



MODERN METHODS OF EVALUATING THE QUALITY OF SERVICES IN CATERING ESTABLISHMENTS

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Abstract: This article examines the quality of services in catering establishments and provides recommendations for developing modern methods for assessing it.

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The issue of ensuring the quality of service provision in all aspects of economic and social life is largely related to the activities of enterprises and organizations. In addition, the role and influence of the service sector in improving the standard and quality of life of the population is becoming increasingly important. In this regard, the quality of services consumed has a direct impact on the standard of living of people and is considered one of the main factors ensuring an increase in their quality of life.

Speaking about the quality of services, it is first of all appropriate to analyze the concept of quality in detail. The concept of quality was formed and developed in the 20th century in close connection with the development of material wealth. Especially in the second half of the century, industrial development became the basis for the formation of specific attitudes and views on quality. Within the framework of the concept of quality, many foreign and domestic scientists have conducted scientific and theoretical research, and as a result of these studies, the theoretical foundations related to ensuring the quality of products and services have been improved.

As the quality category has evolved, various definitions have been developed and refined. One such definition is ISO 8402:1994 international standard "Quality management and quality assurance - dictionary", according to which "Quality is the ability of an object to meet the specified and intended needs, a set of characteristics " ¹.

From the point of view of enterprises and organizations, quality is a set of internal characteristics that ensure the reputation of an enterprise or firm, its revenue growth, the prosperity of the organization, and the expectations of consumers. The quality of the product or service produced is an important indicator of a company's performance.

In this case The concept of service quality also appears as an important category, and A. Kholiqulov defines this concept as follows: - "Service quality " means a set of flawless services aimed at fully satisfying the needs of society (people, enterprises, the state) for services at a high

¹ International standard ISO 8402. Second edition 1994-04-01. Upravlenie kachestvom i obespechenie kachestva - Glossary. <http://stroysvoimirukami.ru/iso-8402-94/>

level and bringing them material and moral benefits at low cost ².” In connection with the concept of service quality, the concept of service quality is also widely used in the service sector. Service quality is a set of characteristics of the process and service conditions that ensure the satisfaction of the identified and intended needs of the consumer.

In our opinion, service quality is a complex concept, while service quality is a specific concept.

Service quality assessment is the most important element of a quality management system. It not only allows for quality control of service provision, provides a basis for analysis and decision-making, but also provides feedback necessary for any system to be stable and capable of development.

Adjectives are important characteristics, properties, and characteristics that distinguish one object or phenomenon from another. existence. Quality also means a set of characteristics related to the object's ability to meet established and intended needs.

According to ISO, quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs.

The concept of quality includes:

- 1) Compliance with standard requirements. Any product must comply with standards established by the state, that is, it must meet the requirements and norms specified in the instruction. Purpose, safety, environmental, reliability, ergonomic, resource efficiency, technological, aesthetic requirements are considered universal;
- 2) conformity of the product's characteristics to use, satisfaction of the buyer's needs is guaranteed by means of it;
- 3) the value of the goods must be of high quality and affordable for the consumer;
- 4) Compliance with latent needs is defined as the ability of goods, works, and services to satisfy a much wider range of consumer needs, that is, the ability of these goods to be used in the widest possible scope.

Product quality is a critical assessment by consumers of the level of compliance of its features, quality indicators with individual and social expectations, its intended purpose and necessary norms.

The quality of services is the generalized effect of services, which determines the extent to which the consumer is satisfied with them.

The concept of "product quality", in contrast to the philosophical concept of "quality", includes only those characteristics of a product that, in accordance with its intended purpose, contribute to the satisfaction of certain social or personal needs by the product. It will be connected with its possibilities.

The quality of a product depends on the quality of the components and materials that make it up. The consumer is the primary judge of the quality of a product or item, while standards only consolidate and regulate the best practices in the field of quality.

The quality of a product, work, or service is the totality of its characteristics that determine its suitability for satisfying specified or implied needs. The quality of a product is the totality of its characteristics that determine its suitability for satisfying specified needs in accordance with its intended purpose.

So, as long as the concept of service quality exists, the tasks of monitoring and evaluating it arise. Quality indicators can be expressed in different measurement units, and they can also be dimensionless. Classification of indicators in the following ten groups is recognized: design, reliability, technological, standardization and unification, ergonomic, aesthetic, transportation, potent-legal, ecological, safety.

² Pardaev M.Q., Khalikulov A.N., Rakhimov H.A. Problems of improving the efficiency of hotels. Monograph. - T.: "Economics", 2013.

The concept of quality expresses the characteristics and uniqueness of goods, works, and services in large and small groups. Establishing standards for goods, works, and services is the basis for realizing the right of consumers to quality products, works, and services.

