Full Length Research Paper

Gamers' perceptions of the service quality in the gaming areas of selected casinos in South Africa

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Research was done on gamers' perceptions of the service quality in the gaming areas of selected casinos in South Africa. 2 casinos with 700 and more slot machines and 2 casinos with fewer than 700 slot machines were used in this research project to obtain a summary of the target population. 440 gamers at the 4 selected casinos were interviewed, with the help of trained fieldworkers. A structured questionnaire was used to collect the final data for the research. All variables related to the questionnaire were statistically analysed. The results of the research indicated that there were no significant differences between the male and female gamers' perceptions of the service quality in gaming areas.

Keywords: Gaming, gamer, SERVQUAL, SERVPERF.

INTRODUCTION

According to the Casino association of South Africa (2007:3), casinos in South Africa contributed nearly R1 520 billion to taxation in the financial year 2007/2008. South African casinos are very generous in donating money to local communities and the industry has donated nearly R30 million to different projects over the past few years (Casino Association of South Africa, 2007:3). Due to the constant changes in the marketing environment, casinos face new opportunities and threats in the market. Various factors, such as the needs, attitudes, experiences and perceptions of gamers, could cause management to lose touch with their customers. This article provides information to casino management to enable them to identify new opportunities through understanding gamers' perceptions of the services delivered by the staff in the gaming area.

Individuals differ in their tendency to be satisfied or dissatisfied with purchases. Service performance that exceeds expected performance will generally result in satisfaction and customer loyalty. Quality is not a fact or a reality; it is a perception in the minds of the customers. The service quality gamers experience in the gaming area can influence customers' choices, perceptions and

satisfaction. A structured questionnaire was used to collect the final data for this research. One of the most important variables that a company or any business has to manage is customer services. The professional service industry is one of the largest and most diverse sectors of modern economies. This is applicable to casinos in South Africa, because casinos have to offer a complete package of services to the gamers that visit them. Since customer services in the casino industry constitute an increasingly important factor in ensuring the success of casinos, casinos must identify service areas that require improvements.

To maintain a strong, long-term relationship with customers, companies need to provide services that result in a high level of customer satisfaction. Services are one of the important determinants of quality because they bring together all the elements of the service marketing mix and are the point at which the product itself is created and delivered. Management of casinos must realize that service quality in the gaming area of a casino definitely influences the gamers' preferences.

Research question

The question can be asked, 'what remedial actions should be deployed by management within the gaming area of a casino that would improve the service activities

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that influence gamers' perceptions?' To answer this question the author determined the perceptions of gamers with regard to the service quality in the gaming area of the casino. In the following section relevant literature will be discussed.

Literature review

One of the most important variables that a company or any business has to manage is customer services. The professional service industry is one of the biggest and most diverse sectors of modern economies. This is applicable to casinos in South Africa, as they have to offer a complete package of services to the gamers that visit them. Customer services in the casino industry are an increasingly important factor that influences the success of casinos and therefore casinos must identify service areas that require improvements. How gamers perceive service in the gaming areas of casinos and the services delivered within these areas influences gamers' levels of satisfaction. The common attribute all firms share, whether they are business-to-business or consumer-oriented businesses, is that of professional skills that form the base of the service they offer to clients. According to Van Looy, Gemmel and Van Dierdonck (2003), the physical environment or the servicescape in which the service processes take place, is not only part of the service delivery system, but is actually part of the product, which is the service itself. According to Zeithaml and Bitner (2003), quality customer service is imperative to gain and sustain competitive advantage. Service quality differs from the quality of goods in that a service is intangible (Van der Wal, Pampallis and Bond. 2002). The quality service mentioned above also influences the perceptions and decision-making process of the regular and prospective gamers. According to Van Looy et al. (2003), the physical environment or the service scape in which the service processes take place is not only part of the service delivery system, but is actually part of the product, which is the service itself. Cowper (2000) contends that to know customers a business has to understand their personal needs, business issues and risk/return relationships. Hill and O'Sullivan (2003) found that it is well worth remembering that the customer is the most important factor in any business and that bad service can ruin the bottom line of a business. Strydom, Jooste and Cant. (2000) refer to a product as a tangible that includes a service, an idea or a combination of these. Customers purchase products for the benefits that satisfy their needs. Lamb, Hair and McDaniel. (2004) define a product as everything, both favourable and unfavourable, that a person receives in an exchange. According to Kasper, van Helsdinging and Gabbott (2006) services are distinct from products. They define services as "originally intangible and relatively quickly perishable activities whose buying, which does not always lead to material possession, takes place in an interactive process aimed at creating custommer satisfaction".

