



Overview of Patient Satisfaction to Sharia Services Hospitals in Indonesia: Literature Review

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ABSTRACT

Indonesia has the largest Muslim population in the world, with a high demand for sharia-based service markets. National development planning related to the halal market in Indonesia will open new opportunities and options for people in choosing a product, one of which is the search for health services in hospitals. This increase in demand and opportunity must be followed by good service quality. One indicator of the quality of health care is patient satisfaction. This research aims to determine patient satisfaction with sharia or Islamic health services received and the potential for developing Shariah services in hospitals. This study is a literature review with an electronic database search published 2017-2022 and meets inclusion criteria. Seven articles show that patients are satisfied with Shariah or Islamic health services in hospitals in Indonesia. Investment in human resources, development, and further research into Sharia certification in hospitals needs to be done.

Kata kunci:

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ABSTRAK

Indonesia memiliki penduduk Muslim terbanyak di dunia, dengan demand terhadap pasar pelayanan berbasis syariah yang tinggi. Perencanaan pengembangan nasional terkait dengan pasar halal di Indonesia akan membuka kesempatan dan opsi baru bagi masyarakat dalam memilih suatu produk, salah satunya adalah pencarian pelayanan kesehatan di rumah sakit. Peningkatan permintaan dan kesempatan ini harus diikuti dengan kualitas pelayanan yang baik. Salah satu indikator kualitas pelayanan kesehatan adalah kepuasan pasien. Penelitian ini bertujuan untuk mengetahui kepuasan pasien terhadap pelayanan kesehatan syariah atau islami yang diterima dan potensi pengembangan pelayanan syariah di rumah sakit. Penelitian ini adalah literature review dengan pencarian database elektronik yang diterbitkan 2017-2022 dan memenuhi kriteria inklusi. Tujuh artikel menunjukkan bahwa pasien puas terhadap pelayanan kesehatan syariah atau islami di rumah sakit di Indonesia. Investasi sumber daya manusia, pengembangan dan penelitian lebih lanjut terhadap sertifikasi syariah di rumah sakit perlu dilakukan.

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INTRODUCTION

Indonesia has a highly developed sharia-based service market. (Ismail et al., 2010) With the rapid development of the Sharia market in Indonesia (Indonesian Ministry of National Development Planning, 2019) a sharia-based health service must provide and maintain good service quality to get and maintain patient satisfaction. The first Sharia hospital in Indonesia to have sharia certification in 2017 by the All-

Indonesia Islamic Health Efforts Assembly.(MUKISI, 2017) Until 2020, hospitals in Indonesia that have sharia certification are 22 hospitals.(MUKISI, 2020) Hospitals that choose to become Islamic hospitals certainly have done and have market segmentation, so they can concentrate on providing services that are following market wishes.

The value offered is not only aimed at a profit but to ensure the sustainability of the product and a good relationship with customers.(Aisyah Ismail, Hamid, & Sulistiadi, 2018) As a

country with the largest Muslim population in the world, Indonesia has not been able to optimally meet its needs. In the Global Islamic Economy Index 2018/2019, Indonesia was ranked 10th in producing halal products provide (Indonesian Ministry of National Development Planning, 2019). Indonesia in the demographic bonus phase can benefit to the promotion of Universal Health Coverage (UHC) in terms of human resources (labor) which can provide a lot of potential contributions in working and providing services(Ariteja S, 2017). In this case, the utilization of health facilities will increase and health services have the potential to develop and improve quality in providing services.

This increase in demand and opportunities in Indonesia must also be followed by good quality of service, in this case, sharia services in hospitals. Hospitals that provide shariah services must have a good standard of medical services first. Better quality health care tends to build satisfaction and loyalty among patients.(Fatima, T., Malik, S. A., Shabbir, 2018) The addition of religious value to health services can meet the unmet needs of patients from ordinary health services and can increase patient satisfaction by meeting patient needs in non-medical aspects so that services are more complete. Patients who are seriously ill and hospitalized, have a desire to start conversations about religious and spiritual issues, and patients who discuss their religiosity and spirituality concerns are reported to have higher levels of satisfaction with the medical care they receive.(Williams, J. A., Meltzer, D., Arora, V., Chung, G., & Curlin, 2011) In this case, researchers are interested in researching patient satisfaction with Sharia services in hospitals in Indonesia that have been running so far and how the potential for the development of Sharia services in hospitals.

