



Original Research

The Relationship Between the Implementation of Islamic Values and Patient Loyalty in Inpatient Rooms

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ABSTRACT

Introduction: Patient loyalty represents a critical challenge for hospitals and other healthcare organizations. A low level of patient loyalty may negatively affect an institution's competitiveness and reflect poorly on the quality of healthcare services and workforce performance. In increasingly diverse healthcare settings, incorporating values that align with patients' beliefs and expectations may play a role in fostering satisfaction and loyalty. This study aims to analyze the relationship between implementing Islamic values in inpatient care and patient loyalty.

Method: This study applied a correlational analytic design with a cross-sectional approach. Data were collected from a sample of 100 inpatients, selected through consecutive sampling over a two-week period. The study investigated the relationship between the implementation of Islamic values and patient loyalty. Two instruments were used to measure the study variables: the Islamic Service Questionnaire and the Patient Loyalty Questionnaire. Data were analyzed using the Spearman rank-order correlation test to determine the strength and direction of the association between the two variables.

Results: A total of 66% of patients perceived the implementation of Islamic values by nurses to fall within the moderate category. Similarly, 70% of patients demonstrated a moderate level of loyalty. Statistical analysis using the Spearman rank-order correlation test showed a significant relationship between the implementation of Islamic values and patient loyalty ($p = 0.009$; $r_s = 0.260$), indicating a positive, albeit weak, correlation between the two variables.

Conclusion: This study demonstrates a significant positive relationship between the implementation of Islamic values in nursing care and patient loyalty in inpatient settings. By addressing spiritual needs, modifying the care environment to reflect Islamic principles, and providing adequate worship facilities, healthcare institutions may enhance the overall patient experience and increase retention. Future research is recommended to explore the long-term impact of faith-based care models on patient outcomes in broader and more diverse hospital settings.

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1. INTRODUCTION

Patient loyalty presents a significant challenge for hospitals and other healthcare institutions. Low levels of loyalty can undermine organizational

competitiveness and may be perceived as indicative of suboptimal service quality and staff performance. In today's increasingly diverse healthcare environments, integrating values that align with patients' cultural and religious beliefs has the

potential to enhance satisfaction, trust, and long-term loyalty.

Recognizing and addressing these values is essential for fostering stronger patient-provider relationships and promoting sustainable engagement with healthcare services. The intense competition among hospitals encourages each facility to increase patient satisfaction and gain and maintain patient loyalty. Patient loyalty represents a customer's commitment to consistently purchase services. Loyalty formed from satisfaction with hospital services can encourage patients to return for treatment at the same facility because they feel comfortable, confident, and secure in receiving the best care according to their needs (Wahyu Wijayanti et al., 2015). Patient loyalty may decrease for treatment at hospitals if nurses exhibit poor behavior or lack professionalism (Anggraeni, 2020). Bhakti Wiyata Institute of Health Sciences Dental and Oral Hospital (RSGM IIK Bhakti Jaya Kediri) shows that patient loyalty is below 50%. Research conducted by Andi & Nurul (2021) at Bhayangkara Kendari Hospital found that patient loyalty was around 50%, while at the Lampung Regional Police Hospital, it was above 50% (Balqis et al, 2022). The results of the initial survey indicated 40% with high loyalty and 60% with moderate loyalty.

Factors that influence patient loyalty include direct evidence of the physical appearance and appearance of services that can be felt immediately, providing accurate and reliable services, being alert in providing services, guaranteeing quality and safety (Ermawaty et al., 2022). Patient loyalty factors are influenced by perceptions of service quality, customer satisfaction, customer trust, customer commitment (Lepojević & Đukić, 2018). The quality of service can be developed through modification of the service methods provided to patients, such as the implementation of Islamic values during patient care. Patient loyalty has a positive impact on hospitals. Patients who have a good impression or are satisfied with the service can spread positive news through word of mouth, so that patient loyalty can improve the image of health services (Fitri, 2016). Loyal patients will always be faithful in following the predetermined treatment plan or continuity of health care, so that the final result is that the patient gets maximum care for his recovery (Anggraeni, 2020).

