

SERVICE QUALITIES AND COMPETITIVENESS OF A SERVICE ENTERPRISE

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The article describes the authors view on improvement to the conceptual foundations of quality management services, including the concepts of "quality services" and the directions of the impact of higher quality of service to the competitiveness of service enterprises.

Historically, in the former Soviet countries assessing and improving the quality of service has long been neglected. Back in the 1970s, more developed countries such as USA, Germany, UK, Japan, France, began to organize their production in accordance with the changing needs and demands of consumers. In Eastern European countries, this trend has begun to occur in the early 90-ies. In Ukraine attention to the importance of the consumer role and the quality of its services were paid only in the last decade [1].

Today, the rapid development of the service sector has increased the interest of researchers to its problems and prospects. Much attention is paid to the study of individual components of services, including quality of service. Most scientific researches are usually focused on the features of services that determine differences between systematic quality assurance of products and quality assurance of the service process. However, the problem of providing and managing service quality is still not developed.

The purpose of this article is to improve the conceptual framework on management of service qualities, including clarification of the concept "quality of service" and identification of areas of influence on improving service quality and competitiveness of service enterprises.

Quality has always been an important consumer feature of services. In the process of competition between manufacturers of similar types of services consumers prefer cheaper service, but if the prices are the same consumers prefer higher quality service. In order to survive in today's competitive environment, enterprise needs to offer only higher quality service. High quality ensures high profits because quality services at a

reasonable cost more consumers are willing to buy and even willing to overpay returning again.

For most consumers the quality of service is a very unclear and ambiguous concept, so everyone understands it in his own way and very often wrong. The fact is that the quality it is not just a single character and it is often a range of features that allow you to judge the service in complex. At the same time, some consumer understands the overall meaning of quality, and another - a specific features.

Specialists in quality believe that the quality of the product - a clearly defined value, it is possible to measure and control it, so quality exposed to management and improvement [2]. Summarizing scientific views on the definition of service quality can single out two main directions (Fig. 1)

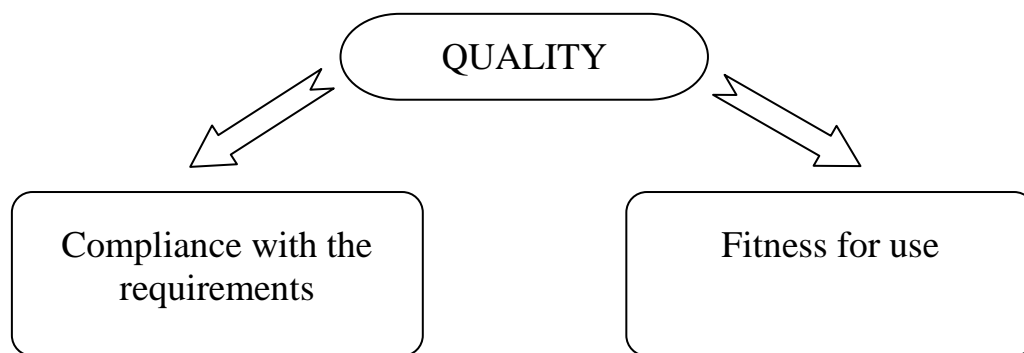


Fig. 1. The main directions determining the quality of services

Quality as “compliance with the requirements” suggests that prior to the development and creation of services was identified a set of unambiguous and measurable requirements that guarantee its quality and controlled at all stages of the service process. Any deviation from these requirements regarded as defects, so as signs of lack of a quality or decline in the quality.

Quality as "fitness for use" means that the service can meet the needs of the consumer. This definition reflects the role as a consumer. In fact, if you look in essence, the consumer does not buy the service he buys guarantee from the manufacturer that its expectations will be completely satisfying. Consumer interest is not so much about service previously established requirements (it is more interest of manufacturer), as its

consumer properties such as speed of service, uniqueness, reliability, and how these characteristics correspond to the price of services.

Eventually both approaches to the definition of "quality" is closely related and also perfectly consistent with each other.

Quality is a complex concept that fully characterizes effectiveness of business, management style, strategy, marketing and service organization, so effective quality management is one of the most actual problems of today [3]. In competitive struggle win only those companies that are constantly working to ensure and improve the quality of service by the important consumer characteristics. Quality today is the main determinant of enterprise outcome and especially the service sector.

