



ANALYSIS OF THE FACTORS INFLUENCING THE EFFICIENCY OF RESTAURANT SERVICES USING THE METHOD OF HIERARCHICAL ANALYSIS

Kamoliddin Mamatqulovich Ibodov

Samarkand institute of economics and service, Uzbekistan

Article history:	Abstract:
Received: 26 th January 2021 Accepted: 7 th January 2021 Published: 24 th February 2021	This paper makes analysis of the factors influencing the efficiency of restaurant services using the method of hierarchical analysis. On this case various methodological points of the restaurant activity, service level and factors that can effect on business were stated as the whole. In conclusion, research has been pointed as a major feature of the influence factor on the the efficiency of restaurant services while getting outcomes according to the abovementioned methods of hierarchical analysis.

Keywords: Restaurant service, internal factors, external factors, concurrence potential, analytic hierarchy process

1. INTRODUCTION

Economics of the service sector K. Haksever, (C. Haksever) [1], strategic marketing issues RA Fatkhuddinov [2], LV Yushkova [3], research in the field of public catering MV Borodina [4], O.V.Pashkina [5] in scientific works, restaurant services and marketing issues in it from foreign scholars K.Veinrich (Carrie Weinreich) [6], O.Amofax (Ofosu Amofah) [7], Arafat Rahman (Arafat Rahman) [8] reflected in his scientific work. The scientific works of Uzbek scientists BA Abdukarimov [9], TS Sharipov [10], II Ivatov [11] reflect the issues of efficiency and management of public catering enterprises. The author's scientific and methodological work also reflects the competitiveness of the enterprise and its evaluation [12], the competitiveness of restaurant services, theoretical issues of marketing in restaurant activities [13], methods of statistical analysis in marketing research [14].

2. RESEARCH PROBLEM

Even in the face of the negative consequences of the pandemic in the global economy, people do not stop eating. An important aspect of the issue is that in such conditions it is important to protect the restaurant business from the negative consequences of the pandemic, to achieve short-term recovery of investments, as well as to maintain quality restaurant services in accordance with sanitary and hygienic requirements.

Research methodology

In the process of marketing research of restaurant services, it is possible to identify the factors influencing the efficiency of services, systematize them and select the marketing strategy based on the analytical results to achieve the desired goal.

Affordable demand, the ability of the population to pay is one of the important elements of the restaurant services market and is formed under the influence of many factors.

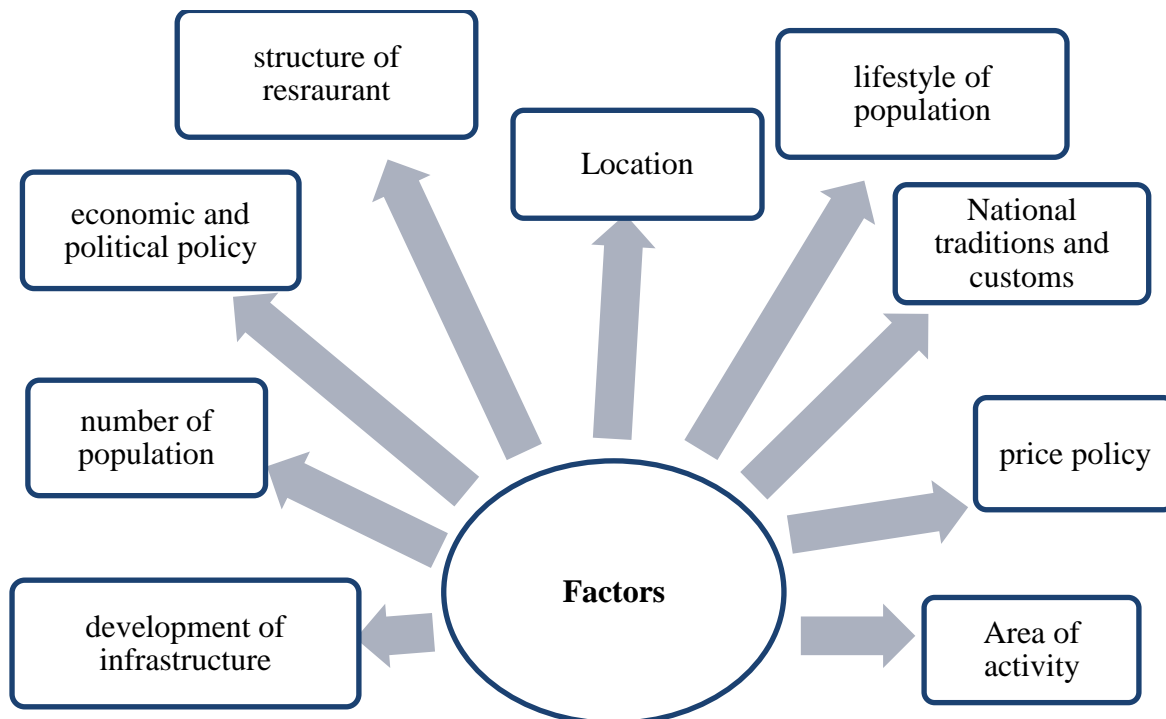
In our opinion, the main factors influencing the efficiency of the restaurant services market are:

