

FACTORS OF PROCESS CONTROL QUALITY MANAGEMENT SERVICES AIRPORT

The article deals with the problems of methods of quality management services to the airport. The identified factors are the main factors of influence on the creation of airport services. Investigated a set of functions and principles that affect the quality management services.

Key words: quality, airport services, factors influencing the quality of airport services, quality management process.

Statement of the problem. *To date, research on quality management services to airports is of particular relevance in the process of becoming, which is complicated by intra- relationship management and airport services require continuous improvement and deepening of existing scientific statements, including requiring review methodological approaches and principles of quality management services to airports, of adaptation concepts and tools of quality to current economic conditions, taking into account industry specifics, encourage domestic airports pay more attention to priority customers and to develop a comprehensive policy as at the enterprise level, which would include consideration of the institutional, economic, social, technical, legal, functional, ethical and environmental components of operations, quality management services to airports require complex organizational and economic studies are complicated by the lack of appropriate theoretical models in quality.*

Analysis of recent research and publications. *Important role in the scientific heritage of quality control problems such is renowned scientists like E. Deming, J. Juran, Ishikawa K., B. Karloff, Kotler, M. Meskon, David Ricardo, G. Taguchi, A. Feigenbaum, W. Shewhart, J. Adler, L. Badalov, A. Vakulenko, A. Horanyn, S. Ilyenkova, A. Krivoruchko, M. Kruglov, B. Lapidus, V. Mishin, V. Okrepylov, P. Orlov, M. Shapoval and V. Shinkarenko. In addition, the issue of installation and quality of airport services devoted to recent research E. Zaporozhets, R. Merhezha, M. Tryhunkova.*

Purpose of the article. *Research issues of airport services quality management made it necessary to determine the factors that influence the management of service quality at airports, depending on their provision, which takes into account the difference between external factors direct and indirect effects, as well as internal conditions in stock - providing technology, motivation of staff, the accumulation information, and material resources that increase the level of validity of economic decision-making and create ways to improve them.*

The main material. *To establish the methodological basis for determining the quality of airport services appropriate to consider the definition and description of services to the airport, determined the result of direct interaction between the airport and consumers of airport services and airport internal operations to meet consumer needs such as airport services - services that are associated with specificity of the airport and ensure the implementation of the reception and departure of aircraft, their safe landing, parking and take- care air transportation of passengers, mail and cargo, the implementation of measures to ensure aviation safety. For the transport of passengers at the airport established passport and customs control, control of aviation safety, which is a set of special measures and human and material resources, prevention of unlawful interference with aviation activities, processing, transportation and baggage claim and provide additional services as lockers,*

luggage carts, using business rooms, waiting rooms, shops, dining and recreation, parking places.

At the request of changing conditions of airport services market, increasing competition, the development of scientific and technical progress, the growth of the needs and requirements of users, enhance aviation safety airport to continuously maintain and improve the quality of services offered. [4]

From our point of view, «service quality of airports» - a complex socio-economic category, which is related to the formation and operation of facilities, efficient use of material, labor, financial and information resources, the level of customer service, especially the functioning of the airport services and the nature of their consumption activities of services and departments of airports in quality, such as compliance with quality documentation, data collection and data quality, internal audit in departments and services, implementation of corrective and preventive measures, analysis of the functioning of the quality system by senior management.

In our opinion, the term «quality system» based on industry specifics and influence the formation of the imperative as appropriate to present as a definition as: «system of quality airport» - a combination of organizational structure, responsibilities, processes, procedures, activities, resources, airports, aimed at installation, support and maintenance of the highest quality at all stages of the life cycle of services. Quality management service airports - is a set of management and control objects, events, methods and means to establish, support and maintain a high level of quality in their provision and consumption [1].

For the management of service quality at airports to identify a set of factors that definitely affect the quality of services depending on the conditions of their creation and rendering (Fig. 1).

