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THE ROLE OF DIGITAL PLATFORMS IN MANAGEMENT OF SERVICE QUALITY IN THE SERVICE SECTOR

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Annotation:

This article analyzes the role of digital platforms in managing service quality in the service sector. In the digital economy, improving service quality indicators in service enterprises is of great importance in ensuring customer satisfaction and strengthening the competitiveness of enterprises. The research studied the impact of CRM systems, mobile applications, online service platforms, and data analysis technologies on service processes. Also, the main directions of organizing service quality monitoring and improving service efficiency based on digital platforms were analyzed. The research results showed that the effective use of digital platforms in service enterprises contributes to improving service quality and economic efficiency.

Keywords: service industry, service quality, digital platforms, digital economy, CRM systems, customer satisfaction, service management.

Introduction

In recent years, digital transformation processes in the global economy have been developing rapidly, bringing about fundamental changes in all sectors of the economy. The widespread introduction of digital technologies is taking production, trade and service processes to a new level. In particular, the service sector is one of the sectors that is actively introducing digital technologies and



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widely using innovative management methods. Therefore, the issue of service quality management in service enterprises remains one of the important areas of modern economic research.

In the service sector, the quality of services is one of the main factors determining the competitiveness of enterprises. The quality of services is determined by the degree to which they meet the needs and expectations of customers. High-quality service increases customer satisfaction, encourages repeated use of services, and increases the economic efficiency of service enterprises. Therefore, improving service quality management is of great importance for the sustainable development of service enterprises.

In the digital economy, the role of digital platforms in managing service services is increasingly increasing. Digital platforms allow for automation of service processes, real-time monitoring of service quality, and effective communication with customers. CRM systems, mobile applications, online service platforms, and data analysis technologies are becoming important tools for service management. Digital platforms allow service enterprises to optimize service processes, increase service efficiency, and reduce service costs. These technologies also allow them to identify customer needs, analyze service quality indicators, and improve service strategies. This leads to the formation of new approaches to service quality management in service enterprises.

At the same time, the development of effective mechanisms for service quality management using digital platforms in the service sector is of great scientific and practical importance. Digital platforms ensure transparency of the service process and improve service quality monitoring. As a result, service efficiency in service enterprises increases and customer satisfaction increases.



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Analysis of literature on the topic.

The issue of service quality management in the service sector in the digital economy is one of the important areas of modern economic research. In recent years, the issues of service quality, digital transformation and platform economy have been studied by many modern scientists.

One of the scientists who conducted research on the impact of the digital economy on the service sector is Erik Brynjolfsson. In his opinion, digital technologies and artificial intelligence increase labor productivity and enhance the efficiency of service provision by optimizing the processes of organizing service services. Brynjolfsson emphasizes that digital platforms create new forms of service management and allow for the automation of service quality monitoring.

Don Tapscott, a scientist known for his research on the digital economy and platform business models, emphasizes the importance of digital platforms in the service sector. In his opinion, digital platforms simplify the service process, effectively organize interaction with customers, and ensure the transparency of service services.

One of the scientists who conducted modern research on service marketing and service management is Christopher Lovelock. In his opinion, the quality of services in service enterprises is determined by the level of satisfaction of customer needs, and the effective organization of the service process increases the competitiveness of the enterprise. Lovelock emphasizes that technological innovations play an important role in service quality management.

Christian Grönroos, a scientist who has studied the importance of digital technologies in the service sector, emphasizes that the quality of services is formed through the effectiveness of interactions with customers. In his opinion, digital platforms in modern service enterprises help to develop long-term relationships with customers and improve service quality monitoring.



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Thomas H. Davenport, who conducted research on the impact of artificial intelligence and analytical technologies on the service sector, emphasizes that data-based management systems in modern service enterprises allow for the effective organization of service quality monitoring. In his opinion, Big Data and artificial intelligence technologies play an important role in identifying customer needs, optimizing service processes, and improving service quality indicators.

