

Features of the process of quality management service

The relevance of research. Historically, in post-soviet countries improvement of quality services sector was not given the appropriate value. Back in the 1970s, in more developed countries such as USA, Germany, UK, Japan, France, they've began to organize their production in accordance with the changing needs and demands of consumers. In Eastern European countries, this process has begun in the middle of 1990s. In Ukraine importance of consumers was paid attention only in the early 2000s.

The relevance of the chosen theme was due to fundamental changes in the economic, social, cultural and political spheres in Ukraine for the last decade, that caused the increasing of consumer`s attention to quality. Previously, the majority of customers have been focused on the price of goods (services), but now the consumer is ready to pay a higher price, but he want buy more quality product which will serve him longer.

Analysis of the recent research. The rapid development of the service sector caused the increased interest of scientists to its problems and prospects. A lot of attention is paid to the study parts of service such as quality of service. Important achievements in the development of service quality problems made these scientists: Tkachenko Y.A., Alyeksyeyenko V.I. ; Blonskaya V.I.; Belostotskaya A.A., Kruglov A.V., Munin G.B., Zmiyov A.A., Zinoviev G.A., Samartsev E.V., Hatsa O.O., Maksymets K.P., Rohlyev H.Y.; Kardash V.Y., Pavlenko I.A., Shafalyuk O.K. .

The most of scientific research is focused on features of servise that define the differences between the system quality products and the quality of our service. However, the problem of the providing and quality management services is still not developed.

The purpose of this research is to improve the conceptual basis of quality control services, including clarification of the concept of "quality of service" and to develop a model of factors of service quality that is based components that form it.

Basic Materials The quality of products and services is one of the most important factors in the success of any company as a part of internal organizational management. Also it is the guarantee of achievement and maintenance of an effective work of organization. That is why we need a regular improvement of methods, evaluation, and quality management.

For most people, quality is the concept that is very vague and ambiguous because everyone interprets it differently and sometimes wrong. The fact is that the quality is not a single feature; it is often a range of features that allow you to judge the quality of the goods or services. But the part of consumers understands the overall quality, and another part can see only specific trait.

The most of consumers believe that the quality is something immaterial, intangible, some generic feature, which you can talk, even argue, but you can't be measured, because different people have different opinions. In contrast to consumers quality experts think that the quality of the product is a well-defined value and it is possible to measure, to monitor, so the quality management and improvement can be refined.

According to international standard ISO 9000 [1] quality is the degree in which a set of inherent characteristics responds needs or expectations.

Quality reflects the extent of usefulness of products, a set of properties that determine the extent (stage) the ability of the product to perform its inherent function.

The business dictionary [6] is the following definition: quality - a combination of properties, characteristics of goods, materials, services, work, describing their compliance with its purpose and requirements, and the ability to satisfy the needs and demands of users.

Summarizing the existing definition of quality is possible to distinguish two main. Two definitions are closely related and perfectly consistent with each other.

"Compliance" means that before development and creation the product set of unambiguous that measurable requirements that guarantee the quality of the product (service) was determined and monitored at all stages of production. Any deviation from these requirements regarded as defects, as signs of lack of quality products (services) its reducing.

"Fitness for using" means that the product can be used for customer`s satisfaction, and in all conditions for which the product is intended. This definition reflects the role of a consumer. In fact, if you look on the merits, consumer does not buy a service (sounds strange), he buys manufacturer's warranty that expectations of the consume will be fully implemented. Consumer is not interested so much in the service with the folded requirements (it is more interesting to manufacturer). Consumer is interested in such properties as reliability, speed of service, uniqueness, and these characteristics correspond the price of the product (in the famous price-quality ratio) [5].

These definitions are not quite complete. They do not represent the entire contents of the category of "quality". Since you cannot isolate quality for consumers and for manufacturers. On the contrary, they should not only complete each other, but they should have the relationship at all stages of the life cycle of a product or service. Requirements have targeted the manufacturer to meet the needs and expectations of consumers. This is particularly important during development services when expectations of buyers are studied and described in detail, then to organize production efficiently and effectively and profit it. This research gives a definition: quality is a degree of perfection service that fully meets expectations, meets all established requirements and conditions of production and it is not detrimental to the manufacturer. A market environment requires from quality improvement services to domestic companies that provide competitive advantage and competition is the key to financial sustainability of enterprises. Quality assurance is a combination of planned and systematically implemented measures to create the necessary conditions to ensure that products or services meet specified requirements. In other words, the system has to provide confidence in the failure-

free operation of all its components. This includes requirements for equipment, raw materials, components, metrology equipment, personnel, etc. [3].

A.A. Bilostotskoyu and A.V. Kruglov [2] propose a classification of indicators that shape the quality of services: quality of products that is used to provide services; quality of production processes; quality of staff; customer inquiries; a set of basic equipment and additional services.

The list of indicators proposed by the authors is not perfect. Therefore, this number can expand the following indicators: the quality of the physical environment directly affects the psychological and emotional perception of the consumer, that affects the quality assessment of him.

