

A Study of Relation Between Emotional Labour and Perceived Service Quality

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Abstract

Service delivery has come to be perceived as vital to organizational survival and success in current era marked with high levels of competition. In relation to manufacturing, services are relatively intangible, heterogeneous, perishable and inseparable production of service from its consumption. The present study aims at examining the linkage between emotional labour and perceived service quality. A descriptive survey research methodology was adopted for the present study wherein responses were obtained from employees & customers of five leading hotels of Ahmedabad, using two separate measurement instruments – one for employees and another one for customers. The sampling unit was either an employee or customer of any three/four / five star hotel / restaurant in Ahmedabad City. Using convenience sampling technique, 150 employees and 150 customers were approached and primary data was collected. Five factors of emotional scale emerged from the present study by applying factor analysis. They are Mix of intensity & Variety, Deep acting, Surface acting, Frequency of interaction & Intensity. Based on the correlation & regression analysis it was found that higher score of emotional labour results in an adverse lower score of service quality.