

**A Study on The Relationship Between Emotional Intelligence and Employee Productivity in
Service Sector**

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ABSTRACT

It is significant for service industry workers to have elevated levels of morale and emotional intelligence. Researchers employed an analytical approach to gauge participants' levels of accomplishment depending on their emotional intelligence. This research analyzes the influence of Emotional Intelligence (EI) on employee performance in the service industry to deduce the implication of this structure in organizational studies. Questionnaires used to gather information from workers in the service industry. There are six Emotional Intelligence (EI) elements that have a key role in the performance of employees, according to the report. To be productive, assessing once own abilities is pivotal to monitor your own progress; act and inspired; empathize with others; and preserve your integrity. The researchers determined that raising workers' levels of emotional intelligence would have a positive impact on their output and efficiency.

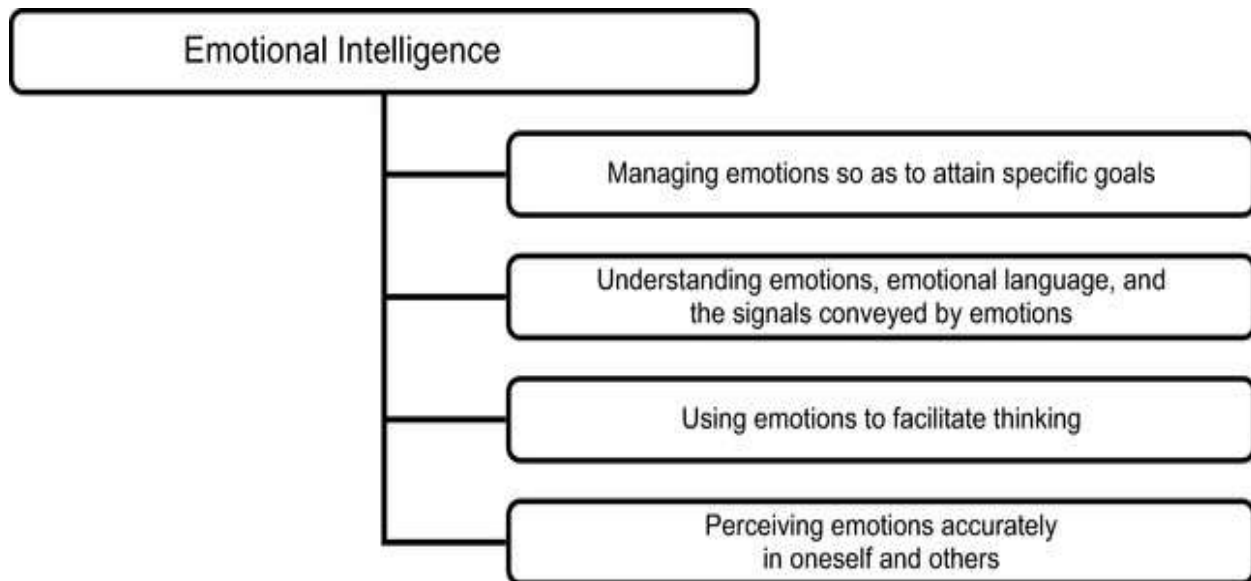
KEYWORDS: Emotional intelligence, Employee's Performance, Service sector.

