


**ENTREPRENEURIAL INNOVATION AND QUALITY OF SERVICE IN THE SPORTS
BETTING SECTOR, BAGUA - PERU**

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 20 February 2023</p> <p>Accepted 08 May 2023</p>	<p>Purpose: The objective was to determine the relationship between business innovation and service quality in companies in the sports betting sector.</p> <p>Theoretical framework: Existing theory provided a great deal of knowledge on business innovation and service quality, but there is very little information on these variables together and with the dimensions that have been studied, which is why this research is very important because it contributes new knowledge to scientific research.</p> <p>Design/methodology/approach: A mixed, non-experimental, grounded theory, basic, descriptive-correlational approach was considered, applying the interview to 06 managers and the questionnaire to 50 customers of the companies in the sports betting sector.</p> <p>Results: The findings revealed that there is a connection between the variables, but with some dimensions it was necessary to accept the Ho.</p> <p>Research, practical and social implications: To remain competitive in the face of increasing market demand, companies must take advantage of all opportunities.</p> <p>Originality/value: Concluding that companies urgently need to have a competitive trend that allows them to increase the demand for the services they are offering, but for this, it is necessary to implement strategic management systems with emphasis on service, costs, technology, and the provision of services, since this allows in the long term to position the firm in the market.</p>
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**INOVAÇÃO EMPREENDEDORA E QUALIDADE DE SERVIÇO NO SETOR DE APOSTAS
ESPORTIVAS, BAGUA - PERU**

RESUMO

Objetivo: O objetivo foi determinar a relação entre inovação empresarial e qualidade de serviço em empresas do setor de apostas esportivas.

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Referencial teórico: A teoria existente forneceu muito conhecimento sobre inovação empresarial e qualidade de serviço, mas há muito pouca informação sobre essas variáveis juntas e com as dimensões que foram estudadas, por isso esta pesquisa é muito importante porque contribui com novos conhecimentos à investigação científica.

Desenho/metodologia/abordagem: Foi considerada uma abordagem mista, não experimental, grounded theory, básica, descritivo-correlacional, aplicando-se a entrevista a 06 gestores e o questionário a 50 clientes das empresas do setor de apostas esportivas.

Resultados: Os achados revelaram que existe uma conexão entre as variáveis, mas com algumas dimensões foi necessário aceitar o Ho.

Pesquisa, implicações práticas e sociais: Para se manterem competitivas diante da crescente demanda do mercado, as empresas devem aproveitar todas as oportunidades.

Originalidade/valor: Concluindo que as empresas precisam urgentemente ter uma tendência competitiva que lhes permita aumentar a demanda pelos serviços que estão oferecendo, mas para isso é necessário implementar sistemas de gestão estratégica com ênfase em atendimento, custos, tecnologia e a prestação de serviços, uma vez que permite a longo prazo posicionar a empresa no mercado.

Palavras-chave: Serviço, Cliente, Empresa, Qualidade, Inovação.

INNOVACIÓN EMPRENDEDORA Y CALIDAD DE SERVICIO EN EL SECTOR DE LAS APUESTAS DEPORTIVAS, BAGUA - PERÚ

RESUMEN

Objetivo: El objetivo fue determinar la relación entre la innovación empresarial y la calidad de servicio en empresas del sector de apuestas deportivas.

Marco teórico: La teoría existente aportó mucho conocimiento sobre la innovación empresarial y la calidad del servicio, pero existe muy poca información sobre estas variables en conjunto y con las dimensiones que se estudiaron, por lo que esta investigación es muy importante porque aporta nuevos conocimientos a la ciencia. investigación.

Diseño/metodología/aproximación: Se consideró un enfoque mixto, no experimental, de teoría fundamentada, básico, descriptivo-correlacional, aplicándose la entrevista a 06 directivos y el cuestionario a 50 clientes de empresas del sector de apuestas deportivas.

Resultados: Los hallazgos revelaron que existe conexión entre las variables, pero con algunas dimensiones fue necesario aceptar la Ho.

Implicaciones sociales, prácticas y de investigación: para seguir siendo competitivas frente a la creciente demanda del mercado, las empresas deben aprovechar todas las oportunidades.

