

## Indicators of Quality Assessment of Services in the Business Sector

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**Abstract;** Economically developed countries are characterized by the leading position of the service sector in socio-economic life. This is confirmed by the increase in the number of people engaged in this field, the increase in the volume and range of services offered. Among the main trends inherent in the modern service sector, the following can be noted. First, the further expansion of the service sector, including the emergence of service functions and an increase in their special share in the overall activities of industrial enterprises: after-sales service, brand trade and other forms of approaching the enterprise to consumers. products. Secondly, service functions are included in the composition of products as an important component that provides competitive advantages, for example, the presence of a menu of various service functions in modern goods such as televisions, telephones, computers. Thus, the traditional concept of a product is expanding, going beyond the boundaries of direct interaction between the supplier and the consumer and reflecting the results of the supplier's internal activities to meet the requirements of the consumer. Thirdly, there is a further differentiation of service levels that characterize the capabilities and needs of customers. For example, it is necessary to note homogeneous services offered separately for professionals and amateurs, wealthy and underprivileged people, as well as exclusive services distinguished by high standards and speed of service. Fourth, significant changes have occurred in the legislation, primarily in terms of expanding the rights of customers in relations with the service sector, where the issues of protecting the rights of consumers of products and services play the role of a powerful incentive ensuring their quality. In general, it can be concluded that the level of development of the service sector is one of the most important features of the development of modern society - its social orientation. A similar position is found in the concept of a post-industrial society proposed by foreign researchers, where the advantage of the service sector over the manufacturing sector is also noted.

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**Keywords:** *consumption, competition, company, competitor, service sector*

### INTRODUCTION

The outcome of interactions between a service provider and a consumer is typically an intangible product. Activities within the service sector may include the following:

- operations performed on tangible items supplied by customers, such as shoe repair or the preparation of legal documents;
- the delivery of tangible goods to individuals, including transport and postal services;
- the provision of intangible services, such as education, tourism, healthcare, and public catering.

Assessing service quality presents particular challenges and is characterized by several distinctive features (Mirzazadeh & Zeynalli, 2024):

- service quality evaluation is inherently complex;
- the consumer actively participates in the service delivery process;

- preliminary certification of service quality is often unreliable;
- services cannot be stored and are consumed immediately upon delivery;
- services are not purely tangible, and their quality cannot be tested in advance for a specific consumer.

Key indicators used to evaluate service quality include (Mirzazadeh, 2025):

- the quality of material resources used in service provision;
- the reliability of the service delivered;
- timeliness, meaning strict adherence to the timeframe required by the client;
- completeness, or the ability to offer a full range of services;
- socio-psychological indicators, including courtesy, adaptability, and foresight of personnel;
- accessibility, referring to the ease with which clients can use the service;
- sociability, defined as effective and prompt information exchange between the company and the client;
- safety, ensuring that services do not negatively affect consumer health or the environment;
- competence, reflecting the professional qualifications of service personnel.

A service quality indicator represents a quantitative measure of one or more characteristics that collectively define service quality. These indicators form the basis for quality control, technical support, and personnel performance evaluation. Ultimately, service quality is closely linked to the professional skills of service providers, the materials and technologies employed, and the expertise of specialists involved in service delivery (Mustafiyanti et al., 2023).

## **Methodology**

The system of service quality assessment is based on a structured set of indicators grouped according to their functional characteristics. These indicators collectively reflect the effectiveness, safety, reliability, and overall quality of services provided.

**1. Service purpose indicators** describe the characteristics that determine how effectively a service fulfills its intended functions. These indicators are subdivided into four categories: application indicators, compliance indicators, enterprise-related indicators, and specific indicators relevant to particular types of services. Application indicators define the core functions of a service and its area of use, including the compatibility of the service outcome with other products or services. In material services, this may involve product compatibility, while in process-oriented services it reflects coordination with other service operations. Indicators reflecting an enterprise's capacity to deliver services include the quality of its material and technical infrastructure, sanitary, hygienic, and ergonomic conditions, the availability of supplementary services, average customer waiting time, service throughput, prioritization of specific consumer groups, and adherence to ethical communication standards (Amrakhov, Karimov, & Karimova, 2022).

