

EFFECT OF EMOTIONAL INTELLIGENCE ON EMPLOYEE COMMITMENT IN SAVINGS AND CREDIT CO-OPERATIVE SOCIETIES IN NAIROBI AND KIAMBU COUNTIES, KENYA

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ABSTRACT

Recent discussions and studies have shown that a new form of intelligence pertaining to emotions is related to the commitment of organization members. Emotional intelligence is conceptually relevant for enhancing employees' work commitment because organizations require interpersonal interactions to accomplish goals, and because most jobs require the ability to manage emotions. Studies on the effect of emotional Intelligence have been carried out in learning institutions, Hotels and other organizations. These studies have shown Enhancing emotional intelligence skills enables managers to regulate their emotions and motivate themselves more effectively. This study examined the effect of emotional intelligence on employee commitment in the Kenyan Savings and Credit Co-operative (SACCO) sector. The study used survey research design. Out of the 160 deposit taking SACCOs in Kenya, the study focused on 53 SACCOs operating within Nairobi and Kiambu counties in Kenya. Simple random sampling technique was used to select a sample of 238 respondents. Survey questionnaires were used to collect the data which was analyzed by the use of descriptive statistics and presented through percentages, means, standard deviations and frequencies. To quantify the strength of the relationship between the variables, the researcher conducted correlation and regression analysis. The finding of the study emphasizes the importance of the managers in the SACCOs in developing and exploring the concept of emotional intelligence so as to ensure high levels of employee commitment resulting in increased achievement of organizational and individual goals and reducing turnovers. Social awareness as a measure of emotional intelligence was found to be the greatest factor that contributes to employee commitment as compared to other variables under investigation that is self-management, self-awareness and relation management.

Keywords: Emotional Intelligence, Employee Commitment, Saccos.