Iacobucci and Ostrom (1996) state that services are more intangible than goods; they are inseparable and real-time processes, they are more difficult for consumers to evaluate because services are more compromised and have more credibility qualities, while services are thought to be riskier purchases. Kasper et al. (2006) agree with Iacobucci and Ostrom (1996) and state that each of the characteristics of a service will emerge in all services, but some will be more imperative that others, depending on the service. As for products, marketing managers must develop a service mix. According to Lamb et al. (2004), each organisation's service mix represents a set of opportunities, risks and challenges. Each part of the service mix should make a different contribution to achieving the firm's goals. What makes it difficult is that the offering to the market differs regarding the type of product and the value added to the product by the service. Therefore a service is categorized to distinguish the offerings to the market place. For casinos to plan their service mix, the marketing manager has to consider all the factors mentioned above. Casinos can have an offering that consists of a major service along with additional services or supporting goods, but their service requires the presence of the clients and needs to meet the customers' expectations.

Customers' expectations of service

Services are an important determinant of quality. Young (2005) points out that different cultures create different expectations and attitudes in clients. People around the world have different languages, mindsets, preferences, attitudes and prejudices. Zikmund and d'Amico (2001) mention that if consumers' expectations do not match the perceived level of service received, a gap is said to exist. This gap, which can be positive or negative, is known as the expected service-perceived gap. According to Lamb et al. (2004), research has shown that customers evaluate service quality by the following:

i) **Reliability:** The ability to perform the service dependably, accurately and consistently.
ii) **Responsiveness:** The ability to provide prompt service to customers.
iii) **Assurance:** The knowledge and courtesy of employees and their ability to convey trust.
iv) **Empathy:** Caring, individualized attention to customers.
v) **Tangibles:** The physical evidence of the service, namely the physical facilities, tools and equipment to provide the service.

Customer expectations and customer satisfaction provide the link to ensure quality service at casinos.

Customers' satisfaction with service quality

Customer satisfaction, according to Lamb et al. (2004), is the feeling that a product has met or exceeded the customer's expectations. Latu and Everett (2000) support the views of Lamb et al. (2004) and add that customer satisfaction is the discrepancy between what is expected and what is actually received or experienced. According to Solomon (2004), consumers engage in a constant process of evaluating the products or services they buy as they integrate these products into their daily consumption activities. By understanding the nature of customers and their needs, it is vital for the organisation to act on that information in order to develop and implement marketing activities that actually deliver something of value to the customer (Brassington and Pettitt, 2003). Solomon (2004) also points out that consumers use a number of cues to infer quality, including brand name, price and even their own estimates of how much money has been put into a new product's advertising campaign. The challenge for the service marketer is to bring quality, customer service and marketing together to build and maintain customer satisfaction.

The importance of service performance management

The service sector encompasses a wide variety of Industries, such as hotel, entertainment and leisure. For the purpose of the article the researcher only focuses on the importance of service performance management in the casino industry. A service usually deals with intangibles, things that cannot be held, touched, or seen before they are used. When customers experience a service, they decide whether they are satisfied or not; satisfaction is based on the quality of the process of delivering the service. Mayer, Bowen and Moulton (2003) emphasize that many service researchers have noted the importance of the physical environment in service.

In discussing the key role of the physical environment plays with regard to service, Bitner (1992) contends that the physical setting can either aid or hinder a firm's ability to achieve its goals in service delivery. Montoya (2003) indicates the benefits companies will experience by focusing on excellent customer service. One important benefit is satisfied clients who are easy to deal with during long-term relationships. Consequently, customers can be seen as an unpaid sales force giving gold-plated referrals. Excellent customer service creates customer loyalty that leads to a more consistent income for the company.

Casinos provide a service to customers and customers on their part, have the right to shop around for the establishment that best serves their needs. Through a customer-service action plan management might get answers on how to succeed in providing good customer service. Customers want to feel welcomed, entertained and appreciated when visiting a casino, without having to ask for these qualities. Customers' perception of service quality subsequently becomes important.