Originalidad/valor: Concluyendo que las empresas necesitan urgentemente tener una tendencia competitiva que les permita incrementar la demanda de los servicios que están ofreciendo, pero para ello es necesario implementar sistemas de gestión estratégica con énfasis en atención, costos, tecnología y el prestación de servicios, ya que permite a la empresa posicionarse en el mercado a largo plazo.

Palabras clave: Servicio, Cliente, Empresa, Calidad, Innovación.

INTRODUCTION

Entrepreneurial innovation (EI) is a key competitive trend in the context of growing market demand for capabilities and value-added capabilities for products and services (Milena, 2019). Thus, Conga et al. (2019) show that CS to the customer is about meeting and exceeding customer perspectives to obtain competitive advantages such as; attracting new customers, loyalty of current ones, as well as improving organizational intervention and development, cost-benefit optimization, affiliate image and durability.

Saldarriaga et al. (2019) point out that the Popayan market is made up of micro-enterprises selling goods and services, mostly in the arts, and that the impact of globalization

on the economy is causing changes and demands in society, which is being managed. Likewise, Milena (2019) Indicates that the economy of Colombia and Venezuela moves through trade, and that the closing of borders has harmed these economic agreements, driving companies to seek new challenges and opportunities for growth and strengthening.

According to Tenorio and Cruz (2019) show that starting a business is a means of subsistence and a source of income, but without understanding what a business is or how it is managed, a limited business concept and sensitive issues such as competition or the market. Rojas et al. (2020) show that in order to provide a good service, a long and difficult process must be followed by the whole organization, as well as a responsibility in development, providing good attention and personalization, and most importantly, adequate and available human capital.

The lack of commercial skills in the company has led to neglect after the sale of the product or the provision of the service, which has caused buyers to feel dissatisfied with the contracted service (Sariningsih y otros, 2023). Instead, Alkhodary (2023) they argue that in order to achieve efficiency in strategic management, it is necessary to include formulation, implementation, monitoring, evaluation and leadership in all planning as this enables employees to have the necessary skills to provide quality service to customers.

In Peru, according to García et al. (2021) due to low income, difficulty in obtaining credit, lack of human capital and lack of access to financing, SMEs have not been able to find improvements and innovation since then. On the other hand, Espinoza et al. (2019) indicate that the mortality of SME development is high, most of them do not exceed 5 years of existence, ninety percent of the firms cannot last more than 10 years due to lack of innovation and marketing. Cruz et al. (2020) Private companies lack professionals and collaborators capable of satisfying customers because their mission and vision are not clear, and their service policies and strategies are inadequate to enable them to improve CS to the maximum.

In Bagua, there is a growing tendency among businessmen to open sports betting establishments. It has been observed that, along with the opening of new sports betting establishments, there are also closures of establishments that have been in the market for only a few years, because they are only concerned about having new infrastructure rather than advanced technology. However, it has been observed that there is a lack of preparation of personnel during customer service, which does not guarantee a high level of service from the company. Similarly, it was considered as an objective, to determine the connection of EI and

CS in the Bagua betting shops. It was also formulated as a hypothesis: There is a significant connection between EI and CS in Bagua's gambling houses.

LITERATURE REVIEW

Terán et al. (2021) by using a rating tool based on the SERVQUAL model to measure CS, as it helps to understand users' discernments about the CS provided. In addition, Rojas et al. (2020) pointed out that the service offered by SMEs in terms of social responsibility depends on low service quality.

On the other hand, Del Carpio and Miralles (2020) found that to optimize their innovation capacity, firms need access to the external market. Likewise, Velez et al. (2019) corroborated that there is a relationship between the variables, for the performance of innovative firms in Ecuador. Similarly, Bustamante et al. (2019) noted that the measure, even after more than 30 years since its creation, continues to be widely used in health care. Also, Silva et al. (2021) hinted that the service provided by accommodation was of good quality, restaurants had positive and negative aspects, and transportation provided poor service.

Also, Ramos et al. (2020) indicated that there is a correlation between CS and satisfaction who underwent minimally invasive facial aesthetic procedures. On the other hand, Valencia, and Duche (2019) mentioned that there is a high correlation between EI and the competitiveness of manufacturing Mypes in the metropolitan area. At the same time, Flores et al. (2019) stated that IT management has many perspectives. From an economic point of view, the benefits of its progress and its impact on corporate progress are protected; while the more human issue of using technology to replace skilled human capital is detrimental to the workforce and to the social conditions of workers.

