The effect of customer satisfaction in the betting shop on service quality: A UK perspective

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Keywords
Gambling, customer satisfaction, service quality, loyalty, Servicescape, and betting shops.

Abstract

Purpose*: This study aims to investigate the relationship between service quality and customer satisfaction within the context of betting shops in the United Kingdom. It does this by outlining the stringent regulations that govern these businesses. This study contributes to understanding the affinities of correlation between these variables. The study draws on gambling theory to present a conceptual framework on the cause-and-effect link between service quality, customer satisfaction, and its outcomes in betting shops.*

Methodology: *A positivist research philosophy and a deductive approach are employed to conduct the survey. The quantitative research method is used, and the sample size is seventy customers drawn from the Gambling sector in the UK.*

Findings: *Findings show that, regardless of whether they intend to gamble or engage in other activities, win, or lose money, customers may still experience betting as having healing properties. Professional sports now rely heavily on sponsorship income from the betting sector, and the number of agreements for commercial partnerships has been growing in recent years. Many national and international sports organisations still don't get that close coordination between all parties, including bookmakers, is essential.*

Practical Implications: *Furthermore, the context of this study is emphasized as being quite significant. Because customer satisfaction and service quality are critical factors in expanding the betting industry's market position, these two factors added credibility to the study. The study explores that certain socially unacceptable services might benefit people's well-being and connects gaming studies to the transformative research paradigm in substantial market demands. This study explores scenarios involving customers and service providers and makes the case that various "sinful services" could provide customers life-changing advantages.*

Originality*: As it demonstrates that betting shops may be "healthy places" for specific customers, the study is among the first to examine the positive elements of gambling and the relationship between customer satisfaction and service quality.*

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Background of the research

Addiction to substances and gambling are two examples of behavioural addictions that are frequently linked to one another and together referred to as behavioural addictions (Agbemabiese et al., 2023; Dowling et al., 2015; Lorains et al., 2018; Tang et al., 2020). In the UK, there are many different legal methods to gamble, such as online casinos, lotteries, bingo, casinos, scratch cards, and betting, which is the act of speculating on the result of an event. The gross gambling yield (GGY) of the British betting sector between April and March 2022 was above 2.13 billion British pounds (Statista Research Department, 2023).

The betting market in the UK is dynamic and ever evolving because of shifting consumer tastes, changing legal frameworks, and technology developments in areas like payment processing and responsible gaming rules. In this case, the betting shop's quality of services is very important. This data is

used in this study, which examines the correlations between these factors and analyses the degree of customer satisfaction and service quality among UK betting businesses. Specifically, it looks at a mediation relationship and suggests that client loyalty and service quality are mediated by consumer satisfaction (Gambling Commission, 2023). Despite its 5,000-year history, gambling activity and opportunities were revolutionised, along with many other long-standing facets of human civilization, by the World Wide Web's development during the dot-com boom of the late 1990s (Forbes, 2023). The introduction of financial web-based betting exchanges was one technological advancement from that era that later proved to be a game-changing event in the gambling industry (Alzaydi et al., 2023; Davies et al., 2005; Houghton, 2006; Cameron, 2009).

The gambling industry has advanced steadily in the more than three decades that have passed. Numerical solutions to issues that defy closed-form solutions have been found through computer simulations. The study of gambling-related problems has reawakened interest in abstract aspects of mathematics. Most importantly, Parrondo's Paradox has advanced the astonishing theory that two unsuccessful endeavours can be merged to create a profitable opportunity. And this most established and well-liked industry provides faithful customer service (Chirambaguwa et al., 2023; Richard, 2021). Gambling is still a very common past time. Maybe more ignorant individuals give in to its allure than to any other inactive hobby. "The gambling passion lurks at the bottom of every heart," as Balzac claimed. It finds expression in the gambling casinos' formal overtures, in business, in war, in politics, and in the less formal conversations between people with different viewpoints (Gambling Commission, 2023).

