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Influence of Brand Image and Islamic Values on Patient Loyalty in YARSI Hospital in Jakarta, Indonesia

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ABSTRACT Patient loyalty has become a critical challenge for hospitals operating in an increasingly competitive healthcare environment, particularly for faith-based institutions that integrate religious principles into service delivery. Islamic hospitals, such as YARSI Hospital in Jakarta, must not only maintain high service quality but also ensure that Islamic values are meaningfully embedded in patient care. However, empirical evidence examining how brand image and Islamic values interact with patient experience and satisfaction to influence patient loyalty remains limited. This study aims to analyze the direct influence of brand image, Islamic values, patient experience, and patient satisfaction on patient loyalty at YARSI Hospital. A mixed-methods approach with a concurrent triangulation design was employed to obtain comprehensive insights. Quantitative data were collected through structured questionnaires administered to 388 outpatients, measuring perceptions of brand image, Islamic values integration, patient experience, satisfaction, and loyalty. Multiple linear regression analysis was used to assess the relationships among variables. Qualitative data were obtained through in-depth interviews with selected patients to enrich and contextualize the quantitative findings, and thematic analysis was applied. The results demonstrate that all examined variables significantly and positively influence patient loyalty ($p < 0.05$). Patient satisfaction emerged as the strongest predictor of loyalty ($\beta = 0.440$), followed by brand image ($\beta = 0.287$), Islamic values ($\beta = 0.238$), and patient experience ($\beta = 0.209$). Qualitative findings corroborated these results, highlighting that the integration of Islamic values provides spiritual reassurance and strengthens emotional bonds between patients and the hospital. In conclusion, patient loyalty in Islamic healthcare settings is shaped by a combination of service quality, value congruence, and positive patient experiences. Strengthening brand image, consistently integrating Islamic values, and enhancing patient satisfaction are essential strategic priorities for sustaining patient loyalty in faith-based hospitals.

INDEX TERMS Brand Image, Islamic Values, Patient Experience, Patient Satisfaction, Patient Loyalty

I. INTRODUCTION

The healthcare industry is experiencing intensified competition driven by rising patient expectations, service transparency, and increased mobility in healthcare choices. In this context, patient loyalty has emerged as a critical indicator of hospital sustainability, influencing repeat utilization, positive word-of-mouth, and long-term financial performance [1], [2]. Hospitals are no longer evaluated solely on clinical outcomes but also on experiential, emotional, and value-based dimensions of care [3]. For Islamic hospitals, such as YARSI Hospital in Indonesia, this challenge is further amplified by the obligation to integrate Islamic values including ethical conduct, spiritual care, and Sharia-compliant practices into modern healthcare delivery systems [4], [5].

Extant literature identifies brand image, patient experience, and patient satisfaction as core determinants of patient loyalty across diverse healthcare settings [6]–[9]. Brand image shapes patient trust and expectations, serving

as a cognitive shortcut in healthcare decision-making [10]. Patient experience encompasses the totality of patient interactions throughout the care continuum, while patient satisfaction reflects evaluative judgments regarding service performance relative to expectations [11], [12]. Recent studies employing advanced analytical approaches such as Structural Equation Modeling (SEM) and Partial Least Squares (PLS-SEM) demonstrate that satisfaction often mediates the relationship between service quality and loyalty [13]–[15].

Despite these advances, state-of-the-art research remains predominantly rooted in secular healthcare frameworks, with limited incorporation of religious or cultural value systems as explicit constructs. In Islamic healthcare environments, Islamic values function not merely as symbolic attributes but as operational principles shaping patient trust, emotional comfort, and perceived service integrity [16], [17]. Emerging studies in Muslim-majority contexts suggest that alignment between healthcare services and patients' religious beliefs

significantly enhances satisfaction and loyalty [18], [19]. However, these studies often examine Islamic values in isolation, without integrating them simultaneously with brand image, patient experience, and satisfaction within a unified analytical model.

