

ABSTRACT

The study of “Emotional Intelligence Communication: A Comparative Study of Newly Recruited and Experienced Cabin Attendants employed by Thai Airways International (Public) Company Limited” had the following objectives:

1. To compare the States of Emotional Intelligence Communication between newly recruited and experienced THAI cabin attendants.
2. To study the relationship between the demographic background and the state of Emotional Intelligence Communication of THAI cabin attendants.

The subjects for the study were 78 cabin attendants of which 40 were newly recruited cabin attendants and 38 were experienced cabin attendants who were attending courses at the Cabin Crew Training Center, Thai Airways International (Public) Company Limited.

The results of the study are as follows:

1. Most of the subjects were female. More than half of the respondents were younger than 30 years of age. Three quarters of the subjects were single. The majority of them had the education level of bachelor degree. The numbers of newly recruited and experienced subjects were about the same. One third of the subjects had no previous experience in working as cabin attendants.
2. Emotional intelligence communication skills of the subjects were at a satisfactory level (29.5% at moderate level and 64.1% high to the highest level). More than half of them had a higher level of Intrapersonal rather than Intrapersonal communication skills.
3. It was discovered that there were differences in the levels of EI communication between the newly recruited and experienced cabin attendants. The newly recruited subjects had higher EI communication levels than the experienced ones. There was no relationship between sex, education and level of EI communication, but age, marital status and experience had significant impacts on levels of EI communications.