



**MEKANE YESUS MANAGEMENT AND LEADERSHIP
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**The Influence of Emotional Intelligence on Service Provision: In
case of Korea Hospital**

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**A Proposal Submitted to Partial Fulfilment of the Requirements for
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Declaration

This proposal is my original work and has not been presented in any other university and College. All sources and materials used are duly acknowledged.

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This thesis has been submitted for final examination with my approval as an advisor.

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Name of advisor	Signature	Date

Approval Sheet

We, the undersigned certify that we have and here by recommendation to the Mekane Yesus
Management and Leadership College to accept the proposal submitted by

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Abstract

This study investigates the impact of emotional intelligence on customer satisfaction within the healthcare industry, with a specific focus on Dima Primary Hospital. Using mixed research methods, we examine the relationship between emotional intelligence components and customer satisfaction. The study aims to assess the emotional intelligence levels of healthcare providers, measure customer satisfaction among patients, identify key emotional intelligence competencies that influence satisfaction, and provide recommendations for enhancing emotional intelligence to improve customer satisfaction at Dima Primary Hospital. The scope the study is centered on understanding how emotional intelligence exhibited by healthcare providers influences customer satisfaction. By delving into this specific area, the study aims to shed light on the crucial role emotional intelligence plays in shaping patient satisfaction levels. The findings will contribute to enhancing the overall quality of healthcare services and provide valuable insights for Dima Primary Hospital and similar healthcare organizations seeking to improve customer satisfaction through the development of emotional intelligence competencies among their staff.

Chapter One

Introduction

1.1. Background of the Study

In recent years, the healthcare industry has placed a growing emphasis on customer satisfaction as a fundamental measure of service quality and organizational success. This recognition stems from the understanding that customer satisfaction not only reflects the effectiveness of healthcare services but also has significant implications for the reputation and overall achievement of healthcare organizations. Within this context, emotional intelligence has emerged as a crucial factor in various professional contexts, including healthcare. Emotional intelligence encompasses self-awareness, self-regulation, empathy, and social skills, all of which play a vital role in healthcare settings. However, limited research has specifically examined the influence of emotional intelligence on customer satisfaction, especially within the context of Dima Primary Hospital. Therefore, this study aims to address this research gap by investigating the relationship between emotional intelligence and customer satisfaction, identifying the specific emotional intelligence competencies that have the greatest impact. By doing so, the study seeks to provide valuable insights into improving the overall quality of healthcare services and enhancing patient experiences, while also exploring strategies for enhancing emotional intelligence among healthcare providers.

The study will involve assessing the levels of emotional intelligence among clinical service workers and measuring customer satisfaction among patients at Dima Primary Hospital. By examining the relationship between emotional intelligence and customer satisfaction, the study aims to provide valuable insights into the role of emotional intelligence in shaping customer experiences in healthcare settings. The findings of this study will contribute to the existing body of knowledge on emotional intelligence and customer satisfaction, while also offering practical recommendations for enhancing emotional intelligence among healthcare providers at Dima Primary Hospital. Ultimately, the study seeks to improve overall customer satisfaction and enhance the quality of healthcare services by identifying effective strategies for developing emotional intelligence among healthcare providers.

1.2. Problem Statement

Despite the growing recognition of emotional intelligence's significance in various fields, including healthcare, there is a noticeable gap in research specifically examining its influence on customer satisfaction within hospital settings. While many studies have explored the impact of patient-provider communication and empathy on patient outcomes, there is a lack of comprehensive research that directly investigates the role of emotional intelligence in shaping overall customer satisfaction in healthcare settings.

In the context of Dima Primary Hospital, there is a need to understand the influence of emotional intelligence on customer satisfaction. Emotional intelligence encompasses various components such as self-awareness, self-regulation, empathy, and social skills. However, the specific impact of these components on customer satisfaction in healthcare settings remains unclear. Furthermore, it is essential to explore how healthcare organizations can enhance emotional intelligence among their staff to improve customer satisfaction. Therefore, this study aims to bridge the existing gap in research by investigating the relationship between emotional intelligence and customer satisfaction, focusing specifically on Dima Primary Hospital as a case study. By examining how different components of emotional intelligence, such as self-awareness, empathy, and social skills, influence patient satisfaction, this study seeks to provide valuable insights for hospital administrators and healthcare providers.

