



## METHODS OF EVALUATING THE QUALITY OF HOUSEHOLD SERVICES AND WAYS TO IMPROVE IT

**Artikova Shoxida Ilyasovna**  
Doctoral student of Samarkand Institute  
of Economics and Service

Article history:	Abstract:
<b>Received:</b> 10 <sup>th</sup> October 2022 <b>Accepted:</b> 10 <sup>th</sup> November 2022 <b>Published:</b> 20 <sup>th</sup> December 2022	The article analyzes ways of improving the methods of assessing the quality of household services, highlights organizational, economic and social factors, and presents scientific, methodological and practical suggestions for improving the quality of services.
<b>Keywords:</b> Quality assessment, network, corporation, standard junction points, logistic approach, criteria.	

At present, objective methods of evaluating the quality of household services have not been sufficiently researched. Existing methods are based on subjective factors related to the consumer's expectations and his actual impressions, the level of satisfaction with the service. The discrepancy between the desired and actual price of the service is the consumer's assessment of its quality. [3]

Evaluation of the quality of service by the producer is carried out on the basis of evaluation of its compliance with a number of criteria established by law or corporate standards. [2]

Service quality management begins with planning appropriate activities. Planning the quality of services for a certain period of activity or, in general, for a certain date, means to justify the quantitative and qualitative indicators that determine their characteristics. Therefore, the planning of measures to control the quality of services and to improve it should be based on reasonable forecasts of consumer needs and should be described in detail in accordance with their preferences and expectations for a particular household service. [4]

After the development of plans that set goals for the volume, range and quality of services, the processes of organization, motivation, regulation and coordination are carried out, which allow [1] :

- timely and effective implementation of planned measures to ensure compliance of the real quality of services with state, network and corporate standards;
- selection of forms of incentives for employees of public sector enterprises financed by the state in order to prevent the occurrence of consumer objections;
- rapid response of departments and specialists to complaints of consumers regarding the quality of services received.

The inconsistency between the real characteristics of household services and the

consumer's expectations can be manifested under the influence of organizational, technical, economic and social factors. [6] Below is a brief description of them.

Technical factors work in anticipation of outdated equipment, use of low-quality raw materials, materials and components, violation of the technological process, deviation from state, industrial and or corporate standards.

Organizational factors are manifested in the use of inefficient methods of organizing production and quality control of services, low level of labor and production discipline of employees, neglecting the possibilities of modern forms of business organization, and the absence of a quality management system.

Economic factors are manifested by irrational price policy, low efficiency of the wage system, low quality of planning and accounting work of the employees of the household service enterprise.

Social factors are related to the organizational culture of the household service enterprise, inefficient methods of personnel selection and matching, ineffective career planning policy for personnel.

A household service enterprise will be able to provide quality services if it has developed and implemented quality management in its activities. This system allows to evaluate the characteristics of the quality of the provided services, as well as to evaluate the processes of customer service and to evaluate the direct quality of services. For this, a certain system of indicators is used, that is, the amount and nature of complaints about the quality of household services and claims about the violation of consumer rights in the process of service provision or as a result of it. In addition, the quality management system also provides for the existence of regulations to satisfy reasonable claims of consumers.

I.V. Rudakova summarized the theoretical ideas about the quality management system and the results of increasing the level of consumer satisfaction,

