

A Study of the Relationships among Transnational Corporation Employees' Emotional Labor, Perceived Service Quality and

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ABSTRACT

This research has shown that the relationships between emotional labor, perceived service quality, customer satisfaction. The research result provides reference to Shanghai restaurants investors. In this study, employees' emotional labor is independent variable, customer satisfaction is dependent variable, perceived service quality is interfere variable. Samples of this study were established by Shanghai restaurants employees and customers, questionnaires were issued to recover the forecast and full questionnaire forecast 80 questionnaires were returned and 646 formal questionnaire. The results showed that employees' emotional labor significant positive impact on perceived service quality, in addition, perceived service quality interference with the effects of customer satisfaction as a significant and positive impact.

Keywords : emotional labor ; perceived service quality ; customer satisfaction

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