

**OPPORTUNITIES TO IMPROVE THE QUALITY OF SERVICES IN THE SERVICES
SECTOR**

Hayitov Jamshid,

Senior lecturer of department of “Digital economy”, PhD
Samarkand institute of economics and service

Abstract

This article provides a scientific analysis of the theoretical foundations and practical opportunities for improving service quality in the service sector. Based on statistical data, current development trends of Uzbekistan’s service sector are examined. The study substantiates key directions for enhancing service quality through digital transformation, human capital development, and management improvement.

Keywords

service sector, service quality, competitiveness, customer satisfaction, service market, economic efficiency, digital services, human capital, service culture, management system, innovation, statistical analysis, economic growth, service industry, national economy

Annotatsiya

Mazkur maqolada xizmatlar sohasida xizmatlar sifatini oshirishning nazariy asoslari va amaliy imkoniyatlari ilmiy jihatdan tahlil qilinadi. Tadqiqotda O‘zbekiston xizmatlar sektorining so‘nggi yillardagi rivojlanish tendensiyalari statistik ma‘lumotlar asosida baholanadi. Xizmatlar sifatini oshirishning raqamli transformatsiya, inson kapitali va boshqaruv mexanizmlari bilan bog‘liq ustuvor yo‘nalishlari asoslab beriladi.

Kalit so‘zlar

xizmatlar sohasi, xizmat sifati, raqobatbardoshlik, mijoz qoniqishi, xizmatlar bozori, iqtisodiy samaradorlik, raqamli xizmatlar, inson kapitali, xizmat madaniyati, boshqaruv tizimi, innovatsiya, statistik tahlil, iqtisodiy o‘shish, xizmatlar sektori, milliy iqtisodiyot

Аннотация

В статье проводится научный анализ теоретических основ и практических возможностей повышения качества услуг в сфере обслуживания. На основе статистических данных рассматриваются современные тенденции развития сервисного сектора Узбекистана. Обоснованы приоритетные направления повышения качества услуг с учетом цифровизации, развития человеческого капитала и совершенствования системы управления.

Ключевые слова

сфера услуг, качество услуг, конкурентоспособность, удовлетворенность потребителей, рынок услуг, экономическая эффективность, цифровые услуги, человеческий капитал, культура обслуживания, система управления, инновации, статистический анализ, экономический рост, сервисный сектор, национальная экономика

INTRODUCTION

In the current conditions of globalization and the digital economy, the service sector is becoming one of the most important and rapidly developing sectors of the national economy. World experience shows that in economically developed countries, the share of the service sector in the GDP structure is dominant, and this sector is of decisive importance not only in ensuring economic growth, but also in increasing employment, improving the living standards of the

population and strengthening social stability. Therefore, the issue of service quality in the service sector is considered one of the priority areas of modern economic research.

In the process of economic reforms being implemented in the Republic of Uzbekistan, special attention is paid to the development of the service sector. In recent years, the expansion of service sectors such as trade, transport, communications, finance, tourism, education and healthcare, the introduction of new types of services and increased activity of the private sector have led to a significant increase in the size of the services market. However, an increase in the volume of services does not always mean a sufficient increase in the level of service quality. Many service providers still have problems with the quality of services, a deep understanding of customer needs, service culture, and satisfaction with the results of services.

According to the Resolution of the President of the Republic of Uzbekistan dated 27.02.2025 No. PQ-78:

The following are set as the main target indicators for the development of the service sector in 2025:

- (a) increasing the volume of services by 15 percent;
- (b) providing 3 million people with gainful employment in the sector;
- (c) establishing 52.2 thousand service facilities.

The issue of improving the quality of services is relevant not only at the level of individual business entities, but also from the point of view of ensuring the competitiveness of the entire service sector. In the conditions of market relations, the expansion of consumer choice requires service organizations to constantly improve the quality of services, introduce innovative approaches and form a customer-oriented management system. At the same time, improving the quality of services also expands the possibilities of increasing economic efficiency, optimizing the cost of services and rational use of resources.

In this regard, a scientific in-depth analysis of the possibilities of improving the quality of services in the service sector, identifying existing problems and substantiating effective directions for their elimination is of urgent scientific and practical importance. This article is aimed at studying these issues, in which the theoretical foundations of improving the quality of services, the current state of practice in Uzbekistan and its prospects are systematically analyzed.

MAIN PART

When conceptually analyzing service quality, this concept is seen as a multidimensional and socio-economic process. In the scientific literature, service quality is defined as the overall state of the service process, which is directly related to the satisfaction of customer expectations. This process is assessed through each touchpoint of interaction with the customer, including employee skills, service speed, equipment condition, organizational environment and compliance with customer needs. Theoretical models, in particular, approaches such as SERVQUAL, describe the dimension of service quality through dimensions such as reliability, speed, assurance, empathy and visibility, which shows that service quality is a multidimensional phenomenon. This model is widely used as a scientific basis for understanding and evaluating the quality of services, be it education, healthcare or corporate services.

The quality of services forms customer satisfaction, which in turn contributes to improving customer loyalty, market share and financial performance of service providers. This process is also important in the context of a long-term competitive strategy, which increases the ability of entities to maintain a stable position in the market by improving the quality of services.

