“The Impact of Emotional Intelligence on Employee Satisfaction and Customer Satisfaction in Private Sector”

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Abstract

The study aimed at investigating the impact of emotional intelligence of leaders on employee satisfaction and impact of emotional intelligence of employees on customer satisfaction. The researcher prepared a questionnaire to gather and collect the needed information relevant to the topic in order to realize the aims of this study.

Using the explanatory approach, the study used three adapted questionnaires to record responses from the sample that included people in leadership positions within organizations, their employees and customers.

The study sample consists of 300 people of whom 100 people represented leaders in organizations, 100 people consisted of employee and 100 people that responded were customers. The private sector of Islamabad and Rawalpindi were targeted in the study. And out of the private sector six organizations were selected to collect data and these included are: Bank Alfalah, UBL, Air Blue, Serene Air, Unilever and Gray's Pharmaceuticals.

The collected data was analyzed by statistical methods through the SPSS software. The finding of the study presented weak but significant relationship between independent and dependent variables. Proposing that emotionally intelligent leaders do have significant positive impact on employee satisfaction to some extent, similarly the results indicated that employee emotional intelligence and customer satisfaction also have weak but significantly positive relationship.

The study recommended the necessity of creating and raising the awareness of the organization's management and staff about the importance of emotional intelligence and its great role in raising the organization's value. It is important also to increase the employees' emotional intelligence through different training programs in order to improve the level of customer satisfaction in which will lead to high profitability by the organizations.

Key Words

Emotional Intelligence, Employee Satisfaction, Customer Satisfaction, Leadership.

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