
THE SOCIAL NATURE OF QUALITY

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Abstract: The article examines aspects of the quality of products and services, defines its social character and the factors that determine it. Three factors form the social character of the quality of products and services: the needs of society and individuals; market relations; the insurance of consumers against risks (health insurance and insurance). The question of the difference between consumer value and utility value and value and value is fundamental to determining the social quality of the quality. User value and utility are the two aspects of quality. Your quality is in the product or service. Consumer value is a property and value is a public property. It reflects the public nature of the work of the commodities producers through the exchange of the market. The basis of this exchange is the merciful value of the commodity.

The social nature of the quality of products and services is "the commitment of producers to the needs of society and the individual", irrespective of the type of production. The social aspect is at the heart of all other aspects. Therefore, when assessing the quality of a hospital, we are actually evaluating not so much the organization itself but its commitment to the health of society.

Keywords: user value, utility, quality of medical service, aspects of quality.

INTRODUCTION

Trends in the development of methodologies for assessing product and service quality are geared to assessing outcomes and processes. The quantitative and qualitative characteristics of the products and the financial results are measured and evaluated. Standards are introduced to implement activities where quality is "dressed" into a legal norm. There are also indirect characteristics and quality indicators. Such an indirect aspect of quality, present in every human activity but not yet found in quality assessment methodologies, is the social aspect. It has an economic basis, and is a product of the production environment, whether entrepreneurial or social. Understanding the nature and causes of the social aspect of quality would lead to the development of new product and service features. The aim of the scientific work is to explain the reasons for shaping the social character of the quality.

1. SOCIAL AND OTHER ASPECTS OF PRODUCT / SERVICE QUALITY

Something is social when it is related to people's lives in society and public phenomena [1].

Social life is characterized by the reconciliation of certain interests between the actors of society (producers and consumers of products and services), the pursuit of risks and uncertainty and a tendency towards sustainability. In the process of achieving these goals, they interact and enter into relationships according to their own interests and needs. Sustainability in social life is achieved by meeting the needs of all stakeholders: consumers - the individual and the group of people, the enterprise, the organization, or society as a whole, where heterogeneous relationships are manifested. Quality is therefore considered to be a multi-dimensional category:

The philosophical aspect focuses on different properties, does not mean "good - bad" and does not have an evaluation character. The technical aspect refers to the properties of the product / service, determined by the technical "perfection" that is relied on when designing the product and is secured in its manufacture. The legal aspect of quality includes the set of quality properties of the object below which it is not allowed to the consumer. It is the normative reflection of quality in standards and norms. The economic aspect characterizes the consumer value of the quality of an object, which is formed not by all its properties but by one property that determines the utility and satisfies certain human needs. The purpose of the product to meet certain needs of the individual and society determines the social aspect of quality. It is related to the user's subjective attitude towards an object. It depends on the peculiarities of the subject: social level and level of culture, level of income and the situation in society. The common aspect is that they reflect the characteristics / properties of the product / service, and the differences are related to the different subject matter presented by each aspect (Table 1).

№	Aspects of Quality	What characterizes every aspect?
1.	Philosophical	Different properties
2.	Technically	Specification requirements
3.	Low	Limit admits
4.	Social	Meeting the needs of the individual ...
5.	Economic	Meeting the needs of society

Table 1 Differences in quality characteristics

Understanding the quality as a set of product properties to meet certain needs determines its *user value* - user quality content. It is formed not by the totality of properties, but only by this unique property, which determines the utility - serves to meet certain human needs. In market relations, the user assesses the usefulness of the item or the extent to which an attribute satisfies a given need, *which follows that consumer value and utility are two aspects of the interpretation of the properties. They are the quality of a product or service embodied in the product or service.*

Is there a difference between "User Value and Value"? (Figure 1).

