The Influence of Moods and Emotions on Female Leadership Style in the Hospitality Industry

Munawaroh
Hotel and Tourism Management
Faculty of Business and Communication
Swiss German University, Indonesia
munawaroh.zainal@sgu.ac.id

Tiurida Lily Anita
Hotel Department Management,
Faculty of Economic and Communication
Bina Nusantara University, Indonesia
tiurida.anita@binus.ac.id.

Rivani Farahmita
Hotel and Tourism Management
Faculty of Business and Communication
Swiss German University, Indonesia
Rivani.Farahmita@sgu.ac.id

Abstract

The objective of this study is to determine the influence of moods and emotions on female leadership style in the hospitality industry. This research has moods and emotions as the independent variable and leadership style as the dependent variable. Moods are known to have two indicators, which are; positive (good) and negative (bad), also emotions are also known to have two indicators, which are; positive (happy) and negative (powerful and powerless). The collected data for this study is from the distributed questionnaires that were responded by 100 female leaders in the hospitality industry. Multiple regression and Chi-Square test was for every indicator was conducted to analyze the collected data. The result shows that there are positive influences that come from moods and emotions insignificantly on female leadership style, with happiness emotion indicator as the biggest influence

Keywords
Moods, Emotions, Leadership Style, Hospitality Industry.

1. Introduction
Although there are increasing numbers of female leaders the record from Badan Pusat Statistik Indonesia in 2016 regarding the number of male and female leaders in the hotel and other accommodation for hospitality industry in Indonesia in Figure 2, Shown that the number of male being in the leadership positions is still bigger than female.

According to the figure 1 above, shown that the number of male being in the leadership positions is bigger than female. Tourism industry is an industry that has a high gender role, with a convincing vertical and flat detachment of occupations and a regularity of men being situated in top-level administration (Costa et al., 2017). Even in 2018 Indonesia Business Coalition for Woman Empowerment (IBCWE) recorded that there are only 5% CEOs were female and 20% of Mid-level managers in private sector mostly hospitality industry.

Female and the problems that they encountered have a very long history in Indonesia. Where female always be placed below male. Paradigm in Indonesia that came from the culture and the religion resulted that female generally have two roles; role in the family (as a wife and a mother), and role in their careers. The gender role concept is affecting

female in their careers. Due to male role as a husband as being the leader in the family and being the one who will earn for living for their family. The gender roles are affecting female in the economic situation where female encounter discriminations (KEMENPPA, 2019).
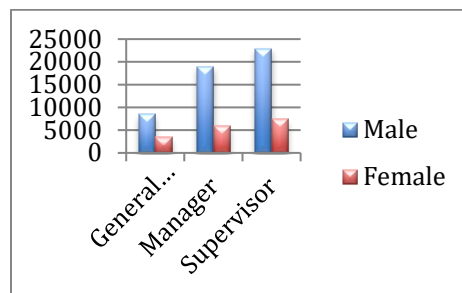

Figure 1. Statistic of Male and Female Leaders in Indonesia
(Source: BPSI 2016)

Discrimination that exists more often felt by female managers compared to the male managers (Russen et al., 2020). Regardless of the obstacles women face to enter leadership positions, for example, being unfit to follow current administrative talk yet female manager find plans and approach to overcome the problems they face by bringing something to 'fit in' with the managerial styles (Costa et al., 2017). Anandaraajan stated that gender positively affect the employee promotion where female workers generally have smaller chance to be promoted compared to the male workers (Orser & Leck, 2010). Thus study by Odgaard & Jorgensen described that female managers are seen to be emotional as solid point of view to conflict and solutions between the followers (Litwin et al., 2019).

