



PROBLEMS IN THE USE OF DIGITAL TECHNOLOGIES IN IMPROVING THE QUALITY OF HOUSEHOLD SERVICES

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Abstract

This article analyzes the relevance of the digital economy, the state of the household services sector in the Republic of Karakalpakstan, and the challenges in implementing digital technologies. Based on this, modern approaches, proposals, and recommendations will be developed.

Keywords: digital economy, household services, digitalization, infrastructure, literacy, quality of services

Introduction

The digital economy is an economic system based on information and communication technologies, where digital technologies are widely used in the processes of data exchange, provision of services, and production of products. Today, the rapid development of the digital economy has a serious impact on the service sector, in particular, the household services sector. The quality of household services is directly related to the daily life and well-being of households. Therefore, improving the quality of services, ensuring their convenience, speed, and transparency through the implementation of digital technologies is a pressing task.

Uzbekistan has taken significant steps in the development of the digital economy in recent years. Based on the "Digital Uzbekistan - 2030" strategy, implemented since 2020: public services are being digitized; mobile internet coverage is expanding, in 2024 the number of Internet users in Uzbekistan



exceeded 33 million, 4G coverage is ~90% of the country's population. 5G technology has so far been piloted in Tashkent and some major cities; measures are being taken to reduce regional inequality [3].

However, these reforms are not yielding the same results across the country's regions. In particular, in the Republic of Karakalpakstan, there are some systemic problems in the development of the service sector, including the household services market. In particular, the weakness of the digital infrastructure of the industry and the lack of statistical data complicate the digitalization processes.

Relevance of the topic: Today, the service sector accounts for 47,6% of the republics gross regional product [2]. In particular, household services directly affect the social well-being and employment of the population. The introduction of digital technologies will improve the quality, convenience, and transparency of these services. Therefore, the digitalization of this sphere in Karakalpakstan is an urgent strategic task.

Problems in the use of digital technologies in improving the quality of household services. The implementation of digital technologies has been established in the city of Tashkent and some large cities [3]. Unfortunately, the sphere of household services in the Republic of Karakalpakstan is developing scattered. Service providers often operate individually, informally. For this reason, official statistics are insufficient. Only for certain types - hairdressing, sewing, and repair services - there are limited indicators.

In addition, remote areas lack sufficient digital infrastructure (internet speed, access to online services). Many masters are unaware of or unable to use digital platforms. All this makes it difficult to introduce digital technologies into the industry, which ultimately affects the transparency of the quality of services provided.



Degree of study of the problem. Scientific and methodological aspects of the formation and development of the service sector were studied by foreign scientists¹ including P.F. Drucker, B.S. Santo, T. Sakaiya, K.H. Haksever, B.R. Render, R.S. Rassel, R.G. Merdik, and others.

The theoretical and methodological foundations of the development of the household services sector have been comprehensively studied by domestic scientists M.K. Pardaev, K.J. Mirzaev, A.M. Saidov, B.A.Yerejepova, and others².

However, although the factors and methods of improving quality in the field of household services have been studied in the scientific works of the above-mentioned scientists, the issues of using digital technologies in improving quality have not been fully reflected. Currently, in our country, including in the Republic of Karakalpakstan, research on the introduction of digital technologies in improving the quality of household services is insufficient, and this situation necessitates the implementation of scientific and methodological research on this topic.

The main goal of this study is to develop proposals and mechanisms that serve to improve the quality of service, customer convenience, and the efficiency of business entities through the systematic digitalization of the household services sector in the Republic of Karakalpakstan, the introduction of a unified electronic platform based on modern technologies.

If the household services network in the Republic of Karakalpakstan is digitized and a single electronic platform is implemented, the quality of services in this

¹ Drucker P. Business and Innovation / P. Drucker: trans. from English. - M.: Williams, 2007. - 350 p.; Santo B.S. Innovation as a Means of Economic Development / - Moscow: Progress, 1990. - 295 p.; Sakaiya T. The Knowledge-Value Revolution, or A History of the Future. Tokyo-N.Y., 1991; Management and Organization in the Service Sector: Theory and Practice: Service Management and Operation - 2nd international ed. (translated from English under the scientific editorship of V.V. Kulibanova) / K.H. Haksever, B.R. Render, R.S. Russell, R.G. Merdik. - Тошкент, 2020. - 751 p.