Additionally, this study looks at how the fundamental components of service quality affect customer satisfaction in the UK. The primary objective of this study is to shed light on the relationship between customer satisfaction and service quality by identifying the criteria under consideration, the techniques used to obtain information, and the research methodology.

Literature review

Service quality

A first wave of researchers defined service quality in the late 1980s. Among these innovators was Christian Gronroos from Finland, who created the Len service quality scale, a study agenda for measuring service quality (Roland, 2023; Anderson et al., 1994). According to Abdul Gofur (2019), The term "service quality" describes the degree to which products, services, personnel, materials, practices, and environments meet or beyond expectations. Aspects like staff friendliness, instructor skill, the availability of suitable facilities, the promptness of customer service, and so on are examples of service quality. Employers who are highly committed, competent, and qualified in their domains are one way to enhance the quality of services provided; human resources are the primary means of sustaining an organization's operations in the service sector (Ibrahim & Thawil, 2023; Bateson et al., 1991). As per the Harvard Business Review (2023), professional sports are currently financially stable enough to maintain their advertisements, and these kinds of deals are flourishing because of the betting industry and its quality of service. However, the betting industry's relationship with the sports world isn't always friendly when it comes to maintaining sports integrity. The theory (Newman, 1968), based on business growth and service management is essential to marketing to comprehend customer needs and wants, as well as what they truly assess and seek for (Gronroos, 1988; Kotler & Armstrong, 2007; Cockrill, A., Goode, M. and Emberson, D. 2008). Since Gronroos originally presented the Nordic model, the first service quality measurement methodology, in the early 1980s, service quality has been the subject of extensive research. According to him, functional characteristics are a person's subjective assessment of the service they receive, whereas technical qualities are an effect of the service performance. Subsequently, in 1985, Parasuraman, Zeithaml, and Berry presented SERVQUAL, the most well-known and widely applied model in the field of service quality. They originally proposed ten dimensions for their model, but in 1988 they revised it and lowered the number of dimensions to five. This model's foundation was the measurement of the discrepancies between consumers' expectations and perceptions of the services they received using five proposed dimensions (Ali et all., 2017; Cohen, L., & Felson, M. 1979). Luo and Qu (2023) assert that the unique characteristics of services make them more difficult to define, measure, and oversee than the production of goods. Saleh and Ryan (2016) discovered differences in the expectations of

the customer base and their perceptions of the services rendered, in addition to differences in the management's assessment of the hotel's attributes. Several researchers (Large and Konig 2009; Frederick and Mukesh, 2001; Egerer, M., 2023) developed the INTSERVQUAL, an internal service quality evaluation scale that measures the disparity between internal customers' expectations and what they understand from frontline service personnel. The "gap model" served as the basis for this development.

Gronroos established the early notion of the service quality model (1982, 1984). He said that knowing how customers view the services they receive is essential for business owners hoping to succeed. To satisfy customers, service quality entails maintaining as narrow a gap as feasible between perceived and desired quality. This was the initial attempt to present a legitimate model for gauging the degree of perceived service quality. This model's primary flaw was its inability to explain how to gauge both functional and technical quality (Ali Ramezani Ghotbabadi, Setareh Feiz, Dr. Rohaizat Baharun, 2017, Demir et al., 2024).

Customer satisfaction

According to Crompton and Love (2020), there is disagreement about how to define satisfaction, which suggests that it is still an elusive, imprecise, and confusing term, Opinions are divided about the most effective way to define customer satisfaction. Nonetheless, the literature presents two broad definitions of satisfaction. According to Namkung & Jang (2017), Customer assessments of the experience with a product or service, known as transaction-specific satisfaction and accumulated satisfaction, have an impact on post-purchase behavioural intentions such as attitude shifts, repeat business, and loyalty to the business (Johnson & Fornell, 2023).