- economic factors: the level of development of material production and division of labor, the volume and structure of production of consumer goods, the structure of money and their distribution, the structure and volume of household consumption, consumption and prices of consumer goods and services;
- social factors: the form of property and the distribution of material benefits associated with it, the social and professional structure of the population, etc. ;
- Demographic factors: the number of people and the share of middle-aged people, the composition and size of families, the ratio of rural and urban population, population migration;
- Factors related to the provision of services to the population: the use of advanced methods of sales, the principles of product range, advertising, the level of organization of trade and other additional services to the population, the level of readiness of products for consumption, etc. ;
- Technological factors: the level of introduction of innovative technologies in various sectors of the economy, including catering;
- Technical factors: the level of development of the material and technical base of restaurants, the level of use of modern equipment, kitchen equipment;
- historical and national factors: customs and rituals of the population, specific traditions, moral values and norms;
- Psychographic factors: the specific mental characteristics of individuals, the behavior and motives of the purchase,

the nature of the decision to buy and the types of buyers;

- Natural and climatic factors: country or region, geographical location of restaurants, level of agricultural development, natural water bodies, mountains, peculiarities of flora and so on.

This classification system is conditional due to the nature of restaurant services and depends primarily on the socio-economic relations that occur with restaurant services [13]. However, based on them, it is possible to form a group of factors that have the greatest impact on the formation of the population's demand for restaurant services in a particular place and time. (Figure 1)



1- picture. A group of external factors affecting the competitiveness of restaurant services

These factors, in turn, affect the formation of demand for restaurant services. According to this feature, they can be divided into general and special factors.

Internal factors are also explained by restaurant folate and its potential. The potential of a restaurant is a set of opportunities that can be used to achieve the desired goal, in part, to increase the competitiveness of restaurant services. Restaurant potential is a set of interconnected technological, personnel, marketing, intellectual, innovative, information, marketing, financial and investment potentials.

Technological potential is the ability of a restaurant to offer customers timely, quality and competitive services for a high profit, to introduce scientific, technical and technological innovations to solve existing problems. Technological potential is assessed by the cost of services provided, the level of costs, the range of services, the types and number of additional services provided, the duration of service.

Personnel potential is the ability of restaurant staff to materialize their knowledge and skills, to perform their functions effectively and efficiently. Human resource management allows to increase the professional and service career of the staff, to provide high quality service, to effectively distribute service responsibilities and powers, to create an effective system of control and motivation. Personnel potential is assessed by the number of employees, the amount of funds spent on training and retraining, the number of graduates, dissatisfaction, level of qualification, employee initiative.

Intellectual potential is the development of new ideas, projects by restaurant staff, the introduction of new service technologies, the creation of new ways of doing business. Intellectual potential is assessed by the number of licenses, patents, know-how, trademarks, rationalization proposals.

Innovative potential is the ability of a restaurant to introduce scientific and technical, technological innovations, to carry out innovative activities with the effective use of all internal potential. Innovative potential is measured by the amount of money spent on these activities, the amount of money spent on motivating intellectual and enterprising employees.

Information potential is a set of methods, tools and mechanisms related to the collection, processing, storage and distribution of various information of a restaurant. Information potential is assessed by the level of management, the speed of information exchange between departments, divisions, the reliability, confidentiality, quality and timeliness of information.

Marketing potential is a set of marketing activities related to the systematic analysis of the competitiveness of services in the process of studying demand, pricing, product, communication, sales policy, the study of competitors, customer behavior. Marketing potential is assessed by the number of marketing research, marketing budget,

effectiveness of promotional activities, number of real and potential customers, brand, number of types of services, availability of a separate marketing service, restaurant image [14].