Gender inequality has been a big issue in most of countries in the world not only in Indonesia (KEMENPPA, 2019). In an organization or institution in Indonesia, there is significant number of men dominating the leadership positions. Managerial discussed often giving 'good managerial' characteristics for example; the capability to be reliable, strong-minded, assertive, ambitions, goal-oriented and determined (Stoker et al., 2012). These characteristics associated with male more than female, highlighting the 'good managerial' characteristics describes masculinity, made the audience notes that male leaders in managerial position are identified to be better than the opposite gender because they have a property called 'calmness' lives in theirs (Costa et al., 2017).

Leadership style forms the performance of the worker (Fillol et al., 2019). There are two choices of leadership styles; Transactional leadership style and Transformational leadership style. Related to the gender, research by Van Engen and Willemsen stated that the difference between male and female managers according the gender stereotype; female leaders mostly performing transformational leadership more than male, meanwhile male are more performing the transactional leadership (Almutairi, 2015).

Every human feels moods and emotions. Emotions are intense feelings straight towards someone or something whereas moods are less intense feelings than emotions and frequently (not always) arise without any specific event (Diener et al., 2020). There are reasons why people experience moods and emotions; personality, social activity, weather, sleep, and stress. There are two effects of moods and emotions; positive effect, negative effect that can affect behavior at the workplace. Research by Costa, Bakas, Breda and Durão states that female manager in the tourism industry are recognized to be better at decision making compared to male managers and the perception of female leaders being 'emotional' brings impact in their capabilities to manage are understood, as being 'emotional' is considered as a weakness while male managers are understood as being vice versa of these emotional discussions thus seen to manage effectively. Many times, based on the obstacle mentioned, females are often underestimated and often fail to make extra effort to achieve the highly appreciated goals (Mihalčová et al., 2015). The past research has confirmed the hypotheses that females have been gender-stereotyped and compared to the male employees.

Objectives
H1$_0$: Moods has no influence female leadership style.
H1$_1$: Moods has influence female leadership style.

$H2_0$: Emotions has no positively influence female leadership style.
$H2_1$: Emotions has positively influence female leadership style.

2. Literature Review

Moods

Mood generally describes as low intensity-spread state that may be last from hours to months (Schunk, 1986). Moods are not usually directed at a person or an event (Eldar et al., 2016). Moods have either positive or negative effects. Positive affect is an element of mood that consists of positive emotions such as enthusiasm, self-confidence, and happiness. Negative affect is an element of mood that consists of negative emotions such as anxiousness, stress, and tension (Cisler et al., 2010) also stated that frame of mind includes moods, such as feeling joyful or scared. Those feelings may be non-permanent. What differentiates moods and emotions is that mood usually present to be extended than emotion.

Emotion

Emotions tend to be more clearly revealed by facial expressions. Also, some emotions may be more action-oriented while moods may be more cognitive, meaning they may cause us to think. Emotions greatly impact and, in a lot of circumstances. Emotions can become into moods when someone loses focus on the event or object that started the feeling. In other words, good or bad moods can make people more emotional in response to an event (Judge, 2015). In the case of female workers, female on menstrual cycle are tend to experience issues in physical, emotional, psychological, and sociological (Davydov et al., 2005). An emotion described as a reaction on an object and not a trait. Emotions directly give impact on the employees' decision-making, interpersonal relations and creativity. In the workplace, emotions were considered as important regarding the relations to the employees wellbeing (Pervez, 2010). There are two kinds of emotion that are positive and negative emotions that will affect behavior of an individual in the workplace. The structures of negative emotions are fierceness, expression, and control of powerful (anger & disgust), and powerless (sadness, guilt, shame, and fear) emotions.

Negative Emotions

Negative emotions cognitively and affectively influence the perception and would bring to cynicism about the organization, and may perform as buffers to follower distrust about the organization. Positive emotion is happy or joy

Positive Emotions

Positive emotions general, as a basic impact on followers' behavior and attitude. Positive emotions conciliate the relationship between the leader and followers performance, effort and attitude. The more frequent the leaders experiences the positive emotions, it will drive leaders to adopt self-transcendent value. In the social science, leadership has a long history (Andries, 2011).