This reveals a clear research gap. First, empirical evidence that systematically evaluates Islamic values alongside conventional loyalty antecedents remains scarce. Second, many existing studies rely on single-method quantitative designs, limiting contextual understanding of how faith-based values are experienced and interpreted by patients [20]. Third, research focusing on Islamic hospitals in Southeast Asia, particularly Indonesia, is still underrepresented in the international healthcare management literature [21], [22]. Addressing these gaps is essential to develop culturally responsive and evidence-based loyalty strategies for faith-based healthcare institutions.

Accordingly, this study aims to analyze the influence of brand image, Islamic values, patient experience, and patient satisfaction on patient loyalty at YARSI Hospital, an officially certified Islamic hospital in Jakarta, Indonesia. By adopting a comprehensive analytical framework, this research seeks to clarify the relative and combined effects of service-related and value-based factors in shaping patient loyalty.

The key contributions of this study are threefold. First, it extends healthcare loyalty theory by integrating Islamic values as a substantive construct within a multidimensional loyalty model. Second, it provides empirical evidence from an Islamic hospital context using robust statistical analysis, enriching the global literature on culturally grounded healthcare management. Third, it offers practical implications for hospital administrators by identifying strategic levers brand positioning, value integration, and experiential quality that can be optimized to strengthen patient loyalty in faith-based healthcare settings.

The remainder of this article is organized as follows. Section II presents the literature review and hypothesis development. Section III outlines the research methodology, including study design, sampling, instruments, and data analysis techniques. Section IV reports the empirical results. Section V discusses the findings in relation to existing literature and practical implications. Finally, Section VI concludes the study, highlighting limitations and directions for future research.

II. METHODS

A. STUDY DESIGN

This study employed a prospective observational design using a mixed-methods concurrent triangulation approach to comprehensively examine the influence of brand image, Islamic values, patient experience, and patient satisfaction on patient loyalty at YARSI Hospital, Jakarta, Indonesia. The mixed-methods design was selected to enable simultaneous collection and analysis of quantitative and qualitative data, thereby enhancing methodological rigor through triangulation and improving the validity of findings [23], [24]. The study was non-experimental and non-randomized, as it aimed to observe naturally occurring perceptions and behaviors rather than manipulate interventions.

B. STUDY SETTING AND POPULATION

The study was conducted at YARSI Hospital, an officially certified Islamic hospital that integrates Sharia principles into healthcare service delivery. The target population comprised outpatients who had received medical services at the hospital during the data collection period. Outpatients were selected because they represent a high-volume service group and are directly exposed to administrative processes, clinical services, and value-based interactions relevant to loyalty formation [25].

C. SAMPLING TECHNIQUE AND SAMPLE SIZE

A purposive sampling technique was applied to recruit participants who met predefined eligibility criteria. Inclusion criteria were: (1) adults aged 18 years or older; (2) receipt of outpatient services at YARSI Hospital within the preceding month; (3) ability to understand and complete the questionnaire in Bahasa Indonesia; and (4) provision of written informed consent. Exclusion criteria included inpatients, individuals with diagnosed cognitive impairments or severe psychiatric conditions, and questionnaires returned with substantial missing data.

The minimum sample size was determined based on multivariate regression requirements, considering the number of predictor variables and statistical power recommendations. A total of 388 respondents were successfully recruited, exceeding the minimum threshold required to ensure stable regression estimates and sufficient statistical power [26].

D. DATA COLLECTION INSTRUMENTS

Quantitative data were collected using a structured self-administered questionnaire developed from validated instruments reported in prior healthcare loyalty research. The questionnaire consisted of five sections measuring the following constructs:

1. Brand Image, assessed through items capturing perceptions of hospital reputation, credibility, and professional reliability.
2. Islamic Values Integration, measured by indicators reflecting ethical conduct, spiritual care, halal compliance, and Sharia-aligned service practices.
3. Patient Experience, encompassing interactions with healthcare staff, service accessibility, administrative efficiency, and physical environment.
4. Patient Satisfaction, evaluated based on perceived service quality, responsiveness, emotional reassurance, and outcome satisfaction.
5. Patient Loyalty, measured through intentions to revisit, willingness to recommend, and preference for the hospital as a primary healthcare provider.