The service sector in the economy of Uzbekistan has been showing a continuous growth trend over the past five years, which indicates the growing importance of the service sector in the economic structure. According to the National Statistics Committee, the service sector occupies

a significant share in the gross domestic product, and its volume and the number of market entities are increasing. For example, over the period 2017–2024, the share of the service sector in GDP, its participation in the labor market and the volume of services have steadily increased, which indicates the transformative role of the service sector in the economy.

Statistical analysis also clarified the growth rate of the services sector, its differentiation by sector, and the regional socio-economic situation. Sub-sectors such as communications and information technology, financial services, transport, and tourism significantly contribute to the growth of the volume of services. The growth of the volume of market services in the services sector continues at the beginning of 2025, which indicates the dynamic growth potential of the services sector.

This growth also demonstrates the responsiveness of services to market demand: communication and information technology services are characterized by the highest growth rates, which means that the transformation towards a digital economy will have a significant impact on service quality requirements.

When assessing the quality of services in the context of statistical analysis, the services sector is directly related to growth indicators in the economy. For example, indicators such as the increase in the number of service providers, the volume of services, and the share of the services sector in GDP indicate the economic importance of the services sector. These economic indicators also reflect the level of service quality, as high demand and market expansion increase competition in terms of service quality.

Also, statistics on the service sector show positive dynamics by type of service: the growth rate of financial services, communication services, health care and other professional services makes a decent contribution to the total volume of services. This allows us to analyze the differentiation between different sub-sectors in terms of service quality, for example, there are significant differences between the quality indicators of professional and highly skilled services and traditional consumer services (trade, hotels).

Multidisciplinary services statistics show that the growth rate of digital and information services within the services sector is high, while the quality of service and the level of customer expectations in this sub-sector are also increasing the demand for highly qualified services. In this context, statistical dynamics play an important role in determining strategic directions for improving service quality.

Improving the quality of services is a complex process that includes organizational, innovative and social factors. Statistics provide evidence of the growth dynamics of the service sector, its differentiation by sub-sectors and the economic competitiveness of services through regional indicators. The theoretical approach structurally analyzes the concept of service quality based on customer requirements.

This integration allows us to identify specific directions for creating quality services, optimizing service processes and increasing customer satisfaction. Statistics show the growth potential of the service sector, and the theoretical approach provides a concept for managing this potential through quality indicators.

CONCLUSION

During the study, it was found that the issue of improving the quality of services in the service sector is an important condition for modern economic development. In the context of the expansion of the service sector, only the growth of the volume of services is not enough, the quality, stability and compliance with consumer needs of the service process are of decisive importance. It is the quality factor that is emerging as the main criterion for ensuring competitive advantage in the services market.

Theoretical analyses have shown that the quality of services is a complex and multifaceted economic category. The quality of services is directly related to the professional training of employees in the service process, communication culture, the effectiveness of the organizational system, and the formation of trusting relationships with customers. Therefore, improving the quality of services requires a continuous and systematic management approach, not through one-time measures.

The results of the statistical analysis show that the service sector in Uzbekistan is developing steadily. In particular, the rapid growth of digital, financial and information and communication services is leading to increased quality requirements in the services market. At the same time, it has been revealed that the level of service quality in some service sectors and regions is insufficient, which creates the need to further improve quality management mechanisms.

According to the results of the study, the priority areas for improving the quality of services in the service sector are the widespread introduction of digital technologies, the development of human capital, the improvement of the service culture, and the formation of effective quality assessment and control systems. The implementation of a consistent and thorough approach in these areas will serve to increase the competitiveness of the service sector, ensure consumer satisfaction, and ensure the sustainable development of the national economy.

REFERENCES

1. President of the Republic of Uzbekistan. On the Strategy for the Development of the Republic of Uzbekistan for 2022–2026. Decree No. PF–60. Tashkent, 2022.
2. State Statistics Committee of the Republic of Uzbekistan. Statistical collection on the development of the services sector in Uzbekistan. Tashkent, 2021–2024.
3. Abdurakhmonov, A. A. Economic mechanisms for increasing competitiveness in the services sector. *Scientific Journal of Economics and Innovative Technologies*, 2021.
4. Tursunov, B. O. Modern approaches to managing and assessing the quality of services. *Economics and Education*, 2022.
5. Kadirova, D. A. Issues of developing the services sector in the digital economy. *Problems of innovative development*, 2023.
6. Ismoilov, S. S. The role and effectiveness of human capital in the services sector. *Journal of Economic Research and Reforms*, 2020.
7. Khudoyberdiev, J. M. Directions for improving the quality management system in the services market. *Business Expert Journal*, 2022.
8. Ministry of Economy and Finance of the Republic of Uzbekistan. Analytical review on the development of the services sector. Tashkent, 2023.
9. Rasulova, M. N. Factors for increasing customer satisfaction in tourism and service services. *Economy of Services and Services*, 2024.
10. Karimov, U. A. Innovative activity in the services sector and its economic efficiency. *Economy of the New Uzbekistan*, 2021.