

ABSTRACT

The study of emotional intelligence of JALways' flight attendants in different job titles was a quantitative research which aimed to focus on three objectives of the study. The first was to measure JALways Thai flight attendants' emotional intelligence in different job titles in the organization. To find out whether the job titles affect the level of emotional intelligence of flight attendants was the second objective of the study. The third was to find out the self-awareness of flight attendants towards possessing of emotional intelligence.

This research study was a cross-sectional design to describe the level of emotional intelligence of 160 JALways' flight attendants who were the main respondents in this study. The subjects were selected from flight attendants in different job titles. The instrument used to collect data was a questionnaire which was categorized into three parts: closed-ended questions asking for demographic factors, the measurement of emotional intelligence in the form of the Likert scale four responses from the Department of Mental Health, Ministry of Public Health, and the self-awareness realization part consisting of closed-ended questions.

The results showed that the overall level of emotional intelligence of flight attendants was in the normal score range. The level of emotional intelligence in the Self-control of Virtue component was the only sub-component that earned a score higher than the normal score range. In view of the effects of job titles on the emotional intelligence, those flight attendants who are ranked higher in the organization, Diamond Wing, Senior Supervisor and Director, possessed the highest scores in all three main components. In the overall Self-awareness of overall of the flight attendants, Virtue was the component that they possess most and was the most important component of being a professional flight attendant in their view. They also evaluated themselves as possessing a normal level of emotional intelligence.