

The impact of spiritual marketing on customer trust / an analytical study of the opinions of a sample of workers in the Al-Kafeel Specialist Hospital in the Holy Karbala

Zahraa Naeem Qasim¹

Prof. Dr. Atheer Abdul Amir Hassouni²

¹(Administration and Economics, University of Al-Qadisiyah , Iraq Zhraalsaade90@gmail.com)

²(Administration and Economics, University of Al-Qadisiyah , Iraq Atheer.almashady@qu.edu.iq)

Abstract

Purpose: The study focussed on the influence of Spiritual marketing on Customer trust an analytical study of the opinions of a sample of workers in the Al-Kafeel Specialist Hospital in the Holy Karbala.

Theoretical Framework: Spiritual marketing is defined as that form of marketing imbued with spiritual values in all operations and transactions until it reaches the level of all major stakeholders in the field of obtaining happiness (Nurbasari, 2015: 277).

Design/Methodology/Approach: The current study focused on spiritual marketing as an independent variable with its dimensions (Theistic , Ethic, Realistic , Humanistic) and its impact on the customer trust as with its dimensions (Ability , Integrity , Benevolence) to determine the correlation between the two variables , the study was tested on a sample of workers at Al-Kafeel Specialized Hospital affiliated to the Abbasid Shrine in the Holy Karbala , the study population reached (721) workers, and (347) questionnaires were distributed, and (9) questionnaires that were not valid for analysis were excluded, leaving (338) questionnaires valid for statistical analysis. The percentage of sample representation from the community was 46%. The researchers aimed to investigate five respondents for each paragraph.

Findings: The findings of the study provide useful insights to evaluate and improve SAIL's reform policies and performance and to enhance customer satisfaction.

Conclusion: The results of the study proved that the hospital, which is concerned with the dimensions of spiritual marketing, works to raise the level of trust for patients

Keywords: spiritual marketing ,Theistic , Ethic, Realistic , Humanistic , customer trust , Ability , Integrity , Benevolence .

RESUMO

Objetivo: O estudo se concentrou na influência do marketing espiritual na confiança do cliente, um estudo analítico das opiniões de uma amostra de trabalhadores do Hospital Especializado Al-Kafeel em Holy Karbala.

Enquadramento Teórico: O marketing espiritual é definido como aquela forma de marketing imbuída de valores espirituais em todas as operações e transações até atingir o nível de todos os principais intervenientes no domínio da obtenção da felicidade (Nurbasari, 2015: 277).

Design/Metodologia/Abordagem: O presente estudo focou no marketing espiritual como uma variável independente com suas dimensões (Teísta , Ética, Realista , Humanista) e seu impacto na confiança do cliente como com suas dimensões (Habilidade , Integridade , Benevolência) para determinar o correlação entre as duas variáveis, o estudo foi testado em uma amostra de trabalhadores do Hospital Especializado Al-Kafeel afiliado ao Santuário Abbasid no Santo Karbala, a população do estudo alcançou (721) trabalhadores e (347) questionários foram distribuídos, e (9) foram excluídos os questionários que não eram válidos para análise, restando (338) questionários válidos para análise estatística. O percentual de representação amostral da comunidade foi de 46%. Os pesquisadores tiveram como objetivo investigar cinco respondentes para cada parágrafo.

Resultados: Os resultados do estudo fornecem informações úteis para avaliar e melhorar as políticas de reforma e desempenho da SAIL e aumentar a satisfação do cliente.

Conclusão: Os resultados do estudo comprovaram que o hospital, preocupado com as dimensões do marketing espiritual, trabalha para elevar o nível de confiança dos pacientes.

Palabras clave: marketing espiritual, Teísta, Ética, Realista, Humanista, confianza del cliente, Habilidad, Integridad, Benevolencia

Introduction

Dynamic changes in the environment lead to the need to transform the marketing activities of organizations, as entrepreneurs increasingly realize that effective

performance in the market requires cooperation with customers, employees, suppliers, and all business partners, which is why this type of marketing focuses on values (Skrobich & Kot, 2018: 591). Spiritual marketing is referred to as a form of marketing imbued with spiritual values in all operations and transactions provided by the organization to all key stakeholders and achieving happiness for them. Therefore, organizations must pay attention to this aspect in order to achieve customer loyalty and raise the level of purchase intent (Nurbasari, 2015: 277). Purchasing intention is defined as the customer's desire to purchase a service at a certain price after assessing his monetary income (Lin and Cheng, 2018:108). A small amount of effort in spiritual marketing can greatly influence a consumer's purchase intentions. These insignificant spiritual marketing efforts can have negative effects on an organization's or brand's image. If a marketer fails to connect with the spirit of the consumer, the way the consumer interprets the brand or image of the organization can be negative. In the modern era due to the developments in social media the way consumers think and interpret marketing messages by utilizing their emotions, moods, perceptions, desires and demands are very different. Consequently, organizations need to accept that these differences in consumer behavior have a significant impact on consumer purchase intentions (Costa 2018:834).