Leadership Style

Some parties have misunderstood the concept of leadership. The definition of leadership is the process of exerting social influence in which one person can deliver encouragement and support to accomplish a required task (Ali et al., 015). Leadership style is a consistent actions and trait demonstrated in the behavior of a leader. There are two leadership styles; transformational leadership style and transactional leadership style (Fillol et al., 2019).

1. Transformational Leadership Style

    Leaders with transformational leadership style approaches their followers' ideals and morals and inspire them to reach higher goals. This leadership style can help maintain an extended vision and inspiration, which may also gain followers' contributions through striving beyond their duty.

    Charisma in transformational leadership style considered as charm and attractiveness that contributes towards their ability to make followers support their vision and promotes them with excitement.

    a) Inspirative Motivation. Inspirative motivation described as a passionate leaders in communicate their leaders organization future.

    b) Intellectual Stimulation. Intellectual stimulation described as a leader who is able to solve existing problems with new style of problem solving.

    c) Individual Attention. Individual attention describes that leaders always gives attentions and concern towards their followers, treats their followers in the individual way, train and advise their followers

2. Transactional Leadership Style

    A transactional leadership style may encourage leader's followers to reach their full potential and to exceed their individual desire to achieve goals (Nguyen et al., 2017).

a) Contingent Reward. Contingent reward means that followers got advise from leaders about the excution of duties and targets that going to be achieved.
b) Active Management by Exception. Active Management by Exception is explaining about leaders always do the directive supervision behavior towards their followers
c) Passive Management by Exception. Transactional leaders gives warning and punishment to their followers if their followers make mistakes in the working process. The research model shown at figure 2.
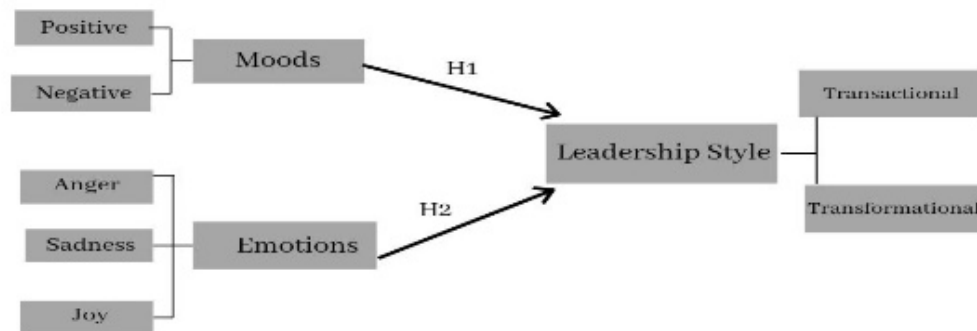

Figure 2. Research Model

3. Methods

This study implemented two types of research studies, which are descriptive and quantitative research. Descriptive study as explained by Cooper & Schindler is the researcher able to describe the whole situation; phenomena or characteristic related with the population of the subject (the 5W+1H of a topic), also concerning in univariate question and hypothesis about the existence of a variable with involvement if two or more variables. Quantitative research described to precise the measurement of something. Survey and questionnaire are dominant methods of the quantitative research (Cooper, D. R., & Schindler, 2006). This study unit analysis is on hospitality sector (restaurant and hotel) in Jakarta, Indonesia. The respondents of this research are female leaders in any hospitality area (restaurant and hotel). To be specific, this study target population is female workers who are currently and ever been in the leader positions from the lower leader position until the highest in the management in any hospitality area (restaurant and hotel). We have managed to collect 100 respondents. This study chose female whose currently or ever been in the leadership position from the lower to higher leader position to the in the management in any hospitality area (hotels and restaurants) in Jakarta. After processing the collected data by using SPSS, this study choses to use multiple linear regression to analyze the result. By using this type of data analysis, author could analyze the strength of each hypothesis and compares its strength (Cooper & Schindler , 2014). This research choses multiple linear regression analysis to identify the impact of both Emotions and Moods and its dimensions separately and together, towards Female leadership style.