The implementation of Islamic value in health services is designed to provide services for Muslim patients in accordance with Islamic principles (Ali, 2018). Patients who are muslims that the services provided by the hospital are in accordance with Islamic values, so that patients feel comfortable in receiving services (Hariyanto, 2015). The recitation of the basmalah before starting the action, polite and friendly health workers, the recitation of murottal in the patient room, and the hospital environment that provides an atmosphere of Islamic values (Rahma & Prayoga, 2022) cause patients to feel safe, comfortable, and valued as a muslim, so that the

patient is satisfied. The integration of Islamic values can add positive value to the quality of services provided to patients. The positive impact that occurs is that patients and families will refer to the hospital to get health services (Muhammad Farhan Hadytiaz et al., 2022). This study aims to analyze the implementation of islamic values and patient loyalty in the inpatient room.

2. METHODS

2.1 Design

The research design uses correlational analytics with a cross-sectional approach.

2.2 Population, Sample and Sampling

The study was conducted on 100 patients who were selected using consequential sampling for 2 weeks. Patients or families who are willing to become respondent and have visited the hospital more than 2 times be taken as research respondents. Patients or families who do not complete the questionnaire completely will be excluded from the study respondents.

2.3 Variable

The independent variable in this research was implementation of islamic values which was divided into categories that were high, moderate and low. The dependent variable was patient's loyalty which were categorized into low, moderate, and high.

2.4 Instruments

The variable of the implementation of islamic values was measured using a questionnaire on the implementation of Islamic values consisting of 19 statement items covering 5 indicators. Indicators of Islamic health service 5 items, human resources involved in Islamic health services 5 items, characteristics that must be possessed by Muslim doctors and nurses 2 items, Islamic hospital management organization 1 items, and Islamic environment in Islamic hospitals 6 items. The questionnaire was filled out using a Likert scale with a score of 1 for rarely, a score of 2 for sometimes, a score of 3 for often and a score of 4 for always. The total score of the questionnaire on the implementation of Islamic values was divided into 3 categories, include high, moderate, low. The implementation of Islamic values is categorized as high if the total score is more than 75%, the category is medium if the total score is 60-75%, and the category is low if the total score is less than 60%. The instrument for the implementation of Islamic values has been tested for validity and declared valid, the reliability of the instrument shows a value of Cronbach's alpha 0.928 (reliable).

The patient loyalty variable was measured using a modification of the patient loyalty questionnaire (Muhammad Farhan Hadytiaz et al., 2022) which was derived from 8 items. The questionnaire has 4 indicators, including repeat purchase 2 items, pay more 2 items, advocate 2 items, and retention 2 items. The questionnaire was filled out using a likert scale

with a score of 1 if strongly disagreed, 2 if disagreed, 3 if moderately agreed, 4 if agreed, and 5 if strongly agreed. The loyalty instrument has been tested for validity and 8 statements are considered valid, while the reliability value of the instrument shows a value of Cronbach's alpha 0.939 (reliable). The total score of the loyalty questionnaire is categorized as high loyalty, moderate loyalty, and low loyalty.

2.5 Procedure

The study was conducted on 100 patients selected using consequential sampling for 2 weeks. Patients or families who were willing to be respondent and have visited the hospital more than 2 times were taken as research respondents. Patients or families who did not fill out questionnaire completely were excluded from the research respondents.

2.6 Data Analysis

For analyzing the relationship between the implementation of Islamic values and patient loyalty in the inpatient room, the Spearman rho test with α 5% was used for it.

2.7 Ethical Clearance

This research has been conducted ethical test from Komite Keperawatan Etik Kesehatan Universitas Muhammadiyah Lamongan with certificate No. 073 / EC / KEPK – S1 / 04 / 2024.

3. RESULTS

Table 1 shows that the respondents who filled out the questionnaire were 59 women (59%), 26 people aged 46-55 years (26%), and 56 people were with the senior high school education. The results of the study showed that 64 people said the implementation of Islamic values in hospitals was in the moderate category (64%) and 69 people were in the moderate loyalty category (69%) (table 2).

Cross-tabulation showed that 46 patients perceived Islamic services in the moderate category and had moderate loyalty as many as 46 people (46%). The results of the spearman test obtained a value of $p=0.009$ with $r=0.260$. These results show that the better the implementation of Islamic values in the inpatient room, the more loyal patients will be or will use the hospital for treatment (table 3).

