Abstract

The study on "The Relationship between Emotional Intelligence and Loyalty to a Real Estate Business" has 3 objectives namely: 1) to study the degrees of organizational loyalty the organization and emotional intelligence of the employees; 2) to compare the degrees of employees' organizational loyalty by their personal factors; and 3) to analyze the relationship between emotional intelligence and organizational loyalty. The study is a survey which collects data from a sample of 188 employees in a real estate company. Descriptive and inferential statistics are applied for the analysis of data.

The study finds that the employees have high level of emotional intelligence. Analysis on the components of emotional intelligence indicates high evels of the employees' self-realization, emotional arrangement, self-motivation, and mutual empathy while their social skill is at a moderate level. The employees are also found having high organizational loyalty. Analysis under the theoretical definition of organizational loyalty reflects that the employees' confidence in and acceptance of organizational objectives and values, as well as their willingness to strive for the benefit of the organization are at high levels although their desire to continue membership of the organization is at a moderate level. The degrees of employees' loyalty differ according to their gender, age, marital status, educational attainment, years of work and position held. At the same time, their organizational loyalty positively correlate with the whole picture and all the five sub-components of emotional intelligence.

The study recommends that the organization should develop employees' emotional intelligence in the aspect of social skill by organizing a training and activities as well as providing flexible welfare which can better motivate the employees to work with the organization than the traditional scheme.   Besides, emotional intelligence evaluation should be used for the recruitment of employees along with other means of potentiality tests.