



THE ROLE OF MARKETING IN INCREASING THE ECONOMIC EFFICIENCY OF SERVICE ENTERPRISES

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Abstract

In this article The role of marketing in solving the problem of efficient use of means of production, material and financial resources, labor force, which are at the disposal of a large number of economic entities engaged in economic activities in the service sector.

Keywords: Enterprise, service, efficiency, resource, trend, industry, labor, product.

Introduction

The position of the service sector in the world economy is strengthening, its ability to solve the problems of economic growth and socially useful work of the able-bodied population with Work in stockrole is growing. Especially the economy is high advanced Westcountry ServicesThis sector has become a highly developed, basic branch of the national economy. According to official statistics in accordance withtoday kundaIn developed countries, the share of the service sector in GDP is 74%, and the share of total employment is 70-75%, and this figure is growing steadily. In some countries, the share of this sector in the number of people employed in the economy exceeded 80%.

During the years of independence, the service sector in Uzbekistan has become a promising sector of the national economy, which is rapidly developing and strengthening its position in the country's gross domestic product.

It is necessary to use the possibilities of the service sector, which has great prospects for further development, to increase the efficiency of the use of rare and scarce





resources, which have become the first mystery in the economic life of human society, to achieve the maximum possible positive result. Today, the share of fixed assets in the service sector in the gross fixed assets of the national economy is 49.5%, the share of the population employed in the economy is 49.7%, and the share of gross investments is 47.9%. In all sectors of the service sector, there are 200.7 thousand enterprises, which is 66.8% of the total number of enterprises in the national economy. Fixed and circulating assets at the disposal of these enterprises, land resources and other factors of production play a significant role in the economic potential of the country. Undoubtedly

However, the results of the study show that the efficiency of using valuable and rare resources in the service sector is much lower than in the sphere of material production, which means that there are ample opportunities to improve the efficiency of the national economy in the service sector.

The role of marketing in solving the problem of the efficiency of the use of means of production, material and financial resources, labor, which are at the disposal of a large number of economic entities engaged in economic activities in the service sector, is enormous. It is no coincidence that in the scientific literature marketing is considered as the leading tool for increasing the effectiveness of marketing enterprises, regardless of the type of industry in which they operate.

Marketing in the service sector does not differ from marketing in the field of material production in its main purpose and functional functions. But marketing in the service sector requires a separate direction. Cause

-Service-type marketing has its own characteristics, which differ significantly from corporate-type marketing in many ways, and these features must be taken into account and reflected in the implementation of the marketing concept in the field. The main features that distinguish services from goods:

-Services are imperceptible, they cannot be felt, they are intangible in nature;

-Continuous process of production and consumption of services;

-Services primarily human ability, mental and spiritual status

performs development tasks;

- Services cannot be stored in warehouses, they cannot be stored in a reserve form.

It is worth revealing the difficulties that arise when applying marketing to the service sector in some aspects that distinguish services from goods.

It is impossible to try a service that does not have a material form, is not materially packaged, it is impossible to see, store, move from one place to another. In addition, the process of production of a service and the process of its consumption are simultaneous, interdependent and continuous, they cannot be carried out separately,





i.e. these two processes are the same unit of time in accordance with each other. . As a result, the consumer does not have a preconceived and clear idea of the quality of the service, and the quality level of this particular service is known to the consumer only in the process of its consumption. The level of service quality is the qualification of the employee providing a particular service, work experience, his attitude towards a particular client, it also depends on his mental state and level of fatigue and some other factors. All this is a service

has a strong impact on the competitiveness of the flirtatious form, the level of customer satisfaction with the quality of services provided.

One of the most important features of flirting in the form of service is its instability, the variability of the level of quality, the inability of each guest to provide quality service according to one template, according to one scheme. In the types of services that are the product of the service of the service person, as a result of the actions of the employee, the result is not always the same, different and different results can be obtained. A service that does not guarantee quality in advance increases the uncertainty of the expected result of the purchased product for the consumer, increasing the risk of dissatisfaction with the quality of the service. Therefore, in the marketing of services, it is important to take measures to improve the accuracy of the results of the provision of services and to stabilize the level of quality as much as possible.

The importance of marketing in improving the efficiency of economic enterprises in the service sector is explained by the growing volume of services provided to the population and production, their diversification, the emergence of new types and forms of services, and the increase in quality requirements.

The high role of human resources in improving the efficiency of enterprises specializing in the provision of personal services to the population determines the importance of internal marketing in this area, which requires its effective and rational use. This is due to the fact that the main task of internal marketing is to establish rational relationships between employees and customers, as well as with each other. In the service sector, the continuous development of human resources is of paramount importance in improving the economic efficiency of the economic activity of the enterprise. Therefore, in the service sector, along with internal marketing, it is necessary to constantly develop personnel management.





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