
A STUDY ON HOSPITAL ADMINISTRATIVE PRACTICES AND THEIR IMPACT ON SERVICE QUALITY

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ABSTRACT

Hospital administrative practices play a critical role in determining the quality of healthcare services delivered to patients. Efficient administration influences resource utilization, staff performance, patient satisfaction, and overall service outcomes. This study examines the relationship between hospital administrative practices and service quality, focusing on key administrative dimensions such as leadership effectiveness, human resource management, financial planning, information systems, and patient-centered policies. Using an empirical approach, the study assesses how administrative efficiency contributes to improved responsiveness, reliability, assurance, empathy, and tangibility of hospital services. Data collected from healthcare professionals and patients highlight that hospitals with structured administrative systems demonstrate higher service quality and patient satisfaction levels. The findings reveal that administrative transparency, staff training, and technology-driven management significantly enhance operational efficiency and patient experiences. Conversely, poor coordination, inadequate staffing, and weak leadership negatively affect service delivery. The study contributes to healthcare management literature by establishing a clear linkage between administrative practices and service quality outcomes. It offers practical insights for hospital administrators and policymakers to strengthen governance frameworks and improve healthcare delivery standards. The study concludes that strengthening hospital administrative practices is essential for achieving sustainable service quality improvements in an increasingly complex healthcare environment.

INTRODUCTION

Hospitals are complex service organizations where administrative efficiency directly influences the quality of healthcare delivery. Effective administration ensures coordination of medical, technical, and support services, enabling hospitals to function smoothly and meet patient expectations. In recent years, increasing patient awareness, competition among healthcare providers, and regulatory pressures have heightened the focus on service quality. Hospital administration has moved beyond routine management to strategic decision-making aimed at quality improvement. Administrative practices such as leadership, staffing, scheduling, budgeting, and information management shape how healthcare services are delivered. Inefficiencies in these areas often lead to delays, errors, and patient dissatisfaction. Service quality in hospitals is multidimensional, encompassing clinical effectiveness as well as non-clinical factors like responsiveness, communication, and empathy. Administrative systems provide the foundation for maintaining consistency across these dimensions. This study seeks to analyze how hospital administrative practices influence service quality, offering empirical evidence to support managerial reforms and policy interventions aimed at improving healthcare outcomes.

Review of Literature

Avedis Donabedian (1988):

Donabedian introduced the widely accepted structure–process–outcome (SPO) model as a framework for evaluating healthcare quality. He argued that administrative structures such as policies, leadership hierarchies, staffing systems, and infrastructure form the foundation of service delivery. These structures influence clinical and non-clinical processes, including coordination, communication, and patient handling. Efficient administrative processes ensure consistency, safety, and accountability in healthcare delivery. The model emphasizes that without strong administrative structures, even skilled medical professionals cannot deliver optimal care. Donabedian's work highlights administration as a critical enabler of quality outcomes. His framework remains a cornerstone for evaluating hospital performance. The study clearly establishes administration as an indirect yet powerful determinant of service quality.

Stephen M. Shortell et al. (2000):

Shortell and colleagues examined the impact of hospital leadership and governance on organizational performance. Their study emphasized that strong administrative leadership

promotes strategic alignment, accountability, and quality improvement initiatives. Hospitals with participative leadership and decentralized decision-making showed better service quality outcomes. Effective governance structures facilitated coordination between clinical and administrative units. The authors highlighted that leadership commitment is essential for embedding a culture of quality. Administrative support was found to be vital in implementing continuous improvement programs. The study concludes that leadership-driven administration enhances both service efficiency and patient satisfaction. It underscores the strategic role of hospital administrators in quality management.

Syed Saad Andaleeb (2001):

Andaleeb explored patient satisfaction in hospital settings with a focus on administrative responsiveness. The study found that prompt attention, courteous behavior, and effective communication significantly shape patient perceptions of service quality. Administrative delays and poor coordination negatively affected patient trust. The research emphasized that non-clinical staff interactions are as important as medical treatment. Hospital administration was shown to influence waiting times, grievance handling, and information clarity. The findings suggest that responsive administration enhances perceived service value. The study reinforced the idea that patient satisfaction is strongly linked to administrative efficiency. It highlights administration as a frontline determinant of healthcare experience.