METHOD

Literature review is a summary of the subject area that supports the identification of a particular research question. Library reviews need to utilize and evaluate different library sources including academic and professional journal articles, books, and web-based resources (Rowley, J., Slack, 2004). In this study, an analysis of 7 articles to find out patient satisfaction with Sharia services in hospitals in Indonesia.

Data and Information Sources

Search for articles with patient satisfaction keywords; hospital; sharia services; Indonesia, patient satisfaction AND hospital AND sharia services OR Islamic AND Indonesia. The criteria for inclusion of this study are free full-text article, the publication year 2017-2022, English or Indonesian, research method, research in hospitals, locations in Indonesia, related to patient satisfaction and loyalty. The exclusion criteria of this study is an article that is not full text. The search engines used are Scopus, ProQuest, Springer Link, Google Scholar, Portal Garuda, JSTOR and Emerald Insight, because other search engine researchers did not find research conducted in Indonesian hospitals with these keywords.

This study uses a review method with the type of literature review. Literature review aims to identify information system for management level to making decision. Sources of scientific articles are obtained from several databases and there are no standard or protocols in the collection of article narrative reviews.(Huedo-Medina, Ballester, & Johnson, 2013) Therefore, article screenings as figure 1.

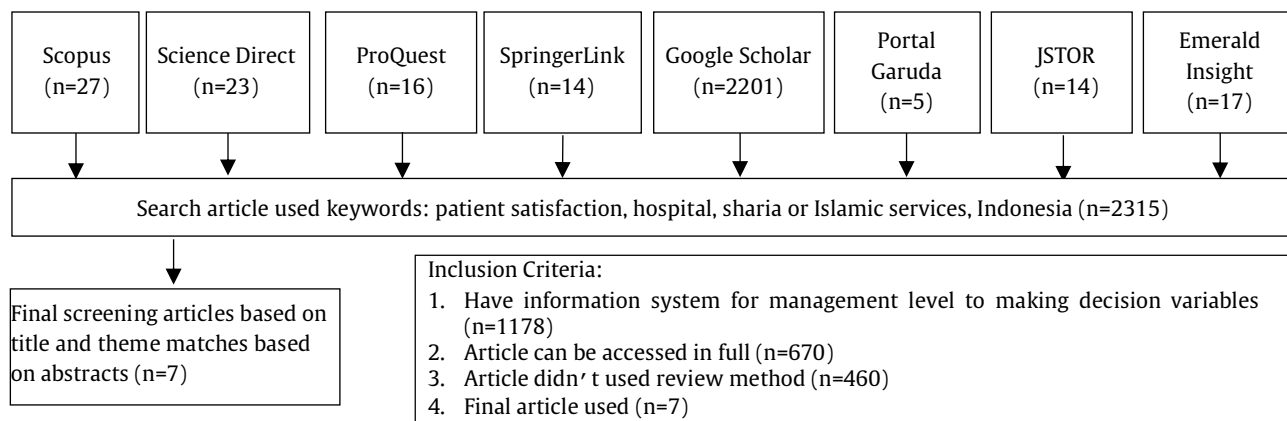


Figure 1. Flow Chart Screening Article

RESULTS AND DISCUSSION

Table Article Review

After the selection and selection process of each article, researchers divide it into categories: author and year of publication, title, research objectives, research design, participants, and research results. The seven articles are article that focuses on patient satisfaction with Sharia or Islamic services in Indonesian hospitals. The research conducted by Prayoga, et al., (2021) divided the characteristics of the indicator into dimensions of service with the principles of sharia rabbaniyyah, akhlaqiyah,

waqi'iyah and insaniyyah applied in the services of PKU Muhammadiyah Hospital Yogyakarta.

