



Checking in with Emotional Intelligence: Elevating Hospitality Service for Maximum Customer Delight

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Abstract

The hospitality industry is made up of several sectors that are involved in customer service. For this industry to succeed, its clients must receive exceptional services that leave them feeling happy. The key elements impacting attitudes and behavior in the workplace include employee engagement and emotional intelligence. Securing client satisfaction is essential in the dynamic hospitality industry. The present study investigates the relationship between customer satisfaction levels and emotional intelligence (EI) and how the latter is crucial for enhancing the work performance of hospitality personnel. It examines the various dimensions of emotional intelligence (EI), such as motivation, self-control, social skills, self-awareness, and empathy, and explains how these components interact to produce exceptional visitor experiences. It accomplishes this by referencing current studies and actual cases. By fostering an emotional intelligence (EI) culture within their hospitality teams, organizations can empower their staff to navigate a range of client interactions with poise, empathy, and adaptability. This will raise the caliber of services provided and foster steadfast client loyalty. This paper offers hospitality leaders useful perspectives and doable tactics to develop emotional intelligence (EI) competencies.

Keywords: *Emotional Intelligence, Hospitality, Customer Delight*

Introduction

In the hotel industry, employees are considered the most valuable resources because they are essential to ensuring customer satisfaction, high-quality service, and return business from guests. Emotionally intelligent individuals are essential to the smooth running of business operations. This is particularly true for hospitality operations, where direct interaction occurs between staff members and hotel industry guests. Service delivery depends on direct interactions between front desk employees and guests at hotels (Lee & Ok, 2015). Customers develop an awareness of the hotel during the interaction (Wang & Wong, 2011). When hotel front-desk employees deliver



excellent service, patrons are happy (Lam et al., 2002). Frontline hotel staff was consequently found to be a significant component of service quality (Kusluvan et al., 2010). Key elements impacting attitudes and behavior in the workplace are employee engagement and emotional intelligence (Dawkins et al., 2017). When serving customers, emotionally intelligent staff members channel the appropriate emotions (Kim & Agrusa, 2011). High staff turnover rates plague the hospitality sector. Pavesic and Brymer (1990) provided clarification on the reasons behind hotel managers' resignations from the organization. Employee turnover was found to be correlated with pay and stress levels, but positive outcomes (retention) were found to be correlated with profits. Additionally, respondents recommended that employers show their employees more gratitude.

Review of Literature

According to Van Kleef's (2022), Emotional expressions have a positive impact on observers' sentimental reactions, implicative processes, and behaviors in a variety of contexts, such as close relationships, customer service, group decision-making, leadership, and negotiation. Bayighomog and Arasli (2022) found that emotional intelligence has a positive impact on workers' performance, quality of service, and spiritual well-being. Ahad et al.'s (2021) mention that emotional intelligence is a major factor in motivating someone to devote themselves fully to their profession. An employee's mood during task completion directs their energy into high performance and productivity inside the company. Chong et al. (2020) found a significant relationship between the job performance of academic staff members and emotional intelligence (EI). Therefore, these significant findings advanced our knowledge of the theoretical and practical applications of the emotional intelligence (EI) dimensions and job performance, establishing the relationship between EI and job performance and its predictive power. In their study on younger generation workers in the hospitality sector. In the research paper, Lim (2017) concluded that emotional intelligence is a necessary skill for hotel staff members because these workers possess a high degree of self-motivation, can inspire and motivate their peers, are aware of what customers expect, and can recognize when a customer is happy. Jordan et al. (2014) state that employees with higher EI tend to feel less insecure about their jobs and can function better in a work environment.

Objective of the study

To study how emotional intelligence affects service quality in the hotel sector of Punjab.

Hypothesis

H01: The hotel industry's service quality is unaffected by emotional intelligence.

Research Methodology

A mixed approach of research was used for this study. Both descriptive and exploratory research methods were used to evaluate the results of the study. Primary and secondary data were used in the development of the questionnaire for the current study. We posed open-ended questions to hotel industry professionals. Data was collected from employees of star-category hotels listed in the Hotels and Restaurant Association of Northern India (HRANI) from December 2023 to March 2024. The researcher has used the convenience Sampling Technique, for this study. A sample of 450 respondents was initially taken but the data of 443 were found filled.

Analysis and Results

For testing this hypothesis multiple linear regression was used. The dependent variable is service Quality and the independent variable is Emotional intelligence. There are 8 parameters of the Independent Variable including such as self-awareness, self-management, relation management, empathy, service orientation, developing others, leveraging diversity, and political awareness. Reliability has been taken as a Dependent Variable for measuring Service Quality.

The model summary table (Table1) displays that the predictors predict the dependent variable strongly 73.1% (adjustedR2 =.731)

Table 1: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	439.312	8	54.914	151.764	.000b
	Residual	157.400	435	.362		
	Total	596.712	443			

Dependent Variable: RELIABILITY

Predictors: Self-awareness, Self-management, Relation management, Empathy, Service orientation, Developing others, Leveraging diversity, Political awareness

Table 2: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.192	.117		1.637	.102
	Self-awareness	.008	.041	.006	.200	.842
	Self mgmt	.110	.045	.097	2.432	.015
	Relation mgmt	.157	.046	.137	3.397	.001
	Empathy	.111	.047	.114	2.362	.019
	Service orientation	.038	.051	.038	.751	.453
	Developing others	.197	.047	.214	4.157	.000
	Leveraging diversity	.138	.043	.150	3.187	.002
	Political awareness	.237	.046	.238	5.169	.000

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858a	.736	.731	.60153

The objective of the research was to study the impact of Emotional Intelligence on Service Quality in the hotel industry of Punjab and the reliability factor plays an important role. The findings of the study revealed that Emotional Intelligence positively impacts Service Quality in the hotel industry. According to the test results, there is a correlation between every measure of emotional intelligence and customer satisfaction and null hypothesis has been rejected. Additionally, it was found that, except for the following pairs, the majority of the emotional intelligence and customer satisfaction parameters exhibit strong correlations.

Conclusion

In terms of self-awareness, self-management, relationship management, social awareness, service orientation, developing others, leveraging diversity, and political awareness—all significant components of emotional intelligence—the results of the objective indicate that workers in the hotel industry possess high levels of emotional intelligence.

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