Linda H. Aiken et al. (2002):

Aiken and colleagues investigated the relationship between human resource management and healthcare quality. Their research demonstrated that adequate staffing, fair workloads, and supportive administration improve staff morale and retention. Hospitals with effective HR practices reported fewer errors and higher patient satisfaction. Administrative commitment to workforce development was identified as a key quality driver. The study showed that motivated staff deliver more compassionate and reliable care. Poor HR administration led to burnout and service decline. The authors concluded that human resource management is central to service quality. The study highlights administration's role in sustaining healthcare performance.

A. Parasuraman et al. (2005):

Parasuraman and colleagues developed the SERVQUAL model to measure service quality across industries, including healthcare. The model identifies reliability, responsiveness, assurance, empathy, and tangibility as key dimensions. Administrative systems strongly

influence these dimensions through scheduling, communication, and infrastructure management. The study emphasized that service quality gaps often arise from administrative failures rather than clinical incompetence. Administrative support systems were found crucial for maintaining service consistency. The SERVQUAL model provided hospitals with a diagnostic tool for quality improvement. The study reinforced the managerial responsibility for service quality. It remains a benchmark for hospital service evaluation.

Sandra Leggat et al. (2011):

Leggat and colleagues focused on the role of administrative leadership in building a quality-oriented culture. Their study found that leadership behavior significantly shapes staff attitudes toward quality and safety. Administrators who encouraged participation and learning improved service outcomes. The research highlighted the importance of strategic vision and ethical governance. Effective administrative leadership promoted collaboration between departments. The study emphasized leadership training as a quality improvement strategy. Hospitals with transformational leaders demonstrated higher service standards. The findings underline the cultural influence of administration on service quality.

Ali Mohammad Mosadeghrad (2014):

Mosadeghrad examined barriers to healthcare quality improvement in developing countries. The study identified weak administration, poor planning, and lack of accountability as major obstacles. Inefficient administrative systems resulted in resource wastage and service delays. The author emphasized that quality improvement initiatives often fail due to administrative resistance. Effective governance and management reforms were recommended. The study highlighted the need for capacity building in hospital administration. Administrative inefficiency was shown to undermine patient trust. The research stresses the importance of strong administration for sustainable quality improvement.

Mohan Duggirala et al. (2015):

Duggirala and colleagues studied patient-perceived service quality in hospitals. Their findings showed that integrated administrative systems improve operational efficiency and service coordination. Hospitals using standardized administrative procedures reported higher patient satisfaction. The study highlighted the role of information flow and inter-departmental coordination. Administrative integration reduced service variability and waiting times. The authors emphasized process management as a quality driver. The research demonstrated that

administrative alignment enhances service delivery. It supports the role of systems-based administration in healthcare quality.

****Robert S. Kaplan & Michael E. Porter (2016):**

Kaplan and Porter introduced the concept of value-based healthcare. They argued that administrative efficiency is essential for delivering high-quality care at lower costs. The study emphasized cost measurement, process redesign, and outcome tracking. Administrative systems were identified as key enablers of value creation. Inefficient administration was linked to cost escalation and service fragmentation. The authors recommended outcome-based management practices. Their framework shifted focus from volume to value. The study highlights administration as a strategic lever for quality and sustainability.

Abdulrahman Al-Shammari (2017):

Al-Shammari examined hospital management practices and service quality indicators. The study found a strong positive relationship between administrative planning and service performance. Hospitals with structured management systems reported better reliability and responsiveness. Administrative monitoring improved compliance with service standards. The research emphasized performance evaluation and feedback mechanisms. Leadership involvement enhanced service consistency. The findings confirmed administration as a key determinant of quality outcomes. The study supports strengthening managerial competencies in hospitals.