This research is descriptive with a total of 80 respondents, all dimensions of sharia principle services get satisfactory answers. (Prayoga, M. A., al Ummah, B., 2021). Abdurouf also examined the Islamic caring model against perceived disconfirmation of patients at RSI Sultan Agung Semarang. Caring Islami consists of professional, friendly, trustworthy, istiqomah, sincere and patient influence on perceived disconfirmation consisting of reliability, assurance, tangibles, empathy, and responsiveness, this is in line with research that sharia principles in service can affect patient satisfaction patient. (Abdurrouf, Nursalam, & Purwaningsih, 2013; Hafidh,

2017; Sumadi, Efendi, T. F., Agustini, T., & Aslama, 2021) The better the sharia services are provided, the more patient satisfaction will increase (Abdurrouf & Rosalia, n.d.). The study, conducted at Sharia Hospital in Yogyakarta, showed that the perception of patients in caring Islamic consists of several things, namely closing nakedness, maintaining mahram relationships, patient understanding of fiqh, and Islamic qualifications of a nurse. Patients expect Sharia health services to implement mahram-based treatment, for example, health services of the same gender. Knowledge of Islamic caring is also important for health workers in overall patient care. Other things include the uniform of a female nurse. Participants said that the uniforms of female nurses must also be under Islamic provisions regarding nakedness, the

uniforms of male and female nurses must be safe, comfortable, clean, and free from infection. Patients will feel happy and satisfied when receiving good health services and being supported by Islamic values. (Wardaningsih S. & Oktariza A., 2021) The difference between Islamic hospitals and not is the basic concept in providing health services, after Islamic values. Factors that support customer satisfaction in the Islamic management perspective focus on values, such as the value of equality, trust, can fulfill promises, patience, and flexibility of customers in carrying out worship. An organization needs to have an image that is classified as trustworthy and reliable. (Hayati, M., Sulistiadi, 2018) There are many different dimensions of assessment of Islamic hospital services.

Table 1. Article Synthesis Result

Author (Year)	Title	Research Objective	Research Design	Participant	Research Result
Muh Agung Prayoga, Basirun Al Ummah, Kusumastuti (2021)	Overview of Patient Satisfaction Levels towards Sharia-Based Nursing Care in the Raudoh Room of Pku Muhammadiyah Hospital Yogyakarta	To know patient satisfaction with sharia nursing care is seen from the dimensions of <i>Rabbaniyyah</i> , <i>Akhlaqiyyah</i> , <i>Waqi'iyah</i> , <i>Insaniyyah</i> in the Raudoh Room of PKU Muhammadiyah Hospital Yogyakarta.	Quantitative descriptive research with cross sectional approach, random sampling techniques	80 hospitalized patients at Raudoh Hospital PKU Muhammadiyah Yogyakarta	An overview of the level of patient satisfaction with sharia-based nursing care dimensions of <i>Rabbaniyyah</i> , <i>Akhlaqiyyah</i> , <i>Waqi'iyah</i> , and <i>Insaniyyah</i> to patient satisfaction in the Raudoh Room of PKU Muhammadiyah Hospital Yogyakarta.
Muh. Abdurrouf, Nursalam, Purwaningsih (2015)	Caring Islamic Model Against Increased Patient Satisfaction	The purpose of this study is to find out the effect of the Caring Islamic model in improving patient satisfaction.	Pre-experimental design, consecutive sampling	31 intervention patients and 31 control patients at sultan agung Islamic Hospital Surgical Inpatient Installation	The Islamic <i>caring</i> model can be applied in hospitals and improve <i>perceived disconfirmation</i> and patient satisfaction. It is necessary to pay attention to the increased dimensions of <i>emphaty</i> and <i>responsiveness</i> . <i>Pasien</i> given <i>caring</i> Islamic has a higher level of satisfaction than patients who are not given <i>Islamic caring</i> .
Sumadi, Tino Feri Efendi, Tutik Agustini, Salsabila Aslama (2021)	The Effect of Services With Sharia Principles on General Outpatient Satisfaction	This study aims to find out the relationship between the quality of service, prices and facilities with patient satisfaction on public roads at Sebelas Maret University Hospital.	Quantitative, observational analytical research, simple random sampling	100 outpatient general patients at Sebelas Maret University Hospital.	The quality of service, price and facilities together affect the satisfaction of patients with a significant level of 0.000 (< 0.05)
Hikmah Pratiwi Hafid (2016)	The Influence of Services with Sharia Principles on Patient Satisfaction at Ibnu Sina Hospital Makassar	This research aims to find out the influence of services with sharia principles based on patient satisfaction at Ibnu Sina Hospital Makassar.	Quantitative descriptive research	78 patients of Ibnu Sinna Hospital Makassar	Services with sharia principles have a significant influence on partial and stimultan patient satisfaction.
Muh. Abdurrouf, Cindy Rosalia (2018)	Sharia Services in Nursing With Patient Satisfaction Levels in Hospitals	Identify how sharia services relate in the field of nursing with the level of patient satisfaction	Analytical survey research cross sectional method, simple	130 inpatients of Sultan Agung Islamic Hospital Semarang	There is a significant relationship between Shariah services in the field of nursing and the level of patient satisfaction with a value