4.Results and Discussion

Respondent Profile
From the collected questionnaires, the results are as follows; the highest age from the respondent range between age of 20 – 30 years old or 68%, and the rest as "others" are 32% by the ranges from 30 to 40 years old. 69% of the respondents are working in the food and beverage accommodation, followed by respondents who are working in hotel which is 27% of the respondent and lastly others take 4%. The result shows that 17% of the respondents are working for 4 years in the hospitality industry, followed by respondents who are working for 21 months which is 15%. 29% of the respondents are working in the leadership position for 4 years in the hospitality industry, followed by respondents who are working for 2 years which is 27%.

Validity Test
To make sure the validity, we distributed questionnaire to 100 respondents to the female leaders in the hospitality industry, and the collected responses then analyzed by using SPSS program. The validity test for post testing also used

the Pearson correlation method. For 100 respondents, the questions are determined as valid if the total score is above 0.1966 (df=98, alpha= 0.05). The validity of each questions are then known by using the stated method below.

Reliability Test
According to Sekaran in 2003, Cronbach's Alpha that acceptable is when the reliability level is 0.60 to 0.70 or above. Reliability test is conducted to confirm the question items in the questionnaires that have been spread can be used to measure the variables that desired to be measured, where should be done by finding the correlation from every indicators towards the total score with "Product Moment" equation technique using SPSS ver. 23. Reliability test was conducted to compare the P-value with the level of significance used, which equal to 5%. When the significance is lower than the alpha 0.05 then the question items are valid, vice versa.

Normality Test
The normality test was conducted to determine if the data distribution is normal or not. If the Sig. value < 0.05 means the data is not normally distributed. If the Sig. Value > 0.05 means the data is normally distributed. Based on the table 2, the Sig value of this research is > 0.05 (0.052), means resulted that the data is normally distributed.

Table 1. Validity & Reliability Test

	Cronbach's Alpha	CA > 0.70 Reliable	Pearson Correlation	Pearson Correlation > 0.196 Valid	Decision
X.1.1	0.890	Reliable	0.764	0.196	Valid
X.1.2			0.729	0.196	Valid
X.1.3			0.778	0.196	Valid
X.1.4			0.750	0.196	Valid
X.1.5			0.752	0.196	Valid
X.1.6			0.770	0.196	Valid
X.1.7			0.757	0.196	Valid
X.1.8			0.714	0.196	Valid
X.2.1	0.705	Reliable	0.577	0.196	Valid
X.2.2			0.759	0.196	Valid
X.2.3			0.571	0.196	Valid
X.2.4			0.656	0.196	Valid
X.2.5			0.562	0.196	Valid
X.2.6			0.728	0.196	Valid
Y1	0.868	Reliable	0.729	0.196	Valid
Y2			0.807	0.196	Valid
Y3			0.669	0.196	Valid
Y4			0.697	0.196	Valid
Y5			0.609	0.196	Valid
Y6			0.721	0.196	Valid
Y7			0.619	0.196	Valid
Y8			0.778	0.196	Valid
Y9			0.497	0.196	Valid
Y10			0.569	0.196	Valid
Y11			0.407	0.196	Valid
Y12			0.629	0.196	Valid

Table 2 - Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	6.03505904
Most Extreme Differences	Absolute	.088
	Positive	.088
	Negative	-.051
Test Statistic		.088
Asymp. Sig. (2-tailed)		.052[c]

Multicollinearity Test

The value of VIF should be lower than 10 and the tolerance value should be higher than 0.10 in order for the data have no multicollinearity problems. Based on the table 3, the results is both of moods and emotions have the value of 0.993 which is higher than 0.10 and for tolerance and 1.007 for the VIF value which is lower than 10. Then the data is resulted have no multicollinearity problems.