The findings of this study can have significant implications for healthcare organizations, enabling them to enhance service quality and patient outcomes. By understanding the impact of emotional intelligence on customer satisfaction, hospitals can develop targeted training programs to enhance the emotional intelligence skills of their staff. This, in turn, can lead to improved patient experiences, increased patient satisfaction, and ultimately, better healthcare outcomes.

1.3. Research Questions

- How does the level of emotional self-awareness among healthcare providers impact customer satisfaction in healthcare settings?
- Is there a relationship between the ability of healthcare providers to self-regulate their emotions and customer satisfaction in healthcare settings?
- How does the presence of empathy among healthcare providers influence customer satisfaction in healthcare settings?
- What is the impact of motivation on the delivery of services and overall customer satisfaction in healthcare settings?
- Is there a relationship between the social skills of healthcare providers and the level of customer satisfaction they achieve?

1.4. Objectives of the Study

1.4.1. General Objective

The general objective of this study is to investigate the influence of emotional intelligence on customer satisfaction in the context of Dima Primary Hospital.

1.4.2. Specific Objectives

- Assess the emotional intelligence levels of clinical service workers at Dima Primary Hospital.
- Measure customer satisfaction levels among patients receiving services at Dima Primary Hospital.
- To examine the relationship between emotional intelligence of healthcare providers and customer satisfaction in healthcare settings.
- To identify the specific key competencies of emotional intelligence that have the greatest impact on customer satisfaction.
- To provide recommendations for enhancing emotional intelligence among healthcare providers to improve customer satisfaction at Dima Primary Hospital.

1.5. Scope

Dima Primary Hospital actively participates in a variety of initiatives to serve and support the community. However, the main focus of this study is to specifically examine how the emotional intelligence of healthcare providers influences customer satisfaction. By honing in on this specific area, the study aims to gain insights into the crucial role that emotional intelligence plays in shaping the overall satisfaction levels of patients. Through a thorough exploration of the emotional intelligence competencies demonstrated by healthcare providers, the scope of this study is delimited to uncovering the significance of emotional intelligence in enhancing customer satisfaction within the healthcare environment at Dima Primary Hospital.

1.6. Significance of the Study

This research study holds significant implications for theory and practice within the field of healthcare management, particularly in the context of patient satisfaction and service quality. By focusing on the impact of emotional intelligence on customer satisfaction in healthcare settings, this study contributes a novel perspective to the existing body of knowledge.

One of the key contributions of this study is its focus on filling a gap in the existing literature. While there is recognition of the importance of emotional intelligence in various fields, including healthcare, there is limited research specifically examining its influence on customer satisfaction within hospital settings. By addressing this gap, our study enriches the literature on patient experiences and service quality, providing new insights into how emotional intelligence can impact customer satisfaction.

Understanding how emotional intelligence influences customer satisfaction is crucial for healthcare organizations. Hospitals that prioritize emotional intelligence among their staff can create more positive patient interactions, leading to improved satisfaction levels. This not only benefits patients but also contributes to the overall reputation and success of the healthcare organization. Additionally, our findings offer practical insights for hospital administrators, managers and front line healthcare providers. By focusing on emotional intelligence based on recommendations derived from this study, healthcare organizations can create a more empathetic and responsive care environment, ultimately leading to better patient experiences and higher levels of satisfaction.

1.7. Definition of key terms

1.8. Organization of the Paper

This research paper is organized into five cohesive chapters, each serving a specific purpose in examining the impact of emotional intelligence on customer satisfaction in healthcare. The first chapter, the introduction, provides an overview of the study, including the background, problem statement, research questions, objectives, and significance, setting the stage for the subsequent chapters. The second chapter delves into a comprehensive review of relevant literature related to emotional intelligence, customer satisfaction, and their interplay in healthcare contexts, synthesizing existing research findings and identifying gaps. Following this, the third chapter outlines the research methodology, detailing the research design, data collection methods, and data analysis techniques employed in the study, along with the rationale behind the chosen approach. The fourth chapter presents the empirical findings based on the investigation, analyzing the relationship between emotional intelligence and customer satisfaction using data from Dima Primary Hospital. Finally, the fifth chapter engages in a comprehensive discussion of the results, drawing conclusions, highlighting implications, and suggesting avenues for future research, wrapping up the study's findings and providing recommendations for enhancing emotional intelligence among healthcare providers to improve customer satisfaction.