All items were rated using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Instrument reliability and construct validity were assessed prior to analysis, consistent with methodological recommendations for healthcare service research [27].

E. QUALITATIVE DATA COLLECTION

To complement the quantitative findings, semi-structured interviews were conducted with a purposive subsample of eight patients selected to reflect diverse demographic

backgrounds and service experiences. The interview guide focused on perceptions of Islamic values, emotional comfort, service experiences, and factors influencing loyalty decisions. Interviews were conducted face-to-face in a private setting, audio-recorded with participant consent, and transcribed verbatim for analysis. Qualitative data were used to contextualize and substantiate quantitative results rather than to generate independent causal claims [24].

F. DATA COLLECTION PROCEDURE

Data collection was carried out over a three-month period. Questionnaires were distributed to eligible outpatients after completion of their clinical visits to ensure that responses reflected recent service experiences. Trained research assistants explained the study objectives and ensured voluntary participation. Completed questionnaires were checked for completeness prior to inclusion in the dataset.

G. DATA ANALYSIS

Quantitative data analysis was performed using multiple linear regression analysis to examine the influence of brand image, Islamic values, patient experience, and patient satisfaction on patient loyalty. Prior to regression modeling, assumptions of normality, multicollinearity, linearity, and homoscedasticity were tested to ensure analytical robustness. Statistical significance was set at $p < 0.05$. Qualitative data were analyzed using thematic analysis, following systematic coding procedures to identify recurrent themes related to value integration, satisfaction, and loyalty formation. The qualitative findings were triangulated with quantitative results to enhance interpretive depth and credibility [28].

H. ETHICAL CONSIDERATIONS

Ethical approval was obtained from the YARSI Hospital Ethics Committee prior to study implementation. All participants received written information regarding study objectives, confidentiality, voluntary participation, and the right to withdraw at any time without consequences. Written informed consent was obtained from all respondents. Data were anonymized and stored securely to protect participant privacy, in accordance with ethical standards for human subject research [29].

III. RESULTS

This study aimed to analyze the influence of brand image, Islamic values, patient experience, and patient satisfaction on patient loyalty in YARSI Hospital. The results presented below include findings from the multiple linear regression analysis and thematic analysis of qualitative data to provide a comprehensive understanding of the factors shaping patient loyalty.

A. Quantitative Findings: Regression Analysis

The multiple linear regression analysis tested the hypothesis that brand image, Islamic values, patient experience, and patient satisfaction have significant positive effects on patient loyalty. The regression model produced the following equation:

$$Y = -0.477 + 0.287X_1 + 0.238X_2 + 0.209X_3 + 0.440X_4$$

Where:

Y = Patient Loyalty

X₁ = Brand Image

X₂ = Islamic Values

X₃ = Patient Experience

X₄ = Patient Satisfaction

TABLE 1
Quantitative Result

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
1 (Constant)	-.477	.589	-.811	.418
Brand Image	.287	.018	15.904	.000
Islamic Values	.238	.013	17.676	.000
Patient Experience	.209	.014	15.130	.000
Patient Satisfaction	.440	.019	23.355	.000

Based on the multiple linear regression results presented in TABLE 1, all independent variables were found to have a statistically significant positive effect on patient loyalty ($p < 0.05$). Patient satisfaction emerged as the strongest predictor, with a regression coefficient of $\beta = 0.440$ ($t = 23.355$), indicating that increases in patients' overall satisfaction lead to the greatest improvement in loyalty compared with other factors. Brand image also demonstrated a significant contribution to patient loyalty ($\beta = 0.287$; $t = 15.904$), suggesting that favorable perceptions of the hospital's reputation, credibility, and service quality substantially enhance patients' intentions to revisit and recommend the hospital. Furthermore, Islamic values showed a meaningful positive influence on patient loyalty ($\beta = 0.238$; $t = 17.676$), highlighting the importance of Sharia-compliant practices, ethical service delivery, and spiritual support in strengthening patients' emotional attachment and trust toward the hospital. In addition, patient experience was found to significantly affect loyalty ($\beta = 0.209$; $t = 15.130$), albeit with a relatively smaller effect size, reflecting the role of service interactions, administrative efficiency, and the care environment in shaping patients' loyalty intentions. Overall, the results summarized in Table 1 confirm that patient loyalty at YARSI Hospital is driven by a combination of service quality-related factors and faith-based values, with patient satisfaction serving as the most influential determinant.