Table 3. Multicollinearity Test

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients			Correlations			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	2.191	4.270		.513	.609					
Moods	.351	.099	.223	3.546	.001	.158	.339	.222	.993	1.007
Emotions	1.518	.123	.774	12.334	.000	.756	.781	.772	.993	1.007

Heteroscedasticity Test

The Sig. value of the data should be above 0.05 to be means that the data have no heteroscedasticity errors. Based on the result above, the Sig. value of the independence variable are 0.952 and 0.612 which are higher than 0.05. Then the data is resulted as free form heteroscedasticity.

Table 4. Heteroscedasticity Test

Correlations

			Moods	Emotions	Unstandardized Residual
Spearman's rho	Moods	Correlation Coefficient	1.000	-.209*	.006
		Sig. (2-tailed)		.037	.952
		N	100	100	100
	Emotions	Correlation Coefficient	-.209*	1.000	.051
		Sig. (2-tailed)	.037		.612
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	.006	.051	1.000
		Sig. (2-tailed)	.952	.612	
		N	100	100	100

Regression Model
ANOVA RESULT
According to the table above, it shows result that the P value as in Sig is 0,000< 0.05, means that the independent variables moods (X1) and emotions (X2) has significant effect to the dependent variable leadership style.

Table 5. ANOVA

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5893.468	2	2946.734	79.271	.000b
	Residual	3605.772	97	37.173		
	Total	9499.240	99			

Model Summary
From the table 6, the value that shown on the Adjusted R Square displays that leadership style is influenced by both moods and emotions by 0.613, or 61,3%.

Table 6. Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788a	.620	.613	6.09696

Moods Cross Tabulation Summary
The hypotheses are as follows:
$H1_0$: Moods has no influence female leadership style.
$H1_1$: Moods has influence female leadership style.

The result from the Chi-Square test, which has been conducted, it confirms that H_1 is accepted. Moods influence female leaders leadership style. Moods have 4.67% influence on leadership style. The indicators' individual values represent their influence on leadership style is as follows:

Table 7. Individual Indicator Moods

Indicator	Percentage
Positive (Good)	3.69%
Negative (Bad)	0.98%

Positive (Good) takes 3.69% in influencing female leaders leadership style, meanwhile Negative (Bad) takes 0.98% in influencing female leaders leadership style. According to the table above, positive (good) take the strongest impact as in mood indicator for female leaders on performing their leadership style even though the result is insignificantly influence female leadership style.

Emotions Cross Tabulation Summary
The hypotheses are as follows:
$H2_0$: Emotions has no positively influence female leadership style.
$H2_1$: Emotions has positively influence female leadership style.

The result from the Chi-Square test, which has been conducted, it confirms that H_1 is accepted. Emotions influence female leaders leadership style. Emotions have 98.89% influences on leadership style. The indicators' individual values represent their influence on leadership style is as follows:

Table 8. Individual Indicator Emotions

Indicator	Percentage
Anger	20,90%
Happiness	39.31%
Sadness	38,68%

According to the table above, happiness take the strongest impact as in emotion indicator for female leaders on performing their leadership style even though the result is insignificantly influence female leadership style. The result has confirmed the findings from the previous study by Brescoll in 2016 about the stereotype of female who are sometimes seen as less able to control the influence of emotions towards their behavior on leadership, and this the findings of this study confirm that emotions is positively influence female leadership style in an insignificant number.

The result from the F-Test, show that positive emotion, specifically happy emotion dimension, gives biggest influence than other variable dimension. To the previous study regarding female leaders seen to be act and behave based on their feelings by the audience, this study had confirm that feelings as in mood an emotions relatively small influence on female leaders' act and behave in leadership style, even the biggest impact is happiness as the positive emotion.

