

**Community Relations Strategies, Engagement Practices and Health Care Service Delivery  
Satisfaction in University College Hospital, Ibadan, Oyo State**

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Ibadan, Oyo State, Nigeria**

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## Certification

This is to certify that Oluwaseyi SANYAOLU with matriculation number LCU/PG/00456 carried out this research work titled “Community Relations Strategies, Engagement Practices and Health Care Service Delivery Satisfaction in University College Hospital, Ibadan, Oyo State, Nigeria” in the Department of Mass Communication and Media Technology, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, for the award of Doctor of Philosophy (Ph.D) in Mass Communication and Media Technology.

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## **Dedication**

This thesis is dedicated to God Almighty, the author and the finisher of my faith.

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## Acknowledgement

All glory to the Almighty God, righteous in works and steadfast in care, who saw me through with power, provision and spiritual guidance. Immortal, Invisible God, only wise God, whose favour has no limit in my life, and unquantifiable mercy that I enjoy by His grace and wonders.

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Although, all the aforementioned people have helped in one way or another, all errors in this research report are entirely mine.

## Abstract

*Satisfaction with health care service delivery cannot be overemphasized because it is a fundamental factor that determines how patients will continue to patronize a health facility including that of a teaching hospital. However, if this is not the case, then there is every tendency that such health care facilities will collapse and in turn, bring about total complies to a country's healthcare system. When the satisfaction of patients derived from the level of health care rendered is poor, public relations strategies such as community relations (CR) and engagement practices (EP) can come to serve as a booster to such satisfaction. It is in this regard that this study deems it fit to investigate the community relations strategies, engagement practices and health care service delivery satisfaction in University College Hospital. Systems theory, Situational theory, Excellence theory and Symmetrical model were used in the study. A descriptive research design was adopted. The population of the study consists of 400 respondents after the convenience sampling technique was applied. The reliability coefficient for each of the variables ranged from 0.75 to 0.90. The data collected was analyzed using descriptive and inferential statistics. Findings revealed that CR had no significant influence on satisfaction (Adj.  $R^2 = -0.005$ ;  $p = 0.120$ ), EP was also found not to significantly influence satisfaction (Adj.  $R^2 = -0.000$ ;  $p = 0.311$ ). Jointly, CR and EP were found not to statistically significantly influence satisfaction (Adj. = .005,  $F(2, 310) = 1.1775$ ,  $p < 0.05$ ). The study concluded that both CR and EP did not independently and jointly influence satisfaction. In light of this, the study recommended that satisfaction with UCH healthcare service delivery can be boosted if healthcare services such as the provision of enough bed spaces, drugs, availability of healthcare professionals, etc. are on hand in the hospital.*

**Word Count:** 300

**Key Words:** Community relations, Engagement practices, Satisfaction, Health Care Service Delivery, University College Hospital (UCH)

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