

“A Study on Impact of Employee Motivation on Service Quality at Bilva Hospital”

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Abstract—Employee motivation is one of the most important factors that influence employee performance and the quality of services provided by an organization. In today's competitive environment, organizations recognize that motivated employees are more committed, productive, and customer-oriented. This study aims to examine the impact of employee motivation on service quality with special reference to Bilva Hospital. The research focuses on understanding how different motivational factors, such as recognition, rewards, career development opportunities, supervisor support, work environment, and job satisfaction, influence employees' ability to deliver quality services. The study is based on both primary and secondary data. Primary data were collected from 50 employees of Bilva Hospital through a structured questionnaire, while secondary data were gathered from books, research journals, articles, and other relevant sources. The collected data were analyzed using percentage analysis and descriptive statistical methods to identify the relationship between employee motivation and service quality.

Index Terms—Employee Motivation, Service Quality, Employee Performance, Job Satisfaction, Employee Recognition, Healthcare, Bilva Hospital.

I. INTRODUCTION

Employee motivation is an essential element in achieving organizational success, particularly in the healthcare sector where the quality of service depends greatly on the performance and commitment of employees. Motivated employees are more enthusiastic, responsible, and willing to provide better care to patients. They are also more likely to maintain positive relationships with patients and colleagues, resulting in improved service quality.

In hospitals, employees such as doctors, nurses, administrative staff, and support staff work together to provide effective healthcare services. Their motivation is influenced by several factors, including recognition, rewards, career growth, training opportunities, leadership support, and the overall work environment. When employees feel valued and appreciated, they tend to perform their duties more efficiently and contribute to higher patient satisfaction.

II. REVIEW OF LITERATURE

1. Ni Wayan Sri Artati, Lalu Sulaiman and Sastrawan (2025)

The authors reported that transparent performance appraisal and employee recognition improve motivation among healthcare professionals. Their study found that motivated employees provide better healthcare services and contribute to improved patient satisfaction.

2. Kumar and Joseph (2023)

Kumar and Joseph found that employee motivation has a direct influence on service quality in hospitals. Their research showed that motivated healthcare employees perform their responsibilities more effectively and provide safe, timely, and patient-centred care.

3. Singh and Sharma (2022)

The study concluded that employee motivation positively affects customer satisfaction in hospitals. The authors recommended regular training, performance recognition, and incentive programs to improve service quality and employee commitment.

4. Ahmed, Islam and Hasan (2021)

The researchers found that financial rewards, recognition, and employee training significantly increase motivation. They concluded that motivated employees are more responsive to customer needs and contribute to better organizational performance.

5. Karatepe and Olugbade (2020)

The study highlighted that intrinsic motivation enhances employee engagement and customer service quality. Employees who are motivated through recognition and meaningful work are more committed to organizational goals.

2.1 Research Gap

Most previous studies have examined the relationship between employee motivation and service quality in industries such as banking, hospitality, and general service organizations. Although a few studies have focused on healthcare, limited research has been conducted in private hospitals in Kalaburagi, especially at Bilva Hospital. In addition, many earlier studies examined employee performance and motivation separately rather than analyzing their combined effect on service quality.

2.2 Objectives of the Study

1. To examine the level of employee motivation at Bilva Hospital.
2. To identify the major factors influencing employee motivation.
3. To analyze the impact of employee motivation on service quality.
4. To study the relationship between employee motivation and employee performance.
5. To suggest suitable measures for improving employee motivation and enhancing service quality.

III. RESEARCH METHODOLOGY

Primary Data

Primary data for this study were collected directly from the employees of Bilva Hospital, Kalaburagi through a structured questionnaire. The questionnaire included close-ended questions related to employee motivation, recognition, rewards, supervisor support, job satisfaction, and service quality. A total of 50 employees from different departments participated in

the survey. The responses collected from the employees formed the basis for the analysis and findings of the study.

Secondary Data

Secondary data were collected from various published and reliable sources to support the research. These sources included textbooks, research journals, published articles, company records, official reports, and relevant websites. The secondary data helped in understanding the concepts of employee motivation, service quality, previous research findings, and theoretical background related to the study.