Entrepreneurial Innovation according to Perez (2019) EI has become a key competitive trend as market demand for both service and product and value-added opportunities increases. Innovation in services according to Avila & Morales (2019) are the result of the consummation of adequate quality management systems and profitability improvement strategies. They further classify it as product, business process and marketing innovation that increases the level of change in organizational performance. In addition, Vega et al. (2020) propose a classification of progressive knowledge-based innovation capability processes, defined as the ability to fully utilize a firm's capabilities to offer cutting-edge goods and services.

Technological innovation Flores et al. (2019) is the requires the use of technology to use the organization's resources for the benefit of the customer, so its study allows the

development of strategies and specific measures for the organization. Likewise, the main objective of technological innovation is to influence the final perception of customers, generate levels of satisfaction and quality above the standard, and achieve the expected recognition and positioning based on differentiation.

Secure and effective payment methods Arambulo et al. (2022) is a group of equipment that facilitates financial transactions between commercial entities. Many commentators also point out that a reliable payment system can help reduce transaction risks, boost the assurance of monetary policy and the banking sector, and strengthen the stability of the financial system. Innovative attitude Canizales (2020) argues that it is one of the key components of economic VC, as well as of human capital. Innovative attitudes, reinforced by organizational culture and human talent, are therefore the engines that drive innovation, the result of incorporating human capabilities into productive and organizational capabilities.

Competitiveness Diaz et al. (2021) mention that the competitiveness of each company depends on its internal structure and its ability to manufacture to increase its sales and outperform its competitors in various fields. Value added Diaz et al. (2021) mention that it is the added value of a product or service offered by an organization. This added value allows the creation of differentiation strategies and creates a VC. This has an impact on increasing revenues and achieving a position in the market.

Innovations in services Vega et al. (2020) point out that it is the preface of unknown goods or services, processes, marketing techniques or new organizational methods. They also mention that for innovation to exist, at least the product, process or method must be new and improved for the company. Also, Avila & Morales (2019) emphasize that the importance of innovation to succeed in today's technologically advanced and globally interconnected market, arguing that management systems must evolve to adapt to business needs and transform traditional procedures into digitally enabled automated manufacturing steps.

Additionally, Garcia et al. (2021) comment that it is one of the most effective business strategies to face economic difficulties, as new trends emerge, and companies need to adapt to changing markets. Competitive efficiency Medeiros et al. (2019) are linked to long-term learning that improves their competitive strategies, making this capability decisive for the firm's success. On the other hand, Romero et al. (2020) mention that the competitive efficiency strategy must be carefully designed and formulated to achieve an effective combination of resources and capabilities to increase competitiveness and obtain a high level of positioning.

Final customer perception according to Cantillo et al. (2020) mention that perception refers to how an individual selects, constructs and articulates stimuli to perceive the environment in an appropriate way and with the appropriate meaning. Likewise, if the customer has confidence, he/she will develop empathy with the seller and will also feel comfortable with all the information he/she receives. On the other hand, Mahecha et al. (2020) mention that the value of a service is not only defined strictly in relation to the customer's business performance, but also depends largely on the customer's perception, which is affected by the attributes of the service or product as value indicators, such as current or past experience with similar attributes and relevant competition, the quality of an opponent or other peers.

Satisfaction and quality Montalvo et al. (2020) customers are said to be satisfied when the service provider meets or exceeds their expectations of the CS they received from the business in question. Also, Febres & Mercado (2020) also allude that satisfaction is highly expressed when the content of the service exceeds their expectations. Positioning Maza et al. (2020) is a term used to describe how well known a particular brand is among consumers. Therefore, it is crucial to identify the attribute or characteristic with which to prototype the label for the human mind market. Likewise, Olivar (2020) emphasizes that to achieve positioning, situational analysis, formulation, strategy, evaluation, and control must be considered.

Differentiation Lopez et al. (2019) mention that differentiation is determined not only by products or services, but also by other sources of application, such as production process, applied technology, patent knowledge, marketing. Franco et al. (2022) those involved in business point to things like product, delivery system, marketing, perspective, and quality as ways in which these factors help companies stand out from the competition. Payments between commercial entities Pastor (2020) is the function where a financial entity intervenes using electronic money, the service provided through the Internet, with flexibility and with different systems of international collections and payments, providing security to electronic commerce.

