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Assessment Methods of Efficiency and Quality of Household Utility Services

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Abstract: . This scientific article shows the existing problems in increasing the efficiency of housing fund management in our country and ways to overcome them, the organization of activities of today's housing fund management companies by types, and the specific features of management. . Due to the growth of the population, the need for housing is increasing, the benefits given by the state for the construction of new houses and the repair of existing ones are covered.

Key words: housing stock, standard of living of the population, housing and communal economy, services, multi-family houses, residential buildings, demand for housing, housing stock management , management methods, management mechanism, management companies.

INTRODUCTION

With the expansion of the population's (consumer's) demand for these services, the market relationship deepens in the activities of enterprises operating in the market of housing and communal services, and this, in turn, leads to a certain degree of economic laws in the field.

The economic essence of the concepts of housing and communal services and market relations is to increase the level of security of consumers in the field of these services, to rationally differentiate the quantitative and qualitative levels of services for different socio-demographic groups of the population, to form the necessary social and engineering infrastructures in populated areas. It stipulated a multifaceted approach to the problems related to the formation and development of market relations. Based on this condition, it is necessary to clearly define the principles and characteristics of the formation and development of market relations in the housing and communal economy.

As the population's need for housing is increasing, the demand for the types of services and their quality is also increasing. The reason is that people always try to create comfortable conditions for their living and free activities. At the same time, the state uses all possibilities to create comfortable conditions for the population. Thus, today, residents, that is, consumers, have the opportunity to freely choose the management companies that provide services to the houses where they live. In our country, for many years, the financial support of the housing service system has been financed by the state budget. Therefore, it is difficult to create a business environment and quality services in this area, and make timely payments for the services provided.

Service and management of housing funds is still not carried out according to the principles of the full market. That is why it is today's demand to increase the quality and quantity of services by adapting this sector to market relations. Today, the housing fund management and service system is divided into types according to its economic nature.

Analysis of literature on the topic. Scientific study of the economic and institutional characteristics of housing stock management is always studied by experts and economists as an interesting and complex topic.

There are different methodological approaches to determining the efficiency of the housing and communal services sector. Some approaches see the improvement of the efficiency of the sector in the rational use of available resources with a relatively low cost and labor, and the full satisfaction of the needs of consumers with a relatively high quality of service. [1]

Practice shows that if the entity managing the housing fund cannot achieve its goal, the management may be ineffective; low efficiency - when a lot of resources and time are spent to achieve the goal; optimal - when the management goal is achieved quickly and at low cost. "In the conditions of a competitive market economy, the management system organized taking into account socio-economic factors is the most important." [2]

Often, the "housing sector" is defined only by housing and communal services and is considered only as an element of the social sector. In this case, we will not pay attention to the complexity of the definition given to the "home - place area" and only manage the housing fund, which represents the infrastructure designed to provide the conditions necessary for the normal life of a person. we will forget the system. [3]

"Based on the results of the assessment of the conditions created for the sector in the development of housing and communal economy in large cities, by introducing socio-economic and institutional changes to the housing stock management system, existing problems will be solved and prospective plans will be developed".[4]

During the reform of the housing and communal economy in European countries, a sharp increase in tariffs was observed, in the countries of Eastern Europe they increased 10 times. The increase in tariffs in Western European countries is mainly due to the increase in energy prices and inflation, and has increased by 2-3 times. It should be noted that there is always a sharp increase in tariffs if the sector is not effectively regulated by the state. In Western Europe and the USA, tariffs are set in a decentralized manner, mainly by organizations providing services in the field of housing and communal services. [5]

The reforms carried out by the state in the regulation of housing fund services should always be multi-faceted, which will lead to the emergence of various organizational and legal forms in the management of the housing fund. [6] Such diverse forms have been introduced in the practice of advanced foreign countries and they have accumulated rich experience in the development of the sector, so it is recommended to study the experiences of foreign countries when studying the economic and institutional aspects of housing stock management.

