

Customer Perception and Assessment of Quality in the Services Market

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Annotation: In the article, research was conducted on the perception and evaluation of quality by customers in the service market, and relevant proposals and recommendations were developed. In particular, the typology of service elements from the point of view of meeting the needs of customers was researched.

Keywords: service, service delivery, quality, service quality, marketing, customer, customer opinion, planning, service elements.

The main goal of the service activity is to maximally satisfy the social and individual needs of people, and the result of the service sector is to improve the standard of living of the population living in cities and villages.

Before describing the level of service, it is necessary to pay attention to the main characteristics of services. One of the main characteristics of services is that they are intangible. Not only do hotels offer clean beds and good food, but hotels also offer intangible services that contribute to the hospitality experience.

Economic efficiency in the field of services requires the achievement of economic efficiency in the process of providing service, production and service to the population of the region of service enterprises operating on a national scale. Economic efficiency in the field of services is an element of general efficiency of social work and is expressed through certain criteria and indicators.

Many authors have considered approaches aimed at elucidating the effectiveness of service services. For example, G. Avanesov singles out the following:

- approach to costs related to raw materials (economic efficiency);
- goal-oriented (resultative efficiency). It is evaluated based on the achieved results, which are manifested in the form of maintaining activity in the competition, achieving leadership, increasing economic potential, increasing the volume of production and sales, minimizing costs and maximizing income;
- based on the achieved results, it is an assessment based on a comprehensive economic analysis, which takes into account the change of factors and the use of unused opportunities and reserves;
- efficiency of management system.

The efficiency of services can be expressed through the system of economic indicators, organizational indicators, social-group indicators, and individual-psychological indicators.

What the target consumer understands by quality in the service market is important for hospitality enterprises, that is, when discussing the concept of "quality", the personality of the consumer is in focus.

When evaluating the quality of service, the consumer compares what he has been given to what he wants to receive. The assessment given to a particular service depends on the consumer's experience of applying to enterprises providing such services, knowledge about the service, personal preferences, and the image of the enterprise providing the service. The service used is subject to the effects of selective reception, adaptation and amplification.

Selective acceptance means that the same service is accepted differently by different consumers. This is determined by the nature, interests, personal qualities, knowledge, and service use of consumers. The situational characteristics of the perception of service quality include the time of service (for example, not all details can be noticed in a hurry, but in a calm situation can be carefully considered), specific conditions (for example, customers vacationing in resort hotels in bad weather, paying attention to the furniture and equipment in the room they begin to pay attention to, they have an increased interest in the quality of food, etc.).

Acceptance of quality can be adjusted to the expected result when using the service. If the perceived quality deviates slightly from the expected result, the user adjusts it for his purpose. However, when the service received does not completely match the expected outcome, a contrast effect occurs: the magnitude of the expected outcome increases the contrast effect.

In cases where the user tries to use the experience of someone else - friends, colleagues, neighbors who are familiar with the service or its components, impressions are constantly strengthened. As a result, positive impressions are strengthened, and negative impressions are suppressed, or vice versa.

The above-described model of the user's perception of service quality allows us to consider this concept as a unit of the following three components:

- basic quality;
- required quality;
- desired quality.

A key quality is a set of properties that a user considers a service to have. The customer hopes that this quality is available and does not find it necessary to discuss them with the manufacturer. An example of the main qualities for the services of a hotel enterprise can be the following:

- availability of clean sheets, pillowcases and towels when staying at the hotel;
- daily cleaning of the hotel room;
- guarantee of uninterrupted operation of the TV and other equipment in the number;
- not to make mistakes in the final settlement with the guest, etc.

Ensuring the basic quality of service may require the enterprise to continuously work and spend in this direction. Inadequate attention to the basic quality of service will damage the company's reputation and lead to the loss of customers.

The required (expected) quality is the sum of the technical and functional characteristics of the service. They show how well the service meets the developer's plan. Usually the manufacturer advertises and guarantees the required features of the service. The following are examples of the required technical features of hotel services: availability of communal facilities (bath, shower, toilet), air conditioners, conference rooms, meeting rooms, etc. in the rooms. The required functional features of hotel services include: round-the-clock room and floor service, daily delivery of newspapers and magazines, etc.

Desired quality is the quality of the service that the consumer can only dream of having. The characteristic of desired indicators of quality is that the consumer should not come up with them himself. The consumer, as a rule, does not require these quality indicators, but highly appreciates their presence in the service offered to him. The following are examples of desired quality hotel services: availability of satellite and cable television in the rooms; offering the client a hair dryer, umbrella,

cosmetics, etc. as a souvenir from the hotel; serving free champagne for dinner, etc. If a service that includes the desired quality is well provided, it can increase the level of satisfaction of the customer with the services provided to him, and further expand the market sector for the manufacturer.

From the point of view of meeting the needs of customers, the typology of service elements proposed by American scientists Kedott and Terjen is noteworthy. As a result of studying the needs that influence customers' decision to purchase services, these scientists distinguished four groups of service elements:

- critical elements;
- neutral elements;
- satisfying elements;
- elements that leave devotion.

Critical elements are the essence of the hospitality industry. They are the main factors that directly influence consumer behavior. These elements must be available in the first place, because they are based on the minimum standards necessary for consumers. If companies want to survive in the competitive environment, they should do their best to offer exactly these service elements. Hotel rooms, cleanliness of public places, security, healthy food are among such elements. These elements are called critical elements because they evoke a positive or negative reaction from customers depending on whether these minimum standards are met or not. Absence of these elements in hospitality industry enterprises can be considered appropriate only in emergency cases.

Neutral elements do not directly affect the activity of the enterprise. These elements can include the color of the uniform of the service personnel, the structure of the interior of the building, the location of the parking lot. These elements have little impact on customer satisfaction with services, so it is not necessary to pay much attention to them in management activities.

If the quality of services provided exceeds expectations, elements of satisfaction can leave positive impressions on customers.

But even if this expectation of the client is not justified, it will not leave a negative impression. These elements include providing services at night in the hotel, providing free drinks on behalf of the director during banquets, and giving flowers to women in restaurants on behalf of the administration. Naturally, these elements allow the enterprise to stand out from other enterprises in this field. No one refuses free food, flowers or chocolate. Also, if there are no such "surprises", no one will complain about it.

Elements that aren't done right and cause a negative customer reaction are loyalty-depriving elements. However, if all the elements are done correctly, there may be no customer dissatisfaction. These elements include improperly selected or organized parking spaces that force guests to walk too far, widespread credit card denials, unfriendly staff, dirty ashtrays, etc. enters.

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