Measuring service quality

According to Palmer (2001), service quality can only be defined by customers and it occurs where an organization supplies goods or services to a specification that satisfies their needs. Brink and Brendt (2004) state that service quality and customer satisfaction are the focus of attention of organisations because they want to measure it. For the purpose of this article the SERVQUAL measuring instrument will be discussed, followed by the measuring instrument SERVPERF.

SERVQUAL

According to Zeithaml and Bitner (2003) customers evaluate a firm's service quality by comparing their perceptions of service with their expectations of the service. Kasper et al. (2006) agree with Zeithaml and Bitner (2003) and add that the SERVQUAL model of quality service defines quality as the difference between customers' expectations and their perceptions of the service delivered. Burch, Rogers and Underwood (2004) indicate that the SERVQUAL scale was designed to uncover broad areas of good or bad service quality and that it can be used to show service quality trends over time.

According to Latu and Everett (2000), the SERVQUAL methodology measures visitor satisfaction by identifying the discrepancy between expectation and perception, but it is limited by the set dimensions and the strict questionnaire format. The purpose of SERVQUAL, according to Latu and Everett (2000), is to measure service quality.

SERVPERF

According to Palmer (2001), problems with disconfirmmation models have led to the development and application of a more direct form of measurement technique in the form of a performance-based service quality measurement scale called SERVPERF. Like SERVQUAL, this approach requires the customer to rate a service provider's performance on a 5-point Likert scale extending from (1) strongly disagree to (5) strongly agree. SERVPERF only measures the post-consumption perceptions of customers. When measuring perceptions only, the researcher assumes that what the visitor thinks they received or experienced is the level of satisfaction with the service, product or experience (Latu and Everett 2000). Researchers have also referred to the measurement of perception as the measurement of performance.

According to Nadiri and Kashif (2005), the use of the SERVPERF scale to measure the service quality provides diagnostic capabilities about the level of service performance from the customers' perspective. Nadiri and Kashif (2005)

state that the SERVPERF instrument provides useful information to managers for developing quality improvement marketing strategies. Burch et al. (2004) agree with Nadiri and Kashif (2005) and add that SERVPERF essentially measures performance and can be used in conjunction with attribute importance to determine consumer attitudes toward key service attributes.

The important attributes represent the consumers' evaluative criteria in service choice. This in turn, can be used in determining the firm's marketing strategy. According to Baggs and Kleiner (2007), SERVPERF is based on the presumption that service quality is an antecedent to consumers' satisfaction that consumer satisfaction has a significant effect on purchase intentions and that service quality has less effect on purchase intentions than consumer satisfaction does. Managers must know whether consumers actually purchase from firms which have the highest level of perceived service quality or from those with which they are most satisfied (Baggs and Kleiner, 2007).

Research up to this time has tried to differentiate between service quality and consumer satisfaction through the disconfirmation format, whereas SERVPERF boils down to a simple equation:

Service Quality = Performance.

In summary: 2 competing measurement paradigms are used in service research, namely the disconfirmation paradigm SERVQUAL, which is based on a comparison of perceptions of service with expectations and the performance-only paradigm SERVPERF, which measures only the perceived/performed aspects of the service. The performance-based scale SERVPERF is an improved means of measuring the service quality construct in comparison with the SERVQUAL scale. For the purpose of this article the SERVPERF paradigm was used. In the following section the research methodology used in this article will be discussed.

RESEARCH METHODOLOGY

Zikmund and Babin (2007) define marketing research as the systematic and objective process of generating information to aid in making marketing decisions. These authors (2007) contend that this process includes specifying what information is required, designing the method for collecting information, managing and implementing the collection of data, analysing the results and communicating the findings and their implications. For the purpose of the article a hypothesis was formulated. A literature review was conducted by using secondary sources to establish if any related research had been done previously. Secondary sources like the Internet, libraries, newspapers articles and international gaming magazines, which reach the limelight in the entertainment industry, were applied. The convenience sampling method was used in this study since the researcher had permission from casino management to approach gamers in the gaming areas of the casinos.