6. Conclusion
Based on the result of the study that have been conducted the conclusions are as follows;
1. SPSS shows the $H_{1.1}$ is accepted as the result. There is influence between moods on the leadership style, specifically female leadership style.
2. SPSS shows the $H_{2.1}$ is accepted as the result. There is influence between emotions on the leadership style, specifically female leadership style.
3. Happiness emotion indicator takes 39.31%, which the mentioned indicator has the biggest influence on leadership style. Sadness emotion indicator takes 38.68%, which the indicator become the second biggest influence on leadership style. Followed by anger that takes 20.90% which become the third biggest influence, then positive (Good) moods indicator takes 3.69% and negative (bad) takes 0.98%. There are insignificant number from each indicator of moods and emotions that strongly influence female leadership style.

Recommendations
Recommendations for managerial implications
1. The findings from this study shown that moods and emotions are giving impact. Organization in the hospitality industry in Indonesia suggested conducting training or seminar about how to manage emotions at the work place.

To minimize the issue that employees are not performing the task due to emotion that they are feeling in the work place.

2. Companies in the hospitality industry in Indonesia suggested to give 1 day menstrual leave for female workers regarding to female tend to naturally facing issues in emotional in menstrual cycle.

3. Companies in the hospitality industry in Indonesia suggested holding a monthly session to vent the cause of moods and emotions specially the issues at the workplace for the employees, to minimize the impact from moods and emotions interrupt the task on the workplace.

Recommendation for future research

1. By the reason of the limited time given, this research was only using questionnaire as the data collection. Combining other data collection method such as interview and observation with questionnaire are would be recommended to be conducted for the future research.

2. This research was conducted in the hospitality industry, which are mostly private sector. It would be recommended for other industry, for example; governmental or educational sector, not only business sectors, to gain information about female and their leadership style and to conforming the gender stereotypes that exist in the society.

References

Ali, N. M., Jangga, R., Ismail, M., Kamal, S. N.-I. M., & Ali, M. N. (2015). Influence of Leadership Styles in Creating Quality Work Culture. *Procedia Economics and Finance*, *31*(February 2016), 161–169. https://doi.org/10.1016/s2212-5671(15)01143-0

Almutairi, D. O. (2015). The Mediating Effects of Organizational Commitment on the Relationship between Transformational Leadership Style and Job Performance. *International Journal of Business and Management*, *11*(1), 231. https://doi.org/10.5539/ijbm.v11n1p231

Andries, A. M. (2011). Positive and Negative Emotions within the Organizational Context. *Global Journal of Human Social Science*, *11*(9), 26–39. http://www.socialscienceresearch.org/index.php/GJHSS/article/view/224

Cisler, J. M., Olatunji, B. O., Feldner, M. T., & Forsyth, J. P. (2010). Emotion regulation and the anxiety disorders: An integrative review. *Journal of Psychopathology and Behavioral Assessment*, *32*(1), 68–82. https://doi.org/10.1007/s10862-009-9161-1

Cooper, D. R., & Schindler, P. S. (2006). *Business Research Methods* (9th ed.). McGraw – Hill Education.

Costa, C., Bakas, F. E., Breda, Z., & Durão, M. (2017). 'Emotional' female managers: How gendered roles influence tourism management discourse. *Journal of Hospitality and Tourism Management*, *33*, 149–156. https://doi.org/10.1016/j.jhtm.2017.09.011

Davydov, D. M., Shapiro, D., Goldstein, I. B., & Chicz-DeMet, A. (2005). Moods in everyday situations: Effects of menstrual cycle, work, and stress hormones. *Journal of Psychosomatic Research*, *58*(4), 343–349. https://doi.org/10.1016/j.jpsychores.2004.11.003

Diener, E., Thapa, S., & Tay, L. (2020). Positive Emotions at Work. *Annual Review of Organizational Psychology and Organizational Behavior*, *7*, 451–477. https://doi.org/10.1146/annurev-orgpsych-012119-044908

Eldar, E., Rutledge, R. B., Dolan, R. J., & Niv, Y. (2016). Mood as Representation of Momentum. *Trends in Cognitive Sciences*, *20*(1), 15–24. https://doi.org/10.1016/j.tics.2015.07.010

Fillol, A., Lohmann, J., Tremblay, A. M. T., Somé, P. A., & Ridde, V. (2019). The importance of leadership and organizational capacity in shaping health workers' motivational reactions to performance-based financing: A multiple case study in burkina faso. *International Journal of Health Policy and Management*, *8*(5), 272–279. https://doi.org/10.15171/ijhpm.2018.133

Judge, T. A. (2015). *Perilaku organisasi*. Salemba Empat.