Zeithaml and Bitner (2023) define customer satisfaction as the evaluation of a good or service that leads to a satisfactory level of achievement related to use. Determinants of satisfaction include perceptions of the cost, situational factors, individual features, and quality of the goods and services (Zeithaml & Bitner, 2023; Christou & Kassianidis, 2002; Christou, 2006, Gainsbury et al., 2023). Oliver (1980, p. 460) asserts that an initial quality and a perceived departure from the initial baseline determine enjoyment.

Transaction-specific satisfaction is a customer's assessment of a product or service at a specific point in time (Cronin & Taylor, 1992; George et al., 2014). Evidence for both addiction substitution and concurrent recovery was discovered in a recent thorough assessment of the literature on substance use generally, with the latter being more common (Kim et al., 2021; Woodside et al., 1989). According to the Dissonance Theory, people would sense and feel a disconnect if they were expecting a high-value product and instead received a low-value product (Cardozzo, 1965 and Hand, C. and Singh, J., 2014.). In other words, psychological discomfort or a state of dissonance is brought about by unfulfilled expectations. This idea states that the presence of dissonance creates demands to lessen it, which might be done by changing how much of a difference people perceive. This idea states that because identifying disconfirmation is thought to be a psychologically difficult endeavor, "post exposure ratings are primarily a function of the expectation level" (Hill et al., and Yi, 2020).

The Dissonance Theory's opposite is proposed by the Contrast Theory. The theory contends that exaggeration may result when the efficacy of a good falls short of a customer's expectations. According to the Contrast theory, a client will exaggerate the discrepancy between the goods they received and what they had anticipated if they acquire a less valuable item than they had anticipated (Cardozzo, 1965, Corbett, C., & Simon, F. 1992). According to this theory, goods that fall short of expectations will be given lower ratings than they merit (Oliver & DeSarbo, 2019 and Lawn et al., 2020).

Oliver (1977; 1980) proposed the Expectancy-Disconfirmation theory, one way to define satisfaction is as a process. The "Expectancy disconfirmation" process theory, which is now the most extensively used, holds that meeting or surpassing expectations is a major factor in determining satisfaction. A positive disconfirmation between expectations and performance occurs when service performance exceeds the customer's initial expectations, leading to satisfaction; conversely, a confirmation between expectations and perceptions occurs when service performance meets demands, leading to satisfaction (Mensah et al., 2018).

Service quality and customer satisfaction

Until now, service academics have tended to ignore the motivations behind why customers use socially inappropriate services voluntarily and frequently with enthusiasm (Firoiu, V., Le Boudec, J.Y., Towsley, D. and Zhang, Z.L., 2002; Cameron, 2019). The term "socially unacceptable products" was coined by Davidson (2003) to refer to specific products and services that frequently face adverse marketing contexts, such as gambling, sex tourism, legalised marijuana, cigarettes, and weapons. According to Oxford review of economic policy, even if socially inappropriate things are legitimate, marketers frequently deal with difficult cultural stigmatisations and legal restrictions when trying to offer these goods and services to customers ((Fry and Polonsky, 2024; Forrest, D., & Simmons, R. 2003). Customer Satisfaction is impacted by service quality. Customer satisfaction is a business's attitude that serves as a gauge for providing value to customers, controlling, and anticipating their expectations, and proving that they can and will meet their needs (S. Khan, Rashid, et al., 2022; Yüksel, A. and Yüksel, F., 2008). According to Sawtri et al. (2013), achieving a competitive edge depends on providing high-quality services and satisfying customers. Other experts, on the other hand, define customer satisfaction as an assessment made after a purchase that indicates the option selected at least meets or beyond the customer's expectations (Dharma, 2023 and Forrest, D. 2008 and 2012; Ghaharian et al., 2023).