In Fig. 2 schematically shown areas of impact of the improving service quality on competitiveness of an enterprise.

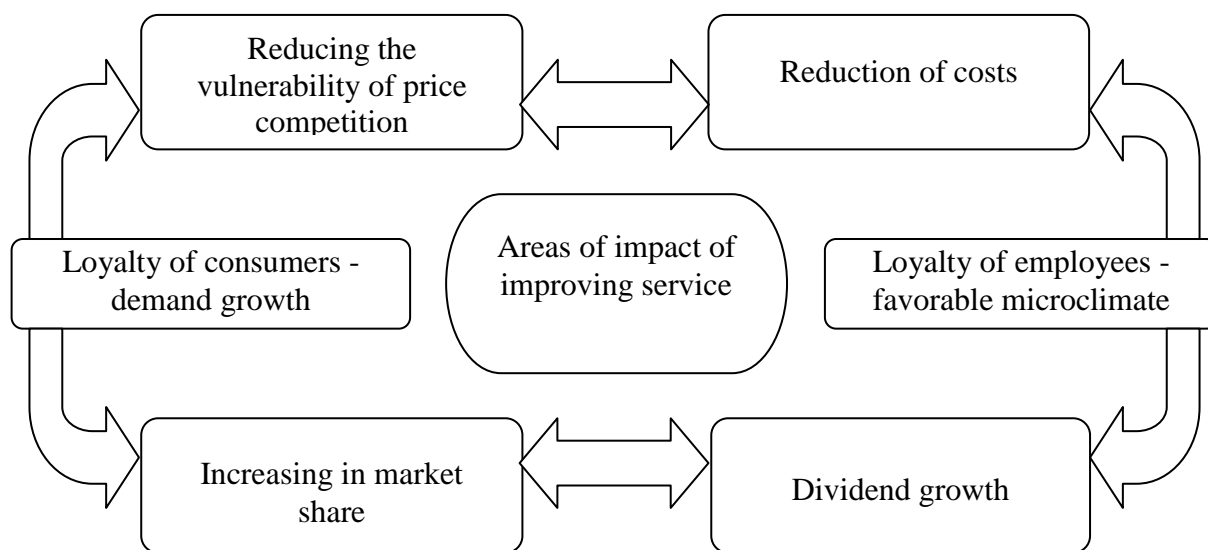


Fig. 3. Areas of impact of improving service quality on competitiveness of an enterprise.

Thus, market conditions require continuous service quality improvement of the domestic companies that provide competitive advantage and is the key to financial stability of enterprises.

Considering the providing of services quality as the biggest problem in this area for Ukrainian service companies is the lack of legal basis. International experience

shows that a necessary tool that ensures compliance with quality requirements of technical standards is certification.

The need to create a single system of standardization and certification in the service sector appeared long ago. All regulations should be harmonized with international and European requirements. This is a lengthy process associated with certain difficulties, but mandatory, otherwise domestic producers will never win the international services market.

So, assurance of service quality is a combination of planned and systematically performed measures to create the conditions necessary to meet certain service requirements and needs of the consumer. In condition of adherence to standards consumer will have a guarantee of quality, manufacturer will have stable income, and therefore consumers and producers of services will benefit from this.

Literature

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ЯКОСТІ ПОСЛУГ ТА КОНКУРЕНТОСПРОМОЖНІСТЬ СЕРВІСНОГО ПІДПРИЄМСТВА

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В статті відображено погляд авторів на вдосконалення концептуальних засад управління якістю послуг, зокрема уточнено поняття «якість послуги» та визначено напрями впливу підвищення якості обслуговування на конкурентоспроможність сервісного підприємства.

КАЧЕСТВА УСЛУГ И КОНКУРЕНТОСПОСОБНОСТЬ СЕРВИСНОГО ПРЕДПРИЯТИЯ

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В статье отражено взгляд авторов на совершенствование концептуальных основ управления качеством услуг, в частности уточнено понятие «качество услуги» и определены направления влияния повышения качества обслуживания на конкурентоспособность фирме.

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