Secure and efficient payment system Zunzunegui (2018) mentions that it is a flexible system that seeks a balance between security, efficiency, and ease of payments. Likewise, he mentions that the system allows setting a security protocol under the control of supervisors. In addition, Cotrina & Pumarrumi (2020) emphasize that the use of media such as the mobile wallet (BIM), allows managing funds from any type of cell phone, which brings together most of the financial issues and facilitates the management of financial funds for everyone.

Human capital Rojas (2018) is the most asset within a firm and its quantity can be measured through business transformation where experience, knowledge, motivation, goal

setting and change management of the environment guarantee business success. Competitive advantage (VC) Arellano (2017) is a management indicator. It can be shown in various ways, such as its good image, its privileged location, or its lower price than those of its competitors.

Organizational culture Reyes (2019) is a system of meaning shared by the individuals of a company that is the sequel of a social structure composed of emblems and must be interpreted as such. These symbols are determined by established norms and individuals are integrated into the day-to-day operations within organizations as more or less correct ways of being and acting.

Human capabilities Garcia (2021) are not simply skills residing within a person but rather the freedoms and opportunities available to someone to choose and act in circumstances. Therefore, when we speak of skills, we are not only looking at an individual's innate developmental abilities or acquired and developed traits and skills. Productive capacities Tarapuez (2019) are the personal and organizational skills embedded in organizations that require customizing internal progress across a variety of technological and organizational functions that companies need to perform a variety of tasks such as collective skills, productive knowledge, and experience.

Organizational capabilities Valencia(2019) are skills that managers develop to create and achieve sustainable VC in a rapidly changing business environment characterized by widely dispersed organizational sources of innovation and production. Organization Mero (2018) is the deliberate coordination of the actions of a set of people to achieve common goals through divisions of labor and functions complemented by hierarchies of authority and responsibility.

Operational processes Cantero (2021) are those that include the entire process of reception, storage, and delivery of goods, since they are directly related to the services provided. Service Valenzuela (2019) is the sum of the activities, benefits and rewards that accompany or are included in the sale of the product. Differentiation strategy Gallegos (2020) is what distinguishes a company from others in its industry; the process by which researchers identify the characteristics that will help it stand out from the crowd and achieve higher profits.

Sales Vasconez (2015) means any action in which a seller learns of a buyer's wants and needs through a personal or impersonal process, creates an incentive for a transaction, and then satisfies those wants and needs for the benefit of the buyer. Positioning Siguenza (2020) Communication campaigns are used through media such as television and social networks, as they are the most used media nowadays.

Quality of Service is based on feedback from existing customers who inform companies about the quality of the service they are receiving. Therefore, this aspect is understood as the contrast between customer expectations and their experience with service performance, and when assessing service quality, cognitive responses are made at the level of service attributes, such as tangibles and interactivity provided by the staff (Henao, 2019).

Also, CS Customers' perceptions of a service are formed based on the provider's familiarity with their needs and the company's ability to go beyond their expectations. (Izquierdo, 2021). Tangible and intangible elements in previous research they define the visible or tangible components of services as those linked to the appearance of technical equipment and image of personnel, customer service facilities and technological communication resources of firms (Castillo, 2019).

Reliability or trustworthiness unlike trust, which indicates a firm belief in the veracity of a person, thing, or process, perception-based judgment requires both objective and subjective evaluations of the information provided by the source in question (Orozco et al. 2018). Responsiveness context is related to the performance, speed and coordination with which actions are implemented and periodically reviewed; it has to do with the decision making based on acquired knowledge and developed skills that empower the organization to understand and act effectively (Demuner et al. 2020).

Security provides a safe space for the customer to feel secure. Provide state-of-the-art and well-maintained machinery to ensure customer satisfaction (Cruz et al. 2020). Empathy it is the ability to understand and empathize with another person's emotional state, sometimes referred to as "empathy," has been defined as the state of mind one displays or experiences in response to another person's emotional situation (Cruz, 2021).

Technological resources these machines and programs have many potential social applications, including, among others, the fields of medicine, economics, and education. In addition, they have a wide range of applications, but are always evolving and improving as new updates are released, eventually replacing older and less effective technologies with more advanced ones that provide similar or even greater benefits (Cevallos et al. 2020).