On the other hand, other experts define customer satisfaction as an assessment made after a purchase indicating that the chosen alternative either fulfills or beyond the customer's expectations (Adeniyi et al., 2023). For the industry, A great demand of customer satisfaction is crucial since it can directly affect brand loyalty, word-of-mouth referrals, and customer loyalty (D. Choi et al., 2019). The organization benefits when its customers are satisfied. Customers that are happy with a purchase tend to stick with it, purchase goods and services more frequently, refer others, and provide positive reviews, enhanced customer loyalty and referrals can assist companies in preserving market share, boosting earnings, and broadening their consumer base (Satryawati, 2018 and Gordon et al., 2023; Rachmawati, B.N., Hurriyati, R., Hendrayati, H. and Wibowo, L.A., 2023).

Conceptual framework

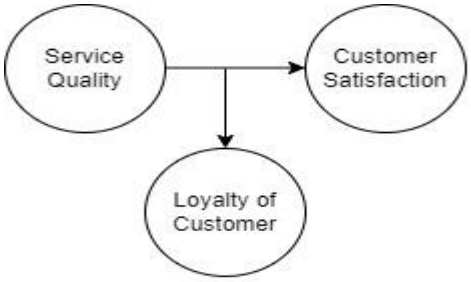
According to Jin, Line, and Goh (2019), a strategic tool that is crucial for gaining a sustained advantage in the gaming sector is service quality. Customers' decisions are greatly impacted by the quality of services they receive, according to multiple studies on customer behaviour related to betting (Clemes, Gan & Sriwongrat, 2014). As per Parasuraman, Zeithaml, and Berry (2020), service quality is the total evaluation of a specific organisation based on the comparison of how well it fulfils the expectations of the public and how an organisation should function. Research on service quality in general has been done a lot, but not as much has been done on the topic of betting service quality (Ruetzler, 2018).

Furthermore, customer satisfaction was found to be a precursor of service quality by Cronin and Taylor (1992), even if it was not a significant predictor of service quality. According to H. Lee and Yoo's (2000) analysis of the link between satisfaction and service quality, distinct service quality came before satisfaction often way around (Payne, 2023).

Ting (2024) also found that, in the service sector, service quality better reflects customer satisfaction and that the relationship between customer satisfaction and service quality had a larger coefficient than the relationship between customer satisfaction and service quality. However, other literatures have shown that perceived service quality has a beneficial effect on customer satisfaction (Iglesias & Guille´n, 2020; Lenka et al., 2019; Naraswati et al., 2024). To put it another way, customer satisfaction with service quality was influenced by both positive and negative emotions. Ladhari et al. (2018) concluded that customer satisfaction was influenced by perceived service quality through both positive and negative expression in a study on factors impacting satisfaction and behavioural intentions afterwards. This leads to the formulation of the following hypothesis, which was investigated by collecting primary data from this study:

H1: There is a positive relationship between service quality and customer satisfaction.
H2: Customer loyalty is influenced by both service quality and customer satisfaction

Figure *1*: A conceptual framework for service quality and customer satisfaction.



Source: Authors of this article

Research Methodology

This study adopts a deductive approach, utilising a questionnaire-based survey strategy to collect primary data. Given the aim to explore the effect of customer satisfaction in the betting shop on service quality: A UK perspective, a quantitative method was deemed most suitable. Employing a survey strategy affords greater control over the study procedure and enhances the potential for robust results, particularly when sampling techniques are applied. The sample size of 76 was determined, with a focus on stratification primarily to UK. Stratified random sampling was employed, targeting various demographic categories such as age and gender.

For data collection, a structured online survey was utilized. Likert scale questions were incorporated to assess correlations between variables and gauge respondents' perceptions comprehensively.

Findings and Analysis

Cronbach's Alpha Reliability

From 76 samples, the items appear to have strong internal consistency, as indicated by the total reliability coefficient of 0.740. Using standardized items as a basis, Cronbach's Alpha is 0.737 which is acceptable. In all, there are four items. The contribution of each item to the overall reliability of the scale is evaluated with the aid of these statistics. The moderate to strong linkages between the items that were developed using the conceptual framework's three primary variables suggest convergent validity.

