



Main Factors Influencing Effective Functioning of Autoservice Enterprises

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Abstract. The purpose of the study is to analyze the factors affecting the effective functioning of car service enterprises. In the current conditions of qualitative transformations in various sectors of the economy of the Republic of Kazakhstan and the entire system of economic relations, the problem of modern motor service enterprises functioning for maintenance and repair of individual vehicles is becoming especially relevant. This problem is first of all associated with the main tasks facing road transport enterprises and is the main component of the efficiency of economic activity of enterprises. A wide variety of factors influencing the work of car service enterprises makes it difficult to classify them and requires them to be grouped into similar groups. The main groups are divided into general and specialized factors. At the same time, factors of the direct impact directly affect the work of motor service enterprises, and factors of the indirect nature do not have a direct impact on the activities of enterprises, but it is necessary to keep accounting in order to make appropriate decisions.

Keywords: car service, maintenance, repair, service station, operating efficiency, rolling stock.

Introduction

The set of services related to the sale and operation of products becomes a decisive factor in the competitiveness of firms in the face of tough competition in the market. In this regard, the organization of after-sales service is becoming an

integral element of the commodity policy of modern automobile companies, which gets its implementation within the framework of the corporate car service system enterprises.

Since the vehicle's performance provided by the automaker can be maintained and restored during

operation, the after-sales service process involves warranty and post-warranty maintenance and repair. Experts identify two ways to ensure the performance of vehicles in operation:

- 1) maintaining efficiency.
- 2) restoration of working capacity, called repair.

In this case, maintenance is defined as a set of operations or an operation to maintain the operability or serviceability of a product when used for its intended purpose, waiting, storage and transportation.

The main purpose of maintenance is to prevent and delay the moment the product reaches its limit state due to some reasons of constant action. This is achieved, firstly, by preventing the occurrence of a failure due to timely monitoring and bringing the parameters of the technical condition of the vehicle, unit or mechanism to nominal or close to them values, and secondly, prevention of failure as a result of a decrease in the intensity of changes in the parameter of the technical state of a unit, mechanism, unit by reducing the rate of wear of mating parts.

And repair is a complex of operations to restore the serviceability or functionality of products and restore the resources of products or their components. Thus, the repair of a vehicle is intended to restore and maintain the operability of the mechanism, assembly, unit and vehicle as a whole, to eliminate failures and malfunctions.

Research results

The entire system of automobile technical service enterprises is designed to provide the necessary level of maintenance and repair of automobile equipment to ensure its safe operation, and no matter what enterprise carries out the indicated work, they must meet the standard requirements for the technical condition of the vehicle.

The functioning of any car service enterprise is influenced by a wide variety of factors that are classified according to various criteria. Depending on the place of origin, all factors can be classified into internal and external. Internal factors include factors that arise at the enterprise, and they are so numerous and diverse in their content and purpose that they can be conditionally grouped into the following groups:

1. Factors of material and technical support of car service enterprises. These include production factors (buildings, structures, equipment, tools, labor, and others).
2. Factors directly related to management and the ability of management personnel to manage an enterprise in a market economy.
3. Factors associated with ensuring the quality and competitiveness of services provided to the population. These include managing costs, pricing policy, creating a favorable socio-psychological climate in the team, training and advanced training of personnel.
4. Factors associated with the specifics of the organization itself. These include factors of efficiency in planning a technological process.

In addition, the efficiency of a car service enterprise in a market environment largely depends on some external factors that can be classified into factors of direct and indirect impact.

Indirect factors include factors that do not have a direct impact on the activities of a car service company, but they must be taken into account. These include the following groups of factors of indirect impact:

- economic factors. These include inflation rates, labor force employment, interest and tax rates, and others.

- political factors. These include the main directions of the country's state policy, possible changes in regulatory legal acts, international and interstate agreements concluded by the country's government in the field of tariffs and trade, and others.

- socio-economic factors of the external environment. These include the attitude of the population to work and the quality of life, customs and traditions existing in society, the mentality of society, the level of education, and others.

- technical and technological factors. These include the opportunities associated with the development of science and technology, which allow you to quickly rebuild to modern technologies in the field of maintenance and repair of cars, predict the moment of abandoning the technologies used, and others.

Other main external factors of direct impact that affect the functioning of car service enterprises include the following factors:

- factors that determine the change in the structure of the car park, which are in the personal use of citizens and in the ownership of organizations.

- factors that directly affect the mode of operation of vehicles.

- territorial or geographic factors.

- socio-economic factors.

- technical factors. First of all, these are factors such as reliability and quality.

The first group of factors includes the volume of production of cars themselves, the volume of exports and imports of vehicles, the cost and availability of cars, incomes of the population, and others. In turn, the growth of the list of vehicles contributes to the growth of demand for the maintenance and repair services of rolling stock.

The capacities of enterprises producing cars, the volumes of export and import of cars, in turn, determine the growth of the vehicle fleet. The action of these factors is subject to the laws of supply and demand of the car sales market and depends on the prevailing level of prices and incomes of the population.

The second group of factors can be attributed to the level of intensity of vehicle operation, the timeliness of the operation of maintenance and repair of rolling stock, the age of the vehicle fleet, the average annual mileage of vehicles, operating modes

of vehicles, and others. The total mileage of cars since the beginning of its operation has a very significant impact on the amount of work on current repairs, on the frequency of maintenance work, their range, on the cost of services.

The third group of factors includes the level of density of the location of car service enterprises, the rationality of the location of the enterprise, territorial proximity to other large enterprises, climatic conditions for the operation of cars, and others.