Also, Vargo and Lusch, who conducted research on the modern service economy, emphasize that the process of value creation in the service economy is formed through cooperation between the customer and the service provider. In their opinion, digital platforms allow developing this cooperation and improving service quality management.

A review of the literature shows that modern research on service quality management in the service sector is aimed at studying the impact of digital technologies, platform economics and artificial intelligence on service processes. Therefore, the issue of improving service quality management in service enterprises using digital platforms is one of the relevant scientific areas.

Research methodology.

This study used a systematic and comprehensive approach to study the role of digital platforms in managing service quality in the service sector. The research used methods of analysis of scientific literature, comparative analysis, and statistical generalization. The study selected indicators such as customer satisfaction, service speed, service reliability, and the number of complaints as indicators of service quality. The correlation of these indicators with the level of use of digital platforms in service enterprises was analyzed. The impact of CRM systems, mobile applications, and online service platforms on optimizing service processes and improving service quality monitoring was also assessed. Based on



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the results obtained, a digital model of service quality management in service enterprises was formed.

Analysis and results.

In the digital economy, the service quality management system in service enterprises is undergoing fundamental changes. Digital platforms allow for the automation of service processes, optimization of customer interaction, and real-time monitoring of service quality. The results of the study show that digital platforms have a significant impact on increasing service quality indicators in service enterprises.

The use of digital platforms in service management increases the speed of the service process, reduces service costs, and enhances customer satisfaction. In particular, CRM systems simplify the process of managing customer relationships and allow for effective organization of service quality monitoring.

Table 1 Impact of Digital Platforms on Service Quality Indicators in Service Enterprises

Type of Digital Platform	Main Function	Impact on Service Quality Indicators	Managerial Advantages	Economic Outcomes
CRM Systems	Customer relationship management	Increases customer satisfaction and improves service quality monitoring	Centralized customer data management	Stabilization of revenues
Mobile Applications	Online service delivery and order processing	Improves service speed and customer convenience	Enables remote service delivery	Reduction of operational costs
Online Service Platforms	Creation of a digital service ecosystem	Enhances transparency of service processes	Real-time service monitoring	Increased operational efficiency
Big Data Analytics	Processing and analysis of large-scale data	Optimizes service delivery processes	Improves demand forecasting	Efficient resource allocation
Artificial Intelligence Systems	Automated service delivery	Improves service speed and accuracy	Chatbots and automated customer support	Increased labor productivity
KPI Monitoring Systems	Monitoring service quality indicators	Improves employee performance and service standards	Systematic quality control	Higher profitability



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The data in Table 1 show that the use of digital platforms in service enterprises is an important factor in service quality management. The table shows that digital platforms not only optimize service processes, but also increase the efficiency of service services.

Firstly, CRM systems allow for effective management of customer relationships. These systems help improve service processes by collecting and analyzing data about customers. As a result, customer satisfaction increases and the quality of service services improves.

Secondly, mobile applications and online service platforms simplify the service process and allow customers to use services quickly and conveniently. This increases the speed of service and enhances the efficiency of service services.

Thirdly, Big Data analytics and artificial intelligence systems play an important role in service service management. With the help of these technologies, it is possible to analyze large amounts of data and optimize service processes. As a result, the quality of service services increases and efficient use of resources is ensured.

Also, the KPI monitoring system serves to monitor service quality indicators and increase employee efficiency. This allows service enterprises to improve service efficiency and improve economic results.

In general, the analysis of the table shows that digital platforms are an important factor in improving service quality management in service enterprises. Their integrated use serves to optimize service processes, increase customer satisfaction, and enhance the efficiency of service services.

Figure 1 depicts a conceptual model of service quality management in service enterprises based on digital platforms. The model shows the relationship between digital technologies, the service process and customer satisfaction, and the main stages of the service quality management system are sequentially expressed.