Thus, basing on this clinical study it is possible to offer overall service quality model that reflects a set of components that form it. (Image 2):

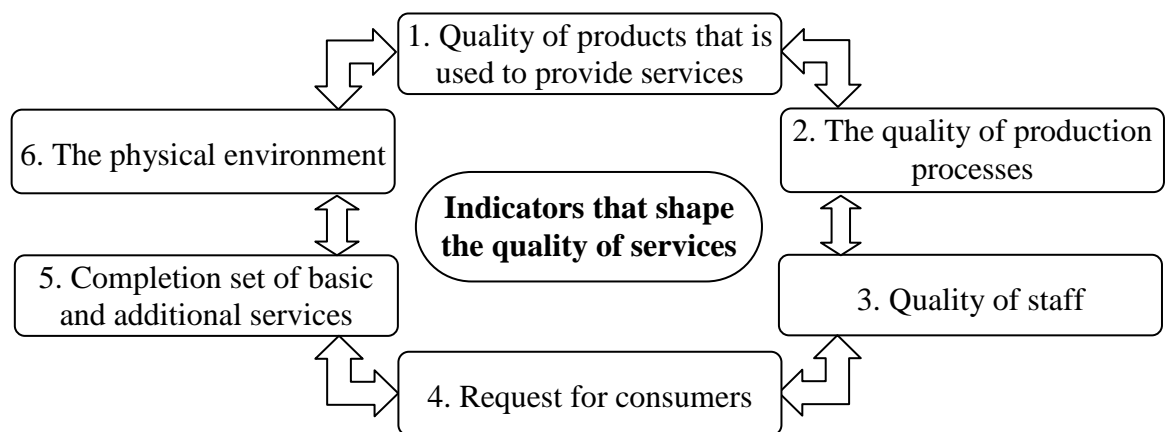


Image 2. Factors model of service quality

1. Quality of products that is used to provide services.

The production and provision of services includes different types of products: raw materials, components, semi-finished goods. For example, to provide quality hotel and restaurant services to the public every institution may have a wide variety of products: materials for cleaning services (cleaning, disinfecting and bleaching agents); goods for daily use customers (private use household cleaning, towels and slippers); goods for decoration of rooms (furniture, lighting, decorative elements); food raw materials and semi-finished products for confectionery and culinary services (fruits, drinks, wine and liquors and tobacco); products that`s used for making, receiving and storing food (pots, pans, plates).

2. The quality of production processes.

Service industries in the service may use their own production. In this case, among the factors to be forming production process.

Quality of the manufacturing process will depend on the following factors: quality of the product. Regulation of production processes can improve the quality of its products, even if the stuff has some defects. However, sometimes there are fatal, critical defects in products as feedstock. Using such products is unacceptable, because in that case will be a violation of productions and in the end result will be negative; the quality of the production equipment. Such equipment may include as a technique, that is used for customer service in the office (e.g., counseling or signing a contract), and the equipment that is used in installation work. The first group includes office, the second - a variety of professional tools and other equipment [2, p. 37]; quality of labor. This factor is one of the most important factors that forms in the presence of the production process. Moreover, the lower is level of mechanization and automation of production, the higher becomes degree of influence of this factor.

The quality of work affecting professional competence, practical experience, personal qualities and interest (financial and moral) in the final results.

3. Quality of staff.

For the staff are presented the same requirements as to production personnel. However, there are features due to the fact that the staff interacts directly with the consumer, so it must possess the following personal qualities as kindness, sociability, politeness, etc. [2, p. 38]. The indicators of the quality of staff work can be: time that takes servicing customer, completeness and reliability of information about the service, compliance deadlines, favorable psychological climate and esthetic techniques in providing services.

4. Request for consumers.

This factor is the main difference between the services and the products, during formation of which there is no quality manufacturer direct interaction with the consumer. Although in the early stages of the development process of products

and services demand study, respondents will not always be consumers. Services are characterized by the fact that the consumer does order and determines the list of services that it needs. It expresses the main requirements for quality. At the same criteria for his personal consumer perception may not match with the requirements set out in regulatory standards or technical conditions of production. If these requirements are not mandatory, the executor may execute orders according to customer request. If satisfaction can lead to non-compliance, the performer must inform the consumer and refuse to carry out orders as responsible for violations of the producer. However, the executor can offer a standard service and explain its benefits.

5. Completion set of basic and additional services.

Completion set of basic and additional services allows more flexibility to consider various demands of consumers. Additional services often act as organizational or informational supplement. If the goods can be sold without reinforcement, the provision of basic services in most cases requires reinforcement in the form of additional services. Latitude and rationality of additional services have a significant impact on consumer perception of quality basic services: more extras performer offers, higher assesses the quality of the consumer, even if he does not take advantage of all the services offered. [2, p. 38]

6. The physical environment.

The physical environment is a very important factor for the success of enterprise services, especially for those businesses that provide personal services for which it is obligatory presence of the client. Physical environment - a service environment, in interior of the house, in which the provision of services, car parking, landscaping, furniture and equipment, lighting, temperature, noise level in the room, cleanliness, sound design, landscaping and so on. [4, p. 22]. The physical environment must be designed to meet the requirements and needs of your staff and be focused on a target group of consumers. The consumer cannot assess the absolute quality. Assessment is shown in the comparison of competing service firm's services. As a consumer initially determined by availability of components

of quality, both in service and the physical environment where the service is provided. And then these indicators assess the relative quality of services.

Conclusion. Improving the quality of service is the basis for the price increase. On the other hand, the quality is a complex concept that fully characterizes the efficiency of the company and its management. It is very closely related to the cost on production services. Reasonable value for the price increase and additional costs associated with this are very important for business. The analysis indicates that the cost of quality can be a part of the profit. Even a slight increase in the total cost of production and promotion services will help increase profits, and policy of the company is initially focused on high quality service Market differentiated service that enables compete not only due to the quality of services provided, but due to price range of basic and additional services for different consumer groups. In this ever-changing needs occurring in each group: consumers are becoming more demanding of quality and bid price for the services provided, as well as their range. To achieve the quality objectives, management has to create the structure of the quality system that will ensure efficient management, evaluation and improvement of quality of services at all stages of their provision.

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