A total number of 440 respondents were interviewed at the 4 selected casinos. Of the total respondents interviewed, 220 were interviewed at 2 casinos with 700 and more slot machines and 220 at 2 casinos with fewer than 700 slot machines. Field workers were

used to conduct structured interviews with gamers while they sat around not gaming; or those who took a break in between gaming; or those who had finished gaming and were on their way to another place. The interviewers asked the potential respondent whether he or she would like to participate in the research study and if the answer was in the positive, the interviewer asked a screening question to ensure that another interviewer had not already interviewed the potential respondent. A 5-point Likert scale was utilized to determine gamers' attitudes and perceptions regarding the gaming area of the casino. Each statement had a numerical score: (1) strongly agree, (2) agree, (3) neither agree nor disagree, (4) disagree and (5) strongly disagree. It is easy for a researcher to understand, construct and administer a Likert scale, although it can be time-consuming at times. A variable was assigned to each statement in the questionnaire. The SERVPERF measurement scale was used to measure performance-based service quality in the gaming areas of casinos. The questions asked in the questionnaire were pre-coded before the questionnaires were completed, because a computer programme would be used in the data capturing.

The raw data obtained from the questionnaires was edited before it was statistically analysed. The researcher eliminated one questionnaire had been inadequately completed. The data was captured on the Excel computer program and analysed with SPSS statistical software. A Cronbach's alpha coefficient of 0.876 was obtained that confirmed the reliability of the measuring instrument.

RESULTS AND DISCUSSION

The service quality that gamers experienced in the gaming area was statistically analysed by applying an independent sample t-test and a comparison of means. The final number of correctly completed questionnaires was 219 from casinos with 700 and more slot machines and 220 from casinos with fewer than 700 slot machines. Two hundred and seven of the respondent's interviewed in this research were male and 232 were female. The levels of agreement and disagreement between independent variables (male and female) and the dependent variables of the service quality were analysed. Mean statistics were used to determine the significant difference.

Table 1 gives an overall picture of the perceptions of male and female gamers at the selected casinos for the study. Strong evidence was statistically obtained, namely that no significant differences existed between the perceptions of male and female gamers regarding the service quality in the gaming area for the aforementioned variables.

Table 1 indicates that the gamers at the selected casinos experienced the promptness of the cashiers as satisfactory and that they perceived the cashiers as being friendly when assisting the gamers. The gamers also indicated that the cashiers were efficient enough in the way in which they carried out their tasks and that the cocktail waiters responded quickly and in a friendly manner to the gamers' drinksordersso indicated that the cashiers were efficient enough in the way in which they carried out their tasks and that the cocktail waiters responded quickly and in a friendly manner to the gamers' drinksorders. According to the gamers, the casino secu-

Table 1. Levels of agreement or disagreement between male and female respondents regarding the service quality of the gaming areas of the selected casinos

Variable description	Mean /(Standard Deviation) Casinos with 700 and more slot machines		700 and more slot machines results of hypothesis test	Mean/ (Standard Deviation) Casinos with less than 700 slot machines		Less than 700 slot machines results of hypothesis test
	Male	Female		Male	Female	
V1 - The promptness of the cashiers is satisfactory.	1.85 (1.156)	1.78 (1.012)	MD = .075 t = .509 df = 217 Sig = .611 p-value =>0.05 Ho A Mean (1+2)=1.82 Strongly Agree to Agree	2.01 (1.094)	1.88 (.845)	MD = .132 t = .982 df = 176.782 Sig = .328 p-value=>0.05 Ho A Mean (1+2) =1.94 Strongly Agree to Agree
V2 - The cashiers are unfriendly when assisting you.	3.55 (1.518)	3.60 (1.447)	MD = -.042 t = -.208 df = 217 Sig = .835 p-value =>0.05 Ho A Mean (1+2) =3.58 Neither Agree nor Disagree	3.32 (1.389)	3.26 (1.419)	MD = .059 t = .311 df = 218 Sig = .756 p-value =>0.05 Ho A Mean (1+2) =3.29 Neither Agree nor Disagree
V3 - The cashiers are efficient enough.	1.84 (1.071)	1.72 (.904)	MD = .121 t = .901 df = 217 Sig = .368 p-value =>0.05 Ho A Mean (1+2) =1.78 Strongly Agree to Agree	1.94 (.955)	1.93 (.916)	MD = .011 t = .089 df = 218 Sig = .929 p-value =>0.05 Ho A Mean (1+2) =1.93 Strongly Agree to Agree
V4 - The cocktail waiters respond quickly to your orders.	2.40 (1.342)	2.38 (1.275)	MD = .024 t = .135 df = 217 Sig = .893 p-value =>0.05 Ho A Mean (1+2) =2.39 Agree	2.36 (1.165)	2.47 (1.176)	MD = -.111 t = -.696 df = 218 Sig = .487 p-value =>0.05 Ho A Mean (1+2) =2.42 Agree
V5 - The cocktail waiters take orders in a friendly manner.	1.83 (1.039)	1.88 (.969)	MD = -.053 t = -.394 df = 217 Sig = .694 p-value =>0.05 Ho A Mean (1+2) =1.85 Strongly Agree to Agree	1.86 (.841)	2.04 (.953)	MD = -.185 t = -1.504 df = 218 Sig = .134 p-value =>0.05 Ho A Mean (1+2) =1.96 Strongly Agree to Agree
V6 - The casino security is sufficient at the casino.	1.75 (1.112)	1.85 (1.121)	MD = -.108 t = -.714 df = 217 Sig = .476 p-value =>0.05 Ho A Mean (1+2) =1.80 Strongly Agree to Agree	2.04 (1.030)	2.03 (.966)	MD = .009 t = .065 df = 218 Sig = .949 p-value =>0.05 Ho A Mean (1+2) =2.04 Agree

