

CHARACTERISTICS OF THE TYPES OF SERVICES AND THEIR CONTENT

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Abstract: *In this article, in addition to the features of the types of services in our country today and their content, the author has developed suggestions and recommendations for the development of the service sector.*

Key words: *service, economy, service provision, features.*

ХАРАКТЕРИСТИКА ВИДОВ УСЛУГ И ИХ СОДЕРЖАНИЕ

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Аннотация: *В данной статье, помимо особенностей видов услуг в нашей стране сегодня и их содержания, автор разработал предложения и рекомендации по развитию сферы услуг.*

Ключевые слова: *услуга, экономика, оказание услуг, особенности.*

Enterprises operating in the service sector are increasing year by year. The services themselves are very diverse. They are characterized by five specific characteristics that companies should consider not only when developing a marketing program, but also during the implementation of all marketing activities. If a few years ago, marketers identified only 4 main characteristics of services, called 4H, now two more have been added to them: non-use and exchange of services with material goods.

1) Intangibility of services: Services cannot be touched, held, heard, seen or tasted until the moment of purchase.

The problem of intangibility of services is relevant for potential buyers, because it is difficult and sometimes impossible to assess the quality of the services provided. For example, a theatergoer cannot judge the quality of performance service until he buys a ticket and visits the theater. Passengers of the airline can only be satisfied with its guarantee of safe flight and smooth delivery of everyone to their destination.

In this regard, the level of uncertainty in purchasing a service only increases. Buyers are forced to look for prerequisites for service quality based on price, personnel, equipment, service tools, and seller's image. These are from everything the consumer can see and evaluate. Therefore, it is highly

recommended for an organization operating in the service sector to increase the level of accuracy of the service, emphasize its importance and demonstrate the benefits and benefits that the consumer receives from it in order to strengthen customer trust. use This is one of the main tasks of services marketing.

2) Continuity, continuity of production and consumption of services: Services are provided and consumed at the same time, i.e. can be issued only after receiving the order.

Services, unlike tangible goods (which are produced, stored, sold and subsequently consumed), are sold first, then produced and consumed, and this happens simultaneously. Service inseparability means that services cannot be separated from their sources, regardless of who provides the service. If a person provides this service, it is considered part of the service.

For example, an excursion to a museum. The guide's story is taken as a service. Without tourists (service consumers), the guide cannot provide services.

Taking into account the integral relationship between the production and consumption of services, the level of communication between the seller and the customer can be different. Some services can be provided without the participation of the buyer (car repair, dry cleaning of clothes, shoe repair). Many services are inseparable from the person providing them. For example, it is impossible to provide banking services without bank employees and audit services without certified auditors.

3) Inconsistency, variability of quality: the quality of services can vary significantly depending on when, by whom and under what conditions they are provided.

The variability of the quality of services provided is much sharper than that of material goods. For the service provider, the inconsistency or variability of the quality of services is often related to the mismatch between the personal qualities of the employee, his skills, lack of information and communication, lack of competition, poor training and education. the quality of service provided by the buyer is carried out by the buyer himself, his uniqueness.

Regardless of the nature of services provided by enterprises, all of them strive to reduce the variability of their quality by training employees, developing service standards and reducing labor intensity.

4) Fragility of services, non-storability: services cannot be stored for further sale or use.

If the demand for services is stable, their fragility does not cause serious problems, but if the demand is variable, then service providers face certain difficulties.

There are several options to bridge the gap and achieve a match between supply and demand. Companies can use the following strategies:

- differentiated pricing, discounts for additional services. This method makes it possible to shift part of the demand from the peak period to the quiet period;
- introduction of a system of pre-ordering services. Allows you to control the level of demand and direct it in the right direction;
- increase the speed of service. Allows you to work with a large number of clients;
- improving service and quality in customer service (bright, well-ventilated rooms, comfortable interior, soft chairs, fresh newspapers on the coffee table, hot coffee). Helps to reduce the waiting time of clients for basic services;
- encourage employees to integrate functions. This allows for significantly more customer service.

5) Lack of ownership: The consumer of the service usually uses it for a limited time.

Unlike tangible goods, services are not owned by anyone. In most cases, the provided service cannot be used for a very long time. Eventually, it becomes obsolete or irrelevant. Any performance, football game, package holiday at sea sooner or later ends.

Due to the lack of ownership, service companies must make special efforts to strengthen their brand image and appeal by creating membership clubs, associations (such as Toshiba cooking clubs) to strengthen the sense of ownership. . Special attention is paid to creating and maintaining a brand.

A very effective way to introduce a system of discounts and incentives to consumers to repurchase the service.

Sunny Beach Travel Company offers its customers the same amount of more expensive rooms when buying a two-week trip to Bulgaria.

6) Substitutability of services with tangible goods: The ability of goods to replace services that satisfy the same or similar needs.

This feature of services can also happen in the opposite direction: services can replace goods.

As a result, there is a competitive relationship between material goods and services. Thus, we can talk about the so-called mutual competition, because they belong to different types: the type of goods that have a material form and the type of services, i.e. goods that do not have material properties.

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