

**FACTORS AFFECTING PROVISION OF QUALITY SERVICE IN  
NYAHURURU REFERRAL HOSPITAL**

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## **ABSTRACT**

In healthcare industry service quality has become an imperative in providing patient satisfaction because delivering service directly affects the patient's satisfaction. By the start of the millennium, the quality of service in public hospitals in Kenya declined. Therefore this research study sought to investigate factors affecting provision of quality service in public health sector in Kenya with specific reference to Nyahururu Referral Hospital. The study used a descriptive survey approach in collecting data. Thereafter the study used stratified random sampling to get the target population of 129 respondents. The primary data was collected using self-administered questionnaires. The data was then analyzed using descriptive approach such as frequency, percentages, means and standard deviations. Qualitative data was analyzed using content analysis. From the findings the study revealed that organizations must enhance employee's capacity in order to improve provision of service quality. The study established that employee's incompetence affected service quality, and that high skilled personnel in the public health sectors influence high service quality provision. Further, the study found that management in public health sector need to improve the level of adoption and willingness to invest and advance in modern technology as this would facilitate service assessment. Lack of investment in technology development affected health service quality. The study concluded that public health sector should improve the level of adoption of technology in order to facilitate service assessment, improve process and communication which are essential for effective and efficient quality service in public health sector in Kenya. The study also concluded that management should emphasize on effective communication channels in order to provide information to upper level managers about activities and performances throughout the organization as well as improving individual participation in provision of quality service. The study recommended that management in public health sector should improve employee's capacity to enhance provision of health service quality. Adequate number of highly skilled and experienced employees, effective recruitment, monitoring of doctors and staff and meeting performance and practice standards enhances service quality provision.