A Study of the Relationships among Emotional Labor, Servicescapes , Perceived Service Quality,Customer Satisfaction and

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ABSTRACT

The service industry's focus on service quality and customer satis-faction. The first line service personnel is a key figure in the delivery service quality, in the course of dealing with customers are often able to create emotional value. Recent years scholars employees emotional la-bor, services, environment, customer perceived service quality, customer satisfaction, customer loyalty, study less, and the results are not trend consistent. The purpose of this study is to investigate the relationships among emotional labor, servicescapes, perceived service quality, customer sat-isfaction and customer loyalty. Based on the related literature, this study intended research framework to give operational definitions of variables and to design the questionnaire. This study is a survey of Far Eastone Telecommunications Co., Ltd. staffs and customers. There are 200 sam-ples and the data is analyzed with the statistical software SPSS21.0 and AMOS21.0 in order to verify the relationship among the variables. The result shows that emotional labor is a positive impact on per-ceived service quality; emotional labor is a positive impact on customer loyalty; servicescapes is a positive impact on perceived service quality; customer loyalty is not influenced by servicescapes; perceived service quality is a positive impact on customer satisfaction; finally, customer satisfaction is a positive impact on customer loyalty. Finally, to propose practical management implications, and de-scription of the study by the restrictions, as well as recommendations for future research directions.

Keywords : emotional labor servicescapes perceived service quality customer satisfaction customer loyalty

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