INTRODUCTION

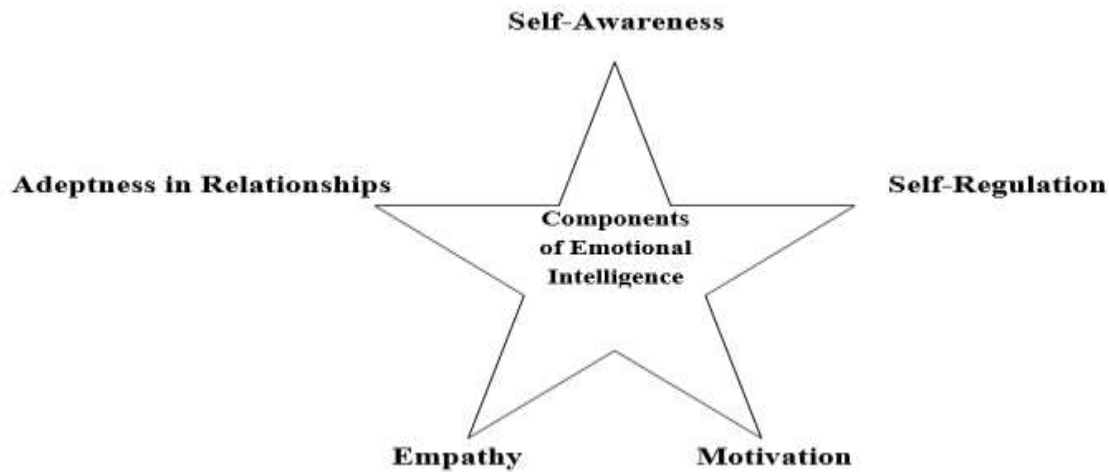
In the broadest sense, Emotional Intelligence may illustrate as the capacity to recognize, integrate, comprehend, and manage one's emotions (Mayer and Salovey, 1997). The Emotional Quotient principles give out an innovative approach to evaluate and gauge people's behaviors, management styles, attitudes, interpersonal skills, and potential. Emotional Intelligence is progressively more substantial to organizational growth and developing individuals. Pertaining to HR planning, employee

job profiles, recruitment interviews and selection, management training, customer interactions and customer service, and numerous other areas, emotional intelligence is a critical factor to be concerned about. A hypothesis called 'Multiple Intelligence', which demonstrates and enumerates the breadth of talents individuals have, and the idea that everyone has a value, familiarly linked to Emotional Intelligence.

EMOTIONAL INTELLIGENCE (E.I.) FRAMEWORK



Realizing one's emotions and deploying that information to make it to wise judgments can be called as Emotional Intelligence. Emotional Intelligence (Goleman, 1998) lays out the five main components:



- **SELF-AWARENESS:** Consequently, the individual is finer able to recognize and control his or her own emotions. One's own good quality and bad characteristics, abilities, and shortcomings turn out to be more apparent because of this process.
- **SELF-REGULATION:** To professionally manage and control one's emotions, one ought to be first grow into mindful of oneself. Responsibility and good traits such as originality, adaptability, integrity, and honesty are established.
- **MOTIVATION:** That is to say those with higher levels of emotional intelligence (EI) have an leisureier time dealing with obstacles and vulnerabilities because they are more probable to look for solutions instead of dwelling in self-pity or blaming others. Optimism, excellence, persistence, determination, and collaboration are encouraged.
- **EMPATHY:** To have healthy relationships, you need first to be cognizant of yourself. Individual and group growth can be done by the development of group characteristics.
- **ADEPTNESS IN RELATIONSHIPS:** Good emotional intelligence is required for building and sustaining relationships. Self-awareness and empathy assist people healthier understand themselves and others, which in turn facilitates them reach a mutually beneficial conclusion and prevent conflict. By building and sustaining connections, managers, team members, and leaders gain the skills essential to succeed in the workplace.

LITERATURE REVIEW

There are certain connections between Emotional Intelligence and social intelligence, which are the three major aspects of intelligence. To put it another way, social intelligence refers to a person's capacity to communicate efficiently with other people (Thorndike, 1920). Interpersonal and intrapersonal intelligence are thought to be essential for social intelligence. "Complex and highly distinct sets of emotions" inside the self are the focal point of intrapersonal intelligence. To be interpersonally intelligent, a person be required to be capable to interact with people, as well as be able to perceive and distinguish amongst themselves and others, specifically in expressions of their feelings, temperaments, intents, and goals. An individual's intrapersonal and interpersonal intelligences are combined in Emotional Intelligence (EI) (Gardner, 1993).

An individual's level of Emotional Intelligence was featured as a quantitatively based spectrum of individual variations based on an emotional scale in which persons are rated (Goleman,1995). In contemporary years, Emotional Intelligence (Cherniss, 2000) has acknowledged as a reasonable concept for measuring emotions. A substantial part of the disparity in work performance that cannot clarify by conventional intelligence may be discovered back to Emotional Intelligence, which makes a substantial contribution to organizational psychology (Goldstein et al., 2002). Employee engagement, job happiness, and collaboration have all been correlated to Emotional Intelligence (Carmel, 2003; Bar-On, 1997; Mayer et al., 1997; Sjö berg, 2001).

in addition to (Ruderman et al., 2001). Regarding forecasting work outcomes, the effectiveness of EI varies corresponding on the sort of employment. It's exceptionally valuable in jobs that require a lot of emotional work, like customer service, where the necessity for emotional labor is strong (Ashkanasy et al., 2005). Emotional intelligence is thus characterized as the ability to distinguish emotions, integrate emotions into one's thoughts, comprehend emotions, and control emotions to enhance one's progress (Mayer et al., 1997). Compound studies have shown substantial correlations amongst emotional intelligence and a variety of various aspects of one's job performance, including leadership, teamwork, communication, and problem-solving (Miller, 2011).