			random sampling		of 0.000, the strength of the relationship is moderate (0.416) and the direction of the relationship is positive.
Susi Mahdalena, Irwan Saputra, Said Usman (2021)	Analysis of the Relationship of Implementing Islamic-Based Health Service Concepts with Inpatient Satisfaction at RSUDZA	Analysis of the relationship between the implementation of Islamic-based health service concepts with the satisfaction of inpatients at RSUDZA in 2020	Observational analytical methods, quantitative research	92 inpatients of General Hospital dr. Zainoel Abidin	There is a significant relationship between the application of the concept of Islamic-based health services to patient satisfaction in the inpatient room of the Regional General Hospital dr. Zainoel Abidin Banda Aceh. (p = 0.045)
Shanti Wardaningsih, Atika Oktariza (2021)	Patients Perceptions of Islamic Caring Model on Nurses in Yogyakarta Sharia Hospitals	Acknowledge patient perception of Islamic caring nurses in sharia hospital in Yogyakarta	Descriptive qualitative study	10 patient who had received treatments at PKU Muhammadiyah Hospital and Nur Hidayah Hospital	Happiness and satisfaction in patients who received health services supported by the foundation of Islamic values

Sharia Service Trends in Indonesia and Customer Satisfaction

The position of the country with the largest Muslim population in the world is occupied by Indonesia, providing demands and opportunities for the halal market to increase. There is a change in market behavior towards the sharia-conscious middle-class market of Indonesian people. These changes can be seen in the last five years more and more the emergence of sharia markets such as Islamic banks, Islamic hotels, sharia fashion trends, and halal product questions. The establishment of a system with this principle not only focuses on halal products and their management following sharia principles but provides a new alternative to the existing conventional system, becoming a more comprehensive system for Muslim patients with the addition of Islamic values in it. The marketing map in Indonesia now not only offers the benefits of a product but begins to expand emotional and spiritual touch to attract customers. Search for sharia-based services in various fields, including the health service system. (Aisyah Ismail et al., 2018; Hayati, K., Caniogo, 2012; Hayati, M., Sulistiadi, 2018) The Indonesia Islamic Economic Masterplan 2019-2024 explained that Indonesia has an Islamic economic market that is full of potential and Indonesia will strengthen the Islamic economy of various sectors. One of the sectors that are strengthened is the field of Social Security. With the increase in the *BPJS-K*, *BPJS-TK*, Islamic insurance, and pension funds of the Indonesian people, there will be an increase in market share in health facilities in Indonesia and their utilization. With the improvement of these options, health facilities, one of which is a hospital, need to maintain and compete in improving quality, as well as providing more services than other hospitals.

Research conducted by Ambali & Bakar (2014) showed that the increased consumption needs of halal products are influenced by religious beliefs, exposure, and the role of halal logo certification and health reasons. (Ambali, A. R., Bakar, 2014) Consumption of halal products strongly affects the emotional experience of customers on the spiritual dimension and patient acceptance can provide an experience of emotional satisfaction that can affect the customer's behavioral intentions. (Tama, H. A., Voon, 2014) The increase in the trend of Shariah services is also in demand in other sectors. The relationship between factors that influence society in choosing Islamic bank products and services with

the result that Islamic banks are preferred because of religious factors, the desire to practice Islamic law in finance. This shows that Sharia or Islamic-based services are accepted and in demand by people in Indonesia in various sectors. (Aisyah Ismail et al., 2018)

Potensi Pengembangan Pelayanan berbasis Islami Rumah Sakit di Indonesia

According to PMK/12/2020 on Hospital Accreditation, one of the purposes of accreditation is to improve the quality of service and improve patient safety, improve protection for the community, hospital human resources, and mentioned that every hospital must be accredited every four years. The hospital itself is required to serve the community and still maintain and improve the quality of its services. Islamic-based hospitals have long existed in Indonesia, treating patient health problems with services based on Islamic values. But previously, there was no objective dredging standard in the assessment of Islamic-based health services.