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The first part of the diagram is the “Digital Platforms” block. It shows digital technologies such as CRM systems, mobile applications, online platforms and data analytics. These technologies play an important role in collecting, analyzing and managing customer data in service enterprises. Digital platforms increase the speed of the service process and allow for effective organization of service quality monitoring.

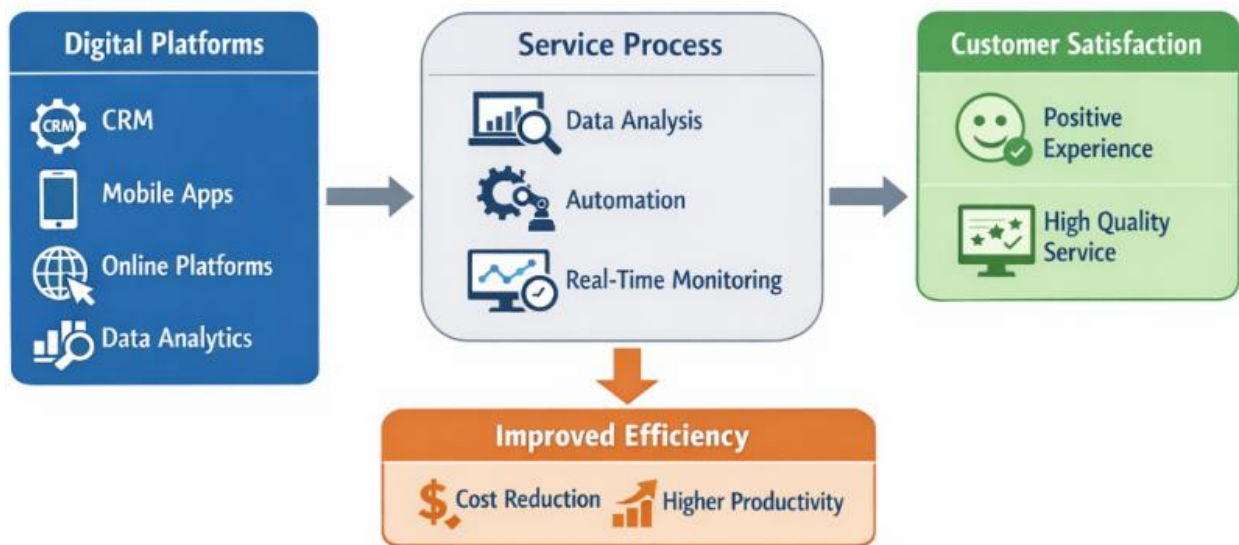


Figure 1. Service quality management model based on digital platforms

The next part of the diagram is the “Service Process” stage. This stage reflects the main elements of the service process - data analysis, automation of service processes and real-time monitoring. These processes allow for optimization of service services and continuous monitoring of service quality indicators.

The next stage is the “Customer Satisfaction” indicator. This stage shows the effectiveness of service processes. As a result of improving service quality, a positive customer experience is formed and the level of satisfaction with service



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services increases. Increased customer satisfaction increases the competitiveness of service enterprises.

The final stage of the diagram is “Improved Efficiency”. This stage shows an increase in economic efficiency as a result of service quality management. With the help of digital platforms, service costs are reduced, labor productivity increases, and the overall efficiency of service enterprises improves.