It can be argued, the process of quality control at airports affect a large number of factors of different nature, direction and magnitude with different adaptive properties. The main factors influence on the creation of airport services are internal and external factors. The internal factors affecting the process of providing services related material resources, personnel, and information technology, all of which are necessary and which together can provide quality services to airports. It is important sufficient interest and awareness of staff in service delivery, through which can be favorable material resources, advanced technology and modern organization of work on quality management.

Quality management is the process of impact on production services from the airport and senior management of middle and lower level managers who perform management functions to ensure the required quality [3].

The external factors affecting the process of providing airport services include factors directly influence (subjective factors), which, in our opinion, made up of suppliers and resources, customers - passengers airport competitors, which are other airports in the country, and government agencies, governing law and coordinate the activities of airports. The external leakage (objective factors) include politics and the economy, which directly affects the market for airport services legislation - by regulating the development and provision of services, airports market conditions, technological change and international relations in the field of airport services. Impact on quality of external factors taken into account when performing the functions of interaction with the environment. This feature is one of the main functions of senior airport and affects search strategic decisions and policy-making as the airport, which is aimed at meeting the needs of consumers.

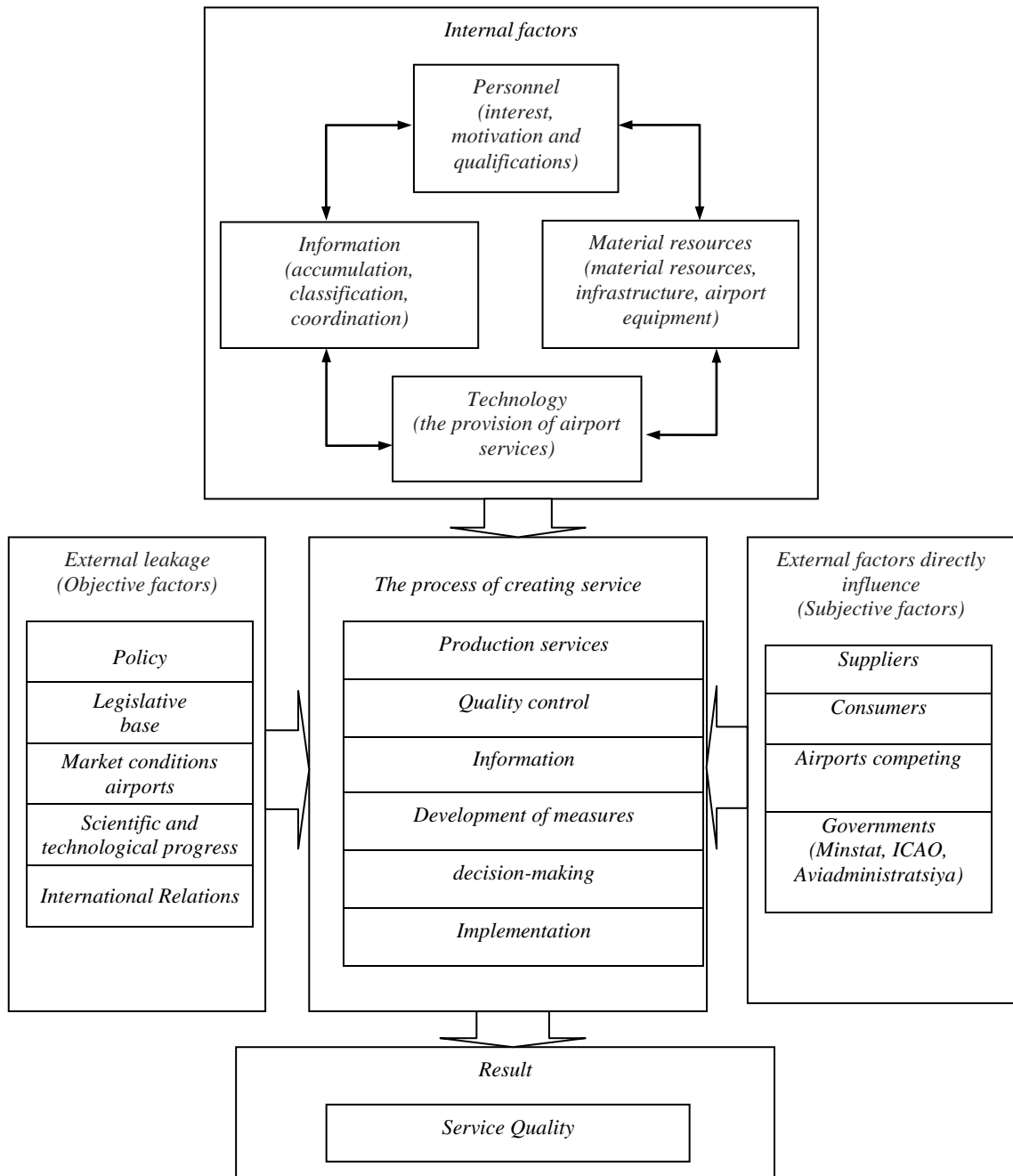


Fig. 1. The process of managing service quality of airports (developed by author)

The set of functions that affect the management of service quality of airports identified and classified according to several criteria (Fig. 2).

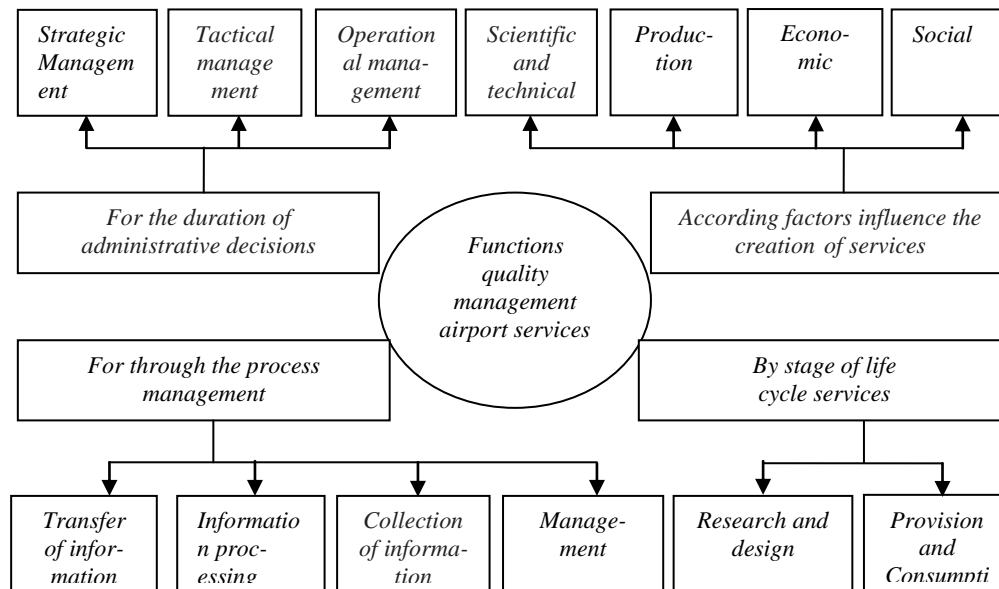


Fig. 2. Classification of the functions of management quality airport services

Among the signs of the classification proposed set of management functions airport service quality color functions depending on the duration of administrative decisions , such as the functions of strategic, tactical and operational management. The function of strategic quality management service airports conditional forecasting and analysis of baseline quality of services in project planning and development work in airports , analysis of the results achieved service quality and evaluation of information about consumer demand for airport services. Tactical control is determined by control of service, the level of support given quality services, facilities management interaction with the environment. The functions of operational management based on providing continuous monitoring in terms of service provision and consumption , the organization works with quality management services, implementation of service delivery , coordination of quality control and operational airport services , corrective and preventive action [2].

Depending on the classification stages of the management of service quality of airports functions determined by the sequence of the management of airport services from decisions of administrative actions by senior management to bring information to the leaders of small and medium units airports and dissemination of information to staff to coordinate the activities of employees to improve quality of airport services .

