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Ways to Improve the Efficiency of the Public Service System in a Market Economy

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Abstract: This article is devoted to the study of ways to improve the efficiency of the public service system in a market economy. The article presents the indicated ways to improve the efficiency of household services and provides recommendations, advice and analysis on them. This article is intended for teachers, researchers, specialists in the field of market economy and other interested parties.

Key words: Market economy, population, household services, efficiency, ways, system, recommendations, tips.

Introduction. Ways to improve the efficiency of the public service system in a market economy is a topic that is currently an important timeline. Despite the growing demand of the population for household services, it is necessary to improve their quality and efficiency.

It covers a wide range of industries such as consumer services, transport, tourism, medicine, education, the service sector, telecommunications, banking and other personal services. These industries are of great importance to the population, and their effectiveness directly affects the quality of life of the population.

In addition, household services also play an important role in providing jobs in a market economy. These industries promote independence and work-related interaction in a market economy and help create new jobs.

However, in the current state, a level of efficiency and a large capital gain in the field of household services are necessary. This shows that new ways and strategies have been applied. There are several ways to improve the efficiency of the system of providing household services.

The first way is to make the services competitive and of high quality. This includes advanced training, innovative services, access to technological capabilities, and quality control by students and quality service providers.

Secondly, advertising and marketing have their own importance. With the help of advertising campaigns and marketing strategies for the provision of services, it is possible to dangerously increase its effectiveness among the population. It is necessary to create an opportunity to inform customers about household services, interest them and choose the right way to continue providing services.

The third way is to offer household services at competitive prices and stimulate demand. Setting prices in a certain range encourages the purchase of services for customers. This increases the motivation of service providers and inspires them to create new quality services.

The main part. With the right ways and strategies, the public service system also includes the following additional measures to improve efficiency:

1. The use of innovation: technological development and innovation play an important role in improving efficiency in the field of consumer services. The new technologies and innovative solutions created can simplify the processes of improvement, transition and provision of services.
2. Improving quality and setting standards: It is of great importance to discuss the role of quality in the field of household services, setting standards and their implementation. The quality of services, proper and high-quality provision, contributes to increased efficiency based on ensuring the comfort and trust of consumers.
3. External collaboration and attachment: External collaboration, service providers, entrepreneurs, industries, and cross-industry connections are important to improve efficiency. The inclusion of external experience allows you to develop processes for linking resources, manually calling development and providing services.
4. Personalization of services: With increasing competition between customers, personalization of services also plays an important role in improving efficiency. Providing customized services to customers, explaining their individual needs and requirements, adapting services to their needs helps.
5. Stimulating and analyzing demand: It is important to analyze and improve household services as the needs and needs of the population change. Demand analysis makes it possible to increase efficiency based on greater customer satisfaction, identification of new requirements and their satisfaction.

Conclusions and suggestions. There are several ways to improve the efficiency of the system in the field of household services. Providing quality services to the population, using innovations, external cooperation and measures such as attachment, stimulating demand, personalization, the use of advertising and marketing are among such ways. These roads should be built based on the requirements of the population, the quality of services, prices, cooperation between organizations and other factors.

Offers:

1. Improving the quality and development of education: it is necessary to organize programs to improve the quality and development of education for service providers. It is important to develop the skills of the profession and service personnel, to allow high-quality provision of services. To do this, it is useful to have a certificate and establish partnerships with courses, private training and other organizations.
2. Using innovation: Technological development and innovation are important to improve the efficiency of the service system. Solutions such as new technologies, automation, online services and mobile applications can be useful. Service providers strive to use ways aimed at improving household services through innovation.
3. Demand analysis: changing the needs and requirements of the population is important for improving the efficiency of the market economy. Service providers strive to analyze demand and identify their needs

in order to increase customer satisfaction. Demand analysis provides important information for the adaptation of services, the production of new services and meeting the needs of the population.

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