For illustration, a person's performance may perhaps be well-defined as the effects or influence of his or her actions over time. To come across its own objectives, an organization's performance be required to be managed. A company's long-term strategy necessitates that its employees be evaluated on their

competence and output. An essential part of a company's capacity to preserve a steady flow of production is to assess the potential and aptitude of each person. The productivity and success of a company are intricately linked to the performance of its employees (Shahzad et al., 2010). Consistency in the company of workers, high-quality output, and a strong work ethic are unquestionably a few of the pros that emanate from a better performance from each employee. Formal systems such as supervisor rating, management by goals, 360-degree appraisals, and peer assessment are employed to monitor employee performance to authenticate those individuals have contributed to their personal and the company's growth. The link concerning supervisor feedback, task identification, and significance is critical for efficient performance (Morrison, 1993). The establishment of supervisory associations was proven to have a good impact on work performance (Ashford et al., 1996). Emotional competence, which is a "acquired capacity based on emotional intelligence," is equally vital for achieving impressive performance (Goleman, 1998). Employees ought to also have excellent interactive and intrapersonal skills to be a star execution, as shown by this study.

One's own sentiments and how they influence one's performance are crucial to self-awareness. When it comes to realizing one's own skills and shortcomings, self-awareness is the key. Self-awareness was the differentiating factor in accomplishing higher results (Boyatzis, 1982). Accurate Self-Awareness is the ability to acknowledge one's strengths and weaknesses, as well as one's capability to control one's emotions.

With self-regulation, you can regulate your own principles, inclinations, resources, and discipline to better standardize yourself. A continual process that has an immediate influence on staff productivity is at play here. The capacity to manage anger and sadness in the workplace is enhanced by an intense sense of control over one's own beliefs in the face of job stress (Rahim et al., 2002).

This suggests that one should be aware of what is socially appropriate in society and how he/she should behave in agreement with this knowledge (Shahzad et al., 2010). A person who is socially conscious puts themselves in another person's shoes and then takes the proper course of action. By being able to discern others' requirements, managers of merchandise development teams can increase creativity (Spencer et al., 1993), which leads to better performance.

When it comes to measuring social awareness, empathy is a must (Goleman, 1998). It is important to have empathetic competency so that we can manage an increasingly diverse workforce (Steele, 1997). There are at least three reasons why leadership today requires a high degree of empathy: an increased

reliance on individual skills, an expanding global economy, and a rising desire to hold on to top performers (Goleman, 1998).

Crucial social skills, such as the capability to analyse and influence people, and the capability to provoke preferred behaviors from others, are imparted in relational management. As a superior manager, a good relationship manager can assist others to grow, which is a widespread trait among sales managers (Spencer et al., 1993). One of the extremely valuable characteristics of a great performer is the capability to understand people's emotions and fine-tune their replies and persuade.

OBJECTIVES OF STUDY

The objectives of the research were:

1. To study the importance of emotional intelligence in the service sector.
2. To study the role of emotional intelligence on the performance of employee.

RESEARCH METHODOLOGY

DATA COLLECTION

Study questions and goals were answered using primary data collected via the use of a well-structured questionnaire, which was utilized as primary data to answer the research questions and objectives. A total of 33 distinct characteristics comprises the questionnaire, each of which includes a series of questions referring to various facets of the investigation. A five-point Likert Scale was used to evaluate each statement (Strongly Disagree, Disagree, Uncertain, Agree, Strongly Agree)

SAMPLE SIZE

There was total 100 respondents.

SAMPLING TECHNIQUE

Samples are extracted from personnel in the service industry using an accessibility sampling approach. Participants were carefully chosen to gather data from various locations in Indore.