The research included four main axes: the methodological framework for the research, the theoretical framework for the research, the practical framework for the research, and the conclusions and recommendations. Then we show you the most important sources that were adopted in this research. The first topic: the methodological framework of the research.

The first topic: research methodology

First: The problem of the study

It is represented in the need of the managers of the organizations in the study community to consolidate the concept of spiritual marketing, which in turn sheds light on the level of the customer's trust towards the organization's products, which confirms the fact that the study problem revolves around, which is the need for business organizations to understand the influencing relationship between the field study variables. Any previous and field features, as far as the researcher knows, about the nature of the variables and their combination, and the extent of their impact on the

customer trust at the level of the studied organizations, in addition to the absence of any field results that determine the extent of the nature of the relationship, and therefore it represented a realistic problem that prompted the researcher towards research, diagnosis and finding solutions.

1. Do service providers have a clear perception and awareness of the variables of the study (spiritual marketing, customer trust) and its sub-dimensions?
2. What is the level of influence relationship between spiritual marketing and customer trust?
3. Does spiritual marketing enhance the customer trust of customers?

Second: the importance of the study

1. It is embodied in the statement of the relationship between the spiritual marketing variable in enhancing the customer trust in the studied organization to serve as the technologies, developments and practices that predict it in drawing the features of its future in a better way.
2. Spiritual marketing gives customers a positive impression of how to market and price services, and thus achieve loyalty among customers towards the brand in the short and long term.
3. The possibility of activating the recommendations resulting from the current study by presenting them to the competent authorities in providing services in order to identify weaknesses and address them through the variables of the current study.
4. Benefiting from the results of the study to develop a segment of service providers in all aspects.

Third: Study Objectives:

This type of goal is determined on the basis of the homogeneous composition of the study variables and the extent to which these variables affect the behavior of customers better by:

1. Recognizing spiritual marketing, taking care of it, and promoting it to attract the largest possible number of customer segments.
2. Detecting whether the organizations in the study community have an appropriate level of spiritual marketing first.

3. Determining the relationship of influence and correlation between spiritual marketing on the part of the customer trust.
4. Determining the opinions of the researched sample about the level of service provided to them and determining the level of spiritual connection between customers and the organization they deal with.

Fourth: the hypothetical scheme of the study

Defining the problem of the study and recognizing the importance of the study and its objectives is the means that enables the researcher to build the relationship between each of the spiritual marketing and the customer trust , and therefore it requires building a hypothetical scheme that expresses the relationship of correlation and influence between the variables included in the current study, and these variables are as follows:

- A. Spiritual marketing (independent variable), (Theistic , Ethic, Realistic , Humanistic).
- B. customer trust (Dependent variable), (Ability , Integrity , Benevolence).

