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THE IMPROVEMENT OF JOB SATISFACTION IN HOTEL ESTABLISHMENTS: THE ROLE OF EMOTIONAL INTELLIGENCE AND EMOTIONAL LABOR OF EMPLOYEE

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EXTENSIVE SUMMARY

Hotel establishments see as a necessity of the job to influence their customers by using employees' emotions. Emotions are one of the less studied dimensions, although they represent an important component of employee behavior. Employees are particularly vulnerable to the emotional business concept because of their service work, which requires a positive, sincere and smiling attitude even in negative emotional conditions in their interaction with customers. Kim (2008) states that accommodation management employees often meet choosy, demanding customers. Therefore, employees' emotional intelligence can be vital to the performance of employees (Boyatzis, 2009). Many establishments determine the emotions employees need to exhibit through emotion display rules. It is often not easy for employees to exhibit emotions that are expected to emerge from employees' emotional situations in communication with customers and this is reflected in emotional labor and causes customer dissatisfaction (Lee and Ok, 2012).

The purpose of this research is to show whether the emotional intelligence of the employees of the hotel establishment has an effect on emotional labor and job satisfaction. Besides, emotional labor is also to show whether it has an effect on job satisfaction. The population of the research includes employees of 4 and 5 star hotel establishment in Alanya. The sample of the research constitutes of 349 employees that can be reached from the employees. The questionnaire was collected by facial and drop and collect techniques with convenience sampling method. The data were analyzed with a structural equation model.

According to the findings of the research, it was determined that surface behavior affected job satisfaction negatively and in-depth behavior affected positively. These results are consistent with Ricmord 1997; Grandey, 1999; Wharton 2009; Hur Moon and Jun, 2012 studies. Similarly, the effect of emotional intelligence dimensions on surface behavioral dimensions has been investigated. It has been found that individual and social intelligence have an effect on the surface behavior in the opposite direction. This result is also compatible with other research results (Liu et al., 2008; Kim et al., 2012; Raman et al., 2016). It has been found that employees who use individual intelligence have no effect on in-depth behavior. It has been found that employees who use social intelligence have a positive influence on their in-depth behavior. This result is also compatible with other research results (Wong and Law, 2002; Onay, 2011). Another research result shows that individual intelligence has increased job satisfaction and social intelligence reduces job satisfaction. There are similar studies that

suggest that individual intelligence increases job satisfaction (Sirem, 2009; Agbolou, 2011). As a result, emotional intelligence dimensions have an effect on emotional labor dimensions and job satisfaction.