TOOLS USED

A factor analysis (principal components with varimax rotation in SPSS) was performed on the statements to determine the number of elements that have a role in an employee's Emotional Intelligence and their performance.

ANALYSIS

Showing data dependability, Cronbach Alpha Value is .960. The KMO Bartlett Value is .874 i.e., factor analysis is acceptable. It was concluded that Emotional Intelligence has a considerable impact on the operation of service sector personnel by conducting a factor analysis. One component accounted for 72.89 percent of the total variance, demonstrating that the volatility of the original values was well captured by this small set of six variables. The Rotated Component Matrix has emphasized the six elements and their components.

FACTOR 1 SELF ASSESSMENT There are a number of factors that go into this equation, including: an accurate assessment of the situation (.614), the ability to stand up for one's beliefs (.608), the ability to see the brighter side of things (.587), one's own self-belief (.637), and commitments and promises (.661), as well as factors such as: managing one's emotional state (.53), being organized and careful in one's work (.718), an understanding (.741). All these factors are intertwined with consciousness and the capacity to discern and comprehend one's own and others' feelings, motivations, and effects on those around one.

FACTOR 2 SELF MONITORING (3) includes the variable- ability to make sound decisions by balancing emotion and logic (0.481), to focus on the task at hand despite distractions (0.53), to deal with conflict in the immediate environment (0.571), to maintain composure in both good and bad situations (0.711), to maintain concentration under pressure (0.590), to deal with multiple demands (0.791), to recognize and separate emotions (0.396). (0.709). This is because the capacity to manage disruptive emotions and the predisposition to judge—to think before acting—is linked to these elements.

FACTOR 3 ACTUATION AND INSPIRATION Subordinates are inspired by my ability to encourage them to take initiative, and happiness is an attitude (0.647). I seek objectives beyond what is necessary and expected of me (0.730) and believe that happiness is an attitude (0.604). Goal-orientees and excitement are intricately linked to these factors.

FACTOR 4 EMPATHY Components of (3.171) include paying attention to the fears and concerns of others (0.668), listening to someone without the need of saying anything (0.891), and seeing the

other person's point of view (0.792). (0.82). All these things have to do with a person's capacity to comprehend the emotional makeup of others.

FACTOR 5 INTEGRITY There are several factors in (2.359), including clear priorities (0.701), capacity to retain honesty and integrity (0.512), ability to address unethical activity by others (0.714), persistence in pursuing objectives despite hurdles and failures (0.715). " (0.436).

FACTOR 6 SOCIAL RELATIONSHIP Friendly and outgoing (0.622), rapport & maintained personal ties with subordinates (0.622) include (1.081) factors (0.459). The elements are intertwined with network management and relationship building.

DISCUSSION

Promotion, performance, and recruiting should all include a person's level of emotional intelligence (Goleman, 1998). The recruiting and development of personnel in the service sector should thus place a high value on EI. Social awareness and relationship management have a direct influence on the performance of employees, which in turn supports the important. For managers to make choices and identify areas of weakness, they need to be aware of their own self-awareness (Grover, 2003). It is impossible to assess social awareness without the use of empathy (Goleman, 1998). It is important to have empathetic competency so that we can manage an increasingly diverse workforce (Steele, 1997). Negotiation and communication are a part of the process of motivating, negotiating, and communicating with people (emotional mentoring). One must be able to maintain one's own emotional perspective, know how to calm an out-of-control individual, and be a sympathetic listener to assist others deal with their emotions. Emotional intelligence begins with the ability to recognize and respond to the emotions of others (Goleman, 1998).

CONCLUSION

In directive to healthier comprehend the lateral relationship between emotional intelligence and employee concert, this paper inspected numerous factors, such as the aptitude to understand people's emotional makeup, clear priorities, the capacity to confront ethical and unethical actions, the ability to stay engrossed under pressure, the capability to lever multiple demands, the ability to recognize and separate emotions, and self-development. The scope to understand the relevance of one's own sentiments and how they influence one's performance was demonstrated to be the extremely essential element in the research. Knowing oneself is the first step to encountering one's own talents and flaws. Accurate Self-Assessment enables people to recognize their strengths and weaknesses, which include self-confidence, self-awareness, and emotional intelligence. Consequently, they pursue out criticism