rity service was adequate and the security staff friendly enough. The casino security staffs were also helpful when the gamers needed assistance was needed. The gamers felt that the floor supervisors at the selected casinos were available for complaints and handled them in a professional manner.

Table 1. Contd

V7 - The casino security is friendly.	1.60	1.65	MD = -.051 t = -.431	2.02	2.02	MD = -.004 t = -.026
	(.880)	(.886)	df = 217 Sig = .667 p-value =>0.05 Ho A Mean (1+2) =1.63 Strongly Agree to Agree	(.878)	(1.191)	df = 218 Sig = .979 p-value =>0.05 Ho A Mean (1+2) =2.02 Agree
V8 - The casino security is helpful when assistance is needed.	1.74	1.75	MD = -.016 t = -.119	1.98	2.03	MD = -.053 t = -.433
	(1.046)|	(.934)	df = 217 Sig = .906 p-value =>0.05 Ho A Mean (1+2) =1.74 Strongly Agree to Agree	(.866)	(.932)	df = 218 Sig = .665 p-value =.0.05 Ho A Mean (1+2) =2.01 Agree
V9 - The floor supervisor is available for complaints.	1.95	2.15	MD = -.192 t = -1.346	2.38	2.29	MD = .089 t = .656
	(1.017)	(1.096)	df = 217 Sig = .180 p-value =>0.05 Ho A Mean (1+2)=2.05 Agree	(1.025)	(.973)	df = 218 Sig = .512 p-value =>0.05 Ho A Mean (1+2) =2.33 Agree
V10 - The floor supervisor handles complaints in a professional manner.	1.98	1.99	MD = -.009 t = -.065	2.11	2.20	MD = -.090 t = -.773
	(1.023)	(1.032)	df = 217 Sig = .948 p-value =>0.05 Ho A Mean (1+2)= 1.99 Agree	(.852)	(.859)	df = 218 Sig = .440 p-value =>0.05 Ho A Mean (1+2) =2.16 Agree
V11 - The casino club staff is efficient.	1.70	1.58	MD = .122 t = .987	1.93	2.00	MD = -.072 t = -.657
	(.991)	(.831)	df = 217 Sig = .325 p-value =>0.05 Ho A Mean (1+2) =1.64 Strongly Agree to Agree	(.807)	(.810)	df = 218 Sig = .512 p-value =>0.05 Ho A Mean (1+2) =1.97 Agree
V12 - The casino club staff is friendly.	1.73	1.54	MD = .186 t = 1.500	1.89	2.01	MD = -.122 t = -1.110
	(.995)	(.834)	df = 211.208 Sig = .135 p-value =>0.05 Ho A Mean (1+2) =1.63 Strongly Agree to Agree	(.748)	(.848)	df = 217 Sig = .268 p-value =>0.05 Ho A Mean (1+2) =1.95 Agree
V13 - The slot technicians are very prompt to attend to problems.	1.93	2.56	MD = -.632 t = -3.333	2.31	2.07	MD = .244 t = 1.540
	(1.259)	(1.446)	df = 199.216 Sig = .001 p-value =<0.05 Ho R Mean (1+2) =2.25 Agree	(1.181)	(1.015)	df = 166.889 Sig = .125 p-value =>0.05 Ho A Mean (1+2) =2.17 Agree

According to the gamers, the casino club staff of the selected casinos was efficient in the way they carried out their tasks and friendly when assisting gamers. Slot technicians attended to gamers' problems in a very prompt and friendly manner. Gamers were satisfied by the way they handled the problems.