In many developed countries, housing and communal services are a business. Companies that manage housing funds operating in the field of housing and communal economy benefit from their work. [7]

Recently, a technological approach has been used to create enterprise management systems, which consist of identifying business processes, and then managing and improving them. At the same time, management of business processes is based on the following principles: building quality management systems; Deming cycle; building a balanced scorecard (Balanced Scorecard, BSC); management of building construction development projects. [8] In accordance with these principles, the housing fund management system should be formed around the main business processes. It is aimed at ensuring quality performance of the main business processes of the housing fund and is based on organizational and economic principles.

The study of the economic and institutional features of the management of the housing stock made it possible to group common problems in the field. Solving these problems will depend on the modernization of existing business processes. Different organizational and legal forms of activity of companies managing the housing fund do not affect the main business processes, but affect their management system.

Research methodology. In the article, the priorities of the management of housing funds are scientific study and drawing conclusions, comparative comparison, study of statistical data and economic comparison and analysis, logical thinking, scientific abstraction, analysis and synthesis, induction and deduction. methods are widely used.

Analysis and results. The formation and development of market relations in the housing and communal economy occurs on the basis of the following basic principles (Table 1): freedom of choice; competition; free formation of prices; contractual relations; management by the state; market segmentation; interrelationship of services (jobs); obligation of payments; addressability of benefits and subsidies; the necessity of the existence of different standards; consumer advantage.

Each principle has its own characteristics based on the characteristics of relations in the field, and special attention should be paid to these characteristics in the implementation of the principles.

Table 1. The main principles of the formation and development of market relations in the housing and communal economy and their characteristics

Principles	**Features**
Freedom of choice	Independent purchase of products (services), use and sale of resources, independent organization of the production (service) process and provision of services to the consumer within the framework of current legislation the right to submit
Competition	A large number of sellers and buyers of housing and communal services (products and works).
Free formation of prices	The result of a direct relationship between the demand and supply of affordable housing and communal services in the market
Contractual relations	Relations based on an agreement between equal economic entities that provide for measures to ensure the rights of consumers of housing and communal services
Management by the state	Ensuring that the participants of the housing and communal services market follow the existing legislation and ensure the constitutional rights and freedoms of consumers
Market segmentation	Dividing the market of housing and communal services into customer groups, dividing the market into segments
Interrelationship of services (works).	The possibility of provision of provided housing and communal services by other branch or industry enterprises of the system
Obligation of payments	Timely and complete payment for services provided by consumers (inhabitants and enterprises). Payment of payments to certain categories of consumers in the form of compensation by the state in the prescribed manner and volume.
Addressability of benefits and subsidies	Application of state-addressed social protection in the implementation of payments for housing and communal services to low-income categories of the population

Mandatory existence of different norms	Consumers choose the housing in the best condition (house area, design, quality of utility systems, interior design, location, etc.) at the cheapest prices for them.
The advantage of the consumer	Responsibilities of service providers to consumers

With the introduction of market relations, serious changes are observed in relations related to the organization of activities and their management of enterprises operating in the field. On our part, in the conditions of market relations, it is proposed to organize the technology of implementing the business system in the enterprises in the field of housing and communal services in the form shown in Figure 1.

This technology includes the processes of goal setting, cost planning, work process organization, resource allocation, quality control and management, and expansion of activity lines based on the study of specific needs of consumers (population). [9]

The proposed business system consists of five steps that must be completed by all enterprises in the sector, and each enterprise must monitor the extent to which it performs its tasks within the system and how much it costs it.

With the deepening of market relations, the criteria determining the efficiency of the enterprises of the sector and the institutional systems coordinating their activities also change.

