



# International Conference on Finance, Economics, Management, Accounting and Informatics

“Digital Transformation and Sustainable Business: Challenges and Opportunities for Higher Education Research and Development”

## Integrated Islamic Spiritual Care as a Business Strategy in Siaga Al Munawwarah Hospital

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### Abstract

This study found that Siaga Al-Munawwarah Hospital has implemented Integrated Islamic Spiritual Care (IISC) as part of its patient services. ISC is not only seen as a complement to medical services but also as a strategic tool in building an image, increasing patient loyalty, and differentiating the hospital from competitors. However, ISC has not been fully integrated into the hospital's formal business management system. Evaluation of its impact on strategic indicators is still limited, and organizational support for the sustainability of the spiritual care program needs to be strengthened.

**Keywords:** Integrated Islamic Spiritual Care, Hospital Business Strategy

### Introduction

Health is understood as a holistic concept, encompassing physical, social, and spiritual aspects. Spiritual care focuses on the spiritual dimension of a person's health and has been shown to provide a variety of important benefits, such as improving quality of life and reducing levels of depression and hopelessness. The results of the literature review indicate that the understanding of spiritual care in nursing practice varies widely, from a caring presence to actions based on religious values. Spiritual care has been interpreted as an effort to touch the spiritual side of other humans. In the past, this concept has also been understood as a dynamic interpersonal process, reflecting mutual recognition of human values and experiences. In addition, spiritual care is often defined as a planned and ongoing process in the interaction between nurses and patients, aiming to enhance the patient's spiritual well-being. The diversity of these definitions shows that various factors influence the meaning of spiritual care.

Two main factors that cause differences in the definition of spiritual care are the cultural and religious background of the local community. Spiritual care practices in a region may have their own cultural characteristics that are formed from religious beliefs and spiritual approaches typical of the area. Modern health services are increasingly developing towards a holistic approach, which not only pays attention to the physical and psychological aspects of patients, but also social and spiritual aspects. In the context of the Muslim community, which is the majority of the population of Indonesia, especially in Samarinda City, East Kalimantan, the need for health services that are in line with Islamic values is becoming increasingly important. The concept of Islamic Spiritual Care (ISC) is present as a response to this need by integrating Islamic values into the service process, such as worship assistance, prayer, and dhikr, to an ethical approach in handling patients. The integration of Islamic Spiritual Care (ISC) as a hospital business strategy is a strategic approach that not only improves the quality of health services but also strengthens the position of the hospital in the large and growing Muslim market segment.

Previous studies have shown that the Islamic spiritual approach plays an important role in supporting the healing process, increasing peace of mind, and strengthening patients' beliefs in the meaning of illness as a test



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and a means of getting closer to God. ISC has also been shown to increase patient satisfaction and strengthen the relationship between patients and health workers. However, most of these studies only focus on the clinical and nursing service aspects, and have not discussed further the role of ISC in the context of the overall management and development strategy of the hospital institution.

Although there is empirical evidence regarding the benefits of Islamic Spiritual Care in the context of patient psychosocial care, there is still very limited research exploring the potential of ISC as a hospital business strategy. In fact, in the current competitive landscape of health services, hospitals are required not only to provide high-quality services but also to create added value and differentiation in their services. Integration of Islamic values through spiritual care can be a strong differentiation strategy, especially in Muslim-majority areas such as Samarinda. Unfortunately, the implementation of ISC is still informal and not systematically structured, and its impact on business indicators such as patient loyalty, institutional image, and competitive advantage has not been studied. In addition, there are not many studies that discuss the case of hospitals in Indonesia, especially middle-class private hospitals that have implemented Islamic-based spiritual care principles. One example is the Siaga Al-Munawwarah Hospital in Samarinda, which has shown early initiatives in developing spiritual services but has not been widely analyzed academically.

## Literature Review

### ISLAMIC INTEGRATED ISLAMIC SPIRITUAL CARE CONCEPT

Spiritual care in the medical world is defined as a form of support for the spiritual dimension of patients that includes religious values, beliefs, and practices that are an integral part of the healing process. In the context of Islam, Islamic Spiritual Care (ISC) does not only provide emotional comfort, but also meets spiritual needs that are an important part of a person's faith that is being tested by illness. To present a relevant theory for research purposes, a literature review presents gaps that will be exposed and solved and represent the theoretical core of an article. This section also should be explaining the Hypothesis Development (if any). The hypothesis contains answers obtained during research and is developed based on the theory used and previous literature used.

According to Abdul-Rahman (2020), spiritual services in Islam place the aspects of tawakkal, patience, gratitude, and pleasure as coping mechanisms that accelerate healing, both psychologically and spiritually. ISC must also pay attention to sharia values, including in aspects of treatment, halal food, and interaction between genders. According to Nazila Isgandarova (2012), effective Islamic spiritual care based on the Qur'an and Hadith, builds caring relationships, involves referrals to scholars, integration of psychological science, ongoing training, and various service styles according to consumer needs. In the humanistic view, spirituality is understood as a way of being and experience that arises from an awareness of the transcendental dimension, which is reflected through certain values that can be recognized in relationships with oneself, others, nature, life, or something that is considered the highest. In addition, spirituality is often associated with individual perceptions of peace, purpose in life, and a sense of connectedness that contains beliefs about the meaning of existence.