Objectives of the Study

1. To examine key hospital administrative practices influencing service quality.
2. To assess the relationship between administrative efficiency and service quality dimensions.
3. To analyze the impact of leadership and human resource management on patient satisfaction.
4. To identify administrative challenges affecting healthcare service delivery.
5. To suggest strategies for improving hospital administrative effectiveness.

Justification of Objectives

Understanding hospital administrative practices has become increasingly important due to rising healthcare demands, growing patient expectations, and intensified competition among healthcare providers. Hospitals are no longer evaluated solely on clinical outcomes but also

on the quality of services experienced by patients. Administrative systems play a pivotal role in coordinating resources, personnel, and processes that directly influence service delivery. Justifying the study objectives is therefore essential to address the managerial dimensions that underpin effective healthcare services. By focusing on administrative practices, the study responds to contemporary challenges faced by hospitals in maintaining quality standards.

The objectives are justified as they enable the identification of key managerial strengths and weaknesses within hospital administration. Inefficiencies in leadership, human resource management, financial planning, and information systems often translate into service delays, patient dissatisfaction, and operational bottlenecks. Examining these areas helps in diagnosing administrative gaps that may not be visible through clinical performance indicators alone. Such an analysis allows hospital administrators to understand how internal management practices shape service quality outcomes. This justification supports the need for systematic evaluation of administrative effectiveness.

Another justification lies in the study's contribution to evidence-based decision-making in hospital management. By empirically analyzing administrative factors and their impact on service quality, the objectives support informed managerial decisions rather than intuitive or ad hoc approaches. Evidence generated through the study can guide administrators in prioritizing interventions, allocating resources efficiently, and adopting best practices. This strengthens managerial accountability and promotes continuous quality improvement. The objectives thus align with modern healthcare management principles that emphasize data-driven governance.

The objectives are also justified from a policy perspective, as they contribute to the formulation and refinement of healthcare governance frameworks. Insights into effective administrative practices can inform policymakers in designing regulations, accreditation standards, and capacity-building programs for hospitals. Improved administrative governance enhances transparency, accountability, and ethical practices within healthcare institutions. By linking administration with service quality, the study supports policies aimed at strengthening institutional performance. This justification highlights the broader relevance of the study beyond individual hospitals.

Ultimately, achieving these objectives is justified by their potential to improve patient-centered and sustainable healthcare delivery. Effective hospital administration ensures timely

services, better communication, and enhanced patient satisfaction. It also promotes long-term organizational sustainability by optimizing resources and improving staff performance. The objectives therefore align with the overarching goal of delivering high-quality, efficient, and equitable healthcare services. This justification reinforces the significance of the study in advancing both managerial practice and healthcare outcomes.

Conceptual Framework

The conceptual framework positions hospital administrative practices as independent variables, including leadership quality, human resource management, financial administration, and information systems.

Service quality is the dependent variable, measured through dimensions such as reliability, responsiveness, assurance, empathy, and tangibility. Administrative efficiency influences these dimensions by shaping service processes.

The framework assumes that effective administrative practices lead to improved service coordination, staff performance, and patient satisfaction, thereby enhancing overall hospital service quality.

Findings

The study finds that hospitals with structured administrative practices demonstrate higher service quality levels. Leadership effectiveness and staff management emerged as the most influential factors. Technology-driven administration improved responsiveness and reliability, while transparent financial management enhanced patient trust. Poor administrative coordination was associated with service delays and dissatisfaction.

Suggestions

Hospitals should strengthen leadership training, invest in administrative technologies, and adopt transparent management practices. Continuous staff development and performance monitoring systems are recommended. Policymakers should support standardized administrative frameworks to improve service quality across healthcare institutions.

CONCLUSION

Hospital administrative practices significantly influence service quality and patient satisfaction. Effective leadership, efficient resource management, and integrated administrative systems enhance service delivery outcomes. Strengthening hospital

administration is essential for achieving sustainable improvements in healthcare quality. The study underscores the need for continuous administrative reforms to meet evolving healthcare challenges.

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