

Abstract
The Influence of Islamic Service Quality and Image
on Patients' Satisfaction and Loyalty

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Service quality is very important because if the service is good, the patients will be very satisfied and loyal to the hospitals. The loyalty which is formed from the spirit of value will last longer and can lock the customers into loyalty because it stems from the belief in this case religion. However, many hospitals do not realize it. The research analyzes the application of quality service based on Islam.

The goal of this study is to analyze influences of Islamic services quality and image of Islamic hospital toward satisfaction and Islamic hospital customer/patient loyalty in Central Java – Indonesia.

This study consists of exogenous variable i.e. Islamic services quality and image of Islamic hospital, endogenous variable (intervening variable) i.e. patient satisfaction and endogenous variable (dependent variable) i.e. patient loyalty. Correlation among variables in this study is to find and explain influences Islamic services quality to patient satisfaction, Islamic services quality to patient loyalty, image of Islamic hospital to patient loyalty and patient satisfaction to patient loyalty.

Population of this study are the patients Sultan Agung Islamic Hospital-Semarang, Roemani Islamic Hospital – Semarang, Islamic Hospital in Solo and Islamic Hospital in Klaten.

The result shows that Islamic services quality influence to patient satisfaction significantly, Islamic hospital image influence to patient satisfaction significantly, and patient satisfaction influence to loyalty also Islamic hospital influence to patient loyalty significantly. This study shows that the implementation of Al-Qur'an surah Al-Qashash verse 77 as the moral manifestation of ihsan to provide the best service to the patients has been implemented well. This study shows that the implementation of Al-Qur'an surah Al-Fath verse 4 the manifestation of Islamic service of physical-psychological dimension which can create happiness in the form of peace can be maintained the religion and faith of the patients have been implemented.

Keywords: Islamic services quality, image of Islamic hospital, patient satisfaction, patient loyalty

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