Optimal and rational placement of car service enterprises allows you to reduce unproductive losses of time and money of customers, such as transporting a car and waiting in line for repair or service. And in order to fully meet the needs and increase the demand of the population for the provision of services, the rational placement of enterprises, which, if possible, should be geographically as close as possible to the consumers of services is of great importance.

The fourth group of factors includes the level of income of the population or consumers of services, the level of prices for car service services, the level of prices from suppliers of spare parts and the necessary resources for the functioning of car service enterprises.

Depending on the level of demand on the level of income of consumers of services, car service services belong to a group of services that assume a certain threshold level of income, after which demand begins. In some cases, the influence of this factor is manifested in the emergence of a need for services that increase the level of comfort in the car.

The fifth group of factors can be attributed to the reliability of the design and performance of the vehicles themselves, the quality of used or used fuels and lubricants, spare parts.

In turn, an increase in the level of reliability leads to a decrease in the level of demand. At the same time, the improvement of the quality of cars is ensured by the automotive industry through the development and production of new designs of cars that have greater operational reliability and maintainability, and the quality of the fuel and spare parts used directly affects the wear of the car. In turn, a high level of these indicators increases the durability of the vehicle and reduces the number of failures of automotive components and assemblies.

Conclusions

In the current conditions of changeable economic relations in all sectors of the national economy, the level of volatility of the main factors affecting the effective operation of car service enterprises is significantly increasing. It should be noted here that

the re-equipment and reconstruction of car service enterprises primarily depend on the influence of the so-called intensive factors. At the same time, it is planned to plan and implement measures related to the development and implementation of new innovative technologies, on the basis of which it becomes possible to provide the necessary transport, primarily competitive transport services to consumers related to the maintenance and repair of vehicles for individual use. And in order to increase the efficiency of the positive influence of the above factors on the work of car service enterprises, it is necessary to establish strategic priorities for the development of the enterprise at the state level – to determine the country's long-term policy in this direction of the economy:

- optimal structural reconstruction;
- real investment policy;
- directions of scientific and technical development;
- highly efficient economic mechanisms.

Optimal and effective structural reconstruction of car service enterprises should be based on areas with high economic potential, flexible to the impact of various changes. These factors include the following factors, which, in our opinion, will contribute to the application of the principles of collegiality in management:

- increasing the competitiveness of the enterprise in the transport services market;
- increasing the economic efficiency of the enterprise;
- advanced training of employees, including repair workers;
- moral and material stimulation of social activity of employees of the enterprise;
- development and implementation of effective mechanisms of motivation for work results;
- development and application of innovative methods and methods of production.

The study of the nature and degree of influence of each factor on the level and dynamics of the development of car service enterprises allows revealing large reserves of production, increasing its effectiveness and competitiveness.

The effectiveness of factors affecting car service enterprises is ensured due to the complexity, the creation and use of a set of opportunities, in first of all, high-tech, increasing the innovative potential of car service enterprises due to an increase in the share of intellectual property in the total assets of car service enterprises, concentration of resources in promising technological areas.

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Автосервис кәсіпорындарының тиімді жұмыс істеуіне әсер ететін негізгі факторлар

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Аңдатпа. Зерттеудің мақсаты – автосервис кәсіпорындарының тиімді жұмысына әсер ететін факторларды талдау. Қазақстан Республикасы экономикасының әртүрлі салалары мен экономикалық қатынастардың барлық жүйесінің сапалы қайта құрылуының қазіргі жағдайында жеке автомобильдерге техникалық қызмет көрсету және жөндеу бойынша қазіргі заманғы автосервис кәсіпорындарының жұмыс істеу проблемасы ерекше өзектілікке ие болып отыр. Бұл проблема, бірінші кезекте, автомобиль көлігі кәсіпорындарының алдында тұрған негізгі міндеттермен байланысты және кәсіпорындардың шаруашылық қызметі тиімділігінің негізгі құрамдас бөлігі болып табылады. Автосервис кәсіпорындарының жұмысына әсер ететін көптеген факторлар оларды жіктеуді қиындатады және оларды ұқсас топтарға бөлуді талап етеді. Негізгі топтар жалпы және мамандандырылған факторларға бөлінеді. Сонымен қатар, тікелей әсер ету факторлары автосервис кәсіпорындарының жұмысына тікелей әсер етеді, ал жанама факторлар кәсіпорындардың қызметіне тікелей әсер етпейді, бірақ тиісті шешімдер қабылдау үшін оларды есепке алу қажет.

Кілт сөздер: автосервис, техникалық қызмет көрсету, жөндеу, техникалық қызмет көрсету станциясы, пайдалану тиімділігі, жылжымалы құрам.

Основные факторы, влияющие на эффективное функционирование предприятий автосервиса

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Аннотация. Цель исследования – анализ факторов, влияющих на эффективное функционирование предприятий автосервиса. В нынешних условиях качественных преобразований различных отраслей экономики Республики Казахстан и всей системы экономических отношений проблема функционирования современных предприятий автосервиса по техническому обслуживанию и ремонту индивидуальных автомобилей приобретает особую актуальность. Данная проблема, в первую очередь, связана с основными задачами, стоящими перед предприятиями автомобильного транспорта и является основной составляющей эффективности хозяйственной деятельности предприятий. Большое многообразие факторов, оказывающих влияние на работу предприятий автосервиса, затрудняет их классификацию и требует сведения их в схожие группы. Основные группы разделены на общие и специализированные факторы. При этом факторы прямого воздействия непосредственно влияют на работу предприятий автосервиса, а факторы косвенного характера не оказывают прямого воздействия на деятельность предприятий, но необходимо вести их учет в целях принятия целесообразных решений.

Ключевые слова: автосервис, техническое обслуживание, ремонт, станция технического обслуживания, эффективность эксплуатации, подвижной состав.

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