Spirituality is also closely related to the human aspect, where individuals seek and express the meaning of their lives, and experience emotional and existential closeness to moments of life, the self, others, the universe, and something considered sacred or meaningful. Although spirituality can include certain religious practices or

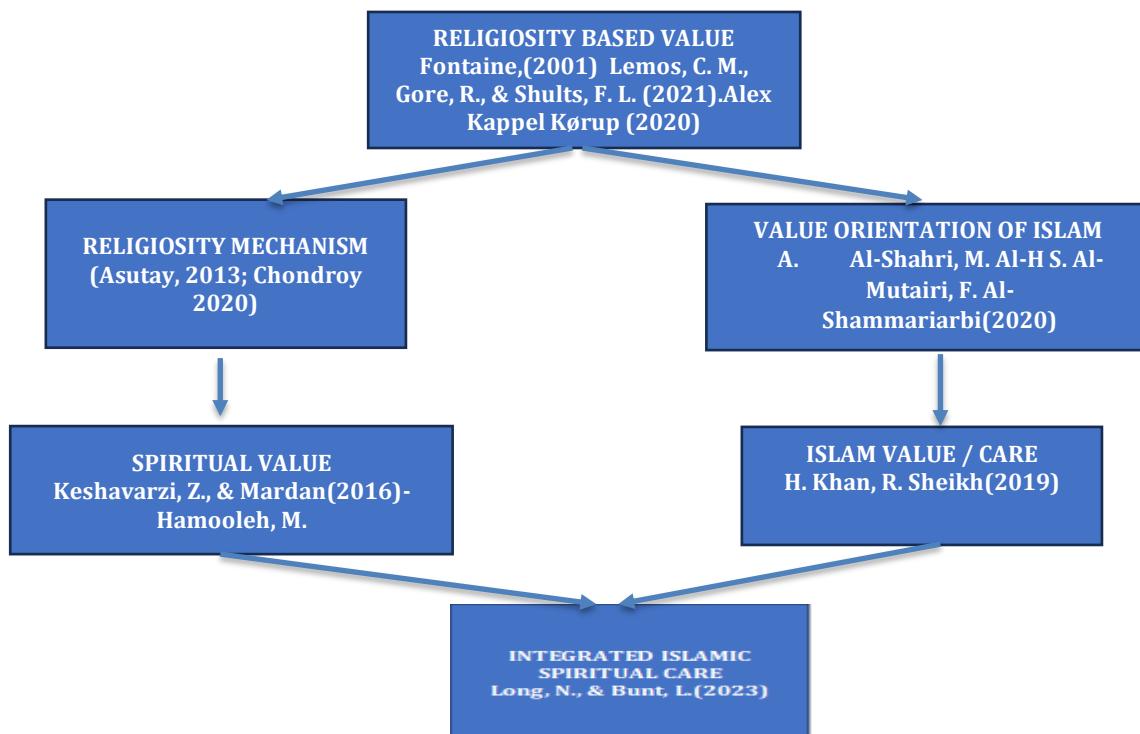
worldviews, its expression can be broader, such as through art, relationships with nature, or other forms of inner reflection.

From an Islamic perspective, spirituality includes a deep inner awareness of the origins of creation, forms of worship to God, seeking His pleasure, and attitudes of submission, trust, and humility that are reflected in daily actions. Faith in the Most Perfect God, belief in life after death, and a meaningful purpose in life are the core of spirituality in Islam. This spirituality is believed to bring positive impacts in the form of happiness, hope, peace, confidence, and a sense of security both in this world and in the hereafter.

Islamic Care or Islamic Spiritual Service is a form of spiritual service based on Islamic values, such as prayer, dhikr, tilawah, worship guidance, as well as a compassionate and exemplary approach. This service is provided to Muslim patients as part of a holistic approach that considers physical and spiritual aspects in a balanced way. Islamic spiritual care includes practices and interventions that are in line with Islamic teachings, such as reading the Qur'an, spiritual counseling, prayer support, and remembering God (dhikr), which aim to foster peace and trust in God's will (Hamdan, 2015)

According to Nazila Esqendarova (2015) that Islamic spiritual care is rooted in the theology of the Qur'an and prophetic tradition, which emphasizes a loving presence, moral support, and connecting patients with the Creator during suffering. that According to Puchalski et al. (2009): that Spiritual care is an aspect of care that pays attention to the spiritual or religious needs of patients as they face illness, loss, grief, or pain.

### Proposition Integrated Islamic Spiritual Care



### Methods



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This study uses a descriptive qualitative approach with a case study method, which aims to explore in depth the implementation of Integrated Islamic Spiritual Care (IISC) at Siaga Al-Munawwarah Hospital Samarinda as part of the hospital's business strategy. The main focus of this study is to explore how spiritual elements based on Islamic values are systematically integrated into hospital services, not only as part of a holistic approach to patient recovery, but also as a business strategy that differentiates this hospital from its competitors. Through in-depth interviews, participant observation, and document review, this study seeks to understand the perceptions of management, medical personnel, patients, and other related parties regarding the role of IISC in improving service quality, patient satisfaction, user loyalty, and institutional image. Siaga Al-Munawwarah Hospital was chosen as the study location because it has implemented structured religious services and is one of the pioneers of the integration of Islamic-based spiritual services in the East Kalimantan region.

The methodology must be clearly stated and described in sufficient detail. Research methods are designed to describe the nature of the data. Methods should be well elaborated and improved, including models, approaches to analysis, and steps taken. The research method should include the following: A brief description of the prevalence of this research method; the reasons for choosing a particular method are well explained; the accuracy of the research design is appropriate; the research sample is suitable; the data collection process is purposive sampling technique as a patients who have received treatment and been hospitalized

## Conclusion

This study found that Siaga Al-Munawwarah Hospital has implemented Integrated Islamic Spiritual Care (IISC) as part of its patient services. ISC is not only seen as a complement to medical services but also as a strategic tool in building an image, increasing patient loyalty, and differentiating the hospital from competitors. However, ISC has not been fully integrated into the hospital's formal business management system. Evaluation of its impact on strategic indicators is still limited, and organizational support for the sustainability of the spiritual care program needs to be strengthened.

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