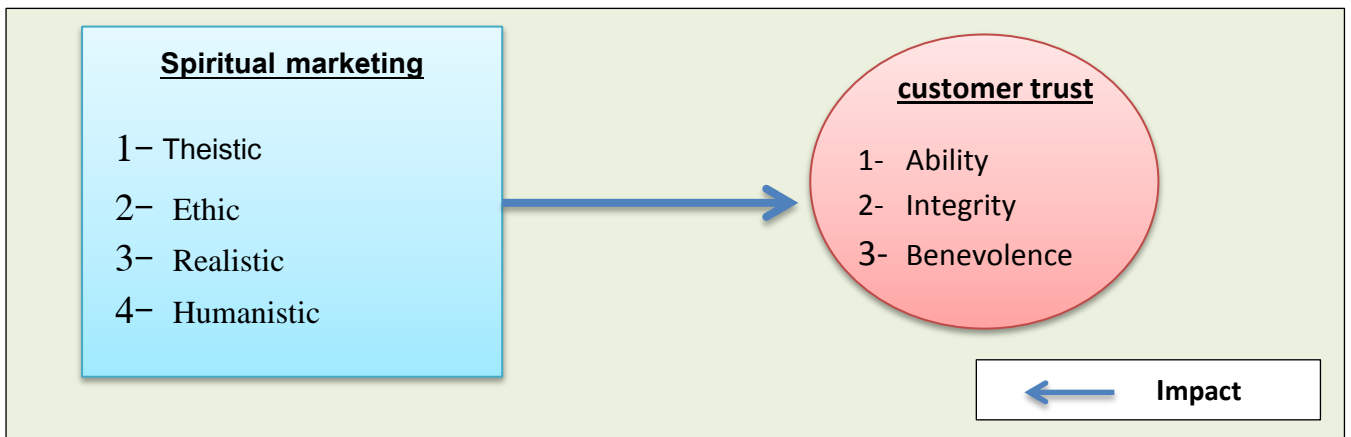


Figure (1)

The hypothetical scheme of the study

Sources: Prepared by the researcher .

Fifth: the hypotheses of the study

Hypotheses of direct influence:

The main hypothesis: There is a statistically significant effect relationship between spiritual marketing and customer trust . The following sub-hypotheses are derived from it:

The first sub-hypothesis: There is a statistically significant effect relationship between Theistic and customer trust .

The second sub-hypothesis: There is a statistically significant effect relationship between Ethic and customer trust .

The third sub-hypothesis: There is a statistically significant effect relationship between Realistic and customer trust .

The fourth sub-hypothesis: There is a statistically significant effect relationship between Humanistic and the customer trust .

Fifth: Description of the study sample:

- **Gender categories:** The target percentage of males in our research is (79%), which is more than a percentage females (21), which indicates that the percentage of males is greater than that of males misses.

- **Age groups:** The category (30-40) came first with a rate of (28%) and is the largest followed by it A class of (15) with a percentage of (26), then followed by a class of (less than (30) with a percentage of (23%), and finally The second category (60-51) with a rate of (22%). Finally, Fence (61) is higher than and by 1%.

- **Academic qualification:** The largest percentage belongs to holders of a bachelor's degree (55%), followed by holders of a bachelor's degree Diploma certificate (19%), while the percentage of middle school certificate (12), then certificate holders Master's degrees by (9%), while the others amounted to (4%), followed by the percentage of PhD holders (1%), which indicates that the largest percentage belongs to holders of a bachelor's degree, which is a category Able to perform tasks with high accuracy.

- **Duration of service in years:** The category higher than (20) obtained the highest percentage (37), followed by the category less than (5) with a percentage of (24), followed by category (120) with a percentage of (18), then category (1) with a percentage of (13) and finally the second Class (11-15) with a ratio of (8), which clearly indicates survival and stability workers at a high rate.

- **Job Position:** It is found that the other position was the highest if he got a percentage (73), and he came The position is responsible for a second division, with a percentage of (219), and the position came as head of a third section, where he obtained a percentage (%), while the job position of director was finally solved, at a rate of 2%.

Sixthly : The temporal, spatial, and human limits of the research:

The period is from October 2022 To July 2023 as the temporal limits, A sample of administrators, technicians and doctors working in Al-Kafeel Specialized Hospital in the holy city of Karbala was selected , The study included (721) individuals, and the sample size was (338) individuals.

The second topic: the theoretical framework for research

First : Spiritual marketing

The concept of Spiritual Marketing

Spiritual marketing is defined as that form of marketing imbued with spiritual values in all operations and transactions until it reaches the level of all major stakeholders in the field of obtaining happiness (Nurbasari, 2015: 277). (Rini & Yeni, 2017: 70) believes that spiritual marketing is ethical and honest marketing that increases stakeholder satisfaction in a balanced manner, as it believes that these values not only increase profit, but also include the survival or strengthening of the brand's personality with the formation of differentiation. While (Dhika, 2018: 15) believes that spiritual marketing is a group of marketing transactions that are a means of building honesty and respect for others, increasing well-being and spreading a sense of justice and benefit. As for (Fahamsyah, 2020: 157), spiritual marketing is the process of identifying and implementing value maximization strategies with the aim of achieving the welfare of stakeholders. On the other hand, (SUNDARI, 2020: 21) suggested that spiritual marketing can be defined as a new paradigm in marketing that is based on the simplest basic needs, which are honesty and ethics at work. The spiritual concept of marketing emerged as a result of the business turmoil that drought suffered when the steps were swaying. It was only limited to meeting the desires of the world, the pursuit of something tangible and setting aside what is immaterial. This concept is shaped as in the concept of marketing on the intellectual or rational level, while (Husaeni et al., 2021: 80) goes that spiritual marketing is seen as the highest level of marketing.

