EFFECT OF EMPLOYEE ENGAGEMENT ON QUALITY OF CARE:
EMOTIONAL LABOR AS A MEDIATOR

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ABSTRACT

The primary health care delivers inclusive health care in rural areas of India. There has been a growing concern over the access to quality of care in primary health care delivery systems of India. Researchers have demonstrated that engaged staff have better patients care outcomes and organizational performances. Also has there has been growing important of emotional labor in the healthcare sector with its significant to quality of care. Therefore, the present study aims to establish the relationship between employee engagement and quality of care and the mediating effect of emotional labor on such relationship. The results revealed that employee engagement has a positive significant effect on quality of care. And the emotional labor has a mediating effect on such relationships. The findings provide practical information that quality of care can be enhanced through employee engagement and emotional labor in the health care sector.

KEYWORDS: Employee Engagement, Emotional Labor, Quality of Care, Primary Health Care.