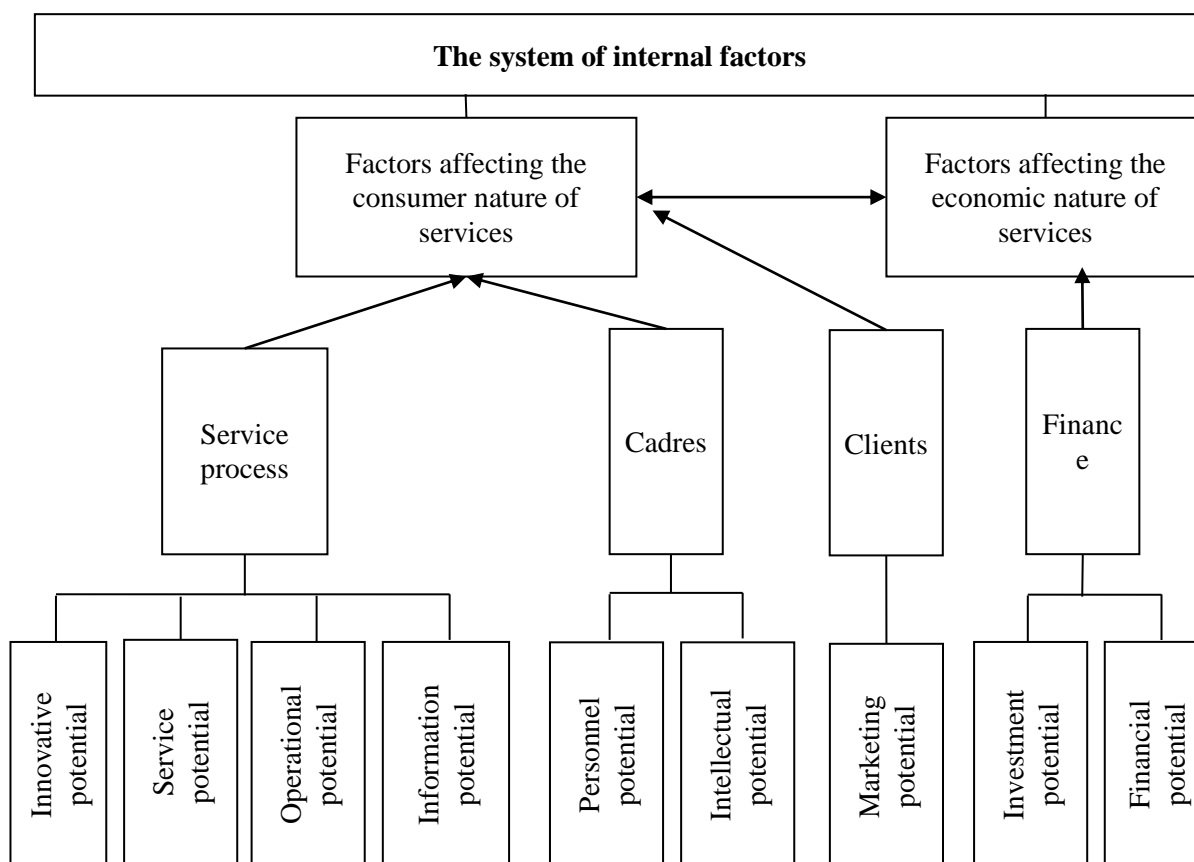
Financial capacity is the available financial resources of a restaurant, which are mobilized to solve financial problems over a period of time. Financial potential is assessed by the level of net profit, its distribution and expenditure, liquidity, performance indicators, interest margins, capital adequacy, the level of overdue debt [15].

Investment potential is the ability of a restaurant to attract the necessary financial capital to implement investment projects, which is assessed by the availability of internal and external sources of funding, the average cost of restaurant capital, payback period, financial and tax incentives for investment projects.

We can divide the listed internal factors into two groups in terms of their direct dependence on the competitiveness of restaurant services and their attractiveness to consumers. (Figure 2)

- A group of factors affecting the consumer characteristics of restaurant services. This includes the marketing potential associated with moving restaurant services and attracting customers; innovative, service, technological and information potential representing internal business processes; we include intellectual and human resources related to the training and development of restaurant staff.

- A group of factors affecting the economic nature of restaurant services. This includes the financial and investment potential of the restaurant.



2- picture. A system of internal factors affecting the competitiveness of restaurant services

