

Impact of Emotional Intelligence of Service Providers and Customers Satisfaction in Air Transport: Case Study of Pharmacists

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ABSTRACT

This research investigated the relationship between emotional intelligence of service providers and customers satisfaction. The case study of pharmaceutical service in Bangkok is the focused group for the researcher to discover the correlation between emotional intelligence of pharmacists and customers satisfaction. Customers from nine pharmaceutical service organizations in Bangkok, Thailand participated in the study by completing a seven item customers satisfaction questionnaire and the Bar-On Standardized Emotional Quotient Inventory (EQI). The findings showed that there was a significant relationship between emotional intelligence score of the pharmacists and customers satisfaction. Therefore, pharmaceutical service providers played an important roles of developing customers satisfaction from the caring characters. The author recommends skills in the form of caring and mercy for service providers in air transport to enhance customers satisfaction. Since, the air transport is an important sector to achieve economic growth. In addition, the air carrier as a service provider played an important role not only to promote tourism but also to make connections in national and the international levels. This would generate a significant level of revenue for the country.

Keywords: Emotional Intelligence, Pharmacists, Customers Satisfaction, Relationship

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INTRODUCTION

This paper is conducted by the inspiration on contents about the impact of emotional intelligence and customers satisfaction. In the airline industry, understanding emotional intelligence of the service providers' roles are key to success by setting out the results of customers satisfaction. The study investigated the core value of emotional intelligence in caring professions as pharmacists. Moreover, Emotional intelligence (EI) is being conscious of their own feelings; perceiving and recognizing their patients, applying positive cooperation skills; and having a positive thoughts^{1,2}. The previous studies suggested that measuring the affective realm of individuals' competencies were better in explaining their own emotions, in explaining others' emotions, and in solving problems about emotional issues than other methods³. According to previous researcher, Emotional Intelligence is the competency of an individual that a person can understand his own emotions⁴. A person can demonstrate empathy toward others' emotions. An individual can organize one's emotions to enrich an individual's life. Moreover, there're five segments in EQ: 1) awareness of emotions(self-awareness), 2) an individual's regulation of emotions (self-regulation), 3) an individual's ability of self-motivation, 4) empathy, and 5) social skills. In the relationship with medical service, the quality of the training of the pharmacists was possible with the aid of EI skills. Furthermore, the essential emotional also aided in increasing job satisfaction. In addition, the pharmacists used their energy to increase the quality of customers care⁵. As a result, physiological and emotional requirements are important criteria of pharmacists. Therefore, the customers satisfaction assessment should be done in a holistic way. In the 21st century, it is evident that the human resources management apply not only high intelligence quotient (IQ) but also EI. Since customers interact with the pharmacists, this involved with individuals' emotions and social competences model and framework. This study therefore is conducted to understand the relationship between

emotional intelligence and customers satisfaction. The case study of focused group of service providers was chosen to examine the impact of emotional intelligence of pharmacists in pharmaceutical organizations in Thailand.

THEORETICAL REVIEW

In the previous studies, there 're several titles about the nurses' EI⁶⁻⁷. The resolutions revealed after consulting with the patients that the careers of nurses who used the integrated techniques of recognizing their patients personally and emotionally faced with both physical and emotional distress became the patients' requirements. So, they used their EI skills while collaborating with those distress. The relationship between EI and nursing care have explored in many studies. Among those studies, the studies focused on the importance of EI in communication, management, and clinical care⁸. The studies mentioned the nurse gives care to a great number of patients in surgical clinics. Therefore, the quality and quantity of the care are closely related to the customers satisfaction. The importance of EI in health care and air transport is similar in the interaction with customers. Service providers as pharmacists and flight attendants give care to a great number of customers at a certain time. This led a general knowledge to support the human resource management team to recognize that EI is the pillar of success in personal and professional life. So, customer satisfaction will increase⁹. The application of the framework of patient-pharmacists' collaboration in the selection process would be guidelines criteria for customers satisfaction. It is interesting to see the human resources management in airline industry use the caring to patients as one of the criteria for selection for customers care in flight attendant. Furthermore, the previous researcher revealed the impressive outcome of respect which derived from the situation where patient received the respect from the nurse, then they responded in the respected manners¹⁰. As a result, the positive behaviors of the pharmacists toward the customers is the guidance pattern of behavior for the service providers as