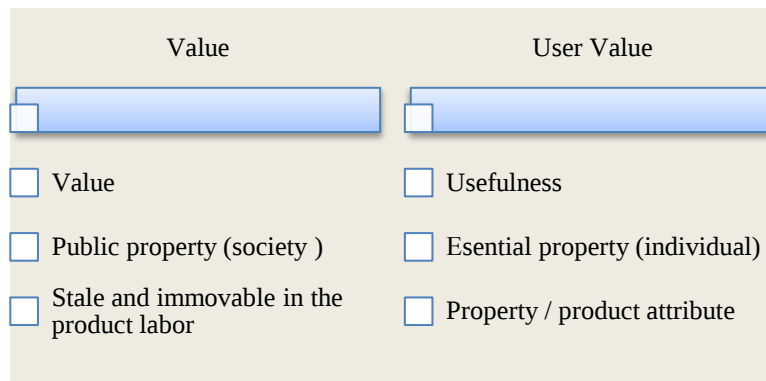


Figure 1 Quality Dialogue (The Author)

For the individual and society, consumer value has different dimensions. While "consumer value" is a property and is characteristic of the consumer, society is a social property - a "property" because it reflects the public nature of the work of the commodity producers. The latter enter into production relations, whose dependence remains hidden and is realized only through market exchange. The basis of this exchange is the rewarding value of the commodity.

Developing the theme of quality dialectics answers the question: "What is the difference between the" quality "and" consumer value "categories?"

According to the dialectical understanding, each commodity has two properties: "user value" and "value". Consumer value is the very ability of an item to satisfy any human needs, and thus is the same as "utility." "Consumer value" is the bearer of the second property of the commodity - "value". While "consumer value" is a property, value is a public property because it reflects the public nature of the work of the commodities. The latter enter into production relations, whose dependence remains hidden and is realized only through market exchange. The basis of this exchange is the merciful work in the commodity - "value" [2, 3].

2. FORMING THE SOCIAL CHARACTER OF QUALITY

The reason for shaping the social character of quality can be represented by the concepts of entrepreneurship for quality that outline the dependence between the needs of society and the needs of the individual (consumer or producer). Meeting these needs creates a relationship between producers and consumers. The development of these relationships has determined the evolution of quality views that can be grouped into two concepts - classical and contemporary.

The Classical Philosophy of Quality is based on the principle of meeting consumer requirements based on Abraham Maslow's hierarchy of needs and builds the concept of entrepreneurship for quality. The latter defines quality as the ratio between value (user value) and value (Quality = (User Satisfaction) = Value / Value (Figure 2) [4].

Society functions through two main types of needs: those of the society itself and those of the individual (the entrepreneur). Behind them are the two types of entrepreneurship objectives - internal (the entrepreneur - as an attempt to increase own income) and external (of society - related to the improvement of the quality of life). "Society" does not set a boundary between quality of life and quality at all.

In order to solve its main task - "enhancing the quality of life", society supports entrepreneurship. By satisfying their own interest in profit, the developer creates products and services that meet the needs of individuals in society. It follows that the quality of these products (services) is respectively the quality of life, and making profit as a legitimate right is a **socially responsible behavior**. **The unity between the internal and external goals of entrepreneurship determines the social nature and social responsibility of business**, and the social focus of quality philosophy as part of the entrepreneurial philosophy is reflected in the international standard ISO 8402.

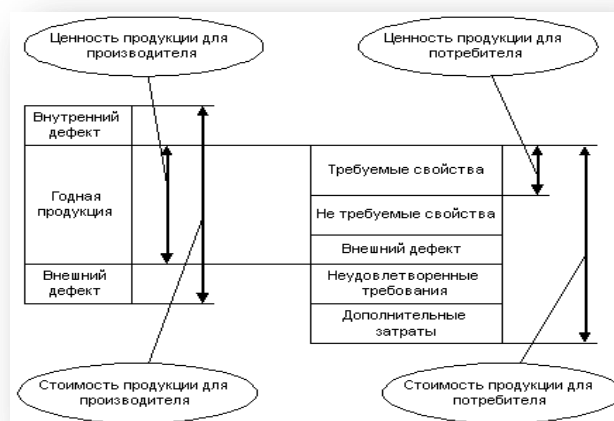


Figure 2 Concept of entrepreneurship for quality, source "Classical philosophy qualities", materials of the company "Lanitis"

Modern quality philosophy broadens the idea by applying a process approach to organizations and obtaining objective evidence of quality through certification of quality systems by an accredited independent body that has its own certified quality system. The systemic look and presentation of the healthcare process, as well as the universality of the International Standards of the ISO 9000 family, give grounds for enforcing the concepts of quality assessment from business life in health care.

