

**CAUSAL RELATIONSHIP MODEL ON TEACHING SERVICE  
QUALITY OF LECTURERS IN THAI UNIVERSITIES**



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ABSTRACT

This thesis study was conducted with the objective of studying the effects of emotional labour and emotional intelligence of lectures in Thai universities on teaching service quality and to develop a causal relationship model considering the three variables. The effects of the global financial crisis impacted on higher educational institutes as the governments and other sources reduced the funding towards educational institutes forcing institutes to secure their own funds. The process changed the paradigm of education, educational institutes are conceptualized as service providers, where the employees, the lectures because the frontline service providers. Under the paradigm students are considered as customers. Thus, educational institutes are required to attract and retain customers. This study was conducted through evaluating the three factors, emotional intelligence, emotional labour performed by lectures and teaching service quality as perceived by students. Results of the study revealed, students perceive the teaching service quality to be high under the current circumstances regardless of moderate level of emotional intelligence and moderate amount of emotional labour performed by the lectures. Therefore suggesting that there is room for improvement of human resources in respective universities. Furthermore, study suggested that emotional intelligence of the lectures has a direct effect of 0.497 on teaching service quality. Thus, suggesting that through improving lectures' emotional intelligence, perceived teaching service quality can be improved. Furthermore, it's recommended to conduct more research on specific items which contribute to each factor.

KEY WORDS :EMOTIONAL INTELLIGENCE/ EMOTIONAL LABOUR/ PERCEIVED TEACHING SERVICE QUALITY/ THAI UNIVERSITY LECTURERS

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