

Applied Quality Assessment Methods in the World and in Uzbekistan

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Abstract: The article indicates approaches to business assessment, peculiarities of assessment, current aspects of assessment in uzbekistan in the world and methods of marketing and formation of the market price of assessment.

Keywords: Appraisal, income approach, comparative approach, cost approach, market value, appraisal stages, expert stages.

In the methods of assessing the quality of services, two types of assessment are most often distinguished - statistical and expert. Both categories set as a task the measurement and evaluation of the degree of customer satisfaction, creating conditions for the development of the quality of service, and ensuring that it is maintained at a stable level over time. Taking into account the changing needs of customers and their expectations, the quality of services, especially related to the specifics of the hospitality industry, requires effective assessment methods to determine the degree to which the service meets the needs of the consumer and the possibility of satisfying them. Based on this, it should be noted that the use of only one approach to the assessment may not provide the necessary array of verified data for subsequent analysis.

Business valuation is a deep analytical work and is performed using proven methodologies. First of all, these are methods based on the analysis of the company's income. Good methodological and information support, combined with a deep knowledge of industry specifics, allows our specialists to be true professionals in working with the main sectors of the Russian economy.

There are three main approaches.

Profitable It is based on the company's income. The final cost of the object will depend on them: the more money the organization brings, the higher the price of the business will be. The appraiser determines the amount of income that the owner will receive in the future if the company is successful or sold, as well as the economic risks associated with this. This approach is usually used when a business valuation is carried out if there is a desire to introduce new investment projects or sell a company.

Costly It involves determining the value of the firm in terms of costs incurred. This method is the simplest, but at the same time quite objective. The approach is applied in cases where the company does not generate a stable income (for example, if the organization is newly formed). The appraiser at the same time determines the market value of each individual asset, after which the amount of the company's monetary obligations is deducted from their amount.

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Comparative In this case, the expert in the calculations is based on data on companies similar to the one being evaluated. The accuracy of pricing will depend on the reliability of information about competitors. This approach is used quite rarely, because it is difficult to find two completely identical firms on the market.

When choosing an approach, the expert takes into account the individual characteristics and specifics of the company being valued.

When determining the market value of the appraised object, the most probable price is determined at which the appraised object can be alienated as of the appraisal date on the open market in a competitive environment, when the parties to the transaction act reasonably, having all the necessary information, and any extraordinary events are not reflected in the value of the transaction price. circumstances, that is, when:

- one of the parties to the transaction is not obliged to alienate the object of assessment, and the other party is not obliged to accept the performance;
- the parties to the transaction are well aware of the subject of the transaction and act in their own interests;
- the valuation object is presented on the open market through a public offer typical for similar valuation objects;
- the price of the transaction is a reasonable remuneration for the object of assessment and there was no coercion to conclude a transaction in relation to the parties to the transaction from either side;
- payment for the object of assessment is expressed in monetary terms.

One of the most famous tools for service evaluation is the SERVQUAL concept, first published in 1988 by a group of researchers - L. Berry, V. Zeithalm and A. Parasurman. The service assessment tool according to SERVQUAL is based on five aspects:

- ✓ Tangibles (Physical state);
- ✓ Reliability (Reliability);
- ✓ Responsiveness (Responsiveness);
- ✓ Assurance (Confidence);
- ✓ Empathy (Empathy).

If we consider the proposed methodology from the point of view of the consumer, we can say that its essence lies in assessing the difference between expectations and perceptions. At the same time, perception in the SERVQUAL concept is a measured value of the consumer's attitude to the service. The basic methodology that reflects the SERVQUAL approach can be expressed by the following formula:

$$SQ_i = \sum W_j P_{ij} - E_{ij}, \quad (1)$$

where SQ_i is the perceived quality of stimulus i ,

W_j - weight coefficient,

P_{ij} – created perception of indicator i in relation to attribute j ,

E_{ij} is the expected level for indicator j , which is the norm of stimulus i .

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In practice, the implementation of such an assessment requires the respondents participating in the study to fill out two questionnaires - the first containing the expected parameters of the ideal service, and the second - the perception of the actually received service.

The difference between the proposed values will be an indicator of the level of service:

$$SQ=PE, \quad (2)$$

where E is the expectation of the consumer,

P is the perception of the service actually received.

