CHAPTER 3

DEVELOPMENT OF HYPOTHESIS AND RESEARCH METHODOLOGY

3.0 Introduction

The purpose of this chapter is to describe the procedures used for the investigation and testing of the hypotheses. First, the research model will be identified to be used as a basis for constructing further detailed methodology techniques. Once the research model has been identified, the hypotheses will be developed in relation to the research model as well as the research questions. The research methodology will then be refined to further identify the measurement methodology to be employed to measure each construct identified in the research model, including organizational performance and emotional intelligence. Later, the sampling design and data collection procedure will be discussed and decided. Finally, data analysis techniques will be identified to enable the analysis of the data obtained.

3.1 Research Model and Hypotheses

Many researches have agreed on the existence of emotional intelligence as on the key dimension in management of current organization. In addition to that many hypothetical model on the relationship of emotional intelligence and have been designed and studied on. Among many renowned models are such as EI model by Salovey and Mayers (1990) who derived on the 4 important elements of emotional intelligence which are using emotions, perceiving emotions, understanding and managing emotions.

Further investigations on this model was done by Victor et al (1999) and added on few other dimensions under same four elements from above which are self-awareness, decisiveness, motivation, influence, interpersonal sensitivity and resilience. The study reviews the job performance thru emotional intelligence and its role for adaption in current management settings.

In another article by Chrusciel (2005) who investigated on the role of environmental changes towards emotional intelligence also highlighted on the importance for conducive workplace for positive behavior among employee and ultimate output within organization. This is strongly supported by another article by Moriarty and Finian (2003) who highlighted on effects and implementation of emotional intelligence thru process in organization that was found to have greater impact of organization growth and development.

Based on the highlighted article that was reviewed and discussed, 5 important research hypothesis was derived for the purpose of this study. Below are the hypothesis that was considered for this study and results obtained from the data collection are used to prove this hypothesis.

Job performance

H1 : Recognition of emotional intelligence have direct correlation towards job performance

Self awareness

H2 : There is a positive relationship between self- awareness and job performance .

Decisiveness

H3 : There is a positive relationship between decisiveness and job

performance .

Emotional *Resilience*

H4 : There is a positive relationship between emotional resilience and job
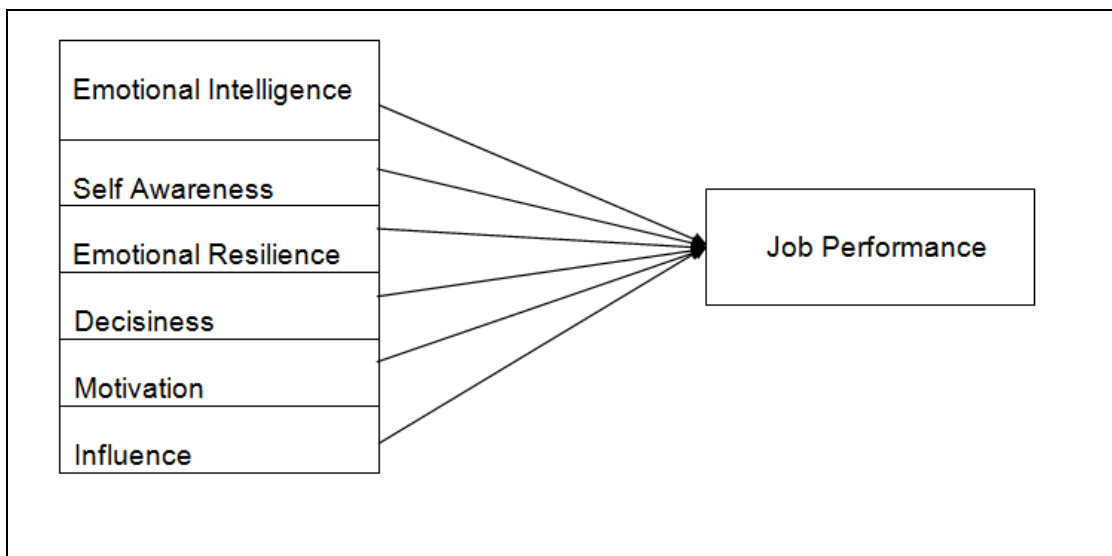
performance .

Motivation

H5: There is a positive relationship between motivation and job performance .

Influence

H6 : There is a positive relationship between influence and job

performance .