**2. Safety indicators** assess the degree to which service processes and outcomes protect human life, health, property, and the environment. Services must be delivered under conditions that minimize potential risks to an acceptable level. Safety considerations apply both during service provision and throughout the consumption of any material results generated by the service. These indicators are classified into three subgroups: protection of life, health, and property; environmental safety; and the security of property and information (Omoshev et al., 2024).

**3. Reliability indicators** reflect the stability and consistency of service outcomes, as well as resistance to external influences and operational disruptions. They also characterize the dependability of service delivery to consumers. This group includes four subcategories: reliability of service results, resistance of outcomes to external factors, resistance to noise or interference, and reliability of the service provision process itself (Bulatova, 2010).

**4. Indicators of personnel professionalism** evaluate the human resource dimension of service quality and are divided into three main components: the level of professional training and qualifications, including both theoretical knowledge and practical skills; leadership competencies; and knowledge of and compliance with professional ethical standards.

In addition to the core indicators outlined above, service quality can also be evaluated through indicators of social purpose, aesthetics, and informativeness.

**5. Social purpose indicators** reflect the societal orientation of services and include the degree of social targeting, the availability of services to the population, and the correspondence between service quality and retail pricing. These indicators are primarily qualitative in nature and are not measured quantitatively (Mirzazada, 2025).

**6. Aesthetic indicators** characterize the visual and artistic aspects of service provision, including harmony, stylistic coherence, compositional integrity, and expressive design (Mirzazada & Camalov, 2025). These indicators encompass architectural and interior design solutions, the appearance and workplace organization of service personnel, the design of advertising and branding materials, documentation, table settings in catering establishments, presentation of culinary products, individually customized services, and the overall service script. Aesthetic standards must comply with existing regulations governing consumer service provision.

**7. Indicators of service informativeness** assess the availability and clarity of accurate information regarding the range of services offered, the conditions and rules of service provision, and the rights of consumers. This group also includes personnel competence in effectively communicating relevant information to clients in accordance with professional responsibilities.

## Results

In evaluating service quality, it is essential to consider economic indicators that reflect service pricing, as well as the costs associated with service development and delivery. A fundamental distinction exists between the consumption of goods and services: while goods are consumed as finished outcomes, services are consumed as an ongoing process (Amrahov et al., 2023). Consequently, quality assessment in the service sector requires continuous monitoring of operational procedures and compliance with internal standards and organizational regulations.

This approach conceptualizes quality as an objective and measurable attribute; however, it does not fully account for variations in individual consumer preferences and expectations. Since consumer needs differ, perceptions of service quality are inherently subjective and depend on personal experience. From this perspective, service quality is ultimately defined by the degree to which consumer expectations are satisfied. Enhancing the competitiveness of service organizations therefore largely depends on systematic efforts to improve service quality.

As consumer expectations regarding service standards continue to rise, achieving high-quality service delivery has become a central objective for service-oriented enterprises. This objective is closely associated with several key factors (Amrahov et al., 2025): consumer satisfaction is directly influenced by service quality, execution, and outcomes; the primary determinant of service quality is the consumer's perception and evaluation of the received service; service quality can be viewed as a multidimensional construct encompassing potential quality, process quality, and cultural quality; and sustained competitiveness is achieved through continuous improvements in service quality.

## **Discussion**

The assessment of service quality constitutes a core component of the overall quality management system. It enables effective quality control, supports analytical processes and managerial decision-making, and provides essential feedback necessary for organizational stability and long-term development. Despite its importance, the development of a comprehensive and unified methodology for service quality assessment remains unresolved. Existing approaches do not fully integrate all dimensions of evaluation, ranging from consumer feedback surveys to statistical monitoring and systematic analysis of assessment indicators (Mirzazada, 2025).

