce high-quality products.

By motivating employees, companies can create a positive work environment that fosters a culture of quality, which leads to industrial product quality and customer satisfaction.

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