Table *1*: Scale: Service and Loyalty Satisfaction Scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.740	.737	4

Frequency analysis

A frequency analysis was performed for this study to determine the distribution of participants. According to questionnaire, from response of 'Gender; here, 68 (89.5%) of the 76 responders are men, while only 8 (10.5%) are women which reflect women prefer to taking less risk in gambling in comparison to men.

Gender

Table 2: Distribution of Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	68	89.5	89.5	89.5
	Female	8	10.5	10.5	100.0
	Total	76	100.0	100.0	

Around 79.5% of all respondents are between the ages of 22 and 50, making up most respondents for question 'Age'. There are still noticeable representations of younger (18–21) and older (51–60, 60+) respondents, while in smaller percentage than in the 22–50 age range.

Age : Table *3*: Distribution of Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-21	4	5.3	5.3	5.3
	22-30	20	26.3	26.3	31.6
	31-40	12	15.8	15.8	47.4
	41-50	16	21.1	21.1	68.4
	51-60	12	15.8	15.8	84.2
	60+	12	15.8	15.8	100.0
	Total	76	100.0	100.0	

When asked about 'Occupation', here, the business and service sectors employ a sizable percentage of the respondents. With a 26.3% response rate, it is reflected that these people are familiar with customer service standards and have high expectations for the caliber of service provided by the betting establishments they frequent. While students made up a lower but still significant part of respondents (15.8%), It depicts their service satisfaction and quality differs from that of professionals.

Occupation: Table *4*: Distribution of Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	20	26.3	26.3	26.3
	Service	20	26.3	26.	52.6
	Student	12	15.8	15.8	68.4
	Other	24	31.6	31.6	100.0
	Total	76	100.0	100.0	

A frequency analysis was performed for this study to determine the distribution of participants who have and have not engaged in loyalty programs for categorical variables such as "Customer Loyalty Participation". Out of 68 males, 68 gave an answer to the loyalty program query. Given that everyone responded, the percentage of men who have taken part in loyalty programs is 100%. Conversely, 8 out of 8 female respondents answered the loyalty program question.

Table *5*: Have you ever participated in loyalty programs or rewards offered by UK betting shops?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	12	15.8	15.8	15.8
	Yes	64	84.2	84.2	100.0
	Total	76	100.0	100.0	

Another four question, based on their previous experiences, respondents are, on average, quite willing to suggest UK betting businesses to friends or relatives. As indicated by the median score of 5, which suggests strong support for them. Most respondents bet relatively frequently and use the same UK betting shop on average. Factors that impact the selection of betting shops are relatively significant, indicating that customer preferences can be improved.

Table *6*: Customer Satisfaction

Statistics

		How likely are you to recommend UK betting shops to friends or family based on your recent experiences?	What factors are most important to you when choosing a betting shop?	How long have you been a customer of UK betting shops?	How frequently do you use the same UK betting shop for your betting activities?
N	Valid	76	76	76	76
	Missing	0	0	0	0
Mean		4.53	2.47	3.95	2.00
Median		5.00	2.00	4.00	2.00
Std. Deviation		.503	.824	1.153	1.131

Chi-square test

When comparing actual results with predictions, a statistical test known as a chi-square test is employed to determine whether the disparity between what was seen and what was anticipated is due to chance or if there is a relationship between the variables being studied (IBM, 2023).

The information shows respondents' opinions of various aspects of service quality in UK betting shop by gender. Furthermore, symmetric measures and chi-square tests are used to evaluate the relevance and degree of correlation between gender and views on various areas of service quality. Chi-square tests evaluate the relationship between gender and views of several areas of service quality. Using a significance level of 0.045 and three degrees of freedom, the Pearson Chi-Square value is 8.047. This suggests a strong correlation between gender and opinions on several areas of service quality. The importance of various components of service quality is seen differently by men and women. It seems that women value helpful and kind employees more than men do.

Table-7: which aspects are best for service quality in UK betting shops.