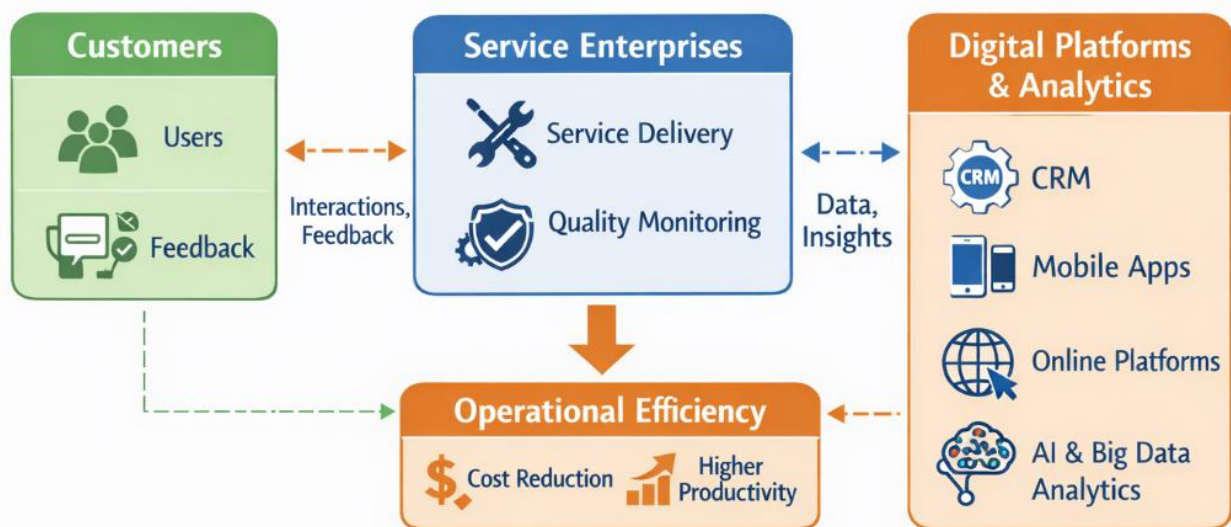


Figure 2. Digital ecosystem of service quality management

Figure 2 depicts the digital ecosystem of service quality management in service enterprises. The diagram shows the interrelationships between customers, service enterprises, and digital platforms in the process of service quality management. This model represents the formation of a modern service process management system based on digital technologies.

The first part of the diagram consists of the “Customers” block, which reflects customers using services and their feedback. Customers are the main consumers of service services, and their demands and needs are an important factor in service



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quality management. Feedback and ratings provided by customers serve as an important source of information in organizing service quality monitoring.

The central part of the diagram consists of the “Service Enterprises” block, which shows the service process and service quality monitoring carried out by service enterprises. At this stage, service enterprises provide services that meet customer needs, optimize service processes, and control service quality.

The next part of the diagram consists of the “Digital Platforms and Analytics” block, which shows modern technologies such as CRM systems, mobile applications, online platforms, as well as artificial intelligence and Big Data analytics. These technologies allow you to automate the service process, analyze customer data, and monitor service quality in real time.

The bottom of the diagram shows the “Operational Efficiency” indicator. This shows that operational efficiency increases as a result of optimizing service processes in service enterprises using digital platforms. As a result, service costs decrease, labor productivity increases, and the overall economic efficiency of service enterprises improves.

Conclusion

This study analyzed the role of digital platforms in service quality management in the service sector and their impact on service delivery processes. The results of the study showed that digital transformation processes are shaping new forms of service quality management in service enterprises. Digital platforms, CRM systems, mobile applications and data analytics are playing an important role in optimizing service processes and improving service quality monitoring.

The analysis showed that digital platforms allow for the rapid and efficient organization of service services. With the help of these technologies, it is possible to analyze customer needs and behavior, automate service processes and monitor



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service quality indicators in real time. As a result, the transparency of the service process increases, customer satisfaction increases and the economic efficiency of service enterprises increases.

Digital platforms also form an integrated ecosystem of service management. In this ecosystem, the interaction between customers, service enterprises and digital technologies increases the efficiency of service quality management. The introduction of digital technologies serves to modernize service processes, increase service efficiency, and reduce service costs. In general, improving service quality management in service enterprises based on digital platforms is an important factor in increasing service quality indicators and strengthening the competitiveness of service services. Therefore, the widespread introduction of digital technologies in service enterprises and improving service quality monitoring are one of the important areas for the development of service services.

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