Current service quality assessment methodologies are primarily designed for organizations operating extensive service networks and typically incorporate two categories of parameters: quantitative and qualitative. Quantitative parameters are derived from statistical data related to service volumes across sales or service outlets. In contrast, qualitative parameters—although more difficult to formalize—enable the evaluation of the service delivery process rather than merely its final outcome (Ariabod et al., 2019).

The analysis of service quality indicators involves both the construction of an internal evaluation framework and comparative assessments, including benchmarking against competitors. External comparisons based on quality indicators are often more feasible than those based on quantitative metrics, as quality-related information is generally more transparent and accessible through surveys and customer feedback mechanisms (Ashenfelter et al., 2006).

While quantitative indicators are closely linked to customer satisfaction measurement techniques, numerous studies have focused on identifying and evaluating qualitative dimensions of service performance. Customer satisfaction is regarded as a broader concept that encompasses service quality itself. Accordingly, service quality assessment methodologies frequently rely on survey instruments structured around five key dimensions (Amrahov, 2023): reliability, responsiveness, credibility, empathy, and tangible elements.

## **Conclusion**

The analysis of service quality management and its improvement in the business environment allows several generalized conclusions to be drawn. Conceptually, approaches to service quality management may be grouped into two main categories: management based on international quality standards and

management grounded in the integration of customer relationship management principles. The findings of this study indicate that the application of international standards is associated with a number of notable limitations. In particular, many standards provide only a broad and ambiguous interpretation of service quality, a concern highlighted by numerous researchers. Moreover, assessment methods embedded in these standards primarily focus on verifying the formal presence of prescribed structural elements rather than evaluating their actual effectiveness. Outcome indicators often allow for overly broad interpretations and limit comparative analysis, as they rely heavily on resource-intensive consumer surveys and questionnaires (Amrahov et al., 2023).

At the same time, international standards offer a structured and systematic description of the key components required to improve service quality. When effectively implemented, quality documentation systems play a crucial role in enhancing the efficiency of quality management processes and supporting organizational consistency (Amrahov et al., 2023). However, the absence of clear and detailed guidelines for designing an integrated service quality management mechanism—particularly in relation to documentation systems—remains a significant challenge. The results of the study demonstrate that combining standardized approaches with customer-oriented management principles enables the creation of a more advanced and effective service quality management framework (Amrahov, 2022).

A common shortcoming of international standards is the lack of robust tools for evaluating ongoing service quality improvement activities. Existing evaluation approaches are largely advisory and limited to the specific contexts envisioned by their developers. In response to these limitations, this study proposes a new value-based indicator that facilitates a more objective assessment of service quality management effectiveness and may also be applied to the evaluation of service activities more broadly (Amrahov et al., 2024). The practical relevance of these findings is substantial for service enterprises, as the implementation of the proposed quality improvement mechanisms can enhance service efficiency, strengthen financial performance, and support evidence-based management decisions (Abbasova et al., 2025).

The proposed methodological solutions contribute to addressing several key managerial challenges (Amrahov, 2014), including: the development and application of comprehensive criteria and indicators for evaluating logistics management systems and service quality assurance; the design and implementation of pricing and cost management algorithms in service organizations; the integration of forecasting and strategic planning methods into service development processes; and the establishment of an integrated enterprise management framework encompassing mission definition, legal support, strategic databases, and operational coordination (Amrahov et al., 2022).

From both theoretical and practical perspectives, an important contribution of this study lies in its consideration of territorial aspects of service sector formation and development. In particular, the application of a system-logistics approach to socio-economic development and service provision supports the creation of integrated logistics complexes and the justification of their service functions. The development of the services market further expands the applicability of systematic performance assessment methods for service sector entities, thereby reinforcing the strategic role of services in modern economic systems (Amrahov, 2015).

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