Quality in short, a person's qualities indicate his or her ingrained patterns of thought, emotion, and behavior as they conform to social norms, cultural values, and personal convictions (Alonso et al. 2019). Confidence in workers those who have direct, individual contact with their employer or other members of management and who are therefore privy to

trade secrets, trade secrets, professional secrets, and other confidential company information (Nava, 2019).

Knowledge level as the firm's absorptive capacity grows, it will be better able to recognize, interpret and value environmental signals and use any relevant information at its disposal. This will allow it to take advantage of any VC that provides its increased proactivity (Demuner et al. 2020). Response time a more accurate acquisition of information about the emergency and, therefore, a faster response time by the responders can be ensured by having an integrated solution that brings together many of the common peculiarities of an emergency (Mata & Romo, 2020).

Trust and confidence building when customers trust the financial institution, they are more likely to use its online services for any transaction or information request (Levy et al. 2020). Credibility it has to do with an essential attribute of quality and the trust one places in a message, source or medium, which in turn depends on the interaction of multiple dimensions at once, such as fuzziness and millimeter accuracy (Gualda & Ruas, 2019).

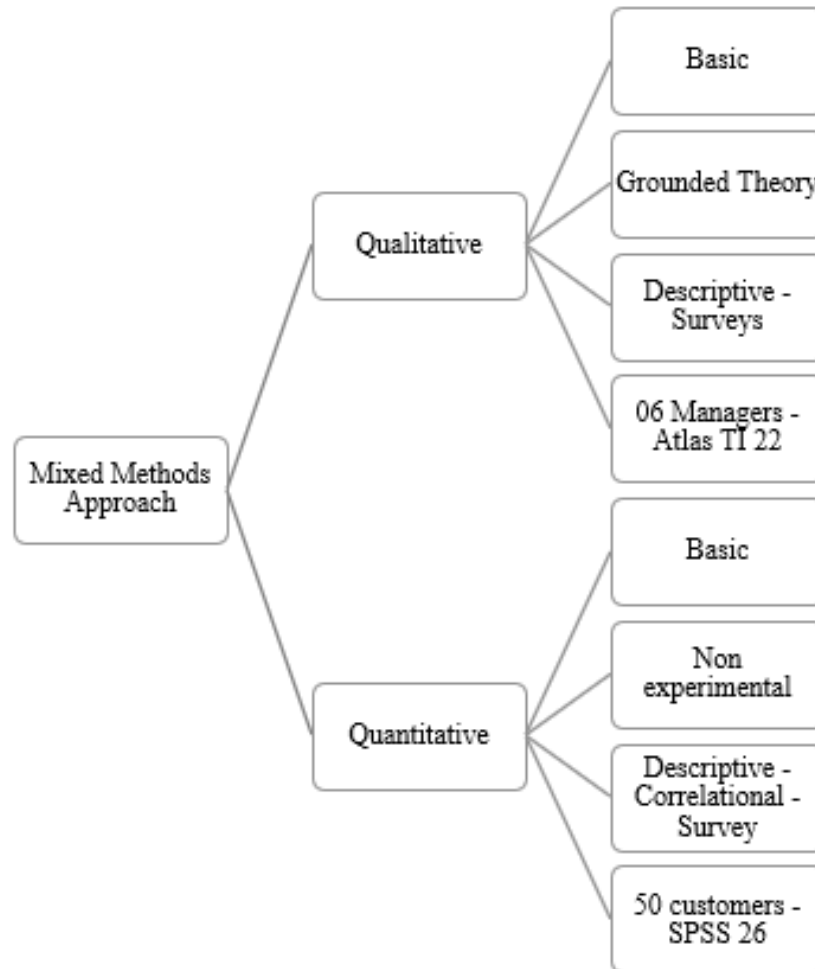
Customer understanding it is both the cause and effect of conception, and some people define it as the moment when a person "gets it" or "gets it right", or when an idea or a plan for anything forms in their heads (Del Toro, 2019). Customer interest in addition to employing empathy, the professional must have the necessary sapiences to meet all possible demands of the client for successful interventions (Da Silva et al. 2019).

Customer welfare the theory that hedonic well-being and consumer behavior are intertwined is reinforced by the fact that consumers view the purchase of certain brands and products as a meaningful and effective way to increase their happiness. Engaging in consumer activities such as shopping and selecting products is said to provide people with a sense of satisfaction and pleasure (Vargas, 2019).

