A Study On The Emotional Intelligence Impact On The Quality Of Hospital Services With Special Reference To Apollo Speciality Hospitals, Omr

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Abstract*:* This study explores the relationship between emotional intelligence (EI) and the quality of hospital services, focusing on Apollo Specialty Hospitals, OMR. Utilizing primary data from 160 respondents and secondary sources, it employs statistical tools such as correlation and ANOVA to analyze how nurses' emotional intelligence influences patient satisfaction and service outcomes. Results indicate that high EI among healthcare workers significantly enhances patient care, communication, and stress management. Recommendations include targeted EI training to improve service quality and employee well-being.

Keywords: Emotional Intelligence (EI), Quality of Hospital Services, Apollo Super Specialty Hospital, Self-Awareness, Empathy, Self-Regulation, Motivation, Social Skills

I. INTRODUCTION

Emotional intelligence (EI) refers to the ability to recognize, understand, and manage one's own emotions while also being sensitive to others' emotions. Its core components include self-awareness, empathy, self-regulation, motivation, and social skills. In healthcare, these skills are particularly crucial as they directly influence the quality of patient care, communication, and organizationalculture.

This research investigates how EI impacts hospital service quality, with a special focus on nurses at Apollo Specialty Hospitals, OMR. It aims to identify actionable strategies to enhance service quality through improved emotional intelligence.

II. REVIEW OF LITERATURE

Existing studies highlight the critical role of EI in healthcare. Nasiri et al. (2012) demonstrated that high EI among nurses leads to better communication and patient satisfaction. Tandon et al. (2019) explored the mediating effect of job satisfaction between EI and organizational commitment. Fragkaki et al. (2024) conducted an intervention-based study showing that EI training significantly enhancesnurses' performance. These studies underscore the necessity of EI in reducing burnout, improving team collaboration, and fostering patient-centered care.

Framework for the Study

Conceptual Framework The conceptual framework illustrates the relationship between emotional intelligence (EI) dimensions and the quality of hospital services. The key components include:

Independent Variable

- Emotional Intelligence
- Self-awareness
- Empathy
- Self-regulation
- Motivation
- Social skills

Dependent Variable

- Quality of Hospital Services
- Patient satisfaction
- Communication effectiveness
- Stress management
- Compassionate care delivery

Mediating Variables:

- Nurse training programs
- Organizational culture

Theoretical Framework: The theoretical underpinnings of this research are based on: Goleman's EI

Theory: Identifies key EI components critical for professional success.

Service Quality Models (e.g., SERVQUAL): Used to measure perceived service quality

III. OBJECTIVE: PRIMARY OBJECTIVE:

To A study on the emotional intelligence impact on the quality of hospital services with the special reference to Apollo Specialty Hospitals, OMR

SECONDARY OBJECTIVES:
- To examine the relationship between nurses' emotional intelligence and hospital service quality.
- To analyze the impact of healthcare providers' EI on patients' perceived quality of care
- To identify key EI indicators that influence nursing outcomes.
- To recommend strategies for enhancing nursing service quality through EI training.

IV. RESEARCH METHODOLGY

Research

A descriptive research design was adopted. Primary data were collected through a structured questionnaire distributed to 160 nurses at Apollo Specialty Hospitals, OMR. Secondary data included peer-reviewed journals, reports, and case studies.

Sampling

Population:200 nurses at Apollo Specialty Hospitals. Sample Size 160 respondents

Technique: Convenience sampling.

TOTAL SAMPLE RESULTS

Parameter	Response Categories	Frequency (n)	Percentage (%)
Age	➢ 21-30	75	46.9
	➢ 31-40	55	34.4
	➢ 41 and above	30	18.7
Gender	➢ Male	45	28.1
	➢ Female	115	71.9
Educational Qualification	➢ Diploma	85	53.1
	➢ Graduate	55	34.4
	➢ Postgraduate	20	12.5

Experience in Nursing	➢ Less than 5 years	70	43.7
	➢ 5-10 years	60	37.5
	➢ More than 10 years	30	18.8
Monthly Income	➢ Below 20,000	40	25.0
	➢ 20,001-30,000	80	50.0
	➢ Above 30,000	40	25.0

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V. RESULTS AND DISCUSSION

Tools Used for Analysis
❖ Correlation analysis to determine relationships between variables

❖ Chi square analysis is used to determine whether there is a significant relationship between categorical variables, such as emotional intelligence levels and patient care quality.

❖ ANOVA for variance analysis.

❖ Factor analysis for identifying key EI indicators.

VI. FINDINGS:

It is found that 47%of respondents age is between 20-29 It is found that 54% of respondents are Female

It is found that 46% of respondents are Bachelor's Degree in Nursing It is found that 48% of respondents are

having 1-5 years' experience

It is found that 45 % of respondents are monthly income is 25000-49000

It was found that 39% of respondents are agreed that regulate workshops to improve emotional intelligence in

nursing It was found that 40% of respondents are agreed to communication between patients is clear and

effective

VII. SUGGESTIONS

Since many respondents are Develop specialized training modules for nurses aged 20-29, focusing on emotional intelligence and stress management, as this age group represents a significant portion of the respondents.

Conduct regular workshops on controlling emotions, such as anger or frustration, and improving communication skills for patient interaction.

Nurses report Provide training on clear and effective communication with patients to ensure prompt and efficient service delivery

Discussion

The findings corroborate prior research, emphasizing that EI is a critical determinant of service quality. Nurses with higher EI not only excel in patient interactions but also exhibit resilience in stressful environments. Organizational support in the form of EI training and development programs is essential.

VIII. CONCLUSION

Emotional intelligence significantly impacts the quality of hospital services by improving communication, stress management, and patient satisfaction. Apollo Speciality Hospitals should implement EI-focused training to ensure sustainable improvements in service quality and staff well-being.

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