At the same time, the task of developing a comprehensive, unified methodology for assessing service quality in the field of research on quality management issues in the service sector has not been solved. This task should encompass all aspects, from assessing consumer attention through questionnaires to establishing a system for statistical recording and analysis of assessment metrics.

A whole series of scientific studies have been devoted to the identification and assessment of quality measures, in contrast to the assessment of quantitative measures, which are closely related to studies in the field of methods for assessing consumer satisfaction and dissatisfaction. The concept of consumer satisfaction is considered more broadly, integrating the concept of service quality itself.

The SERQUAL method for assessing service quality, proposed by Parashurman, Berry, and Zeithaml in 1985, is often mentioned and used in the literature. The method is based on a questionnaire consisting of 22 questions grouped into five dimensions ³.

- Reliability
- Responsiveness
- Assurance
- Empathy
- Tangibles

The SERQUAL method is often used as a basis for developing other methods of assessing service quality (for example, SERVPERF (proposed by Cronin and Taylor), the method proposed by Lee, the Aquiran method, and others).

In addition to the above-mentioned method, the Customer Satisfaction Index (CSI) calculation method, proposed by specialists from the Stockholm School of Economics, is gaining wide distribution. This index, calculated on the basis of personal interviews and used as one of the long-term forecast indicators of profitability and market value in companies, industries and the economy as a whole, allows you to identify the causes and factors of consumer satisfaction and their neutrality. The CSI calculation method is based on conducting consumer surveys across economic sectors, identifying the main leaders in the studied industry.

The complexity of assessing quality measures is due to the difficulties in formalizing, generalizing and analyzing assessment criteria, as well as determining methods for their measurement. The main shortcomings of existing methods of assessing quality are often caused by the fact that manufacturers do not pay enough attention to solving the above-mentioned problems, which is explained by the fact that the selection of important indicators included in the system itself largely depends on the service sector. Similarly, depending on the service sector, the selected assessment criteria may differ both in terms of priority and in the set of indicators included in it.

When creating methods for evaluating qualitative indicators, in contrast to quantitative indicators, it is necessary to specify the scope of its application, in quantitative indicators, such a specification is not required due to the insufficient personalization of the evaluation indicators. However, it should be noted that due to the common principles of the development of methods for quality assessment in any sector of service provision, methods can be created by analogy, especially in cases where these sectors have similar assessment priorities.

³ Parasuraman, A., Zeithaml, VA, Berry, LL, 1985. A conceptual model of service quality and its implications for future research. J. Marquette. 41–50.

Currently, a number of methods and models have been developed for quality assurance and control in service enterprises, one of which is Total Quality Management, a complete system for improving quality. The philosophy of **TQM** is interpreted differently depending on the problem.

Although a number of methods and models for assessing service quality have been developed, measuring and assessing quality in the service sector is complex. Therefore, in assessing quality, a number of specific characteristics of services are compared with the characteristics of goods. These characteristics are as follows:

- Services are tangible. The characteristics of the service of the service enterprise are complex, including the difficulties in evaluating its quality by the customer.
- The customer is often directly involved in the service process.
- Services are consumed at the same time as they are produced. Services cannot be stored or transported.
- The customer can never be the owner of the purchased service.
- Service is an activity, so the customer cannot evaluate it without consuming it.
- Service delivery is often a process made up of small systems.

The quality and attractiveness of services affect the buyer's overall assessment of the service activity. The level of consumer satisfaction with the service depends on the quality of service performance and the result of the service. When assessing the quality of service, the consumer compares a number of quality assessment parameters with expected measurements, if these parameters match, he considers the quality of the service to be satisfactory. For each parameter of assessing the quality of service, there are two (conditional) measurements, which are the measurements expected by the consumer and the actual measurements. The difference between these two measurements represents the level of satisfaction with the quality of service provided to customers.

In conclusion, it can be said that the service sector is constantly changing and developing in its form. This creates difficulties in determining the quality of services. In order to understand the mechanism of this development and to predict its future results, it is necessary to fully understand the essence of the economic and social content of the service sector. In the real economy, goods and services never move in a pure form. The purchase of goods moves in tandem with services, or vice versa, services move in tandem with goods. For example, the purchase of any product is directly related to its advertising, storage, display, packaging, loading and unloading, guaranteed and post-guaranteed service. In a restaurant, not only food is offered to the customer as a product for sale, but also the services of chefs, waiters, tables and premises for eating, and in some cases, entertainment programs. The quality of the product can be determined and controlled on the basis of specific standards and documents, since services cannot be stored, perceived and performed without the consumer, their quality cannot be considered constant. Therefore, it is necessary to develop and implement modern methods for assessing and measuring the quality of services, and, if necessary, standards.

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