Please use the which aspects are best for service quality in UK betting shops in your eyes * Gender Crosstabulation

			Gender		
			Male	Female	Total
Please use the which aspects are best for service quality in UK betting shops in your eyes	The staff at the betting shop are friendly and helpful.	Count	32	8	40
		Expected Count	35.8	4.2	40.0
		% within Gender	47.1%	100.0%	52.6%
	The staff are knowledgeable about the betting options and services offered.	Count	16	0	16
		Expected Count	14.3	1.7	16.0
		% within Gender	23.5%	0.0%	21.1%
	The betting shop is clean and well-maintained	Count	16	0	16
		Expected Count	14.3	1.7	16.0
		% within Gender	23.5%	0.0%	21.1%
	There are enough staff available to assist customers quickly and efficiently.	Count	4	0	4
		Expected Count	3.6	.4	4.0
		% within Gender	5.9%	0.0%	5.3%
Total		Count	68	8	76
		Expected Count	68.0	8.0	76.0
		% within Gender	100.0%	100.0%	100.0%

Correlations

A statistical indicator of how strongly two variables have a linear relationship is the correlation coefficient. It is a basic statistics method called the Pearson coefficient which is used to determine how similar the data points combining the two variables. Its possible values are between -1 and 1. A direct association, or perfect positive correlation, is shown by a correlation coefficient of 1, whereas a perfect

negative correlation is described by a coefficient of -1. When the correlation coefficient is zero, a linear link is absent (Corporate finance, 2023).

In this research, the correlation analysis provided examines the relationship between two questions: what would encourage respondents to switch to a different UK betting shop and how frequently they currently use the same UK betting shop for their betting activities. Pearson Correlation Coefficient is 0.320**, which indicates that switching and using the same UK betting shop frequently are factors that encourage switching.

The factors that would persuade respondents to choose a different UK betting store over the ones they now use to place bets show a somewhat positive association. This shows that characteristics that would motivate respondents to switch to a different betting shop, and vice versa, are more likely to be present in those who use the same betting shop more frequently. There is a direct association between these two variables, as indicated by the positive correlation coefficient. Customer who are less loyal or who visit different shops more regularly may be more receptive to considering moving based on specific variables, whereas consumers who are more loyal to their existing betting shop may be less responsive to reasons that might urge them to switch.

Table-*8*: Correlation coefficient

Correlations

		What would encourage you to switch to a different UK betting shop?	How frequently do you use the same UK betting shop for your betting activities?
What would encourage you to switch to a different UK betting shop?	Pearson Correlation	1	.320**
	Sig. (2-tailed)		.005
	N	76	76
How frequently do you use the same UK betting shop for your betting activities?	Pearson Correlation	.320**	1
	Sig. (2-tailed)	.005	
	N	76	76

**. Correlation is significant at the 0.01 level (2-tailed).

ANOVA

Analysis of Variance is referred to as ANOVA. The statistical analysis tool known as ANOVA divides the observed aggregate variability present in a data set into two categories: random factors and systematic factors. It is a hypothesis test suitable for comparing a continuous variable's means across two or more independent groups for comparison (Corporate finance, 2023).

In this research, two research hypothesis developed based on research objectives which are:

1) H1: Customer satisfaction is affected by service quality.
2) H2: Customer satisfaction has crucial effect on the relationship between service quality and customer loyalty.

Table: Anova (Hypothesis testing)

ANOVA Table-9

		Sum of Squares	df	Mean Square	F	Sig.
Age * What would encourage you to switch to a different UK betting shop?	Between Groups (Combined)	27.684	3	9.228	4.429	.006
	Within Groups	150.000	72	2.083		
	Total	177.684	75			