At the same time, the methodology does not adequately reflect the priorities in assessing the quality of consumers of each hotel enterprise separately. Some of the methods that provide for the creation of individual assessment sheets and scaling of quality indicators require high resource costs on the part of hotel enterprises. At the same time, the amount of information is not comparable with the data already available for analysis. As well as similar assessment methods, for example, the "service map", which requires the involvement of experts to develop and differentiate the weights of each quality indicator. One of the most significant studies in the field of service quality is the work of C. Bernard, who formulated the concept of "neutral zones". According to Bernard, services performed within the framework of proper standards cannot in themselves cause consumer satisfaction,

Since quality is partly an important component of the competitiveness of an enterprise, research in this direction was also carried out by marketing scientists, such as N. Tergen and E.R. Kedott. Specialists have developed a typology based on the concept of "neutral zones" [87, p. 75]. The main feature of the Tergen-Kedott approach is to create groups of indicators in assessing the quality of services, which are ranked depending on their degree of significance. In their methodology, the researchers identified four distinct categories:

- **critical**- indicators that are decisive for the consumer in assessing the quality of the service. In fact, these are indicators that correlate with key needs. For the hotel services sector, these are safety, cleanliness of public areas and rooms, food quality;
- **Neutral**- indicators that are of negligible importance in assessing the quality, the assessment of which is often associated with subjective judgments and consumer habits. This may be the style of the employee's appearance, the decoration of the rooms or the design of the furniture;
- **Satisfying**- indicators that have a positive impact on the assessment of quality by the consumer in the event that they are present in the provision of services. In hotels, such indicators include the weather forecast in the rooms, free dessert in the room, coffee for late guests, etc.;
- **Disappointing**- indicators that cause a negative assessment of the consumer in case they are not provided or absent. Such indicators are in many respects similar to critical ones in the nature of their occurrence, but less significant to be called critical ones.

So, a disappointing indicator in a hotel can be the absence of any services (business center, accepting plastic cards), their insufficient quality (dirty bathrooms, full ashtrays) or the limited opening hours of additional departments (shops, cafes, bars);

Based on the typology proposed by Tergen and Kedott, the so-called service cards were developed, which include the main criteria on the basis of which the quality of services of hotel enterprises is assessed.

A significant drawback of all these methods is that they do not take into account the differences of consumers in their expectations and perceptions, and consider their opinion as a single component in the

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evaluation. The proposed tools do not take into account the subjective assessment of various categories of consumers to determine quality, but propose to include their expectations as a single variable.

Assessment steps Business valuation includes the following steps:

1. Conclusion of an appraisal contract, including an appraisal task;
2. Collection and analysis of information necessary for the assessment;
3. Identification and analysis of the object of assessment;
4. Analysis of the market and macroeconomic environment;
5. Application of valuation approaches, including the choice of valuation methods and the implementation of the necessary calculations;
6. Coordination (if necessary) of the results and determination of the final value of the object of assessment;
7. Compilation of an evaluation report.

In addition to the proposed methods, we should also mention a tool that is mostly used in marketing [69], but is of key importance for assessing the quality in the hospitality industry - a consumer survey. The tool refers to statistical methods for assessing quality and is traditionally the basis for determining the customer satisfaction index (Customer Satisfaction Index, CSI). The current stage of technology development and the willingness of consumers to voluntarily leave their assessments in different communication channels [68] set the task of developing existing methods for assessing the quality of services and combining them with modern approaches

Expert methods for assessing the quality of hotel services, including collective and individual, are also used in Russia and abroad, however, in most cases, they have a limited scope. This is due to the fact that such expert evaluation methods, such as, for example, "Mystery Guest", are used by evaluating the existing list with quality indicators that are not differentiated by the degree of influence on the consumer.

An analysis of the economic literature and statistical data shows that the need to reform approaches to quality assessment in the hotel industry is clearly a topical issue both from the point of view of scientific research and in terms of application in the operating activities of business entities in the industry. Having studied the materials reflecting research in the area under consideration, it should be noted that there are several approaches to assessing the quality of services.

In addition, there are assessment systems that are developed directly by hotel enterprises, management companies or hotel chains. At the same time, there is no single, unified methodology that allows a hotel company to evaluate quality in accordance with the needs of its consumer.

The methodology proposed by the author is aimed at creating individual evaluation sheets that can be used to conduct an internal quality assessment with the involvement of minimal resources, which, at the same time, will reflect the priorities and the most important quality indicators for consumers of a particular hotel. Using scientific methods that allow for a semantic analysis of rating texts and subsequent clustering of quality indicators in terms of their importance to consumers, the author proposes the development of a flexible quality assessment system for various hotels.

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