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FACTORS FOR IMPROVING THE QUALITY OF SERVICE IN SERVICE ENTERPRISES

Abstract: Criteria and indicators that represent the quality of services in service enterprises are determined by their consumer characteristics. Accordingly, the criteria and indicators for ensuring the efficiency of services in the service sector, increasing staff competence, full customer satisfaction, reducing the duration of services, improving quality control methods, service safety, reliability of service results, classification of indicators have been developed.

Key words: quality, indicators, classification.

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Introduction

Modernization of the economy, development of modern sectors of economic activity based on information and communication technologies and the level of competitiveness, mainly its natural resource potential, quantity and quality of labor resources, technical and technological level of production (services), ease of doing business, enterprises is determined by a number of factors, such as the volume of demand for the products produced.

At present, the stage of industrial development of the world economy is coming to an end. The subsequent stage of development of the world economy will be under the influence of cognitive factors (lat. "Cognito" - "knowledge", "thinking"), as well as production based on economical economy, nano and biotechnology. This leads to a sharp increase in the amount of information required to develop and make management decisions in macroeconomics. As a result, the knowledge of the staff and the level of development of information and communication technologies in each country determine its development and accountability [1].

Today, the development of the digital economy in the world is taking place at a rapid pace. The development of the digital economy will allow to fully meet consumer demand and increase labor

productivity in industries and sectors of the economy. E-commerce allows to prevent crises by accelerating the sale of goods and services. At the same time, the virtual payment system accelerates the turnover. Internet advertising, in turn, allows you to expand your advertising audience around the world.

Also, in the current situation, an innovative approach to increasing the level of competitiveness in service enterprises is required. It is necessary to create a competitive environment that allows to expand their specialization and diversify service processes through the rapid introduction of innovative technologies, modern scientific advances in the service sector. This is one of the urgent tasks to improve the quality of service by optimizing service processes in the industry.

Materials, methods and results:

Improving the quality of resources in service enterprises will increase labor potential and the quality of services provided to consumers, as well as improve service processes. Potential reflects the sum of the quality indicators of a resource, i.e. it consists in activating the human factor and ensuring its practical application in the form of realizing the potential of an employee. Therefore, in service enterprises, great

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attention is paid to improving the quality of services by increasing the work capacity.

Many factors affect the quality of work capacity, and they are expressed as follows [1]:

$$f(c) = c(c_1, c_2, c_3, c_4, c_5, c_6, \dots, c_n), \quad (1)$$

where: $f(c)$ is a qualitative indicator of labor potential; c_1 - physical condition and level of health; c_2 - level of education and knowledge; c_3 - qualifications and professional skills; c_4 - entrepreneurial ability; c_5 - life experience and skill; c_6 - worldview and consciousness; c_7 - manners and manners; c_7 - spiritual maturity.

At present, the effective use of labor resources in service enterprises depends mainly on the competitiveness of employees working in the industry. Therefore, it is especially important to increase the competitiveness of workers in the industry. The competitiveness of service personnel is determined on the basis of many characteristics.

The methodology of complex assessment of competitiveness of employees working in service enterprises should express the fact that their professional quality and skills correspond to the level of functional requirements of the division of labor in the field. In our opinion, the description of this method includes:

- classification of employees of the enterprise into groups of employees, management staff and specialists in the process of main and auxiliary work in the areas of service activities;
- identification of signs and elements of labor potential of employees (education, age, length of service, etc.);
- stratification of employees on the basis of labor potential;
- Expert assessment of employees on the basis of a 10-point scale, classifying employees into specific groups;
- determination of the total number of points on the optimal model of the number of employees of the analyzed professional group;

- calculation of points earned by individual employees;

- calculation of the level of individual labor potential of an individual employee;

- calculation of the level of competitiveness of the enterprise, industry labor resources.

The competitiveness of a product in service enterprises is determined by its superiority over the products of other similar manufacturers (service providers) in terms of its quality and price.

A number of factors determine the competitive advantage of service enterprises. These can be divided into two groups [2]:

- 1) level of development of national companies;
- 2) quality of macroeconomic business environment.

The reports of the participants of the annual World Economic Forum in Davos, Switzerland, emphasize that competition at the firm level is associated with four main factors: resources (availability, quantity and quality of resources for an enterprise to launch production in the country); external competition; demand; interconnection.

The quality of services provided is determined by their consumer characteristics and is a much more complex concept than the quality of tangible goods. Because consumers not only assimilate the results of the services provided, but in some cases are also involved in the process of providing it. In addition, most goods with a material description will be focused on the standard and standard conditions of consumption, while services will be provided individually or individually, taking into account the individual characteristics of consumers. In the field of services, the characteristics of services have an objective description, which is mainly reflected in their presentation and consumption.

In our opinion, a similar definition can be generalized to the competitiveness of service enterprises (Figure 1).

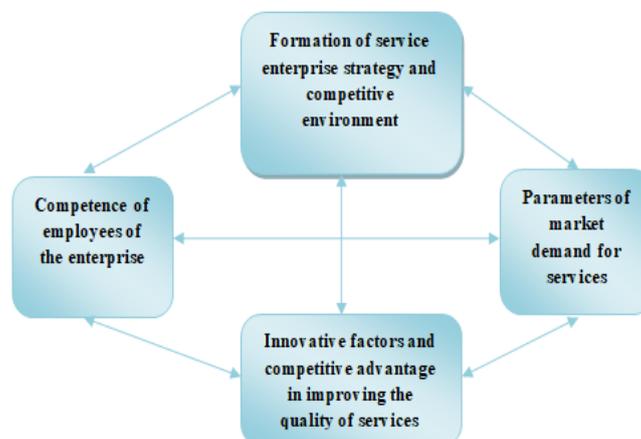


Figure 1. Elements that make up the competitive advantage of the service enterprise

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Psychological characteristics of consumers also play an important role in improving the quality of services provided. Some groups of consumers will not be able to receive the necessary information from them and follow the instructions of the staff. They behave aggressively in some cases. Employees of the service enterprise are required to study the psychological characteristics of consumers and to make changes and additions to the service, taking into account the psychological characteristics of each consumer. The behavior of employees is a key element of service quality.