B. Qualitative Findings: Thematic Analysis

A thematic analysis of interviews with 8 patients provided nuanced insights into how these variables manifest in lived experiences and subjective perceptions. Brand Image: Participants praised YARSI Hospital for its strong Islamic identity combined with professional, trustworthy service. One interviewee noted, "RS YARSI merupakan RS yang berlandaskan Islam dengan mengedepankan nilai syariah dalam pelayanannya" (P1). This statement highlights how brand image is deeply tied to the hospital's religious ethos, enhancing patient trust and loyalty.

Islamic Values: Patients appreciated the hospital's commitment to Islamic values in practical service delivery, including prayer time observance and Islamic greetings by staff. One respondent stated, "Menjaga nilai-nilai islami dalam pelayanan" (P2), emphasizing the perceived sincerity and importance of religious principles in care, fostering an emotionally supportive environment.

Patient Experience: Positive patient encounters, such as efficient registration processes, courteous staff, and cleanliness, were frequently emphasized. A patient expressed, "P pasien merasa sangat dilayani" (P4), signaling satisfaction with the hospital environment and human interactions, factors known to affect loyalty and satisfaction.

Patient Satisfaction: Overall satisfaction with care quality, timely responsiveness, and professional competence were salient themes. For instance, a patient remarked, "Rumah sakitnya bagus dan dokternya baik-baik" (P5), reflecting a holistic perception of high-quality care contributing to patient retention and recommendations.

IV. DISCUSSION

A. INTERPRETATION OF THE FINDINGS

The present study provides empirical evidence that brand image, Islamic values, patient experience, and patient satisfaction significantly and positively influence patient loyalty in an Islamic hospital context. Among these predictors, patient satisfaction emerged as the strongest determinant, indicating that patients' overall evaluative judgments regarding healthcare services remain central to loyalty formation, even within faith-based healthcare institutions. This finding reinforces the notion that satisfaction functions as a cumulative outcome of service encounters and value alignment, which subsequently shapes patients' intentions to revisit and recommend healthcare providers.

The substantial influence of brand image suggests that patients' perceptions of YARSI Hospital's credibility, professionalism, and reputation play a critical role in fostering trust and repeated utilization. In healthcare settings, brand image serves as a signal of service reliability and reduces perceived risk, particularly when patients must make decisions under conditions of information asymmetry. The findings indicate that a strong brand image not only reflects technical competence but also embodies symbolic meanings associated with ethical conduct and institutional identity.

Importantly, the significant effect of Islamic values highlights the distinctive role of religious and cultural congruence in shaping patient loyalty. Islamic values manifested through Sharia-compliant practices, spiritual care, respectful communication, and ethical service delivery

appear to provide patients with emotional reassurance and moral comfort beyond clinical outcomes. This suggests that in Islamic hospitals, loyalty is not solely transactional but also relational and value-driven. Patients perceive alignment between personal beliefs and institutional practices as an added dimension of service quality, reinforcing trust and long-term commitment.

Furthermore, patient experience was found to significantly influence loyalty, underscoring the importance of interpersonal interactions, service efficiency, and the physical environment in shaping patients' perceptions. Although its effect size was smaller compared to satisfaction and brand image, patient experience remains a critical antecedent, as it directly contributes to satisfaction formation and emotional attachment to the hospital. Collectively, these findings demonstrate that patient loyalty in Islamic healthcare settings is a multidimensional construct influenced by both conventional service attributes and faith-based values.

