

The Effect of Relationship Marketing on Service Quality and Customer Satisfaction without Service Providers' Emotional Intelligence: The Case of the Insurance Industry in Ghana

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Abstract : This paper assesses the effect of relationship marketing on service quality and customer satisfaction from the perspective of the moderating role of emotional intelligence in the insurance industry in Ghana. A descriptive quantitative research technique was employed. A random sample of 384 each of customers and service providers in 3 insurance firms in Accra were used as the source of data. According to findings, emotional intelligence makes a strong positive effect on relationship marketing at 5% significance level, $r(283) = .817$, $p = .000$. Though relationship marketing makes a strong positive effect on service quality ($r = .767$, $p < .05$) and customer satisfaction ($r = .647$, $p < .05$), this effect becomes insignificant ($p > .05$) when the effect of emotional intelligence on relationship marketing is controlled for. It is therefore recommended that insurance firms give priority to equipping their relationship employees with emotional intelligence to maximise service quality and customer satisfaction.

Keywords : relationship marketing, service quality, customer satisfaction, emotional intelligence

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