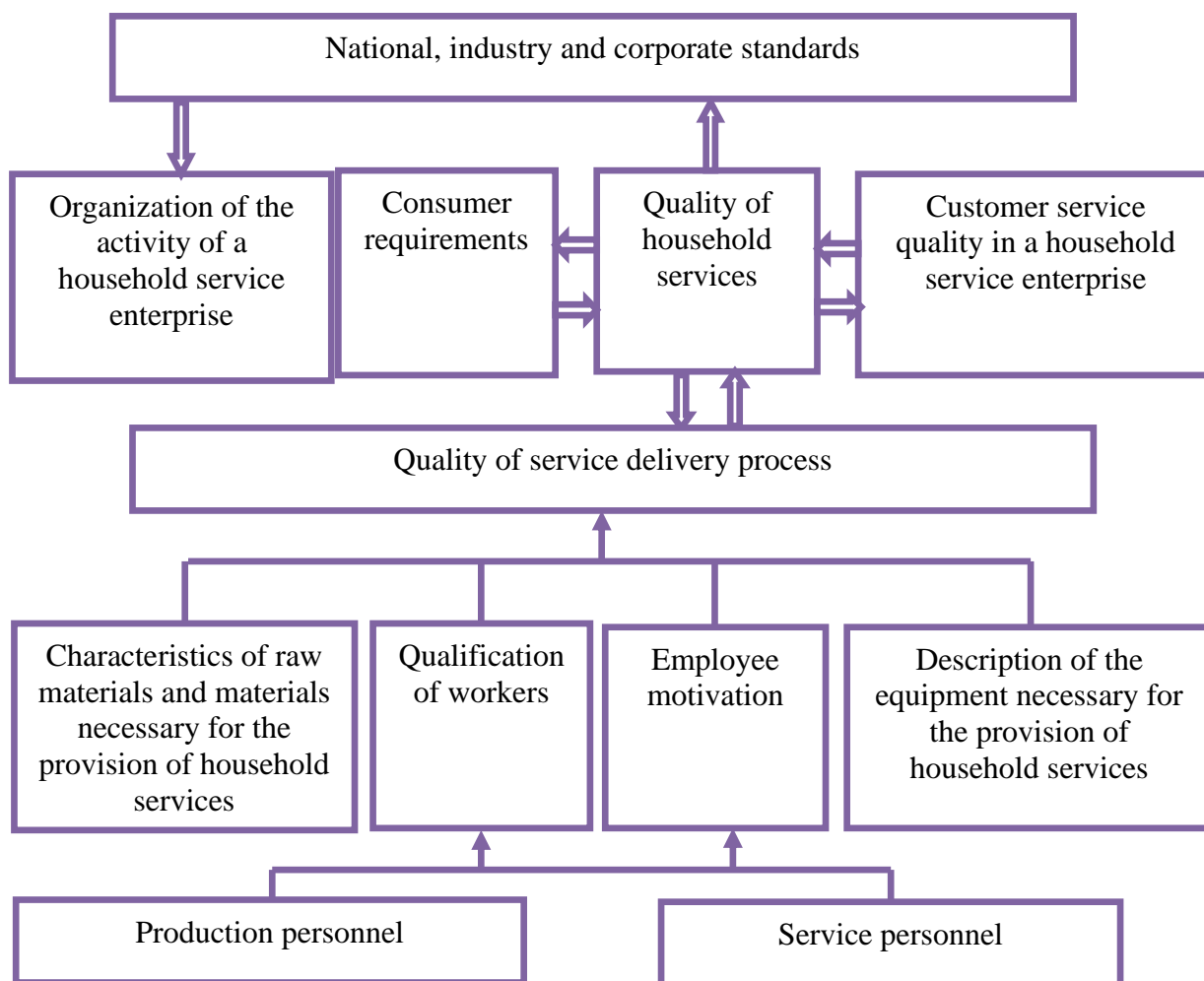
which includes the systematic analysis of consumer requirements, the determination of processes that help to constantly improve the quality of services provided by household service enterprises. [5]

Quality requirements are determined by the system of requirements in accordance with the system of standards at the national, branch and corporate level.

The requirements for services are related to the characteristics that are directly perceived by the user and are the object of his evaluation.

Requirements for delivery methods are related to features that directly affect the quality of services, but are not always perceived by users.

Characteristics related to service requirements include: waiting time and housekeeping, service time accuracy, service completeness, reliability, ease of use, safety, speed, courtesy, comfort, aesthetics, environment and hygiene, service productivity enterprises, the number of employees and the duration of individual processes.



**Figure 1. Factors of formation of quality of household services<sup>1</sup>**

<sup>1</sup> Developed by the author.



The customer focus of a home service business provides a significant competitive advantage in the fierce market competition among similar businesses when there are corporate service standards that ensure the same high level of service to all customers.

The logistic approach to assessing the quality of household services is determined by two methods: the "just-in-time" method and the "total quality management" method. The main thing in the method of logistics approach is to provide quality service in the shortest possible time. Procurement is an integral process of service life in the quality management system. The quality of the final service in many cases depends on the quality of raw materials, decorative items, etc.

It should be noted that the variety of forms and directions of providing household services objectively reflects the variety of methods and models of their quality assessment. However, a significant part of the work in this area is based on the study of the consumer's expectations and their conformity with the evaluation of the characteristics of the actual received service. Such evaluations and models are effectively used in evaluating the quality of services whose characteristics are relatively weakly related to the material component.

The most popular among theorists and practitioners have been models such as zone of tolerance analysis, GAP and SERVQUAL. In our opinion, based on the results of the above research, we reflect on the most common models of quality management of the provided household services.

The GAP model, which has been successfully used in the analysis of the quality of many types of services (tourism, health care, consulting, etc.), has also proved itself effective in the management of the quality of personal services. This model was proposed by a group of American scientists (A. Parashuraman, V. A. Zaitaml, L. L. Berry). It is based on the identification and assessment of gaps (discrepancies) between expectations and perceptions during service delivery. Its importance in managing the quality of household services lies in the adequate identification of the causes of these inconsistencies.

In our opinion, there are the following variants of the relationship between expectations and perceptions, which determine the appearance of gaps and characteristics of service quality:

- expectation exceeds perception: there is a gap, the service is of poor quality;
- expectation corresponds to perception: there is no gap, the service is of high quality;

- perception exceeds expectations: there is no gap, the service is of high quality.

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