and learn from their failures, and they appreciate where to build and when they require to collaborate with people who have complimentary qualities to succeed. The value of Emotional Intelligence in boosting the performance of workers is bolstered by the second factor: self-monitoring. This component suggests the ability of individuals to manage their emotions and impulses, accepting them to determine an atmosphere of trust and justice in the workplace. It is shown as a third aspect that contributes to the role of Emotional Intelligence and the employee's performance. To reach their objectives, workers rely on motivation from their bosses. Motivating oneself and others, managing stress, making decisions, and leading and motivating others are all aspects of Activation and Inspiration. Empathy was shown to be a fourth important feature in the research; it is the ability to identify and, to some degree, share another employee's sentiments (such as grief or delight). Genuine human interactions are built on this foundation. The quality of being socially aware is referred to as empathy. An Emotionally sensitive employee is mindful of others' feelings and worries. Workplace interactions require the ability to empathize in order to function at a high level. A person who is socially conscious puts themselves in another person's shoes and then takes the proper course of action. Capacity to uphold standards of honesty and integrity, ability to face unethical activity by others, and persistence in pursuing objectives even though difficulties and failures constitute the fifth component influencing Emotional Intelligence (EI). Social

An individual's capacity to manage their connections with others is the sixth component in this research. It is the pinnacle of the other Emotional Intelligence qualities. When an employee can understand and regulate their own emotions and empathize with the feelings of others, they are more likely to be successful in managing relationships.

Higher degrees of knowledge need a person to have a variety of skills, including self-awareness, self-awareness, self-awareness, self-awareness, and self-awareness, among others. Emotional Intelligence helps managers participate in decision-making, which in turn improves the productivity and performance of their workers.

ANNEXURE

TABLE 1 RELIABILITY STATISTICS

Cronbach's Alpha	N of Items
.960	35

TABLE 2 KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.874
Bartlett's Test of Sphericity	Approx. Chi-Square	3015.401
	df	595
	Sig.	.000

TABLE 3 FACTOR SUMMARY

	Factor 1 Self-Assessment	Factor Load
1	I am able to assess the situation and then behave.	0.614
2	I do not mix unnecessary emotions with issues at hand.	0.499
3	I can stand up for my beliefs.	0.608
4	I can see the brighter side of my situation.	0.587
5	I believe in myself.	0.637
6	I am able to meet commitments and keep promises.	0.661
7	I am organized and careful in my work.	0.718
8	I think that emotions should be managed.	0.53
9	I am aware of my weaknesses.	0.453
10	I feel that I must develop myself even when my job does not demand it.	0.741

	Total Factor Load	6.048
	Factor 2 Self-Monitoring	
1	I am able to make intelligent decision using a healthy balance of emotion and reason.	0.481
2	I can concentrate on the task at hand in spite of disturbances.	0.53
3	I can handle conflict around me.	0.571
4	I am able to stay composed in both good and bad situations.	0.711
5	I am able to stay focused under pressure.	0.59
6	I am able to handle multiple demands.	0.791
7	I am able to identify and separate my emotions.	0.709
	Total Factor Load	4.383
	Factor 3 Actuation and Inspiration	
1	I can encourage other to work even when things are not favorable.	0.653
2	People tell me that I am an inspiration for them.	0.744
3	I am able to encourage people to take initiative.	0.671
4	I do not depend on others encouragement to do my work well.	0.73
5	I pursue goals beyond what is required and expected of me.	0.647
6	I believe that happiness is an attitude.	0.604
	Total Factor Load	4.048
	Factor 4 Empathy	
1	I pay attention to the worries and concerns of others.	0.668
2	I can listen to someone without the urge to say something.	0.891
3	I try to see the other person's point of view.	0.792
4	I am comfortable and open to novel ideas and new information.	0.82
	Total Factor Load	3.171

	Factor 5 Integrity	
1	I have my priorities clear.	0.701
2	I am able to maintain the standards of honesty and integrity.	0.512
3	I am able to confront unethical action by others.	0.714
4	I am persistent in pursuing goals despite obstacles and setbacks.	0.436
	total Factor Load	2.359
	Factor 6 Social Relationship	
1	I am perceived as friendly and outgoing.	0.622
2	I have built rapport and maintained personal relationships with subordinates.	0.459
	Total Factor Load	1.081

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