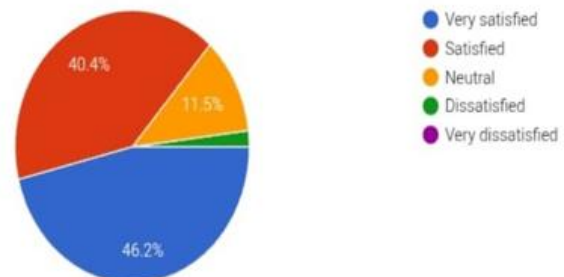
IV. LIMITATIONS OF THE STUDY

1. The study is limited to Bilva Hospital; therefore, the findings may not be applicable to other hospitals or healthcare organizations.
2. The study is based on responses provided by employees, which may be influenced by personal opinions and perceptions.
3. Time constraints limited the extent of data collection and analysis.
4. The sample size may not represent all employees of the hospital.
5. Some employees may have been unwilling or hesitant to provide complete and accurate information.

V. SURVEY RESULTS

1. How satisfied are you with your current job at Bilva Hospital?

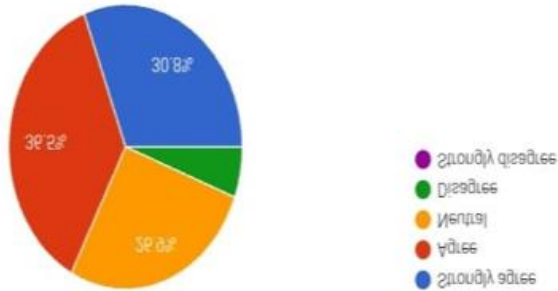
Options	No. of respondents	Percentage
Very satisfied	23	46.2
Satisfied	20	40.4
Neutral	6	11.5
Dissatisfied	1	1.9
Very Dissatisfied	0	0
Total	50	100



Analysis: A majority of employees are either very satisfied (46.2%) or satisfied (40.4%) with their current job, while 11.5% are neutral and very few are dissatisfied

2. Do you feel motivated to perform your duties effectively?

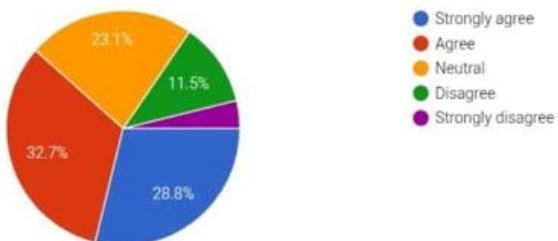
Options	No. of respondents	Percentage
Strongly agree	16	30.8
Agree	18	36.5
Neutral	13	26.9
Disagree	3	5.8
Strongly disagree	0	0
Total	50	100



Analysis: Most respondents (67.3%) either agreed or strongly agreed that they feel motivated to perform their duties effectively. A smaller percentage remained neutral, while very few disagreed. This indicates an overall positive level of employee motivation.

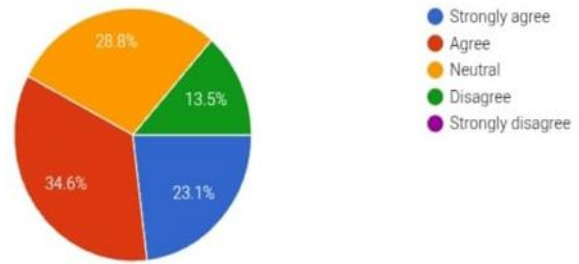
3. Does management recognize your good performance?

Options	No. of respondents	Percentage
Strongly agree	15	28.8
Agree	16	32.7
Neutral	11	23.1
Disagree	6	11.5
Strongly disagree	2	3.9
Total	50	100



Analysis: Around 61.5% of respondents agreed or strongly agreed that management recognizes their good performance. Some respondents were neutral, while a small percentage disagreed.

4. Does motivation improve your productivity at work?



Options	No. of respondents	Percentage
Strongly agree	11	23.1
Agree	18	34.6
Neutral	15	28.8
Disagree	6	13.5
Strongly disagree	0	0
Total	50	100

Analysis: More than half of the respondents agreed that motivation improves their productivity. Some respondents remained neutral, while only a small percentage disagreed.

VI. FINDINGS

The findings of this study indicate that employee motivation has a positive influence on service quality at Bilva Hospital. The majority of respondents expressed satisfaction with their jobs, recognition from management, rewards and incentives, and the support provided by supervisors. These motivational factors encourage employees to perform their responsibilities with greater commitment and efficiency.

VII. CONCLUSION

Employee motivation plays a significant role in improving service quality in healthcare organizations. This study concludes that employees who receive recognition, fair rewards, supportive supervision, and opportunities for professional development are more motivated to perform their duties effectively. A motivated workforce contributes to higher productivity, improved patient care, and increased customer satisfaction.

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