

## **FEATURES OF THE IMPLEMENTATION QUALITY MANAGEMENT SYSTEM TO IMPROVE THE EFFICIENCY OF PUBLIC TRANSPORT**

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More than 18 million people live in Kazakhstan, of which more than 10 million are urban residents. The high degree of urbanization determines the importance of urban and suburban public transport in the life of the country. Realizing their needs for movement, the population of the country makes an average of more than 500 trips per person per year, taking into account all ages (*According to the data of the Transport Committee of the Republic of Kazakhstan*). For the economically active population and especially residents of large cities, the intensity of public transport use is of course much higher. Thus, it is obvious that the sphere of public transport is important not only in the social aspect, but also in the formation of the gross domestic product of the country.

In recent years, the development of public transport in Kazakhstan has passed several stages. In 1992-1995, this branch of production activity was characterized by the influence of a number of negative factors. The allocated funds were not enough to update the rolling stock fleet, so in these years, the aging of motor vehicles was observed everywhere, and the number of buses on the routes decreased. In those years, there were situations when passengers could not reach their destinations due to a lack of transport [1].

The current stage of development of public road transport in Kazakhstan is characterized by contradictory trends. On the one hand, road transport ranks second after rail transport in terms of passenger turnover and passenger traffic volumes. On the other hand, the state of the industry under consideration is estimated as unsatisfactory, since in recent years the volume of passenger transportation by bus has decreased by more than 2 times, the indicators of profitability of passenger transportation are characterized by negative values.

Today, the larger the vehicle fleet, the more difficult it is to control the absence of violations on the part of drivers and the effective use of the company's transport. The efficiency of public transport enterprises and a significant improvement in the quality of their services are impossible without further development of the industry.

The problem of quality of service in the field of transport services is one of the most urgent in modern conditions. In the market of transport services, the quality of service is the strongest weapon in the competition. The high quality of service significantly contributes to the improvement of the economic and social efficiency of public transport enterprises [2].

Currently, the following trends are observed that affect the competitiveness of transport enterprises in the city:

- transport service companies do not keep up with the rapid changes taking place in the market. The changing needs of different population groups create new requirements for the professionalism and skills of employees. Therefore, enterprises need to adjust their work in accordance with market conditions;

- the level of development of the city's infrastructure, including, first of all, the road network, significantly lags behind the pace of motorization and does not meet modern standards and conditions for the effective functioning of road transport;

- the role of such important regulators of transport activity as licensing and certification of services has decreased;

To ensure the high quality of transport services, it is necessary to create a "quality management system of the enterprise". We understand the quality management subsystem of a transport company as a management system that ensures maximum satisfaction of the requirements of consumers and other stakeholders and allows us to ensure and maintain competitive advantages in an unstable external environment.

When considering the issues of optimizing the operation of passenger public transport in logistics systems, the following tasks can be identified, which are promising:

- development of methods to improve the level of public transport services;
- updating the rolling stock and equipping it with modern technologies;
- ensuring an integrated approach to the development of the city's transport systems.

Problems and prospects for the development of public transport for the implementation of improving the operational and financial efficiency of all urban passenger transport, the following measures should be taken: continue the transition to a cashless payment system, through the introduction of universal electronic cards that allow you to pay for travel. This should provide a modern level of convenience of paying for trips for passengers, comparable to the European one;

- create a centralized automated management system for urban and suburban passenger transport, which will provide a modern level of information services and operational management of carriers and their rolling stock;

- take organizational and regulatory measures for the development of passenger transport, including taxi companies;

- it is necessary to continue to reform public transport in stages, to include expanded competitive procedures for the selection of carriers, to introduce regulated tariffs on all routes.

Improving the quality of passenger service by public urban transport will reduce the difference between the use of public and private transport, which should lead to an increase in the attractiveness of urban and suburban passenger public transport and an increase in the volume of transport services provided.

By "quality of transport service" we mean a set of properties and characteristics of the passenger transport process, which gives it the ability to meet the established and expected needs of people in the process of transport service [3].

The components of the quality of transport services are:

1. Quality of the object of receiving the service;
2. The quality of the service provider, including:
  - 2.1. The quality of the personnel of the transport company (qualification, level of training);
  - 2.2. The quality of the resource support of the process of providing services: material, technical, informational, etc.;
3. The quality of the process of providing transport services, including:
  - 3.1. The quality of the organization of the provision of transport services (the form and content of the processes of providing services, motivational factors);
  - 3.2. Quality of control over the process of providing transport services;
  - 3.3. The quality of the result of the process of providing transport services.
4. The degree of customer and employee satisfaction.
  - 4.1 High customers satisfaction;
  - 4.2 High satisfaction of the company's personnel with their work.

The quality management system covers all stages of the transport service life cycle: marketing and market research, analysis of service quality requirements, service planning, service delivery process, service quality monitoring and measurement process, and customer satisfaction study process. The service quality management system is considered as a subsystem of transport enterprise management. Therefore, it corresponds to the basic principles of management, organizational structure and management technology of the enterprise.

The quality management system of transport services is primarily aimed at improving the process of providing passenger transportation, the quality of which determines the potential ability of the enterprise to provide services that meet the needs of consumers.

The quality management system of transport services takes into account the specific characteristics of the activities of transport enterprises, which are manifested in the fact that:

- they do not produce materialized products. The consumption of transport services begins after they are provided;
  - the driver's personnel engaged in passenger transportation directly contacts the consumer.
- In the process of providing the service, the consumer perceives and evaluates (sometimes at the subconscious level) the level, appearance, professional knowledge, social skills of the employees of the transport enterprise.

The quality management system at the transport enterprise includes a number of elements that mutually influence each other and ensure its effective functioning. These include:

- elements related to the quality of the mobile vehicle;
- elements that form operational control over the quality of transport services at different levels of their provision; elements related to the administrative and managerial apparatus, information support;
- elements related to vehicle maintenance [4].

The implementation of a quality management system for transport services will provide the following advantages:

For the transport enterprise as a whole: cross-functional barriers will be eliminated; quality teams will be created to solve problems related to various structural divisions; relations between divisions will be formed on the principle of "supplier-consumer"; the efficiency of the transport enterprise will increase; the quality of the process of providing transport services will improve; duplication of procedures will be eliminated; the brand image of the enterprise is formed and, consequently, the competitiveness of transport services will increase.

For the management of the transport company:

- the quality policy, development strategy and goals of the enterprise are projected to the lower levels of management, which affects the creation of a system of indicators and criteria for evaluating the performance of processes, structural divisions, managers and personnel;
- responsibilities, powers are shared, interaction is improved, which contributes to improving the management of all activities; internal audits are conducted to identify areas for improving the quality of the process and activating the activities of department managers and employees.

For employees of the enterprise (as internal users of the quality management system): the activities of each employee are improved; there is an opportunity to participate in improving the process of their activities and the company as a whole, making suggestions to internal auditors; the level of employee satisfaction with their work increases. For consumers: there is a guarantee of receiving high-quality services that meet their requirements [5].

The process of passenger transportation should be considered as a logistics chain consisting of infrastructure facilities and operators that interact with each other through logistics links. Result when solving all these tasks, the urban and suburban passenger transportation management system will help you quickly manage the route traffic of ground public transport and monitor the execution of the route task by all vehicles; optimize route traffic in real time; collect data on the completed transport work in full; form a database of passenger traffic, survey passenger traffic and analyze them in the shortest possible time; optimize the route network, schedule and schedules of vehicles; plan the necessary resources, such as financial, material and labor resources.

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