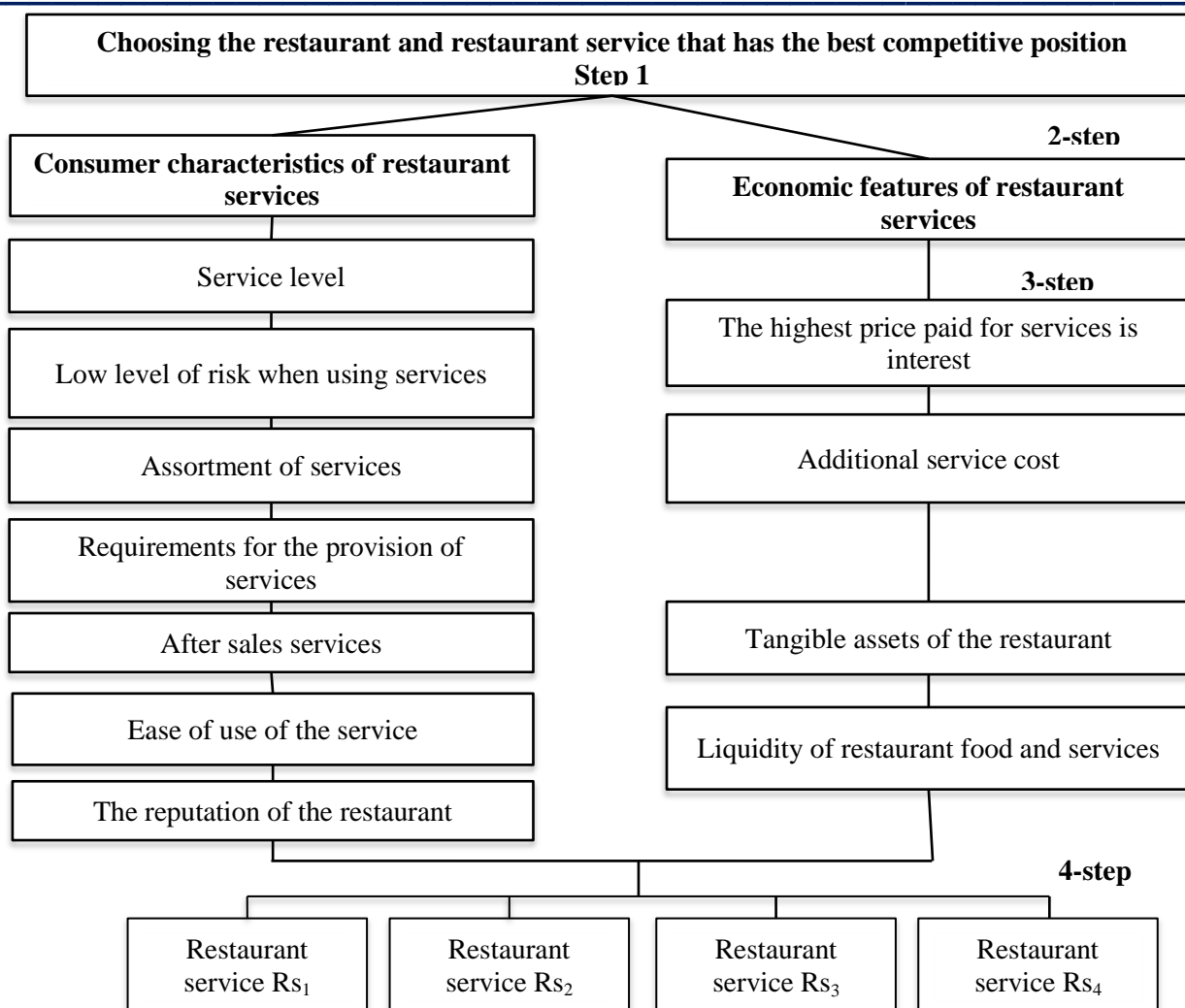
This group of factors and their evaluation criteria are developed separately by the marketing service for each type of service.

The system of internal factors is involved in shaping the consumer and economic characteristics of restaurant services and serves to increase their competitiveness. This system of factors allows restaurants to have a competitive advantage and win the competition. Therefore, they can also be considered as a system of strategic factors [1].

In our opinion, the internal factors or internal potential factors discussed above should be considered as the competitive potential of the restaurant.

Restaurant services and the competitive potential of the restaurant - the ability to use the existing potential of the restaurant to ensure the competitiveness of restaurant services and restaurants, as well as the ability to effectively use and maintain them in the service process.

Due to the fact that in assessing the competitiveness of restaurant services, along with quantitative indicators, quality indicators are also taken into account, the workload is very large and the assessment is a complex process [3]. It depends primarily on the expert's fair assessment. Therefore, it is advisable to use the method of hierarchical analysis of the competitiveness of restaurant services. The hierarchical analysis method (AHP - Analytic Hierarchy Process) is based on multivariate analysis and allows to determine the most competitive type of service (Figure 3).



3- picture. Algorithm for assessing the competitiveness of restaurant services by the method of hierarchical analysis

3.CONCLUSIONS AND RECOMMENDATIONS

Thus, it is expedient to systematically analyze the internal and external factors influencing the development of restaurant services. Samarkand has sufficient economic potential for the development of restaurant services. At the same time, taking into account the specifics of the region, the competitive environment, the prospects for economic development, it is clear that there are opportunities for further development and competitiveness of restaurant services.

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