Figure 3 : Hypothesis Model

Source: Salovey and Mayers (1990)

3.2 Selection of Measures

The measurement for the study was developed and modified based on Salovey P. et al (2005) ability based model theory. This ability based model was one of the popular measurement for individual ability towards emotional intelligence and widely used in many researches. The ability based model emphasized on 4 major social environment elements or dimension which are perceiving emotions, using emotions, understanding emotions and managing emotions. The survey questions were from earlier study done by Elizabert J.Rosell et al(2001).Thus all the elements that was for measurement was attached with several items for identification and further understanding for each dimension. Therefore all five elements were attached total of 32 questions. Respondents were asked to rate their individual opinions based the five point Likert's type scale 1-5, with rating of 1 represent extremely satisfied and 5 for extreme dissatisfied. The in between scale were used to identified opinions like neither satisfied nor dissatisfied.

Demographic data collections on information such as age, marital statues, education background and years of working experience were collected and included for analysis. Each questionnaire was also coded in order to identify the position level of respondent whether they are executives, managers or senior managers.

The research methodology of this study is to sample and to understand the role of emotional intelligence towards organizational performance. The study was designed to sample employees on pharmaceutical companies in Klang Valley.

3.3 Sampling Design

The sampling technique used was random stratified sampling method in order to produce non-probability sample for the thru preset criterion. Among other criterion for selection of companies was done were selection of industry specific companies whereby they are from the same nature of industry which if medical marketing or pharmaceutical companies. All the companies selected have local operating company in Klang Valley. Secondly companies selected must have operating Human Resource department in the current location in order to conduct the survey among the management level employees. Thirdly, companies selected have at least 5 years of experience operating in local settings.

Collection of data was done thru Human Resource department whereby random stratified sampling was applied. The stratification method was undertaken so that the contribution of data would be able to compile from the executives,managers and senior managers within the organization. The selection criteria for the survey to be conducted were done randomly and each company were sent 15 sets of questionnaires thru the Human Resource department in respective companies. Questionnaire were then answered and sent back or collected within 14days of period. All the answered questionnaires were collected in a sealed enveloped and survey conducted was completely anonymous.

3.4 Data Collection Procedure

Thus this study is a descriptive research design due to the collection of sample was based on the questionnaire given to all levels of management employees to be answered and also comparison of secondary data used on the results analysis.

Recent literature review on emotional intelligence was gathered and reviewed further to understand the definition, evolution and awareness on emotional intelligence. The published journal articles where collected via online web service such as Emerald and Proquest. Besides the web based journal service, search engine Google and Yahoo was also widely used for the collection of secondary data. Data collected were compared in terms of author's comments and findings on the particular subject of emotional intelligence. There were many different views and argumentation by various sources of research and all the importance review were analyzed, studied and ascertain for better understanding of the subject matters.

In another method, data collection was done thru survey based questionnaire that was sent of to 15 different pharmaceutical companies around Klang Valley. Each company was given 10 sets of questionnaire which was instructed to be answered by the all level of management employees in the organizations regardless of different division or department. Collection was data was clearly stated as a voluntary service from the employees for the purpose of this study. Answered questionnaire was collected within 14 days of distribution with the help of Human Resource Department from the targeted companies. The total number of sample collected was 106 sets.

3.5 Data Analysis Techniques

All the survey data is analyzed using the Statistical Package for Social Science (SPSS) Version 17.0 program. The survey data is coded, categorized and input into SPSS. Factor structure reliability was tested for internal consistency after items were grouped. The reliability of the scale was tested using Cronbach's alpha.

3.5.1 Data Preparation

Before data can be analyzed, data preparation needs to be completed. The missing values are identified in the data sheets. If there are more than 10 missing values in the collected questionnaires, these questionnaires are disregarded, while the remaining questionnaires are filled completely and used for further analysis.

3.5.2 Descriptive Statistics

Descriptive statistics is mainly used to explore questionnaire data, summarize and describe observations. In this research, descriptive statistics in the form of frequency percentages and graphs were used to obtain summary statistics of respondents including gender, age, highest education level, occupational category, and monthly household income.

3.5.3 Reliability Analysis

The reliability analysis was carried out to validate reliability of the questions that were significant to the data analyzed. If the result show that the items are not considered reliable then it will be dropped for further analysis. The test used was based upon the Cronbach Coefficient Alpha. According to Cortina (1993) suggested that alpha coefficients for scales with few items (six or less) can be much smaller (0.6 or higher) and still be acceptable.

3.5.4 Correlation Analysis

Correlation was performed between continuous linearly related variables of service quality with customer behavioral intentions, service quality with customer satisfaction and customer satisfaction with customer behavioral intentions. Person correlation was used to test the coefficient correlation of the two set of variables.