²Pardayev M.Q. Problems of Improving Economic Analysis in the Service Sector. Treatise. Samarkand. "Zarafshon," 2009. - 66 p.- 4.1 p.; Saidov A.M. Ways to improve the organization of labor in consumer service enterprises. Ph.D. diss. - Samarkand. TRUE. 2011; Yerejepova B.A. Improvement of the organizational and economic mechanism for improving the quality of household services (on the example of the Republic of Karakalpakstan). // diss. PhD. - N.: KSU. 2024. 164 p.



area, the level of customer satisfaction, and the efficiency of small businesses will increase significantly.

The research work was prepared on the basis of the following methodological approaches:

- **System analysis:** the problematic state of the digital services infrastructure was analyzed;
- **Comparative method:** the quality of service in regions that have implemented and have not implemented digital technologies was compared;
- **Expert evaluation:** directions for improvement were formed based on the opinions of industry specialists.

Today, on the basis of economic reforms, the accelerated development of the service sector as an integral part of the national economy, increasing the quality and quantity of services provided to the population, as well as meeting its various needs and demands, is considered one of the main tasks. Accordingly, the expansion of modern types of services, the activities of enterprises, firms and organizations engaged in service activities, as well as individual entrepreneurs, make a worthy contribution to the country's gross domestic product.

It is necessary to place the provision of household services in the closest and most optimal range to the addresses of permanent residence of the population. The existence of such an opportunity distinguishes itself from other industries by a lower level of capital capacity and capital endowment compared to other sectors of the household services industry. This allows for ensuring employment at low cost and reducing the number of unemployed [5].

The volume of demand for household services is a decisive factor in the growth of the volume of household services provided to the population, and in turn, the formation of demand is influenced by the price of services and the level of household income.

As can be seen from the table data, in 2021, the share of household services in the structure of paid services for the population in our country decreased. One of the reasons for the decline in demand for household services is the consequences of the pandemic, and secondly, the high prices for the services they provide, as well as the low purchasing power of the population as a whole.



In the Republic of Karakalpakstan, the growth rates of the volume of household services to the population have a continuous growth trend in relation to the total volume of services in the region [4].

However, due to the scattered nature of the industry, there are many problems in the use of digital technologies. The following proposals can be made for the systematization of household services in the Republic of Karakalpakstan. These proposals are aimed at the effective development of the industry, improving the quality and convenience of services:

**Rate of change in the volume of household services for the population in
the Republic of Karakalpakstan³ (%)**

Indicators	2019	2020	2021	2022	2023
Total household services	120,3	127,3	110,2	135,0	137,1
Including: general paid household services	116,0	120,5	108,4	127,8	130,3
Including: in rural areas	111,7	113,8	106,0	110,3	114,8

Create a map of regional services:

- Display on a digital map the types of household services available in each district and city (barbershop, sewing, shoe repair, laundry services, etc.).
- It will be determined in which regions there are insufficient services, and conditions will be created for starting a business there.

Strengthening the system of licensing and standardization:

- Implementation of minimum sanitation, technical and customer service standards for service providers.
- Provision of state benefits (tax benefits, subsidies) to certified service providers.

³Yerejepova B.A. Improvement of the organizational and economic mechanism for improving the quality of consumer services in the Republic of Karakalpakstan. Monograph. - T., 2025. 62 p.



Digitalization and creation of a unified platform:

- Creation of a mobile application or web platform for household services: clients find the service, evaluate it, place an order. This will increase the competitive environment and improve the quality of service.
- Regional pilot projects: creation of "digital workshop" centers in the city of Nukus and large districts.
- Raising digital literacy: Free training courses for masters on digital skills (e-payments, advertising, online communication with clients).
- Creation of a single digital platform: for example, through the mobile application and website of the Karakalpak Service platform, users will be able to find, book, evaluate, and pay for various household services.
- Incentive mechanisms: Providing tax incentives or small grants to officially registered service providers connected to the digital system.

Development of tourism and ethnic services: Development of types of services based on the national culture and traditions of Karakalpakstan (sewing national clothes, making souvenirs, hotel services). This industry also stimulates tourism.

Implementation of a monitoring and performance evaluation system:

- Annual assessment of the state of the consumer services sector: service speed, customer satisfaction, number of new jobs.
- Implementing reforms on this basis.

In conclusion, it can be said that the sphere of household services in the Republic of Karakalpakstan is one of the areas in need of digitalization. Due to the fragmentation of the industry and the limited digital infrastructure, the measures proposed above will allow for the phased modernization of this industry, improving the quality of services, and accelerating the integration of the population into the digital economy. The approaches put forward in the article are important for supporting regional socio-economic development, creating new jobs, and more effectively organizing the service sector.



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