

**Digital Communication, Organisational Support and Office Administrators’
Engagement in Federal Health Establishments,
Lagos State, Nigeria**

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Certification

This is to certify that this thesis was carried out by **Josephine Motunrayo AJAYI** with Matriculation Number **LCU/PG/005814**, a student in the Department of Office and Information Management under my supervision in the Faculty of Communication and Information Science, Lead City University, Ibadan, Nigeria, for the award of Master of Science Degree (MSc) in Office and Information Management and that this has not been previously submitted.

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Dedication

This research work is dedicated to the Almighty God.

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Abstract

Improving digital communication and organisational support is key to fostering a committed and productive administrative workforce, ultimately enhancing public health service delivery. This study adopted a descriptive survey design to examine the influence of digital communication and organisational support on employee engagement among office administrators in federal health establishments across Lagos State, Nigeria. Guided by Self-Determination Theory, Media Richness Theory, and Organisational Support Theory, the study utilized a structured questionnaire as its instrument, which demonstrated strong reliability with Cronbach's alpha values of 0.87 for digital communication, 0.82 for organisational support, and 0.85 for employee engagement. To address the first research question, which explored the extent to which digital communication affects employee engagement, descriptive statistics revealed a moderately high perception of digital communication with a mean score of 3.10. Regression analysis showed that digital communication significantly influenced employee engagement, with a standardized beta coefficient of 0.313 at a significance level of $p < 0.001$. The second research question examined the impact of organisational support on employee engagement. Respondents reported a moderately high perception of organisational support with a mean score of 3.04. Regression analysis indicated that organisational support had a stronger predictive effect on employee engagement, with a standardized beta coefficient of 0.464, also significant at $p < 0.001$. Hypotheses were tested using multiple regression analysis, and the combined model revealed that digital communication and organisational support jointly predicted employee engagement, accounting for 48.3% of the variance ($R^2 = 0.483$) at the 0.05 significance level. In conclusion, both digital communication and organisational support play vital roles in enhancing employee engagement. Therefore, hospital management boards and human resource departments should invest in digital infrastructure and training, while federal health administrators must implement fair policies, recognition systems, and supportive leadership practices to improve administrative effectiveness and public health service delivery.

Keywords: employee engagement, digital communication, organisational support, office administrators, federal health establishments

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List of Acronyms

Abbreviation	Meaning
SDT	Self-Determination Theory
MRT	Media Richness Theory
OST	Organisational Support Theory
POS	Perceived Organisational Support
ANOVA	Analysis of Variance
FMC	Federal Medical Centre
NOH	National Orthopaedic Hospital
FNPH	Federal Neuro-Psychiatric Hospital
LCU	Lead City University
SPSS	Statistical Package for the Social Sciences