Functions of the service quality of airports depending on the factors influencing the process of creating shared services to scientific, technical, characterized by the influence of scientific and technological progress and contributes to the development of technological capabilities airports, economic, implemented by government influence on airport services through tax policy, legislative basis and regulation of airport services, manufacturing, to ensure the organization to improve service delivery and organization of logistics airports;

social, which specifies the need to control the activities of personnel airport control social climate among employees [5].

Classification of the functions of management quality airport services for stages of the life cycle of services due to the definition of process research, development , implementation and provision of airport services market and consumer services.

Securing senior management perform basic and necessary functions that form the basis of airport and aim to provide long-term continuous operation to meet the needs of consumers and taking into account the requirements of all stakeholders in the production of quality service to the airport, realized through quality management principles are defined , analyzed and grouped into table 1.

Table 1

Principles of service quality of airports

<i>Principles</i>	<i>The content and characteristics</i>	<i>The result of the principles</i>
<i>The organization is focused on consumer</i>	<i>Airports depend on consumers, so they should understand current and future customer needs, meet their requirements and strive to exceed their expectations</i>	<ul style="list-style-type: none"> - Understanding the needs of clients and their expectations in terms of services and prices; - Measurement of client satisfaction; - Consideration of market demand for airports; - Customer relationship management and market.
<i>Leadership</i>	<i>Leaders establish unity of purpose, direction and internal environment of the airport. They fully engage employees in achieving the goals airport.</i>	<ul style="list-style-type: none"> - Understanding and response to the changing external environment, consideration needs of all participants; - A clear vision of the organization; - The transfer of authority to subordinates by providing discretion of responsibility and accountability; - Incentives for workers and recognition of their contribution; - Setting long-term goals and objectives.
<i>The involvement of staff</i>	<i>Employees are the essence of the airport, their full involvement enables to use their knowledge and experience to benefit the airport.</i>	<p><i>Employees are the essence of the airport, their full involvement enables for full involvement of staff will:</i></p> <ul style="list-style-type: none"> - Take responsibility for solving the problem themselves; - Actively seek opportunities for improvement; - Focus on customer satisfaction; - Proactive and creative in achieving the airport.
<i>Process approach</i>	<i>Desired results more effectively as resource management and all activities as a process.</i>	<ul style="list-style-type: none"> - Definition of the process to achieve the desired result; - Identification of the process and functions of the organization; - Responsibility for management processes; - Identification of the entry and exit process.
<i>System approach to management</i>	<i>Identifying, understanding and managing a system of interrelated processes for a given objective, which will increase the efficiency of the airport.</i>	<ul style="list-style-type: none"> - Identification of the system by identifying or developing the processes that affect a given purpose; - Structuring the system to achieve the goal of a more efficient way; - Understanding of the interdependence between the processes of the system; - Continuous improvement of the system through measurement and evaluation.

End of Table 1

<i>Continuous improvement</i>	<i>Continuous improvement of the quality of airport services with the goals and directions of improvement</i>	<ul style="list-style-type: none"> - Continuous improvement of services is the goal of every employee's airport; - The application of basic concepts of improvement, such as increasing and improving explosive; - Constant efficiency of airport services; - Setting goals and measures for the management and control improvements
<i>Decisions based on facts</i>	<i>Improving the effectiveness of applied solutions and workflow, as they are based on analysis of data and information.</i>	<ul style="list-style-type: none"> - Providing sufficiently accurate and reliable data and information; - Analysis of data and information using effective methods; - Use the analysis for decision making.
<i>Mutually beneficial supplier relationships</i>	<i>Both organizations achieve greater success in the airport business.</i>	<ul style="list-style-type: none"> - Selection and evaluation of key suppliers; - The creation of clear and open relationship; - An initiative co-development and improvement; - A clear understanding of customer needs; - Mutual understanding of current and future customer needs; - Recognizing improvements and achievements supplier.

Conclusions. In this article the features of the management of service quality by identifying the set of factors that affect the quality depending on their giving and taking into account the internal conditions - technology, motivation of personnel, and other storage media and external factors both objective and sub ' subjective influences.

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