

Quality of Service and its Characteristics in Retail Enterprises

Y. M. Urinov

Researcher, Bukhara Engineering Technological Institute

ABSTRACT: The article is devoted to the research of the quality of services in retail trade enterprises and its characteristics, requirements for the quality of services, criteria for the quality of service and the main directions of the quality of services of retail trade enterprises and develops recommendations for the increase of the quality of services in retail enterprises.

KEYWORD: service economy, retail trade, service quality, competitive advantage, service process, consumers

Introduction

In the current conditions, an innovative approach to the issue of improving the quality of services in retail trade enterprises is required. By rapidly introducing digital technologies and modern scientific achievements to retail enterprises, it is necessary to create new competitive advantages that allow them to expand their activities and increase the efficiency of retail service provision processes. This is one of the urgent tasks of improving the quality of service by optimizing the activities of retail trade enterprises.

Currently, retailers pay special attention to the quality of trade services, which is caused by the imperatives of the external environment, characterized by: excess supply over demand; the introduction and wide distribution of new formats of retail enterprises, which, along with the sale of goods, provide consumers with the most comfortable conditions in the process of their purchase; increase in incomes of the population and consumer demand; development of market infrastructure, etc.

A comparative analysis of different points of view on the subject of the study made it possible to establish that the quality of trade service is interpreted as the activity of the seller, aimed at meeting the needs of the buyer in the process of acquiring a product or service, etc. Along with this, the term under study is presented in the economic literature as a set of characteristics of the process and conditions of trade services or a set of means and methods that ensure the satisfaction of the needs of buyers in goods and services. Taking into account the fact that this concept is multidimensional and its content is interpreted by individual scientists ambiguously, the author proposes an object-oriented approach to the essential interpretation of the quality of trade services, according to which it is most expedient to single out such components as the product offer and the quality of goods, the form of service and methods of selling goods, merchandising, services, personnel. Based on this, the author understands the quality of trade services as a set of characteristics that reflect the properties of goods in terms of their use value and the conditions of the process of trade services, from the position of maximum compliance with the consumer's perception of the quality of trade services in retail trade enterprises.

Results

With economic development, increased competition, complexity and a significant increase in the range of sold consumer goods, the issue of the quality of services provided in retail enterprises is becoming more relevant, and the quality of these services has become one of the necessary conditions for the success of the enterprise in the consumer market. The provision of retail services is directly related to the economic category of "utility", which is the consumer's satisfaction with the consumption of goods and services that increase the utility of the goods. Realization of services is subject to the law of added utility, according to which, with an increase in the consumption of a particular product, if the consumption of other goods remains unchanged, the total utility increases, but on a smaller scale.

The quality of the provided services is also important in foreign developed countries. According to US statistics, in the last 25 years, about 80% of new products fail because of poor after-sales services and information services. According to 41% of US business leaders, providing quality customer service is more important than the latest modern technology or innovation in the production of material products.

The reduction of added utility is the basis of the "ordered choice" theory, according to which consumers spend a limited household budget based on the maximization of total utility in the process of comparing the usefulness of various goods and services, rationalizing the consumption structure.

Retail services have a certain utility in the process of using them, and at the same time, customers who visit retail establishments accept them not only from the point of view of purchasing consumer goods but also from the point of view of satisfying their other needs for services.

The usefulness of services provided by sellers, including, in our opinion, in retail enterprises, determines the effectiveness of sales processes from various points of view.

From the point of view of profitability, the quality of services of retail enterprises represents the use of services in terms of the efficiency of exchange processes, and how well the provided services correspond to a set of specific needs and expectations, taking into account the price that market subjects are willing to pay for this type of service.

In our opinion, four aspects of the service quality of retail establishments should be considered.

Features of the quality of retail services:

- **functional aspect:** speed and order of service, service time, staff appearance, staff skills, service culture;
- **technical aspects:** quality of goods, an assortment of goods, condition of the building, interior appearance, provision of modern equipment and devices, room equipment;
- **hygienic aspects:** conformity of the provided services with sanitary and hygienic requirements;
- **social aspects:** ensuring the security, reliability and compliance of the services of the retail enterprise with social requirements.