METHODOLOGY

A mixed methods study was conducted. Ochoa et al. (2020) externalize that it is where there is a mixture of quantitative and qualitative parts that allow the researcher to increase his knowledge through the interviews and questionnaires applied.

Figure 1 Methodology of the research work



Source: Own elaboration 2023

RESULTS AND DISCUSSION

When processing the data obtained from the interviews conducted with the managers of the companies engaged in the sports betting business, in the subcategory of payment methods, they agreed that the company has the necessary funds to pay the winnings of its customers, but that there are always inconveniences, but that they are open to solving such problems. With respect to the payment system indicator, on some occasions a balance between security is not achieved because there are people who always seek to damage the systems and take advantage of people, but they are working hard to improve these impasses.

Terán et al. (2021) by using a rating tool based on the SERVQUAL model to measure CS, as it helps to understand users' discernments about the CS provided. In addition, Rojas et al. (2020) pointed out that the service offered by SMEs in terms of social responsibility depends on low service quality.

In the service innovation subcategory, the managers interviewed mentioned that there is a need to conduct customer surveys to find out whether the innovations being made in the company have improved the services offered to customers, and that the increase in this type of business has led to the implementation of measures to measure the performance and efficiency linked to the training of each of its customers, since this allows reducing as far as possible the complaints of buyers.

In the IT subcategory, the interviewees agree that the lack of constant evaluation of the personnel has caused them not to take the time to know the final perception of the clients, which has caused them to lose part of the market positioning due to the lack of a marked and high differentiation compared to other companies in the same field. The interviewees agreed that having human capital with experience in the use of ICTs is very important for this type of companies because this allows them to guide and serve customers in a personalized way, but despite knowing this, they do not comply with the appropriate personnel selection processes, resulting in having employees with experience in the field.

Likewise, they agree that the VC of the companies they manage are the delivery of tickets, offers, promotions and social events, totally neglecting the evaluation of the principles and values of each of their workers when serving their customers, which has generated that they do not have a VC among their main competitors. Likewise, they agree that they encourage an adequate organizational culture in all areas of the company, but the rules implemented by the shareholders do not fully contribute to the constant management of this, which is one of the reasons why they are holding meetings with the Board of Directors to modify these institutional policies.

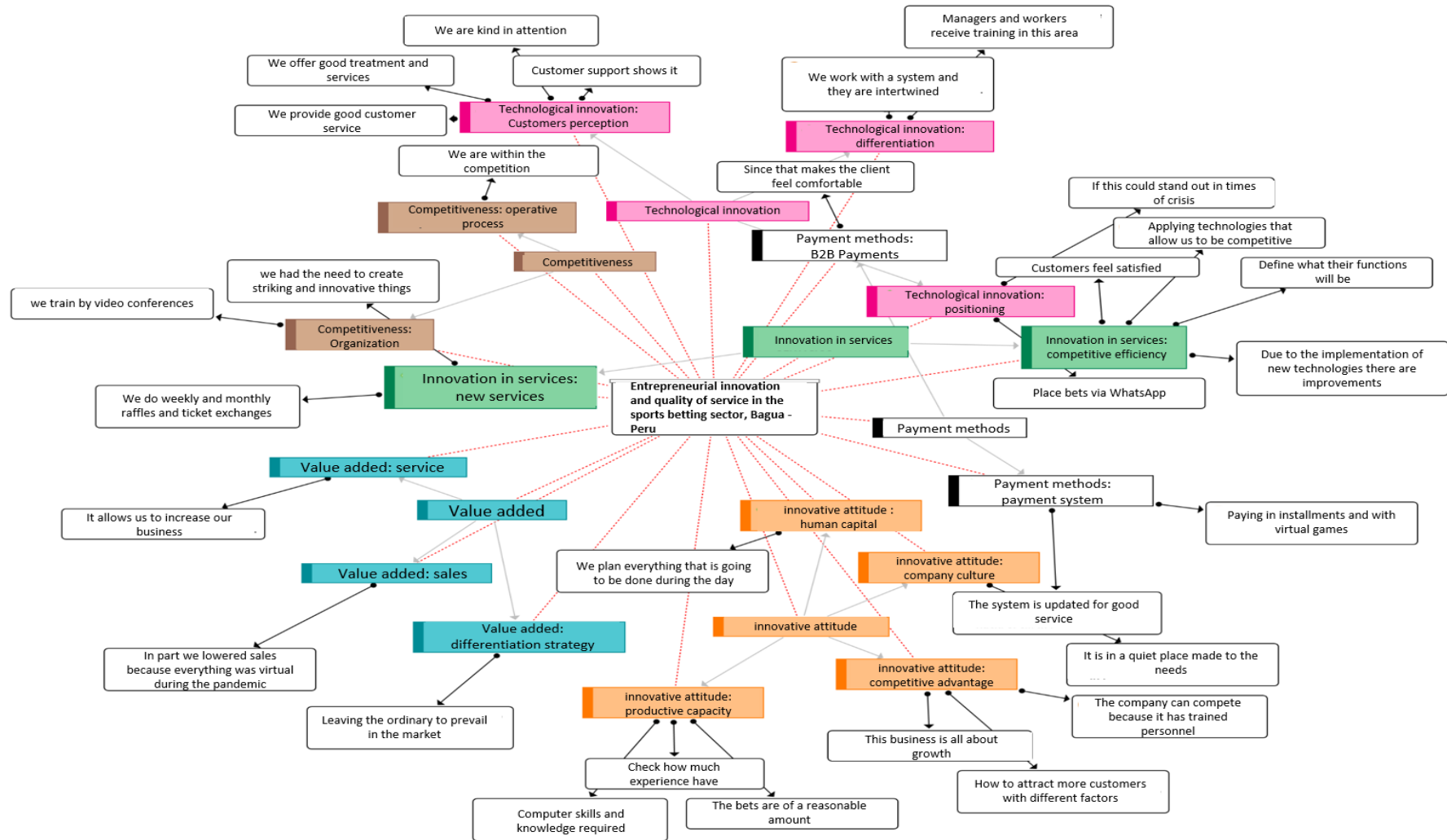
They also mentioned that the companies do not provide total autonomy to the workers, which has generated that they are not able to solve any complication with the clients, generating a work overload for the managers, since they are the ones who must solve cases that are easy to solve, being caused because the collaborators do not have the human and productive capacities to solve these small, but very important details.

