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## **HUMAN RESOURCES QUALITY MANAGEMENT AT THE CONSUMER SERVICE ENTERPRISE**

In the present conditions, service enterprises often face the problem of lack of personnel and inefficiency of its use. The problem of assessing the level of supply of production with employment potential, management of its development on the basis of objective information on compliance with modern requirements for staffing service delivery becomes particularly relevant. To solve these problems, it is necessary to introduce new models of monitoring, assessing the level of development, balanced and efficient use of human resources, which would make it possible to systematically solve the problem in question.

Human resources management at enterprises can be defined as an activity that aims at achievement of the most efficient use of staff to accomplish enterprise goals and personal goals. Human resource factor has always belonged to critical ones.

Today, an overwhelming number of domestic enterprises face the problem of providing staff of high quality. This question should be solved from the beginning, i.e. from the stage of choosing entrant's future profession and the university, where he can get the necessary education and qualification.

The level of the qualitative composition of personnel managers and specialists largely determines the level of efficiency and functioning of an economic system, as the personal qualities of the employees and their general skill level depends on the quality of the decisions and results of their implementation. Analysis of the quality of personnel involves the examination of workers by sex, age, education, qualifications, work experience and other socio-demographic characteristics.

Human resources of the enterprise are formed primarily in the profile higher education of future employees for various types of economic activity.

The process of human resources management is an important direction of development of each enterprise and the means to achieve sustainable competitive advantage in a highly competitive environment. Human resource component of the service potential of the enterprise plays an important role in its operations, the level of use and the balance of which depends on the achieved competitive advantages, high performance outcomes, sustainable enterprise development.

Considering the human resources of the enterprise as a strategic

object of personnel management, it is necessary to consider human resources management of consumer services from two directions: the development and effective use. In practice, the formation and use of human resources are closely inter-related.

The structure of the consumer services determines demand: customers are offered services for car repairs, construction and repair of housing, shoes, household appliances, making individual orders and thus increasing the number of consumer services. The higher the quality of service, the more customers will appeal and will be satisfied

by the service provided. Namely, it is necessary to motivate employees and do everything to develop human resources of the enterprise.

Staff in the field of consumer services is one of the main resources ensuring competitive advantages of enterprise, and therefore the quality of service in consumer service organizations depends on the skills and awareness of their employees. Customer satisfaction in the field of consumer services is achieved by politeness of staff and its responsiveness. This way, effective personnel management becomes one of the most important functions of consumer service enterprises.