



SOCIO-ECONOMIC SIGNIFICANCE, PRINCIPLES AND METHODS OF IMPROVING THE QUALITY OF HOUSEHOLD SERVICES

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Article history:	Abstract:
Received: 20 th July 2023 Accepted: 20 th August 2023 Published: 20 th September 2023	In this article, the socio-economic importance, principles and methods of improving the quality of household services, ways of effective use of resources in service enterprises, criteria determining the quality of household services, effective methods of comprehensive quality management, the essence and meaning of the concept of quality of household services, the life cycle of household services in the labor process, principles of quality management in the field and methods of determining quality in household service processes are researched.

Keywords: household service industry, household services market, quality of household services, resources, management, principles of quality management.

INTRODUCTION

In most cases, in the field of consumer services, at the cost of resources, the service process and delivery time may vary. Also, it is not possible to collect the provided services as a reserve in advance, to purchase them in advance, and the services of a household description in many cases express a seasonal nature and regularly fluctuate under the influence of various factors. Therefore, the conflicting relationship between the consumer and the service provider requires that one party tries to reduce or fulfill less of the other party's demand and that the services are provided at a very high level in an individual and unique way.

It is known that improving the quality of household services is the main indicator that determines the competitive advantage at each stage and different levels of socio-economic development. However, in the current conditions, improving the quality of household services in our country is of particular importance in achieving demand and supply compatibility in the consumer market, because the strong competitive environment in the market is an important factor in achieving high productivity of industry enterprises through continuous improvement of quality and ensuring the intensity of labor processes in the industry. Also, household services have their own characteristics, in which their quality assessment system is a complex process. Therefore, researching the principles and methods of improving the quality of household services is particularly relevant today.

METHODS USED IN THE STUDY

In the research process, dialectical and systematic approach, comparative analysis, statistical and dynamic approach, and grouping methods were

used to study the principles and factors of quality improvement in the field of household services. Also, criteria determining the quality of household services and effective methods of comprehensive management of service quality have been researched.

BRIEF ANALYSIS OF SCIENTIFIC WORKS OF OTHER SCIENTISTS ON THE TOPIC

Hacksever K, Render B, Russell R, Merdick R. [8] development of service economy, economic growth, sustainable development of the service sector, improvement of quality and competitiveness of services, effective use of production factors in the process of service delivery, increase of social and economic efficiency, development of modern service industries, increase of labor productivity in the field, service The innovative development of the display industry is highlighted.

Pardaev M.Q. In the study guide written under the editorship of [10], problems of development of service, service and tourism sectors, ways of effective use of labor resources in the service sector, factors and directions 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.

Rubtsova N.V. In [11], the issues of effective use of resources in the service economy, increasing the efficiency of service activities, developing the service sector and improving the quality of services provided to the population, ensuring the competitiveness of services provided by business entities, and improving service processes are scientifically, theoretically and methodologically researched.

Maksyutov B.C. [9] in his work researched the



directions of effective use of economic resources in the field of household services, increasing socio-economic efficiency in the field, improving the quality of household services provided to consumers in accordance with their requirements, and achieving labor efficiency.

Zvorykina T.I., Platonova N.A. [6] in the research work, the role of the household service industry in the service system and the role of the economy in development, the nature of work in the field of household service and theoretical issues of evaluating its efficiency, the scientific approach to the organization of work in the field, the issues of reducing the cost of service and manual labor, in household service enterprises the main conceptual directions of improvement of labor organization are highlighted.

ANALYSIS AND RESULTS

It is necessary to place the provision of household services in the closest and most optimal range to the addresses of permanent residence of the population. The existence of such an opportunity is distinguished from other industries by the lower level of capital capacity and arming with funds compared to other sectors of the household service industry. This makes it possible to ensure the employment of the population at low costs and reduce the number of unemployed.

In the world experience, the classification of service industries is provided on the basis of combining technical and functional approaches. Currently, the basis of the car service activity is the personnel providing the service, the means of service and the conditions of service.

Based on the scientific approaches and views of foreign and domestic scientists, we will try to clarify the socio-economic content of the concept of "quality of services". According to E. Deming, a scientist emphasizing the success of the Japanese economy, quality is an important part of the production system. Quality should be aimed at maximum satisfaction of needs now and in the future" [4]. In this scientific approach, quality is explained in terms of the increase in consumer demand or the satisfaction of needs depending on the change in the fixed price.