At the same time, they pointed out that organizations do not have the capacity to create or offer new services that allow them to maintain a VC despite the changes that occur in the environment, as evidenced in times of pandemic, since most of them reduced their sales levels. This is complicated by the fact that the interviewees agreed that the organization does not plan, which leads to slow operational processes, since the goals set at the beginning of the year have not been achieved.

In the value added subcategory, they pointed out that after the pandemic they have trained their personnel, thus allowing them to improve the service offered to the customer, but despite this, there is still a very high gap to improve, which is why they have presented different differentiation strategies to the board in order to increase and improve technological services and thus increase the CS offered to their customers, since with these measures sales will begin to increase until they achieve the positioning of the business in the market.

On the other hand, Del Carpio and Miralles (2020) found that to optimize their innovation capacity, firms need access to the external market. Likewise, Velez et al. (2019) corroborated that there is a relationship between the variables, for the performance of innovative firms in Ecuador.

Figure 2 Analysis of EI in CS in companies in the sports betting sector, Bagua.



To obtain the quantitative results, the data from the applied surveys had to be added to an Excel sheet, after which they were transferred to SPSS to achieve the tables that allow measuring the connection that exists or does not exist with the variables and with one of the dimensions, since this is the main purpose of this scientific research.

Table 1 shows that EI reached a sigma of less than 0.05 with CS, with TE and with CR, thus demonstrating that H_1 is accepted; in addition, the Pearson coefficient achieved is from 0.374 to 0.474, which reveals that they maintain a medium positive link. On the other hand, with security and empathy the sigma was higher than 0.05, thus accepting H_0 , which shows that there is no connection.

In contrast, the payment methods reached a sigma lower than 0.05, with CS, ET, with CR and S, which allows us to accept H_1 , likewise, a Pearson was reached between 0.335 to 0.458, demonstrating that the connection is positive on average. It is not related to empathy. In contrast, SI achieved a sigma of less than 0.05 with CR and S, consenting to accept H_1 , with a Pearson of 0.350 and 0.378 respectively, indicating that they retain a medium connection. It does not link with CS, with ET and with E.

Similarly, Bustamante et al. (2019) noted that the measure, even after more than 30 years since its creation, continues to be widely used in health care. Also, Silva et. al (2021) hinted that the service provided by accommodation was of good quality, restaurants had positive and negative aspects, and transportation provided poor service.