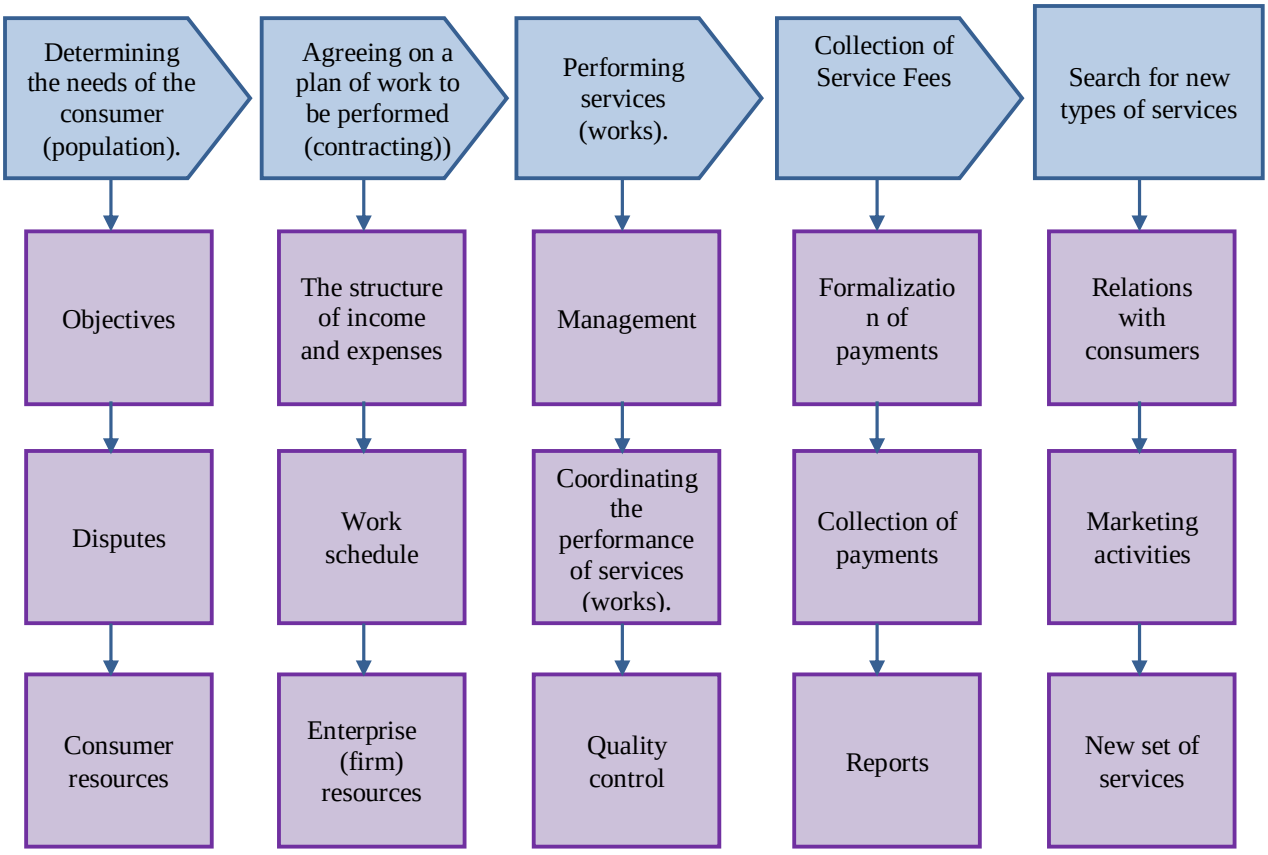


Figure 1. Algorithm of the business system of housing and communal enterprises

Taking into account that the implemented reforms have a direct impact on the state of material well-being of citizens, the level of consumption, life expectancy, the level and quality of well-being, as

well as the level of labor and social activity, the house - the relevance of the issue of effective functioning of local and communal services and the need to ensure the development of scientific research in this direction is clearly seen. In this, the main attention should be paid to the economic aspects of the development of the service sector, because the effective use of its potential during the transition to the market economy is a socio-economic condition for the stability of society.

There are different methodological approaches to determining the efficiency of the housing and communal services sector. Some approaches see increasing the efficiency of the industry in the rational use of available resources with relatively little money and labor, and satisfying the needs of consumers with a relatively high quality of service.[10]

For example, V. Chernyak determines the effectiveness of housing and communal services not only by strengthening the financing volume and material and technical base by introducing additional tools, but also by saving costs while maintaining or increasing the quality of services.[11]

In Yu.Simionov's studies, it was shown that the first of the main tasks of the economic analysis of the activities of housing and communal services enterprises is to determine the economic efficiency of labor resources, material resources and financial resources, and the next is to determine the internal resources for increasing the efficiency of the activity.[12]

Most people understand the relationship between the economically achieved results (volume of services provided) and the cost of various resources available in society as the efficiency of housing and communal services.

