

## Abstract

The purpose of this research, The Effect of “Service Standard” Program on Emotional Quotient and Quality of Service: A case Study of one Leasing Company, is defined as per the following three items: to study the effect on emotional quotient and quality of service of a “Service Standard” training program ; to verify if a correlation exists between emotional quotient and quality of service ; to use the results for planning subsequent training courses.

The sample comprised 93 staffs from a leasing company, who attended a “Service Standard” training program. The tools for data collection are made of emotional quotient test and evaluation sheet on quality of service as perceived by the supervisors.

In this research, the statistical analysis was made using frequency, percentage, dependent samples t – test , and the Pearson product – moment correlation coefficient. Data analysis was done with the computer software program SPSS for Windows. The following results were found:

1. After the staffs attended the “Service Standard” training program, they showed a higher emotional quotient than before the training.
2. After the staffs attended the “Service Standard” training program, their service was of a better quality than before the training.
3. There is a positive correlation between the emotional quotient and the quality of service in all factors.

The results of this research are useful for other training courses and can be used to create other training courses for staffs based on staff's knowledge or to give a direction to training that will be helpful for an organization.