According to Dj. Djuran, "he is an American expert in the field of quality and is an academician of the International Academy of Quality. He justified the transition from quality control to quality management" [15]. According to his approach, as a methodological basis, the activity of firms includes the following basic principles:

- it is necessary for them to understand the nature of the tasks to be performed by workers and to

take responsibility for the quality of the results of their work;

- it is necessary to create a control mechanism for the labor efficiency of each executive, while simultaneously correctly carrying out changes in the work process and providing means for continuous improvement of work quality.

Dj. Djuran not only actively promoted statistical approaches to production, but was also one of the first to pay attention to organizational issues of quality assurance and emphasized the role of top management in solving quality problems [15].

He developed the famous "quality spiral", a time- and space-independent model that defines the main stage of the continuous development of quality management work and serves as the pattern that appears in many subsequent models.

According to Dj. Djuran, "improvement of quality is the improvement of the results achieved in the field of quality related to the establishment of a new record by human endeavor." According to him, the following are the principles of quality improvement:

- quality improvement planning is carried out by management in all its directions and levels;

- to avoid errors in the field of quality management and to develop measures to warn of the causes leading to this situation;

- transition from an administrative system to a planned management system, which includes the development of administrative activities based on top management in the field of quality.

The quality of household services covers the processes of meeting consumer requirements, from the design of high-value services to its implementation. The quality of service is determined by the complex features that determine and condition the ability to satisfy the needs and demands of consumers.

Accordingly, based on the above approaches, we define the quality of household services according to the concept: the quality of household services is the ability to satisfy the consumer's needs and requirements at a level not lower than the level that ensures consumer safety, as well as a set of characteristics or indicators of household services.

According to the approach of A. Kurochkina, based on the analysis of the concept of service quality, he determines the following important characteristics of quality:

- quality is considered as a level, that is, a relative category depending on the fulfillment of certain requirements. This shows that the absolute level of quality cannot be achieved once and for all



due to the constant change of requirements for the object;

– the ability to allocate quality levels based on compliance with certain requirements for the object;

– directing the fulfillment of specific requirements to a mandatory or generally accepted object, rather than any expectations of certain individuals¹.

The quality of services is an important indicator of a household service enterprise, and its improvement significantly increases the level of survival and competitiveness of the enterprise in the market, allows to achieve efficiency and save resources, and ultimately ensures economic growth.