This trend of sharia concept health care system must be followed by an objective Sharia-based health care quality measuring system, in Indonesia issued sharia hospital certification standards in 2015 by the All Indonesia Islamic Health Efforts Assembly (MUKISI) and the MUI National Sharia Council, which has a role in completing the National Hospital Accreditation Standard (SNARS). To obtain Sharia certification, hospitals must pass the National Hospital Accreditation Standard (SNARS) and an assessment of 173 assessment elements and 13 points of standardization supervised by the MUI National Sharia Council. Fatwa issued by DSN-MUI Number 107/DSN-MUI/X/2016 concerning Guidelines for the Implementation of Sharia Hospitals that Sharia hospitals must provide services per the Clinical Practice Guidelines (PPK), clinical pathways, and or applicable service standards and provide appropriate health services regardless of race, ethnicity, and religion. The implementation of sharia hospital certification is expected to improve hospital performance. By 2020, it is targeted that there will be 100 hospitals that will be sharia accredited. (MUKISI, 2020) Sharia-accredited hospitals must have passed the Hospital Accreditation Standard (SNARS) but in sharia management principled on Maqashid al-Shari'ah al-Islamiyah. Maqashid shari'ah consists of two words, namely maqashid and shari'ah which means the purpose of Allah and His Apostle in

formulating Islamic law for humans. Maqashid shari'ah consists of five kinds of components, religious care (Hifz Ad-Din), guardianship of the soul (Hifz An – Nafs), care of reason (Hifz Al - Aql), care of offspring (Hifz An – Nasl), custody of property (Hifz Al-Mal). The purpose of Shariah hospitals is to provide Islamic health services in the form of medical care and quality nursing care in Islamic values. Accreditation has a positive impact on the dimensions of health care quality efficiency, safety, effectiveness, timeliness, and centeredness in patients. (Araujo et al., 2020) Accreditation of health institutions is important in equalizing the quality of health services that will be received by patients in Indonesia.

Strengthening and building Islamic-based human resources in Sharia hospitals is an important aspect because it is directly related to patients. Moreover, Indonesia is entering a demographic bonus phase where the potential utilization of health facilities including hospitals will increase. Investment in human resources has a positive effect on patient satisfaction. (Oppel, E. M., Winter, V., Schreyögg, 2017) In the accreditation of Islamic hospitals, one aspect of the assessment is Islamic performance in employees. (MUKISI, 2017) One of the factors that affect Islamic performance in nurses is leadership, supervision of Islamic service bodies, personal values of religiosity and spirituality, and job satisfaction where the supervision factors of Islamic service bodies are the factors that play a big role in Islamic performance. (Maharani, M. V., Sutopo, J. P., Nugraheni, 2022)

LIMITATION OF THE STUDY

The limitation of this study is in the search for research on the satisfaction of Islamic or Sharia health services in Indonesian hospitals on limited journal search engines. The lack of research on Sharia accreditation and research conducted in sharia-accredited hospitals makes the assessment of patient satisfaction in the dimensions of Islamic health services in hospitals heterogeneous.

CONCLUSIONS AND SUGGESTION

Based on this research, it is obtained in the literature contained in this study that the satisfaction of the Indonesian people towards Sharia health services in hospitals is good. Indonesia has a large Sharia market and the Indonesian Muslim community tends to be satisfied with services that are under the values of the beliefs embraced. Indonesia as a pioneer of sharia accreditation of hospitals must be utilized and improved as best as possible so that Islamic hospitals or public hospitals that choose to provide Shariah services all have sharia hospital accreditation so that the public can receive the same sharia health service standards. The emergence of Sharia hospital accreditation along with Indonesia's demographic bonus phase can encourage the potential to improve the quality of service and utilization of Sharia hospitals. Further research is needed on the development of sharia accreditation side by side as a complement to the National Standard of Hospital Accreditation (SNARS) in improving the quality of more complete hospital services.

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