TI achieved a sigma of less than 0.05 with CR and S, consenting to accept H_1 , with a Pearson of 0.304 and 0.337 respectively, indicating that they retain a medium connection. It does not link with CS, with ET and with E. The IA and VA reached a sigma greater than 0.05, which has consented to accept the H_0 , revealing that they do not maintain any connection with all the variables. C achieved a sigma of less than 0.05 with ET consenting to accept H_1 , with a Pearson of 0.308, indicating that they retain a medium connection. It does not link with CS, with CR, with S and with E.

Ramos et al. (2020) indicated that there is a correlation between CS and satisfaction who underwent minimally invasive facial aesthetic procedures. On the other hand, Valencia, and Duche (2019) mentioned that there is a high correlation between EI and the competitiveness of manufacturing Mypes in the metropolitan area. At the same time, Flores et al. (2019) stated that IT management has many perspectives. From an economic point of view, the benefits of its progress and its impact on corporate progress are protected; while the more human issue of using technology to replace skilled human capital is detrimental to the workforce and to the social conditions of workers.

Table 1 Correlation of variables and dimensions

Variable	Coefficient / P value	CS	ET	CR	S	E
IE	Pearson	,410**	,374**	,474**	,223	,087
	Sigma	,003	,007	,000	,119	,547
MP	Pearson	,335*	,384**	,458**	,335*	-,009
	Sigma	,017	,006	,001	,017	,952
IS	Pearson	,142	,214	,350*	,378**	-,015
	Sigma	,326	,136	,013	,007	,917
IT	Pearson	,196	,200	,337*	,304*	,039
	Sigma	,173	,164	,017	,032	,788
AI	Pearson	,200	,031	,096	,000	-,069
	Sigma	,164	,829	,508	1,000	,635
C	Pearson	,250	,308*	,245	,250	,078
	Sigma	,080	,030	,087	,080	,588
VA	Pearson	,234	,230	,239	,156	,032
	Sigma	,102	,109	,094	,279	,824
Sample		50	50	50	50	50

Source: Own elaboration 2023

Where:

IE: Entrepreneurial innovation; CS: Quality of service; MP: Payment methods; IS: Innovation in services; IT: Technological innovation; AI: Innovative attitude; C: Competitiveness; VA: Value added; ET: Tangible elements; F: Reliability; CR: Responsiveness; S: Safety; E: Empathy.

CONCLUSIONS

To achieve competitiveness in the constantly growing demands in the market, it is necessary that organizations take advantage of every opportunity that arises, being essential that they have an EI that allows these companies to have human elements and organizations with innovative attitudes that aim to offer a high CS to their customers.

The results showed that these businesses have not yet achieved a balance between security and privacy, as certain people are always looking for ways to disrupt systems and take advantage of people, but that they are working tirelessly to remedy this. In addition, it is important to conduct customer surveys to find out whether or not the company's innovations have enabled it to improve the services it provides to its customers. Furthermore, the expansion of these businesses has required the introduction of performance and efficiency measurement techniques linked to the individual capacity of each customer, as this enables the business to minimize customer complaints to the greatest extent possible.

In light of this, it can be deduced that the lack of consistent evaluation of employees has caused these fees to not have enough time to understand the final perception of their customers, which has caused them to lose market share due to the lack of significant participation and high differentiation against other companies in the sector. Despite knowing this, some companies do not follow proper procedures to select

personnel with experience in the use of ICT, which is essential to guide and serve customers in a personalized way.

The findings showed that the VC of the firms disappears when they direct ticket sales, advertising campaigns and social events without considering the principles and values of the employees. Thus, the companies in this industry foster a proper corporate culture in all their locations; however, the standards that the players have implemented do not fully contribute to the ongoing management of this, which is one of the reasons why they remain in the industry.

Since these companies do not give their workers full autonomy, it follows that they are not well equipped to handle customer complaints. This, in turn, puts additional pressure on company managers, who must deal with simple problems because their workers lack the human capacity and productive resources to deal with them.

It is concluded that companies urgently need to have a competitive trend that allows them to increase the demand for the services they are offering, being unavoidable to implement strategic management systems with emphasis on service, costs, technology, and the provision of services, as it allows the long-term positioning of the firm in the market, leading to increase profitability.

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