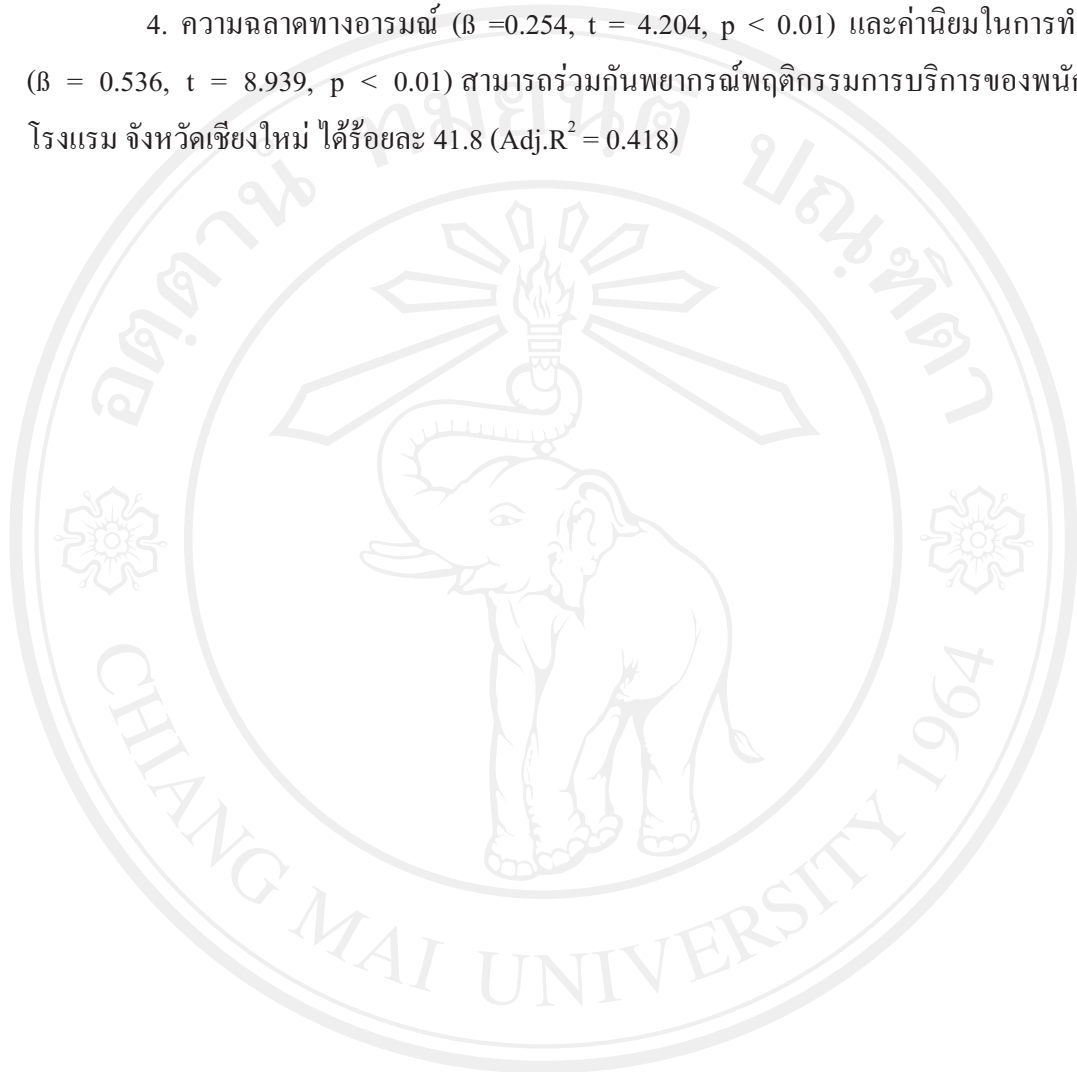


3. พนักงานที่มีค่านิยมในการทำงานสูงมีพฤติกรรมบริการดีกว่าพนักงานที่มีค่านิยมในการทำงานต่ำอย่างมีนัยสำคัญทางสถิติ ($t = -7.364, p < 0.01$)

4. ความฉลาดทางอารมณ์ ($\beta = 0.254, t = 4.204, p < 0.01$) และค่านิยมในการทำงาน ($\beta = 0.536, t = 8.939, p < 0.01$) สามารถร่วมกันพยากรณ์พฤติกรรมบริการของพนักงานโรงแรม จังหวัดเชียงใหม่ ได้ร้อยละ 41.8 ($\text{Adj.}R^2 = 0.418$)



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Independent Study Title Predictive Power of Personal Factors, Emotional Quotient and Work Values on Service Behavior of Hotel Employees in Chiang Mai Province

Author Miss Sineenath Santianothai

Degree Master of Science (Industrial and Organizational Psychology)

Independent Study Advisor Assistant Professor Dr. Jiraporn Tangkittipaporn

ABSTRACT

The purposes of this study were to compare service behavior between hotel employees having different personal factors, emotional quotient and work values and to analysis the significant predictive power of emotional quotient, work values and hotel employees' service behavior.

The sample were 185 of hotel employees, receptionists, bell boys and service employees in Mueang District, Chiang Mai Province. The study instrument consisted of 4 scales : personal factors scale, emotional quotient scale, work values scale and service behavior scale. The data analysis was carried out by Statistical Packages for the Social Science including percentage, arithmetic means, standard deviation, testing the mean differences between the two groups by using t-test and the predictive powers by using multiple regression analysis.

The study results were as follows :

1. The hotel employees with different personal factors showed insignificant differences in services behavior.
2. The employees with high emotional quotient had significantly higher services behavior than those low emotional quotient ($t = -4.654, p < 0.01$).
3. The hotel employees with high work values had significantly higher services behavior than those low work values ($t = -7.364, p < 0.01$).

4. Emotional quotient ($\beta = 0.254$, $t = 4.204$, $p < 0.01$) and work values ($\beta = 0.536$, $t = 8.939$, $p < 0.01$) significantly predicted hotel employees' service behavior those predictive variables accounted for 41.8 % ($\text{Adj.}R^2 = 0.418$).



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