B. COMPARISON WITH PREVIOUS STUDIES

The findings of this study are largely consistent with existing healthcare loyalty literature, which consistently identifies patient satisfaction as the most robust predictor of loyalty across diverse healthcare systems [30], [31]. Recent systematic reviews and empirical studies confirm that satisfied patients are more likely to return to the same provider, comply with treatment recommendations, and engage in positive word-of-mouth behaviors [32]. The dominance of satisfaction observed in this study aligns with these universal patterns, suggesting that satisfaction remains a foundational loyalty mechanism regardless of cultural or institutional context.

Similarly, the significant role of brand image corroborates prior international studies demonstrating that hospital reputation and perceived credibility strongly influence patient loyalty [33], [34]. However, this study extends existing evidence by demonstrating that, in Islamic hospitals, brand image is closely intertwined with religious identity. Unlike secular hospitals, where brand image is often driven by technological advancement or service efficiency alone, Islamic hospitals derive additional brand strength from ethical positioning and religious legitimacy.

The influence of patient experience found in this study is in agreement with recent research emphasizing experience-based healthcare models [35]. Studies conducted in both developed and developing countries indicate that positive patient experiences enhance satisfaction and indirectly foster loyalty through emotional engagement and trust. Nevertheless, compared to some Western healthcare studies where patient experience exerts a dominant effect, its relatively smaller coefficient in this study suggests that value congruence may outweigh experiential factors in faith-based healthcare environments.

The most distinctive contribution of this study lies in its empirical validation of Islamic values as a significant predictor of patient loyalty, supporting and extending recent findings from Islamic healthcare research [36], [37]. Prior studies conducted in Saudi Arabia, Malaysia, and Indonesia indicate that spiritual care, ethical compliance, and religious sensitivity positively influence patient satisfaction and trust.

However, many of these studies examined Islamic values as a contextual variable rather than integrating it alongside brand image, experience, and satisfaction within a single analytical framework. By doing so, this study provides stronger evidence that Islamic values operate as an independent and meaningful loyalty driver rather than merely a symbolic attribute.

In contrast to some earlier studies that reported indirect effects of religious values mediated solely by satisfaction [38], the present findings indicate a direct relationship between Islamic values and loyalty, suggesting that patients may remain loyal even when clinical outcomes are comparable, provided that religious expectations are fulfilled. This highlights the contextual specificity of loyalty formation in Islamic healthcare settings and underscores the need for culturally grounded healthcare models.

C. LIMITATIONS AND IMPLICATIONS

Despite its contributions, this study has several limitations that should be acknowledged. First, the cross-sectional design restricts the ability to infer causal relationships among the studied variables. Patient loyalty is a dynamic construct that may evolve over time as patients accumulate service experiences. Longitudinal studies are therefore recommended to examine loyalty trajectories and assess the stability of the observed relationships.

Second, the study was conducted in a single Islamic hospital and focused exclusively on outpatient services. While this approach enhances contextual depth, it limits the generalizability of findings to other healthcare settings, including inpatient services or non-Islamic hospitals. Future research should employ multi-site designs and comparative approaches to validate the findings across different institutional and cultural contexts.

Third, the reliance on self-reported data introduces the possibility of social desirability and response bias, particularly concerning Islamic values in a religiously affiliated hospital. Patients may overstate positive perceptions due to normative expectations. Incorporating objective service indicators or third-party assessments could mitigate this limitation in future studies. Additionally, the qualitative component involved a limited number of informants, which may not fully capture the diversity of patient experiences.

Despite these limitations, the study offers important theoretical and practical implications. Theoretically, it extends healthcare loyalty models by integrating religious value dimensions into established service and marketing frameworks. This contributes to a more inclusive understanding of patient behavior in culturally and religiously diverse healthcare systems.

From a practical perspective, the findings suggest that hospital managers should adopt holistic loyalty strategies that go beyond improving clinical outcomes alone. Enhancing patient satisfaction through service quality improvements remains essential; however, equal attention should be given to strengthening brand image and authentically embedding Islamic values into daily operations. This includes staff training on ethical conduct, spiritual sensitivity, and patient-centered communication aligned with Islamic principles.