4. DISCUSSION

4.1 Implementation of Islamic Values in Inpatient Rooms

Most patients experienced moderate implementation of Islamic values. This is shown by the results of the highest questionnaire indicators, include nurses who are friendly, polite, courteous, say hello and have an Islamic appearance.

The nurse's attitude is very important in achieving patient satisfaction. Friendliness, patience and good communication are needed for complete healing (Djoelham et al., 2024). Patients feel appreciated and more honest when treated in a friendly and polite manner (Dewi & Mustikaningsih,

2021). Nurses who show friendliness not only provide medical care, but also the emotional support that patients need (Hariyanto, 2015). A friendly attitude can reduce patient anxiety, making them feel comfortable and calm during treatment (Yanto Yudi, 2014). The friendly and polite attitude of nurses is very important in providing quality and satisfying health services for patients. The positive impact of providing a friendly attitude can also speed up the patient's healing process.

Nurses always greet patients as a sign of respect regardless of caste or social status. The nurse's punctuality in checking patient reflect professionalism and commitment to service quality (Nadindra & Chandra, 2022). Implementation of greetings in changing patient perceptions of medical personnel. Greetings help in respecting other people and communicating politely (Ra'uf, 2021).

Greetings from nurses to patients are considered an important part of humanistic and professional health services. This greeting shows friendliness and respect (Rahma & Prayoga, 2022). When nurses meet patients, they usually say hello as a form of respect. Apart from showing friendliness, this greeting also helps build good relationships between nurses and patients to increase trust (Sembiring & Munthe, 2019). Greeting patients is an important aspect of humanistic and professional health services. Greetings from nurses to patients have benefits such as showing respect, building good relationships, and increasing patient satisfaction.

The implementation of Islamic values in nurses appearance does not only include aspects of dress, but also represents compliance with Islamic teachings which prioritize ethics, politeness and professionalism in the work environment. According to (Muslim, 2016). this application must be in accordance with Islamic teachings, which include maintaining ethics in interacting with patients and colleagues, respecting the values of modesty, and ensuring that the clothing worn reflects the identity of a Muslim nurse who is committed to the principles of Islam. principles of Islamic law. Apart from that, (Ra'uf, 2021) explained that the appearance of a Muslim nurse who wears closed clothing, such as a headscarf, not only fulfills aspects of modesty, but is also a concrete manifestation of compliance with Islamic rules in dressing. This closed clothing serves to maintain the dignity and professionalism of a nurse, as well as creating a sense of comfort for the patient during the treatment process. Thus, the implementation of Islamic values in the appearance of nurses is not only aesthetic or dress code, but also reflects moral and spiritual responsibility in carrying out their duties as health workers based on Islamic teachings.

The Islamic appearance of a nurse also has an important role in shaping perceptions of the quality of health services in hospitals. As frontliners in health services, nurses must be aware that their appearance is assessed by patients and perceptions overall

Table 1. Characteristics of Respondents

No	Demographic Data		
1	Age	N	%
	17-25	15	15
	26-35	15	15
	36-45	18	18
	46-55	26	26
	56-65	20	20
	66-70	6	6
2	Gender	N	%
	Man	41	41
	Woman	59	59
3	Education	N	%
	Elementary school	21	21
	Junior High School	13	13
	Senior High School	56	56
	Bachelor	10	10
	Total	100	100

Table 2. Implementation of Islamic Values In Inpatient Rooms

Variable	N	%
1. Implementation of Islamic Values		
Low	12	12
Moderate	64	64
High	24	24
Total	100	100
2. Patient Loyalty		
Low	10	10
Moderate	69	69
High	21	21
Total	100	100

Table 3. Relationship Between the Implementation of Islamic Values and Patient Loyalty In the Inpatient Room

Table 5: Relationship Between the Implementation of Islamic Values and Patient Loyalty in the Intensive Room									
Implementation of Islamic Values	Category	Patient Loyalty						n	%
		Low		Moderate		High			
		n	%	n	%	n	%		
	Low	1	1	11	11	0	0	12	12
Moderate	6	6	46	46	12	12	64	64	
High	3	3	12	12	9	9	24	24	
Total	10	10	69	69	21	21	100	100	
Spearman's Rho P = 0,009 r: 0,260									

hospital quality (Suweko & Warsito, 2019). A nurse should have an appearance such as covering her private parts and dressing neatly, so that it is pleasing to look at, and reflects being a nurse in an Islamic hospital (Yundari & Wardana, 2019). By covering the private parts, the patient's focus when speaking is only focused on the nurse's face, because there are no exposed parts of the body that could invite the lust of the opposite sex.