What a service employee says should be meaningful, clear, understandable, and informative. Communication of the service employee with the consumer should be carried out without haste. Customer service should be carried out in strict compliance with the rules of business etiquette.

The behavior of employees of the enterprise should be in accordance with the service scenario and the services provided. The service technician must have a good memory, the ability to accurately convey the information needed to serve a specific customer in a timely and accurate manner. He must be able to control himself in an operational manner and analyze the results of activities, work process deficiencies, and the causes of quality decline.

A service company must have a style of service that meets its reputation. The service style occurs in the contact zone and includes practical methods of service specific to employees.

The contact area of the service company should correspond to the description and nature of the activity. For example, the contact area of the enterprise providing equipment repair services should be equipped with technical means and equipment that allow diagnosing the product for repair, personal computers with the necessary information, information and communication facilities. The time of the consumer's stay in the contact zone and the relationship between them and the service specialist depends on the description of the services and their form and methods. The behavior of employees working with customers is based on the rules of service, the corporate culture of the enterprise, personal culture and work experience.

In our opinion, many factors affect the quality of services. These factors include: the quality of employee labor; their qualifications and professional skills; location of the service enterprise, their work schedule, availability of modern equipment and technology, 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; increase the social significance of services; development of

entrepreneurship in the service sector; leads to the development of service sector infrastructure.

The importance of organizational support of the employee in the field of services is determined by the development of infrastructure aimed at improving the quality of services provided. Organizational support of the service enterprise is carried out in two directions: on the basis of the organization of material and personal elements of labor.

In our opinion, the elements of the organization of the service process are:

- operational and functional division of labor by types of services in the departments of the enterprise;
- ensuring social and economic compatibility of workplaces;
- development and improvement of service standards;
- creation of working conditions;
- selection, training and advanced training of personnel in the field;
- Improving the system of financial incentives;
- formation of high professional skills and cultural level in service;
- follow the rules of discipline in the process of service.

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

Analysis of the qualitative composition of the staff to anticipate the quantitative and qualitative needs of the staff and identify measures to meet the existing structural requirements (selection, recruitment, training, adaptation, training, horizontal and vertical placement, dismissal, etc.), staff training and need to develop a training program.

Optimization of the labor process in service enterprises is based on a number of general principles of employee performance. In our opinion, these principles include:

- The principle of science - the practical implementation of the latest achievements of science in the organization of service processes;
- The principle of comprehensiveness - comprehensive development of the 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 - the implementation of economic activity on a regulatory basis;
- The principle of economy - to achieve high results based on the optimization of service costs.

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III. Conclusions

The main goal of organizational development of service enterprises in the context of modernization of the economy is to actively influence the interrelated socio-economic goals: improving the quality of competitive services and the ability and results of the enterprise to select staff.

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

In our opinion, the quality of services is characterized by the following criteria:

- efficiency (effectiveness) of services provided;
- increase the competence of employees of the enterprise;
- full satisfaction of consumer demand for services;
- reducing the duration of consumer services and increasing the profitability of the enterprise;
- Improving the methods and techniques of quality control in the service process.

Criteria for determining the quality of service are determined with the help of complex indicator groups shown in Figure 2.

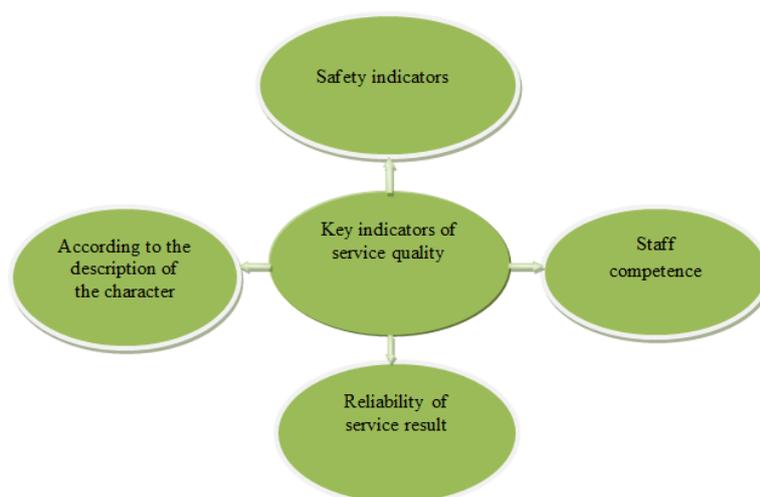


Figure 2. Complex indicator groups

Service quality indicators can be used in the following areas:

- in the formation of the nomenclature of indicators of exactly the same groups of services, service processes, service activities, personnel and quality management in the established standards and technical procedures;
- development of rules and recommendations for the management of measurement (control) parameters related to services;
- in the development of rules for packaging, wrapping, loading and storage of the results of services;
- in the development of procedures for the operation and advertising of the service process.

The main functions of quality indicators in the service process are the quality of services, control over the results of the activities of employees in the service. Quality control and evaluation is carried out on the basis of quality indicators.

The materials used in the implementation of the quality of the service result will depend on the raw materials, techniques and technologies, the professionalism and professionalism of the customer service staff.

When assessing the level of quality of services, economic indicators such as their cost, cost of creation and provision should also be taken into account.

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