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BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)

**THE INFLUENCE OF EMOTIONAL LABOUR ON EMPLOYEE WORK
OUTCOMES:**

**A CASE STUDY OF THE POLICE AT SAMARAHAN POLICE
STATION**

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Abstract

Emotional labour is a state that exists when there is a discrepancy between the emotional demeanor that an individual displays and the genuinely felt emotions that would be inappropriate to display (Mann 1999b). The study examined the influence of emotional labour towards the work outcome among the police at Kota Samarahan, Sarawak. In addition, the study investigates the emotional labour on emotional exhaustion and job satisfaction. Besides, it is also to determine the impact of emotional labor on the police itself. A sample of 148 the police participated in this study. Result showed that high level of self-awareness on emotional labour leads to high job satisfaction among the police. Furthermore, the dynamics of the display and expression of various emotions during their service interaction is needed in strengthening the relationship between emotional labour and work outcome. Based on the findings, the police portray positive affectivity while performing their duties to public. It is also stated that emotional labour leads to job satisfaction among the police. Several recommendations have been addressed such as the police should understand their emotional intelligent, able in practicing their display rule and willing to share their knowledge in order to enhance the emotional labour in the organizational setting.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter provides the background of the study, particularly focused on emotional labor and work outcome of the police (Royal Malaysian Police) at Samarahan. The role of emotions has gained distinction in the last decade. With strong competition, customers are more interested in the manner in which each service is delivered. In recent years, there has been a growing interest in the role that emotions play in the workplace. Hochschild (1983) created the term 'emotional labour' in to describe the things that service workers do that goes beyond physical or mental duties. Showing a genuine concern for customers' needs, smiling, and making positive eye contact are all critical to a customer's perception of service quality. These types of activities, when they're essential to worker performance, are emotional labour.

Emotional labour, which was originally a sociological concept, has paid attention to the role of emotions in service work, which has grown as a main industry in the modern era. This concept views emotions as a central part in the exchange between service workers and customers and also suggests that emotions can be considered as the product of service workers (Hochschild, 1983). According to (Martin, Knopoff, & Beckman, 1998), emotional labour can be defined as the degree of manipulation of one's inner feelings or outward behaviour to display the appropriate emotion in response to display rules or occupational norms. Because the interaction between the service provider and customer is the core of a service experience that influences customers' perceptions of service

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 Introduction

This chapter reviews the definitions of emotional labor and its concepts, dimensions, and consequences. In this chapter, literature reviews will reviews literature pertaining to the constructs and the relationships among the constructs.

2.2 Emotional Labour

Emotions are feelings that people experience, interpret, reflect on, express, and manage (Thoits, 1989; Mills and Kleinman, 1988). They arise through social interaction, and are influenced by social, cultural, interpersonal, and situational conditions (Martin,1999). In many situations in our daily lives, we often find ourselves suppressing feelings and displaying a more socially accepted emotion that is deemed more appropriate. For example, showing excitement about a colleague's promotion or suppressing anger when being cut off by someone in a waiting line. Regulating one's emotions to comply with social norms then is referred to as "emotion work" (Hochschild, 1990; p. 118). When our job roles require us to display particular emotions and suppress others, we do our emotion management for a wage. Hochschild (1983) termed this regulation of one's emotions to 17 comply with occupational or organizational norms as "emotional labor." She defined emotional labor as "the management of feeling to create a publicly observable facial and bodily display; emotional labor is sold for a wage and therefore has exchange value" (Hochschild, 1983; p.7).