In here, age and variables supporting that appear to be significantly correlated, according to the analysis (p = 0.006). With a mean rating of 4.00, higher service quality seems to be the most significant aspect across all age groups. This indicates that respondents—regardless of age—prioritize higher service quality as the main reason for switching which reflect customer satisfaction. Age has a moderate effect

size, as seen by the fact that it explains 15.6% of the variance in factors that encourage switching to a new UK betting shop. In comparison to service quality, promotions, bonuses, improved odds, and betting options have lower mean ratings, suggesting that they are less important elements. On the hand, A comparatively high degree of satisfaction among respondents with the loyalty programs or prizes provided by UK betting shops is indicated by the mean satisfaction score of 4.11 that was reported. As a result, service quality should be the top priority for betting businesses looking to draw in new business or keep existing ones, as it is the biggest element influencing customers' satisfaction and loyalty. Promotions, odds, and location all matter, but they don't have as much of an impact as service quality does.

Discussion

According to Aleeb and Caskey (2022), one of the biggest segments of the betting industry is customer satisfaction and quality of service. The sporting market has been expanding internationally, which presents numerous opportunities for the sector. The situation is the same in the UK, where gambling is among the oldest sports. A growth of betting shops is a sign that the demand for customers in the betting industry is rising but it has also increased competition, which means that providing high-quality services is essential (Garg, 2014; Kim, Moreo & Yeh, 2021; Mamakou, X.J., Zaharias, P. and Milesi, M., 2024.). In this research, the analysis emphasized the significance of service quality in determining customer satisfaction and overall experiences at betting shops. To increase customer satisfaction and loyalty, betting shops should place a high priority on providing outstanding service, which includes having a staff that is both courteous and knowledgeable, well-maintained facilities, and quick customer help. The study investigated how satisfied UK betting shops' customers were with their loyalty programs or rewards. Even though overall satisfaction levels were rather high and showed that loyalty activities were well-received, there is still opportunity for development to guarantee ongoing customer satisfaction and quality of service.

A favorable experience and stronger customer connections can result from providing good service quality, which includes staff competency, friendliness, and attention to customer concerns (Aditia et al., 2021; Mezue et al., 2023). A fair and accommodating pricing policy can also have an impact on how much customers believe they are getting for their money. There is, however, a dearth of detailed study on how policies and service quality affect customer satisfaction (Fan, P.K.T., Choe, J.Y. and Na, Y., 2024; Satryawati, 2023).

In the context of the second research question, a considerable number of attributes are revealed by the respondents. Most respondents expressed satisfaction with the quality of service, which contributes to effective management, a welcoming environment for staff members, an in-depth knowledge of the betting slip, proficiency in translating bets, and a clean and organised betting shop.

Several statistical analyses have been employed to support this analysis's answer. Descriptive research aims to "portray a precise representation of persons, events, or situations," since this study is descriptive in nature (Robson 2002:59). This could be an explanation-focused study, or it could be an extension or precursor to an exploratory study. Prior to collecting data, this research has gone through several literature review for understanding the context of background. A famous example of a descriptive census dating back to ancient times is the Domesday Book, which documented England's population in 1085(Saunders, 2019).

This research has attempted to comprehend the key elements that affect the level of service in UK betting shops. This study attempts to investigate, via an examination of important service-related characteristics, the relationship between customer satisfaction and service quality in betting shops.

Importance of Loyalty in Selecting Betting Shops

In the betting industry, loyalty programmes are meant to give customers something back for their continuous support. Every wager made through these programmes usually earns points or credits that can be redeemed for benefits like cashback, free bets, or VIP advantages. Customers can optimise their earnings and improve their entire betting experience by taking part in loyalty programmes (Harvard Business review, 2023). Betting on preferred sports teams or casino games customer can earn rewards, which is one of the main advantages of loyalty programmes. Furthermore, customer may be able to access

exclusive deals and offers through loyalty programmes that are not open to the public. Improved odds, unique incentives, or invites to VIP events are a few examples of this. Customers can access several advantages that can improve their entire betting experience by being a devoted customer (The Sun, 2024). Additionally, loyalty programmes might aid customers in better bankroll management. Customers can boost their overall profitability and partially offset their losses by receiving awards and incentives through their frequent betting activity (Entain, 2024). And in this way, loyalty programmes keep customers regular in betting shop.