In our opinion, the efficiency of the provision of housing and communal services is determined by achieving maximum results with the minimum amount of production and labor for the benefit of society. At the same time, the effectiveness of housing and communal services cannot be attributed only to the growth of the provided services and the decrease in prices, social consequences should be given importance in determining the effectiveness.

First, if the large impact of resource use still occurs at the same time as the working conditions of workers deteriorate, this does not mean that production efficiency increases. Secondly, the works performed as a result of the increase in the volume of provided housing and communal services and the improvement of the efficiency of the use of resources should correspond to the existing needs. If it does not correspond to the existing needs, then the efficiency of housing and communal services for the society will hardly increase and only useless expenses will occur.

According to the researcher R.F.Gataullin, the efficiency of services is achieved when the results (revenues and volumes - for private individuals and for public goods) are equal to or exceed the minimum costs.[13] In addition, he emphasizes that in areas where paid and free services are combined (education, healthcare, utilities, etc.), their profitability indicator does not describe efficiency.

Thus, the socially significant results of housing and communal services should be to meet all the needs of the society - material, spiritual and ecological needs.

Studying the problem of methodological foundations of the efficiency analysis of the housing and communal economy, we can say that most economists pay attention to the following aspects of the efficiency analysis (efficiency criteria):

- the dynamics of changes in the costs of providing housing and communal services;
- the volume of financing of the housing and communal economy;
- changes in the volume of payables and receivables, as well as losses of housing and communal enterprises for the current year (absolute and relative values);
- analysis of tariffs and prices for housing and communal services;
- share of population payments in the volume of housing and communal services payments;

- the number of families receiving subsidies and the amount of budget funds allocated for their provision;

- the number of citizens receiving benefits and the amount of budget funds allocated to provide them with energy saving;

- the ratio of the number of accidents for the current year to the previous one;

- turnover rate of engineering supply systems;

- the size of the housing fund that has undergone capital repairs and reconstruction compared to the previous year, etc.

These indicators can reasonably be considered as efficiency criteria of the housing and communal service system. It is these indicators that make it possible to assess the state of the housing and communal economy and draw conclusions about its changes. But we believe that these criteria should be complemented by the following indicators:

- the level of satisfaction of the population with housing and communal services (the number of complaints and applications of the population on housing and communal services, the possibility of free use of housing rights and freedoms of the population, etc.);

- indicators of business activity in the field;

- level of investment activity in the housing and communal economy;

- ensuring compliance of state services in the field of housing and communal services with state social standards;

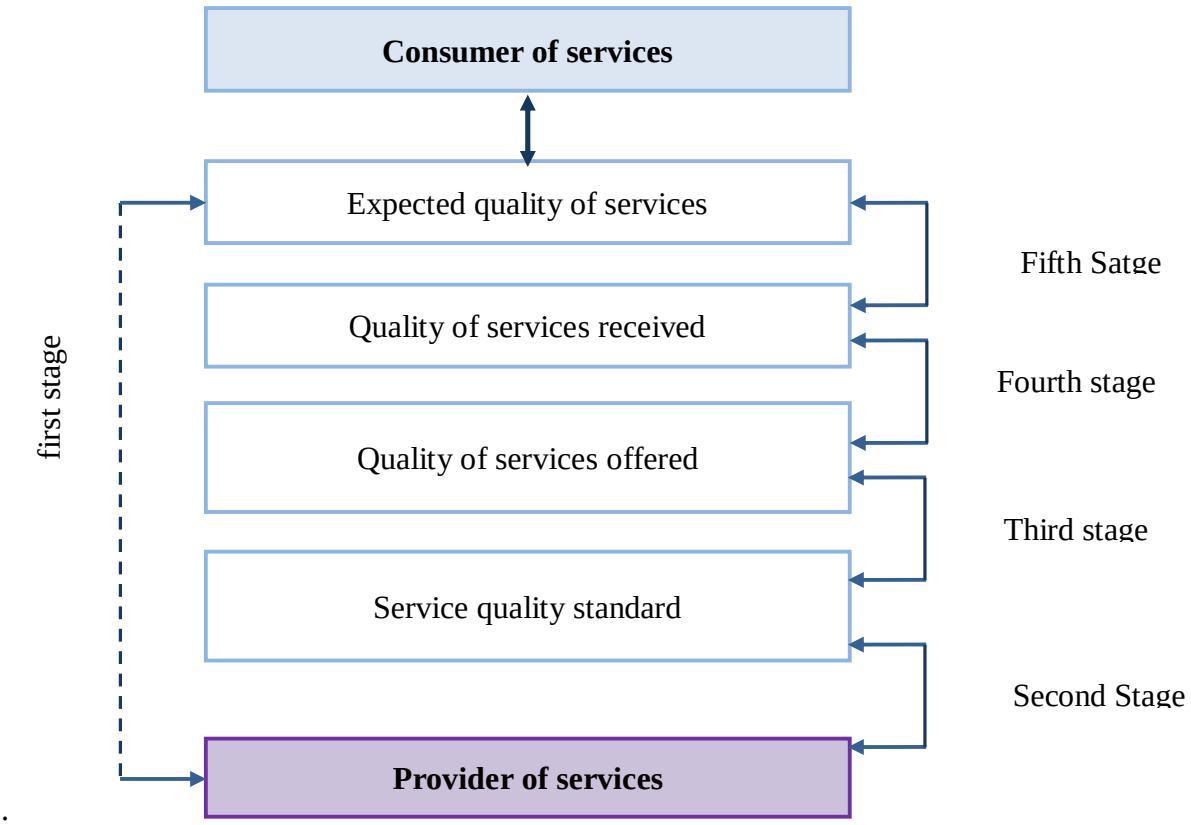
- reducing the costs of providing housing and communal services to the population under comparable conditions;