¹ <https://studmir.com/kachestvo-uslug-ponyatie-i-metody-oczenki/>

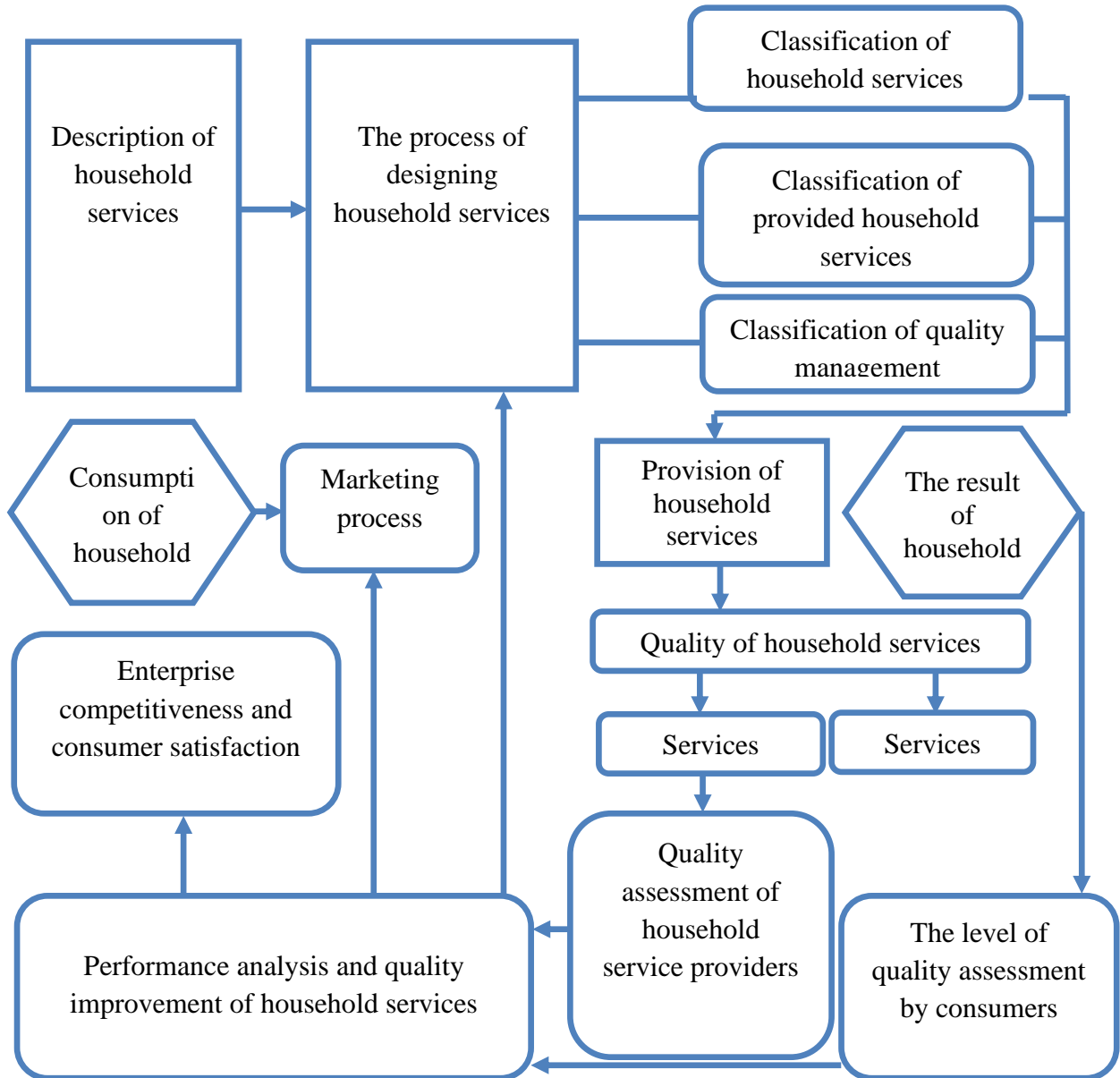


Figure 2. The life cycle of household services in the labor process ²

Specific aspects of household services allow to distinguish the quality of services and have different indicators than the quality of products. The process of providing household services consists of a system of elements of their life cycle, which includes a complex of stages of their implementation (Fig. 2).

Despite the fact that every enterprise wants to produce more products or provide services for the lowest costs, it should be taken into account that the results of the enterprise's activities ultimately reach the final consumer. Therefore, in order to make a profit, it can harm the health of the consumer and put his life at risk. In a household service enterprise, quality refers not only to the result of the activity, but also to the process itself and to the previous stages. The principles of quality management in the field of household services and their description are presented in Table 1.

²Author development.



Table 1.
Principles of quality management in the field of household services ³

Naming the principle	Description
Goal setting	The enterprise should form its own goal to achieve the quality of services.
Planning	He must have a clear plan for the implementation of successive actions in order to achieve the set goal and calculate in advance the amount of necessary resources and other reserves.
Continuity	Constantly monitor and improve competitiveness to avoid unwanted deviations to achieve the goal.
Intensity	Carry out continuous monitoring to achieve the goal and take appropriate measures to achieve competitiveness.
Complexity	Quality management should not be separated from other factors that affect the enterprise internally and externally.
Consumer orientation	The goal and the resulting action plan should be created taking into account the wishes, expectations and requirements of the consumer, the demand for this product or service.
Feedback	With the help of modern technologies, you can use certain programs that help you work easily with consumers, get their opinion, receive reviews and increase the level of loyalty to the organization.

³ Developed by the author.



The main principles of quality management are presented in Table 1, among which the feedback principle stands out, because it is the main principle in modern conditions. Implementation of the principle of feedback can be done with the help of modern technologies that make it easier to work with consumers, learn their opinions, get reviews, ratings and increase the level of loyalty to the organization. An example of this is the introduction of a CRM system, which allows analyzing consumer feedback, monitoring changes in consumer behavior at all stages of the transaction. Since the implementation of the CRM system is one of the categories of marketing potential in the formation of competitive potential, the addition of the principle of feedback is one of the factors in the formation of marketing potential and competitive potential.

Feedback allows the organization to evaluate the conformity of the product or service to the customer's assessment of quality, which is an important step before launching a new product or service, because the results of the evaluation of customer feedback allow the company to create a product that meets the needs of consumers.

Methods of determining quality in household service processes are classified into the following groups:

1. Organizational methods (organizational). The creation of such an organizational system can ensure the required quality.

Such methods include instructions, orders, decisions; rules that correct discipline and provide motivation.

2. Socio-psychological methods (socio-psychological).

Affecting the moral interests of employees, convincing them of the importance of their work to achieve the desired quality. The main role here is played by employee motivation and various forms of incentives.

3. Economic methods (economical).

Creation of material benefits for the achievement of a given goal in the field of quality and impact methods based on the use of economic incentives.