Management Consequences for Betting Shop

The management of betting shops will be affected in several ways by the study's conclusions.

First, they may effectively draw in and keep customer by investing in strong loyalty programs catered to specific customer demographics. In Here, from findings, this research found that age group 18-21 had lowest participation in betting which matched with Think 21 policy of Entain, one of the largest gambling companies of UK. According to Disfold 2023, Entain is the 66th largest company of UK. **Second**, concentrating on key areas that need development; To reduce loss of customers and implement specifically targeted plans, it is necessary to understand the factors that impact switching behaviour. **Ultimately**, creating a strong link between customers and staff members with excellent service quality, which eventually results in customer satisfaction.

Conclusion

To sum up, this study advances our knowledge of the variables affecting service, loyalty and satisfaction in UK betting. Betting shops may improve customer satisfaction, encourage loyalty, and achieve long-term success in a competitive market by putting a high priority on service quality, streamlining reward programs, and putting successful marketing techniques into practice. This paper's main contribution is its depiction of the progressive revolution in service quality. It presents the chance to enhance customer satisfaction by meeting customer demand. An established, prosperous betting business can serve as the foundation of marketing tactics. In where the rules pertaining to gaming and compliance are clarified and confirmed to be standard. When it comes to how satisfied and high-quality customers view their services, an exceptional idea was found that well-trained staff and team may make a major difference which found from this research. When comparing the data for men and women, this study painted a true image of women's reluctance to enter a betting establishment. Additionally, this study aims to investigate several compliance strategies that are discussed here for responsible betting, which can be profitable for people and sat the same time can be a source of entertainment when used for wagering on actual races.

Key findings:

1) The main takeaway from this study is that customers are demanding higher levels of service quality. Here, the staff and management place a crucial role in providing service that results in customer satisfaction throughout a journey.
2) It was discovered through the literature review and discussion section that the UK has a severe gambling rule. Additionally, the gambling policy is becoming clear with the addition to further compliance rules.
3) After analysing findings, it was found that compared to men, the participation of women is lower in betting and women are less interested about gambling. They don’t like to spend more money in gambling.
4) Obtaining accurate information from primary data, which led to support for new gambling policies like the Think 21 regulation. and it's one of them that shows proper audit committees maintain laws and policies.
5) In order to improve service delivery capabilities, betting industry plays a vital role. Cultivating a customer-focused culture, betting shops need to make constant investments in staff development and training. A well-trained workforce can have a big impact on how satisfied and high-quality customers perceive their services.

Limitation of Study

There are a few limitations that should be noted, even if this study offers helpful information about the connection between consumer satisfaction and service quality in UK betting shops.

First, the sample size and demographic composition may have an impact on how broadly the results can be applied. To improve the external validity of the results, larger and more varied sample sizes may be used in future studies. **Furthermore**, qualitative research techniques could offer a more profound understanding of the dynamics of customer behaviour and preferences across time. **Finally,** while the research was completed in a reasonable amount of time, it may have been more fruitful if additional time had been allowed to explore a further perspective**.**

Recommendations

The following recommendations are put out for betting shop management considering the findings:

1) Employees should be prepared to serve customers with courtesy, expertise, and efficiency, which will raise the standard of service.
2) Keeping space tidy, orderly, and friendly is essential to guaranteeing that customers have a great experience. It is recommended that betting shops establish routine maintenance procedures and cleaning standards to maintain the physical appearance and atmosphere of their establishments.
3) To encourage recurring business and cultivate client loyalty, provide individualized bonuses, promotions, and incentives. Additionally, get input from clients to learn about their preferences and adjust loyalty program offerings appropriately.
4) Establish a reliable system for gathering and analyzing customer feedback on the level of services provided, customer satisfaction, and areas for improvement.
5) When considering growth or opening new sites, consider the accessibility and geographic location of betting businesses.

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