KEMENPPA. (2019). *Profil Perempuan Indonesia*. ementerian Pemberdayaan Perempuan dan Perlindungan Anak.

Litwin, A., Ngan, H. F. B., & Atembe, R. (2019). Attitudes towards female managers in Austrian and Macau tourism industry. *Journal of Hospitality and Tourism Management*, *39*(January), 1–8. https://doi.org/10.1016/j.jhtm.2019.01.007

Mihalčová, B., Pružinský, M., & Gontkovičová, B. (2015). The Consequences of Gender Stereotypes in the Work of Managers. *Procedia Economics and Finance*, *23*(October 2014), 1260–1265. https://doi.org/10.1016/s2212-5671(15)00464-5

Nguyen, T. T., Mia, L., Winata, L., & Chong, V. K. (2017). Effect of transformational-leadership style and management control system on managerial performance. *Journal of Business Research*, *70*, 202–213. https://doi.org/10.1016/j.jbusres.2016.08.018

Orser, B., & Leck, J. (2010). Gender influences on career success outcomes. *Gender in Management*, *25*(5), 386–407.

https://doi.org/10.1108/17542411011056877

Pervez, M. A. (2010). Impact of emotions on employee's job performance: An evidence from organizations of Pakistan. *OIDA International Journal of Sustainable Development*, *1*(5), 11–16.

Russen, M., Dawson, M., & Madera, J. M. (2020). Gender discrimination and perceived fairness in the promotion process of hotel employees. *International Journal of Contemporary Hospitality Management*, *33*(1), 327–345. https://doi.org/10.1108/IJCHM-07-2020-0647

Schunk, D. H. (1986). Experimental speculations. In *Nature* (Vol. 322, Issue 6078). https://doi.org/10.1038/322399b0

Stoker, J. I., van der Velde, M., & Lammers, J. (2012). Factors Relating to Managerial Stereotypes: The Role of Gender of the Employee and the Manager and Management Gender Ratio. *Journal of Business and Psychology*, *27*(1), 31–42. https://doi.org/10.1007/s10869-011-9210-0

Biographies

Munawaroh, is currently a doctoral student from Bina Nusantara Uuniversity, Indonesia. She is also working as a lecturer in the faculty of business and communication, concentrated in hotel and tourism management at Swiss German university. She is a guest lecturer at International Management Institute (IMI) Luzern Switzerland, Having her master degree in Management. Together with her colleagues, she wrote various scientific articles that have been published in reputable international journals such as: International Journal of Innovation Creativity and Change, International Journal of Advanced Trends in Computer Science and Engineering, and Heliyon Journal, the field she writes on are quite diverse, from human resources, marketing to education.

Tiurida Lily Anita is Faculty Member of Hotel Management Department, Faculty of Economic and Communications, Bina Nusantara University, Jakarta, Indonesia. She gained her Master Degree in Hospitality Management with an emphasis on E-Commerce and Customer Satisfaction from Trisakti University, Jakarta. Right now, She continues her study of Doctoral Degree on Service Management at Trisakti University. Her research interest mainly concerns Hospitality Management, Service Management, Hospitality Electronic Commerce and Consumer Behavior.

Rivani Farahmita is a former student of Swiss German University, majoring in hotel and Tourism Management, Faculty of business and communication, Indonesia. Her passion about writing mainly covers the topic women leadership and empowerment makes her writing a paper related with this issue. As she recently graduate from university and more active in women environment, she will continue her interest in making an academic manuscript in the future,