4.2 Patient Loyalty in the Inpatient Room

The results of data processing show that patients have moderate loyalty. A deeper analysis of the

questionnaire items shows the repeat purchase indicator (making repeated visits regularly) which is indicated by patients being willing to check themselves again at the same hospital if one day they need it again, patients will make that hospital their first choice, and retention (showing immunity to attraction from other agencies) which is marked as long as the hospital exists, the patient will continue to use the services of the same hospital. If one day the patient's family or friends need health services, the patient is willing to recommend coming to the same hospital.

Repeat purchase is the patient's decision- making

process after using health services. Patients will return to use the service if it meets expectations and considers quality, location and cost (Sriyanto & Setiawidayat, 2022). Patients choose health services based on the quality of medical services, location, and affordable costs. Good, reliable, sophisticated, modern, complete and responsive service quality will create patient satisfaction (Ali, 2018).

Use of health services can provide positive recommendations to others, help attract new patients, and retain existing patients (Kurniawan et al., 2023). Repeat purchase in the context of health services refers to the patient's tendency to return to using the same hospital services for medical needs in the future.

Patients demonstrate immunity to withdrawal from other agencies if the hospital is able to maintain a high quality of service. In this way, patients will remain loyal and have the hospital's services even though they exist offers from other health agencies (Jayadipraja et al., 2021). Patients will make return visits to hospitals that provide unsatisfactory services. On the other hand, if the service is not satisfactory, the patient will look for another hospital (Kurniawan et al., 2023).

Patients who are satisfied with health services are more likely to use the same services again in the future. Therefore, transparency and ease in providing information in hospitals are key factors in increasing patient loyalty. Patient loyalty is an important asset for hospitals to achieve success. Loyal patients will continue to use hospital services and recommend them to others.

4.3 The Relationship between Implementing Islamic Values and Patient Loyalty in the Inpatient Room

The results of this research showed that there was a relationship between the implementation of Islamic values and patient loyalty in the inpatient room. Islamic values need to be applied in Islamic hospitals to provide confidence to Islamic patients. It is important for Islamic hospitals to emphasize that the services provided are in accordance with Islamic values. The values that must be applied in providing maximum service are *siddiq* (true), *amanah* (trustworthy), *tabligh* (convey), and *fatanah* (intelligent) (Pasien et al., 2018). The positive impact of implementing Islamic values is increasing patient satisfaction with the services provided, which often leads to high patient loyalty (Ermawaty et al., 2022). Patient loyalty in Islam or *al-wala'* is absolute submission to Allah SWT in fully implementing Islamic sharia. Loyalty in Islam occurs when *muamalah* activities can provide mutual benefits for both parties, because the fulfillment of each's obligations and rights through the implementation of Islamic values (Djoelham et al., 2024).

By implementing Islamic values, hospitals can foster a care environment where patients feel safe, comfortable, respected, and satisfied. Such an

environment will likely enhance patient loyalty and encourage word-of-mouth referrals to the hospital. Islamic hospitals, in particular, play a vital role in embedding these values into healthcare delivery to meet the expectations of Muslim patients. The implementation of Islamic values serves not only to fulfil spiritual needs but also as a strategic approach to strengthening patient loyalty. By offering a comprehensive and consistent experience of Islamic principles throughout the healthcare journey, hospitals can create a positive perception of care that contributes to long-term patient engagement and trust.

5 CONCLUSION

The study found that patients' perceptions of Islamic service implementation and their loyalty to the hospital were both at a moderate level. The analysis indicated that greater implementation of Islamic values in inpatient care is associated with higher levels of patient loyalty. These findings imply that integrating Islamic-based services into hospital care can contribute to increased patient retention and potentially raise the number of hospital visits. Efforts to meet patients' spiritual needs, adapt the hospital environment in accordance with Islamic principles, and provide adequate worship facilities during hospitalization may enhance patients' perceptions of care and strengthen their loyalty to the institution.

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