3. NATURE AND REASONS FOR SHAPING THE SOCIAL CHARACTER OF QUALITY

The connection of the social aspect of quality with the needs of the people and the society identifies him as a composer and constructive of the other aspects. Market relations and exchange as more powerful push the economic aspect into the forefront. **Social aspects remain "hidden" for analysis and evaluation. It refers to consumer value and value, and to a greater extent a public image that can be described as the "Phenomenon of the Core" of the other aspects of quality, because it remains hidden for objective assessment, but by assessing quality of life (pictured by the author), (Figure 2).**

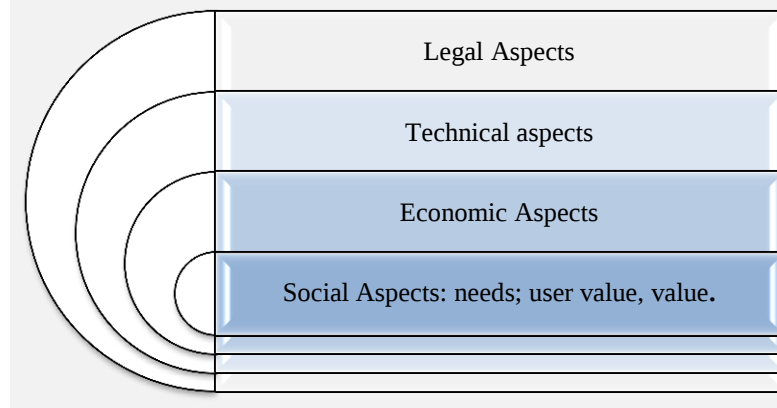


Figure 2 Phenomenon of the Core of Quality Aspects

The invisible part represents the relationships and relationships between social entities and objects in the social system, which may be synergistic or antagonistic, depending on the needs.

Essence of the social nature of quality

Relationships and relationships between social actors in society create many different interpretations of the social nature of quality. For example:

1. The social nature of the quality of products and services is the magnitude of their value to the consumer, reflected and expressed through the commitment of producers to the needs of the individual and society (social responsibility, production standards, quality awards).
2. The social nature of the service may be the result of a fair price.
3. Social character is "embedded" in product / service properties, which are enshrined in a normative act.

Factors that shape the social character of quality are:

- Individual consumer needs;
- The needs of society, expressed as a quality of life requirement;
- The individual needs of producers, expressed as a drive for profit and social responsibility;
- Market relations.

IMPLICATION

The main reason for the social character of the quality is the social character of the work:

- Commodity - monetary relationships where the user assesses the usefulness of a product;
- Consumer value;
- Production relations between producers;
- Dependencies between the needs of society and the needs of individuals (consumers).

The social aspect has an economic basis and is a product of the production environment, whether entrepreneurial or social. The main reason for this is the social role of entrepreneurship. The health service also has a role to play in developing and expanding the scope of social medicine, such as human and environmental science, to health service management. The social aspect is at the heart of all other aspects. Therefore, when assessing the quality of an organization / hospital, we actually evaluate not so much the organization itself, but the commitment of that organization / hospital to the health of society.

CONCLUSION

The social (public) element of quality is dialectically conditioned and derives from the dual nature of the product (the commodity): consumer value and value.

The user value / utility is the very ability of the product to meet a specific human need and is the property of value. It reflects the social nature of labor and, in exchange terms, represents the grave work of men (value).

Understanding the dual and social nature of the product raises the question of the needs of society: both producers and consumers.

It gives the opportunity to study the work of conscience, manifested as composed of many components: the technical level, the motivation of the people, the added value.

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