- reducing consumption of fuel and energy resources in industry (saving resources), etc.

A number of scientists have shown their approaches to the term economic and social efficiency of the service sector. Economic efficiency is characterized by the ratio between the results achieved and the costs of various resources available to society. Social efficiency means the full satisfaction of the population's need for services.

In the process of providing housing and communal services, it is important to ensure that the quality of the services offered by enterprises meets the requirements of consumers. The inconsistency between the relatively high level of expected service quality of consumers and the low level of service quality provided by service providers in practice leads to a low level of consumer satisfaction with the purchased services.

In the process of production and consumption of services between service providers and consumers, it is necessary to gradually agree on the subjective requirements imposed by the consumer on the quality of services, the specified level and the real characteristics of services (Fig.2)



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Figure 2. Housing and communal services quality agreement system

Housing and communal services should not only be cost-effective, but also acceptable to consumers and suppliers. The main subjects of the housing and communal services market are, on the one hand, users of housing and communal services (inhabitants and economic entities), on the other hand, producers of housing and communal services (organizations that manage the housing fund; water supply supply, electrical networks, etc.) Each subject of the market sets their own requirements for the efficiency of housing and communal services based on their interests. On the one hand, the consumer evaluates the quality of housing and communal services with socio-economic indicators, which are the main indicators of the efficiency of consumer housing and communal services, on the other hand, producers are evaluated by consumers as a criterion of efficiency. they link with the modified quality indicator based on the resulting social and economic indicators.

Usually, the consumer does not have enough information about the standards set for the quality of the service he is buying, if he had enough information about it, an effective equilibrium would be established in the market. Therefore, the price in the service market is determined based on the average quality of the service based on Akelrof's law of quality distribution.[14]

Thus, it is impossible to ensure the stable development of the sector without ensuring the equal functioning of housing and communal services in the entire area where the activity is carried out. Based on this situation, the issue of comprehensive and objective assessment of industry enterprises and identification of the main problems in the industry is urgent.

To solve this task, it is necessary to develop appropriate methodological tools. Based on the study of the theoretical and practical aspects of the issue, a system of indicators was formed that fully reflects the current state of the field of housing and communal services in the region (Table 2).