4. Technological methods (technological).

Technological methods consist of methods of process and product quality control and methods of process and product quality regulation.

It is proposed to include the processes of "implementation" and "working with consumers". This process is recommended to be carried out between planning and control, which helps to understand and change the assumptions that were not considered in the first phase. "Working with consumers" is a stage that helps to collect not only internal quality assessment, but also external assessment, because consumers are the main indicators that should be taken into account when finalizing or producing a new product or service (Figure 3).

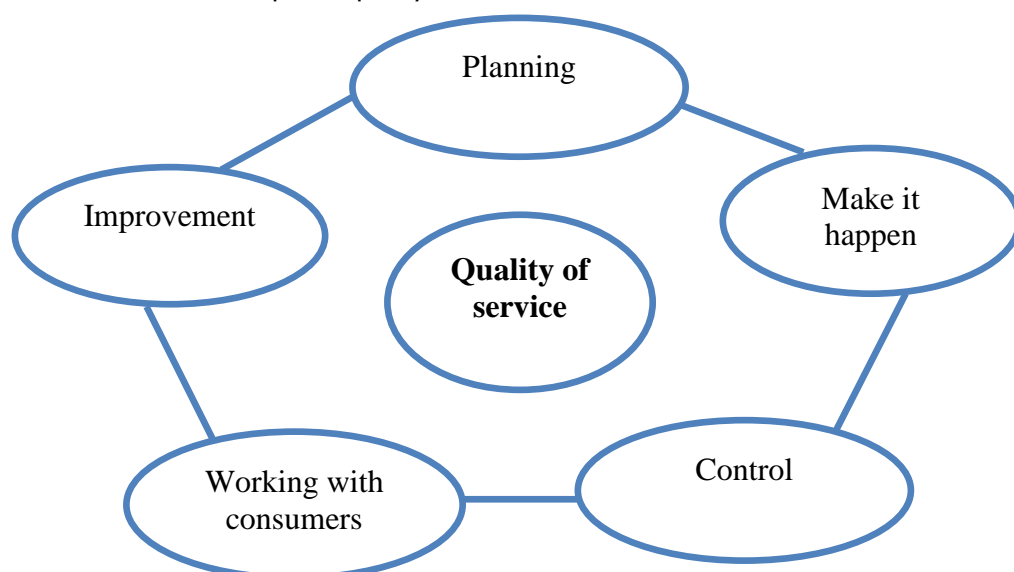


Figure 3. Improved processes of "Quality Triads".⁴

⁴ Developed by the author.



Now let's look at quality of service management. The role of the service sector has increased significantly in the last decade of world economic development. The range of services offered has expanded considerably, and hence the number of people employed in this field is steadily increasing. Many programs have been developed for external evaluation of the quality of services provided by the customer after purchase. One of these factors is the income level of the population.

In the consumer service industry, quality control must be adequately considered within the company before providing direct-to-consumer services, which is a weakness of many service companies.

In the conditions of the innovative development of the economy, quality is becoming one of the decisive factors of a successful strategy in the competitive environment of the consumer services market. The study of economic literature shows that our country and foreign enterprises implement various methods and technologies for developing programs to improve the quality of services provided. The methods range from the most sophisticated, thorough statistical analysis to simple enterprise applications. The presence of a certified quality management system is a mandatory condition for establishing effective and long-term relations between the buyer and the seller. For example, ISO 9000 standards are international standards in various fields of activity.

SUMMARY

1. Based on the above-mentioned opinions and considerations, today, household service enterprises have begun to pay more attention to satisfying the individual needs of consumers. Because they are forced to behave in this way by the competitive environment that is emerging in the industry. Competition, in turn, imposes strict requirements on the quality of services. However, it should be noted here that the competitive environment among household service enterprises is now being formed in accordance with the market conditions of our country.

2. The quality of household services covers the processes of meeting consumer requirements, from the design of highly profitable services to its implementation. The quality of service is determined by the complex features that determine and condition the ability to satisfy the needs and demands of consumers.

3. The quality of household services is a set of specific features or indicators of household services, which determine the ability to satisfy the consumer's needs and requirements, the ability to satisfy them at

a level not lower than the level that ensures consumer safety. The quality of services directly depends on the level and level of services provided to consumers.

4. According to the implementation of services, there is a period of vitality, which in turn is the formation of elements of the enterprise's all-encompassing systems. The purpose of the activity of the service enterprise is to meet the needs of interested parties (society, consumers, entrepreneurs, suppliers, employees, etc.) as much as possible. Therefore, quality represents the level of satisfaction of consumer demands in the activity of a household service enterprise.

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