**DEVELOPMENT OF EVALUATING THE SERVICE METHODS QUALITY**

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This paper analyzes the effectiveness of the quality system in the services sector, suggests ways to improve and enhance the quality of customer service on an example of a single organization. The methods of quality assurance for the enterprise in general and specifically are based on the methodology developed by the author for calculating the quality of services. The literature describes a number of ways to measure customer satisfaction, so I used the all known methods which are used in domestic and foreign practice to develop of recommendations to improve the quality of service in the resort. But, unfortunately, they do not cover all the required amount of information, so I proposed a method in which the known methods used, as well as the formula for the accurate assessment of the quality of service applied. This formula is first proposed to determine the quality of services provided, without a large number of calculations and analyzes. For this we introduce the variable X - customer satisfaction, which means the ratio of consumers estimate obtained during the survey to guide the assessment, expressed in %. The smaller the determined value, the greater the discrepancy between the expectation of the organization and customer data [1].

The problem of the quality of service and customer satisfaction research is relevant and the relevance of the research areas is constantly increasing, which is determined by a number of factors that characterize modern markets, such as constantly increasing competition among suppliers and a high level of consumer awareness due to more available information about products and services. In addition, the development of the economy is moving towards increasing the service component in the total volume of produced goods, and employment [2, 3].

To this day variety of methods evaluation of the quality of service is developed. Among them it is necessary to allocate five methods, which are conceptually and methodologically different from each other: the method of critical cases, SERQUAL method, SERVPERF method, INDSERV method Cano method. However, it is necessary to take into account the serviceability of equipment, the competitiveness of the organization, the ability of the company to enter the world market, and, of course, adjust the ratio of the working personnel to customers. First, you need to conduct a survey to customers and to guide, in order to understand what consumers are not satisfied, and they expect representatives of the management. This is why we applied unique method which uses the following ratio: 50% - evaluation of the quality of personnel; 30% - equipping the organization with the necessary equipment; 20% - the opinion of a third party not involved in the service process. This will allow evaluating objectively the possibility of the company and its competitiveness. The questions in the questionnaire developed by the author include the following indicators: tangibility (tools / equipment / tools / personnel necessary to accomplish this task); reliability (the client receives the desired results consistently over and over again); responsiveness (service provider - friendly, fast and accurate); guarantee (the client is in the hands of competent performers); empathy (caring, the customer receives service and individual approach and attention), competitiveness (the survey is conducted outside the enterprise from bystanders).

List of used literature:

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2. Kotler F. Management and Marketing - M: LTD Case, 2002, p.328:

3. Gounaris S. Measuring service quality in b2b services. Journal of Service Marketing 19/6 (2005) Emerald Group Publishing Limited, 421-435.