Table .1 Contd.

V14 - The slot technicians are friendly.	1.62	1.96	MD = -.337 t = -2.177	1.77	1.77	MD = .005 t = .046
	(.968)	(1.228)	df = 202 Sig = .031 p-value =<0.05 Ho R Mean (1+2) =1.79 Strongly Agree to Agree	(.788)	(.717)	df = 200 Sig = .963 p-value =>0.05 Ho A Mean (1+2) =1.77 Strongly Agree to Agree
V15 – The skills of the dealer staff at the tables are good	1.94	2.5	MD = -.561 t = -1.180	1.63	1.88	MD = -.245 t = -1.217
	(1.171)	(1.605)	df = 19.136 Sig = .252 p-value =>0.05 Ho A Mean (1+2) =2.11 Agree	(.741)	(.900)	df = 68 Sig = .228 p-value =>0.05 Ho A Mean (1+2) =1.71 Strongly Agree to Agree
V16 – The table dealers are friendly	1.85	1.93	MD = -.080 t = -.240	1.61	1.50	MD = .109 t = .602
	(1.064)	(.997)	df = 45 Sig = .811 p-value =>0.05 Ho A Mean (1+2)=1.87 Strongly Agree to Agree	(.774)	(.590)	df = 68 Sig = .549 p-value =>0.05 Ho A Mean (1+2) =1.57 Strongly Agree
V17 -The table dealers are cautious when dealing.	1.88	2.00	MD = -.121 t = -.355	1.63	1.75	MD = -.120 t = -.582
	(1.083)	(1.038)	df = 45 Sig = .724 p-value =>0.05 Ho A Mean (1+2)=1.91 Strongly Agree to Agree	(.826)	(.794)	df = 68 Sig = .562 p-value =>0.05 Ho A Mean (1+2)=1.67 Strongly Agree to Agree

Abbreviations:

V - Variable	MD – Mean difference	t – T-test
Df - Degree of freedom	Sig – Significant 2 tailed test	Standard Deviation
Ho - Hypothesis	A – Accepted	R – Rejected

The skills of the dealer staff at the tables are efficient at all the selected casinos. Gamers also felt that the table dealers were friendly and cautious when dealing cards at the tables. In general the gamers interviewed in this article were satisfied with the service quality in the gaming areas of the selected casinos. It was evident that there were no significant differences between the perceptions of male and female gamers in both 2 categories regarding the service quality in the gaming area. To sum up, it can be said that both male and female gamers at the selected casinos perceived the service quality of the gaming area as acceptable and pleasing.

Conclusion

Casinos provide an entertainment service to customers, while customers, on the other hand, have the right to choose the casino that best serves their needs. Through a customer-service action plan management might get answers on how to succeed in providing good customer service.

Although the findings of the study indicated that gamers were generally satisfied, the casino management may consider various recommendations by the researcher. Casino staff must be provided with guidelines regarding customer expectations and service quality that have been developed and approved by the management. Regular training of all casino staff ought to be compulsory. All casino employees should be informed about the needs of the gamers and how to satisfy their needs. The staff at the front line should be knowledgeable about the casino and the activities involved, regarding gamers. Employees that perform above the average could be remunerated by stock option production bonuses. Cocktail waiters must have the necessary change at hand when gamers want to pay for the drinks they have ordered. If the time period from paying the cocktail waiters to receiving the change takes too long, cocktail waiters might struggle to find the gamers seeing that they could have moved to another

location in the gaming area. At the cashiers' counter, line restrictions must be set for the safety of the gamers, since this would prevent other gamers from seeing how much money the gamer in front of them has cashed in.

The findings in this study could assist the management of casinos as follows:

i) To better understand the psychographics or mental state of the gamers. This includes the perceptions, levels of satisfaction and that gamers experience in the gaming area.
ii) To better understand the role of the employees of the casino, in creating a quality service in the gaming area of the casino.
ii) To inform management of the standard of services and of the level of efficiency.

This includes the smooth operation of the slot machines and tables in the gaming area. The findings of this study will supply the management of the casino with a clearer understanding of gamers' perceptions of the service quality they have experienced in the gaming area of the casino. There are 190 ways to get beat, but only one way to win, get there first.

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