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flight attendants to solve the customers' problems. Therefore, the accessibility of the pharmacists are the major pillars for customers satisfaction¹¹. The attributes of the pharmacists to the customers for a long time makes the customers feel safer. In this comparison of the relationship between the flight attendants and customers, the pharmacists and flight attendants as service providers do have an important duty in giving care and services to improve customers satisfaction. Consequently, this study determines the importance of EI skills and the relationship between the use of EI skills in pharmacists and customers satisfaction. Therefore, this research aims to investigate the impact of emotional intelligence and customers satisfaction

RESEARCH METHOD AND DATA ANALYSIS

The data were collected from March 15 to June 15, 2020. A total of 89 pharmacists in Thailand. A total of 150 customers who were consulting and purchasing products in these pharmaceutical organizations in Thailand. The 133 item self-report Bar-On standardized Emotional Quotient Inventory (EQI) was distributed to pharmacists. The seven questions customer satisfaction questionnaire was administered to customers in pharmaceutical organizations in Thailand. Five dimensions are evaluated in EQI: interpersonal scale, intrapersonal scale, adaptability scale, stress management scale and general mood scale. Pharmacists answered using a five-point Likert scale. The answers in the scale were for the pharmacists to reply by choosing one of choices from these responses for each question on the form: always, often, sometimes, rarely and never. The sum of the feedbacks for each parameter was calculated as quantitative values. Finding the relations between demographic variables of customers and pharmacists and customers satisfaction were assessed using the ordinal regression test. Moreover, the correlation between Emotional Intelligence score and customers satisfaction was evaluated by the Spearman correlation test. The *p*-value under 0.05 was set as significant. Statistical analysis was performed using SPSS

FINDINGS

The researcher used a 133 item self-report called EQ-I to measure emotional intelligence. The assessments were categorized into five dimensions which are as follows; intrapersonal, interpersonal, adaptability, stress management and general mood. The result that demonstrated high score on any of this dimension will reflect a high level of social and emotional competency of a pharmacist. Mostly EQ-I scores increase across life span from young adulthood to middle age¹². As a result, female pharmacists recorded lower scores in general mood, stress control and intrapersonal scales, and had a lower overall EI score than male pharmacists. Consequently, these investigators also reported that female pharmacists with 5 years of experiences scored higher in perceived stress than males. This is in the same direction with the previous researcher found a significant relationship between gender of neuroticism, which suggests that female pharmacists were more anxious, self-conscious and vulnerable than their male classmates¹³⁻¹⁴. On the other hand, the scale on the EQI revealed that male pharmacists' score for stress control was impressive and may be the main reason for higher satisfaction. As a result, there was a direct correlation between pharmacist's gender and customers satisfaction.

In the findings, the researcher found a strong relationship between EI of pharmacists and customers satisfaction levels. The discovery of full satisfactory score showed that the skills which gain customers satisfaction is trust.

DISCUSSIONS AND CONCLUSION

Most of the customers were satisfied after their visits with pharmacists in pharmaceutical organizations in Thailand. As mentioned above, the findings showed the relationship between pharmacists' Emotional Intelligence EI score and customers satisfaction reports. As the levels of years of experiences of pharmacists become higher, this showed the relationship to EI dimensions. This may benefit the career path as in the airline business, trust will lead to commitment in the career path which develop to long term customer satisfaction. These findings also suggest that female pharmacists may maximize the benefits from customers interaction in relations to stress control. While male pharmacists may benefit from interpersonal dimension of emotional intelligence. Finally, the researcher would highly recommend plans and projects for developing the EI projects for pharmacists. EI training can also be applied in the service providers not only in medical sectors but also in the airline sectors. Once the effectiveness of these training programs be measured, then the systematic standard could be established. To sum up, review and practices can be applied in various industry which lead to future research of customers satisfaction strategy.

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*Impact of Emotional Intelligence of Service Providers and Customers Satisfaction in Air
Transport: Case Study of Pharmacists*

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