Moreover, hospital marketing strategies should emphasize not only service excellence but also value-based differentiation, highlighting Sharia compliance, ethical integrity, and compassionate care as distinctive brand attributes. Improving patient experience through streamlined administrative processes and respectful interpersonal interactions can further reinforce satisfaction and loyalty.

In conclusion, this study demonstrates that patient loyalty in Islamic healthcare settings is shaped by a complex interplay of satisfaction, brand image, patient experience, and religious values. By recognizing and strategically managing these dimensions, Islamic hospitals can enhance patient trust, retention, and long-term sustainability in increasingly competitive healthcare markets.

V. CONCLUSION

This study was conducted to examine the influence of brand image, Islamic values, patient experience, and patient satisfaction on patient loyalty within the context of YARSI Hospital, an Islamic healthcare institution in Jakarta, Indonesia. By employing a mixed-methods approach, the study sought to provide a comprehensive understanding of how service-related and value-based factors collectively shape patient loyalty in faith-based healthcare settings. The findings demonstrate that all examined variables exert a statistically significant and positive effect on patient loyalty ($p < 0.05$). Among these predictors, patient satisfaction emerged as the most influential factor ($\beta = 0.440$), indicating that patients' overall evaluations of service quality, responsiveness, and care outcomes play a decisive role in determining their loyalty. Brand image also showed a substantial effect ($\beta = 0.287$), highlighting the importance of hospital reputation, credibility, and trustworthiness in fostering repeated utilization. Islamic values were found to significantly influence loyalty ($\beta = 0.238$), underscoring the critical role of Sharia-compliant practices, ethical conduct, and spiritual care in strengthening emotional attachment and trust among patients. Patient experience, while exhibiting the smallest coefficient, remained a significant determinant ($\beta = 0.209$), reflecting the importance of interpersonal interactions, service efficiency, and the care environment in shaping patient perceptions. Collectively, these results confirm that patient loyalty in Islamic hospitals is a multidimensional construct shaped by both conventional service quality dimensions and culturally embedded religious values. The integration of Islamic values alongside improvements in service delivery and brand positioning can therefore serve as a strategic advantage for faith-based healthcare institutions seeking long-term sustainability. Despite these contributions, the study is limited by its cross-sectional design and single-site setting, which restrict causal inference and generalizability. Consequently, future research is recommended to adopt longitudinal designs to capture changes in patient loyalty over time and to conduct comparative analyses between Islamic and non-Islamic hospitals across different regions. Additionally, future studies may incorporate digital health variables, such as telemedicine services and mobile health applications, to explore how technologically mediated care interacts with religious values and patient experience in shaping loyalty.

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AUTHOR CONTRIBUTION

Dede Yunus played a pivotal role in conceptualizing and designing the research, overseeing the data collection process, and actively participating in both data analysis and interpretation. Rifqatussa'adah and Yudi Amiarno were instrumental in developing the educational media, managing the implementation of the intervention, and contributing substantially to the manuscript's writing and revision stages. Dicky Budiman supported the research by assisting in data analysis and interpretation and by providing critical appraisal and constructive feedback on the manuscript. All authors thoroughly reviewed and approved the final manuscript version, collectively assuming responsibility for ensuring the work's integrity and accuracy.

DECLARATIONS

ETHICAL APPROVAL

This study was conducted in accordance with the ethical standards and principles outlined in the Declaration of Helsinki. Ethical approval was obtained from the Institutional Review Board (IRB) of YARSI Hospital prior to commencement of the research (Approval Number: [insert approval number if available]). All participants provided informed consent before involvement in the study, ensuring confidentiality, voluntary participation, and the right to withdraw at any time without penalty. The research was designed to safeguard participant privacy and to minimize any potential risks or harm. The study adhered rigorously to ethical guidelines governing research involving human subjects.

CONSENT FOR PUBLICATION PARTICIPANTS

Consent for publication was given by all participants.

COMPETING INTERESTS

The authors declare no competing interests.

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