Table 2. A system of indicators describing the state of housing and communal services in the region

Indicator name	Indicator description
Indicators of group 1. Indicators of the housing stock	
1.1. The share of the housing fund that does not fall into the category of old and damaged housing in the area of the total housing fund of the region, in %	The aging of the housing stock leads to an increase in inefficient losses of resources (heat, electricity, etc.) and reduces the comfort of living in general. In addition, the presence of the housing stock falling into the category of old and damaged reflects the inefficient operation of the enterprise.
1.2. Provision of housing stock with all types of living conditions (water supply, sewage, heating system, natural gas, etc.), in % of the total area	One of the main directions of the state's policy in the field of housing and communal services is to provide the population with all types of communal services of standard quality. In this regard, indicators of provision of necessary conditions show the general level of development of housing and communal services.
1.3. Multi-apartment buildings under the management of private enterprises, in % of the total amount	In the context of today's market reforms, reducing the state monopoly is one of the priorities of structural changes in the sector. In turn, the introduction of modern forms of management of the housing fund, strengthening of competition between enterprises providing services to multi-family houses is not only a factor in the development of the enterprises, but also an increase in the quality of the offered services.
Indicators of group 2. Indicators of communal services (resource supply networks).	
2.1. The share of utilities that do not require replacement, in % of the total length	This indicator shows the technical condition of the communal infrastructure of the region. Existence of networks that have passed their normative terms leads to a high level of accidents, as well as a decrease in the quality of services.
2.2. The rate of loss of resources in networks, in %	A large amount of resource loss in networks indicates outdated engineering infrastructure, technological backwardness, and the presence of illegal connections to the network. In developed countries, these losses do not exceed 3-4% in enterprises where modern technologies are used in the supply of communal resources.
2.3. The amount of utility resources supplied based on meters is in % compared to the total consumption	Modern legislation provides for accounting of consumed resources on the basis of meters. Installation of meters, on the one hand, reduces the costs of consumers for services, and on the other hand, supports the improvement of production productivity and efficiency of enterprises.
Indicators of group 3. Improvement indicators of the territory	
3.1. Level of illumination of streets in % of total length	Indicators of group 3. Improvement indicators of the territory
3.2. The percentage of landfills where solid household waste disposal is established, in % of the total amount	It allows to assess the quality of activities related to waste disposal.

Indicators of group 4. Financial processes in housing and communal services enterprises	
4.1. The level of collection of payments for housing and communal services, in %	The full collection of payments for the provided services is a necessary condition for the stable operation of the enterprises of the sector and the implementation of production and investment programs by them.
4.2. The share of financially stable enterprises in the field of housing and communal services, in % compared to the total amount	It is a general indicator showing the service efficiency of housing and communal services enterprises.
4.3. The ratio of receivables of enterprises to the value of rendered services, in %	The increase in receivables in housing and communal services enterprises limits their ability to attract credit resources and investments, creates high-level risks. It is recommended that the upper limit of receivables does not exceed 5%.

Conclusion. Today, in the process of reforms in the field of housing and communal services in our country, the use of the above methodology of assessing the state of this sector leads to focusing structural changes on areas where changes are required and which, in turn, leads to structural changes. while ensuring the effectiveness of the provided financial resources, it is possible to increase the financial stability of the enterprises providing housing and communal services, to increase the level of providing consumers with quality services, and to correctly determine the measures to improve the level of improvement of the managed areas will give.

It is desirable to make extensive use of the experience of developed countries in improving the organizational and economic mechanism of managing housing funds. These include:

- to create favorable conditions for companies and organizations engaged in the management of housing funds, to provide opportunities for increasing the types of additional services they provide to consumers;
- depending on the potential of the regions and the financial capabilities of the population, it is necessary to develop mechanisms for gradually transitioning the management companies providing housing services from the system of state financing to the system of self-independent financial support;
- creation and implementation of the legal basis for the formation of monitoring councils consisting of people who are active in the activities of the organization managing multi-storey buildings;
- formation of a database about consumers in the further development of electronic management features in the housing fund management system;
- development of incentive mechanisms for making payments for housing and communal services and transition to a strict recovery system in cases of regular non-payment of payments;
- development of favorable conditions and incentives mechanisms for housing fund management reforms;
- introducing requirements for clearly defining the level of understanding of the field, expertise and experience potential in the organization of companies and organizations engaged in the management of housing funds;
- development of a system for monitoring the performance of the tasks defined in the legislation on the management of housing funds and effective introduction of modern information technologies for the prevention of corruption in the field of regulation.

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