It should be noted that all four qualities of services are closely related to each other. Installation of new modern retail equipment (technical aspect) increases the speed of service, improves sales techniques and allows for reducing the time of receiving service to the customer (functional aspect). The ethnic aspect of service quality is important in the long term, as it is aimed at preventing harmful situations for customers, and depends on the condition of buildings and structures, the quality and the assortment of goods sold (technical aspect).

Factors that determine consumer satisfaction with goods and services are: the company's image; consumer expectations; conceptually, perceived quality is divided into robust components, which are quality aspects of

products and services, and human components, which are interactive elements related to the consumer in the service; perceived value.

Each of the latent variables is defined by two to six measurable variables (indicators) observed through a consumer survey. In terms of latent variables, consumer loyalty is determined by several indicators representing the following consumer preferences: repeat purchase; purchase another product from the same company; switching to a competitor (price resistance); recommending this brand/company to other consumers.

By summarizing the given data, the services of retail enterprises allow them to offer an individual quality model.

The quality of services is an important indicator of the enterprise's activity, and its increase is an indicator of intensive development determined by the survival of the enterprise in the market, the rate of scientific and technical development, the growth of production efficiency, and the saving of all kinds of resources used in the enterprise.

Conclusions.

Requirements for the quality of services of retail trade enterprises are classified according to functional, social, working conditions, aesthetic and technological aspects, as well as general and special features related to safety and environmental protection. Criteria and indicators representing the quality of services in retail trade enterprises are determined by their consumption characteristics. Accordingly, the factors determining the effectiveness of services in retail trade enterprises, the satisfaction of consumer demand, the reduction of the duration of services, and the satisfaction of consumers with goods and services were determined.

References

1. Abdukarimov B.A. Ichki savdo iktisodiyoti fanidan maruzalar matni I kism. - Samarkand. SamISI, 2007. 128 b.
2. Pardayev M.Q. va boshqalar. Xizmat ko'rsatish, servis va turizm sohalarini rivojlantirish: muammolar va ularning yechimlari. O'quv qo'llanma. – T.: «Iqtisod-moliya», 2008. - B. 133.
3. Vatolkina N. Sh. Metodi otsenki kachestva uslug: sravnitel'naya xarakteristika / N. Sh. Vatolkina // Russian Journal of Management. – 2016. – T. 4., № 3. – S. 374-382.
4. Dzaxmisheva I.SH. Metodika otsenki konkurentosposobnosti uslug v roznichnoy trgovoy seti / I.SH.Dzaxmisheva // Marketing v Rossii i za rubejom. - 2004. -№3. - S. 93-108.
5. Yegorov V.F. Organizatsiya trgovli: uchebnik /V. F: Yegorov. - SPb.: Piter, 2006. - 352 s.
6. Bakhronovna R. D. Teamwork as an Effective Way to Achieve Goals //JournalNX. – C. 710-713.
7. Rasulova D. B. O'ZBEKISTONDA XORIJIY SAYYOHLIK AMALIYOTI TARIXI (FRANSUZZABON TADQIQOTLAR VA MANBALAR ASOSIDA) //Turizm ilmiy-amaliy elektron jurnali. – 2018. – T. 1. – №. 1. – C. 50-61.
8. Bakhronovna R. D. HISTORY OF THE CENTRAL ASIAN INTELLECTUAL HERITAGE FROM THE VIEWS OF FOREIGN RESEARCHERS //International Journal of Intellectual Cultural Heritage. – 2022. – T. 2. – №. 3. – C. 90-95.
9. Rasulova D. B. LIFELONG LEARNING: NEW PARADIGMS AND SUSTAINABLE PERSPECTIVES //INTEGRATION OF SCIENCE, EDUCATION AND PRACTICE. SCIENTIFIC-METHODICAL JOURNAL. – 2022. – C. 27-30.
10. Rasulova D. B. TEACHING IN THE DIGITAL AGE //Spanish Journal of Innovation and Integrity. – 2022. – C. 9-112.