

A Psychological Study of the Labor of Taxi Drivers

– The viewpoint of emotional labor and job satisfaction –

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Against the backdrop of the importance of meeting customer needs in service industries such as the taxi industry, for this study, it was decided to consider the labor of taxi drivers from a viewpoint of whether emotional labor is included in the general laboring of taxi drivers. In an earlier study about emotional labor, suitable emotional labor incorporates knowledge of future improvement in job satisfaction. Moreover, while reducing stress reaction as a measure toward mental health in the workplace, factors that promote health, for example, in measures to raise job satisfaction in a positive way and in the realization of one's personal importance, along with certain work methods that can reduce stress, can ultimately lead to job satisfaction. With this in mind, I felt that knowledge that can lead to improvement in the mental health of taxi drivers and in the quality of the labor that they provide would be acquired by showing clearly outlining the factors involved.

Thus, an investigation involving interviews was conducted for 16 active taxi drivers, and the data was analyzed using M-GTA. As a result, it became clear that two taxi drivers intended to ensure that their passengers are satisfied and that the intent to avoid any kind of trouble existed as fundamental intention regarding their work. Furthermore, active consideration based on each intention, the background of the consideration, the process through which satisfaction was acquired as a result, and the process of stress based on intentional stress management were shown. When based on the intent to ensure that passengers are satisfied, when a passenger's needs have been understood, either in the taxi business, customer service business, or any related business, satisfaction is acquired because passengers can be seen to enjoy the active, positive consideration; or, the learning of such deepens. Furthermore, in the case of related business, since active consideration may be connected to new customer acquisition, it is thought that satisfaction regarding remuneration is also acquired thereon. When based on the intent to avoid trouble, it leads to the satisfaction of knowing that, when active consideration is not utilized, the possibility of trouble involving business increases, and it's this realization that promotes smooth business. Moreover, customer service is considered because it results in appreciation from the passenger and leads to satisfaction when trying to talk to the passenger from a passenger viewpoint. In order to perform emotional labor smoothly, without dissonance in feeling, it is thought that active consideration is required to perform action suitable for each intention of trying to avoid trouble and satisfying the passenger.