Abstract

The purposes of this survey research, "The Relationship Between Optimism, Happiness and services Quality of Customer Services Staff in Sales Department : A Case Study of an Airline Company," are as follows : to study the level of optimism, level of happiness and level of service quality of the staff ; to find a correlation between optimism, happiness and service quality, and also to construct an equation predicting service quality using optimism and happiness as predicting variables.

The research population is customer service staff in the sales department, which include : reservation staff, ticketing staff, government sales department staff and package tour promotion & sales division staff totalling 167 persons.

Two questionnaires were used in this research. The first questionnaire, which was meant for staff, consisted of 3 parts, each designed to measure personal characteristics, attributional style and happiness. The second questionnaire was designed to measure staff's services quality and was to be filled in by supervisors of staff who had completed the first questionnaire.

The Statistical analysis included frequency, percentage, arithmetic mean, standard derivation, Pearson Product Moment Correlation Coefficient and Stepwise Multiple Regression Analysis. The results of this study are as follows :

1. The staff had a high level of optimism with the average of 5.51.

2. The staff's happiness is in the middle of the scale.

3. The staff can provide high -quality service.

4. There is a significant positive correlation between optimism and service quality. $(r = .525, p < .01)$

5. There is a significant positive correlation between happiness and service quality. $(r = .299, p < .01)$

6. There is a significant positive correlation between optimism and happiness. $(r = .517, p < .01)$

7.   The stepwise multiple regression analysis revealed that optimism is a significant predictor of service quality with predictability of 27 per cent.

The results of this research will be a starting point for services organization, given the importance of optimism and happiness factors. These two factors can also be applied to human resources management by the supplement of the higher level of optimism and guidance for improved performance. This method can be applied to the objective of better services provision and employee quality of life. Furthermore, it can be applied to recruiting processes in the customer service positions by considering the level of individual optimism together with the other applicants' ability.