

Abstract

Since working in business is so complex and difficult, organizations have to search for leaders who have high ability to manage, in other word, who have high Emotional Quotient (EQ) and leadership effectiveness. Having only high Intelligence Quotient (IQ) does not always guarantee the ability to deal effectively with subordinates in the organization, EQ could be another contribution factor. Actually, high EQ is vital for every level, especially for those who are in the managerial levels.

This research has been conducted for the purpose of 1) identifying the level of EQ factors: self-awareness, self-regulation, self-motivation, empathy, and social skills and leadership effectiveness of those who are in the managerial levels, 2) assessing the relationship between the EQ factors and leadership effectiveness, 3) identifying which EQ factors that explains most to leadership effectiveness, 4) finding out what percentage of EQ contributed to leadership effectiveness, and 5) finding out whether each managerial level has different EQ.

After the research is done, it will provide information about 1) the level of EQ factors and leadership effectiveness of those who are in the managerial levels, 2) the relationship between EQ and leadership effectiveness, 3) which EQ factors that explains most to leadership effectiveness, 4) what percentage of EQ contributed to leadership effectiveness, and 5) whether each managerial level has different EQ.

This is the descriptive research conducted with survey technique by distributing 400 self-administered questionnaires to those who are in the managerial levels in life insurance business organizations. Because there is no sampling frame, this research used non-probability sampling design, which is purposive or judgement sampling in gathering data. The sampling unit represents the perspective of all those who are in the managerial levels in life insurance business organizations.

For data analysis, data were analyzed through SPSS program. For objective1, using Frequency. For objective2, using Pearson Correlation. For objective3, using Multiple Regression Analysis. For objective4, using Simple Regression Analysis. For objective5, using Analysis of Variance (ANOVA).

According to the research finding, it is found that most of those who are in the managerial levels have the moderate or fine EQ which composed of self-awareness, self-regulation, self-motivation, empathy, and social skills and have the moderate or fine leadership effectiveness. From the hypotheses testing, the results show that all EQ factors, which are self-awareness, self-regulation, self-motivation, empathy, and social skills, are related positively to leadership effectiveness. The factor that explains most to leadership effectiveness is social skills. About 52.2% of EQ contributed to the variance of in leadership effectiveness. Finally, EQ between supervisor and manager is not different but they are different from EQ of senior manager.

However, some of those who are in the managerial level have less EQ and leadership effectiveness. It is recommended that the organization should provide training program that will enhance the skills of leaders because EQ could help the organization to be successful.

The result of this research can be useful for providing the information to selected insurance business organizations. Nevertheless, further study should use different factors to test relationship between EQ and the potential factors and also to find potential factors that lead to leadership effectiveness.