Dimensions of spiritual marketing

1. Theistic

Spiritual faith, or as it is sometimes called "the spiritual place of work, is an important psychological phenomenon that is searched for with the aim of positively affecting their academic life, through which the individual can be satisfied and happy while providing or obtaining service (Venugopal & Ashok, 2019:1). 7:2) in the possibility of linking the individual and society with each other through faith (Villegas, 2018:3) spiritual faith is the way that directs the individual or group to give meaning to their lives and in terms of how beliefs direct the path towards perfection and transcendence.

2 . Ethic

The idea of spiritual marketing sheds light on ethical principles that transcend religious boundaries, and accordingly, ethics in marketing is the main criterion for the attitude and behavior of the spiritual marketer (Triatmo et al., 2023: 62). And believe (Umam, 2015: 178) that morality is an attribute that is directly related to faith. (Adelsabanlar & Khoshtinat, 2016:435) saw the ethical dimension as the extent to which employees adhere to ethical principles and values. This means that all behaviors performed by the worker must fall within the ethical framework when dealing with customers (Sylvana et al., 2020: 8132). And I believe (Ahmadova, 2016: 250) that all marketing activities should be harmless and not take any form of immoral activities. As explained (Maro et al., 2018: 1926), ethical is a distinctive feature of the provider of goods or services to gain the trust of customers.

3. Realistic

Spiritual marketing is not exclusive marketing and does not focus on a specific aspect or category, but is characterized by comprehensiveness and flexibility, and therefore spiritual marketing is realistic in implementation (Setyono, 2015: 3). Spiritual marketing is a flexible marketing concept, and this flexibility results from professionalism at work and confrontation with other organizations (Umam, 2015: 178). This flexibility can result in the ability to adapt to environmental conditions (Triatmo et al., 2023:62). Accordingly, the products that are offered or advertised to customers must be completely identical to the truth, so that the purchase process is safer (Sylvana et al., 2020: 8132). And I believe (Ahmadova, 2016: 247) that employees should not deviate from realism and deal with the customer with excessive

idealism, which enhances the customer's trust in the organization. (Maro et al., 2018: 1926) saw realism as inherently flexible.

4. Humanistic

In the context of spiritual marketing, it is based on all organizations to base their marketing aspects on caring for the human aspect in relation to its status, which benefits the organization in gaining production (Umam, 2015:178). Thus, humanity as a concept works to achieve a balance between market requirements and environmental protection (Adelsabanlarr & Khoshtinat, 2016: 436).

The provision of spiritual attention by workers is a complex matter in an interwoven and multi-cultural market, as one of the reasons for this is that spiritual needs are always individual and how to provide spiritual attention depends on those needs in addition to relying on the relationship between the service provider and the customer. Thus, specialists must integrate humanity along with ethical, cultural and professional considerations, lack of time and resources, and others (Nissen et al., 2021:2). Humanity is defined as emphasizing, respecting, and meeting the spiritual needs of customers, communicating with them by talking to them, listening to them, showing empathy, and enhancing their feelings by helping them search for meaning and purpose and achieving them (Hsieh et al., 2020:8).

Secondly : customer trust

First: the concept of customer trust

The concept of customer trust has a special importance for researchers and writers in the field of marketing, and it is one of the important issues in real life, so the customer needs to trust the organization in order to be able to remove doubt and reduce uncertainty in order to perpetuate the relationship between the two parties, and therefore trust is the cornerstone of every mutual process Also, its absence is a challenge facing business organizations (Musayyib & Khalil, 2022: 141). (Rotter, 1967) is the first to present a concept of trust, which he viewed as an expectation held by the individual or group that can be relied upon in the word, promise, or oral or written statement of the individual or group (Nordheim, 2018: 9). Trust is generally defined as an individual's behavior that influences his decisions in different contexts (Hobbs & Goddard, 2015: 2). Trust includes three components: first: the characteristics of the individual (the service provider), second: the specific partner in the dialogue (the customer), and third: the specific goal in the situation (the product).

(Nordheim, 2018: 9). (Leninkumar, 2017: 451) believes that customer trust is ideas, emotions, or behaviors that are formed when customers feel that the organization can be relied upon as long as it acts in their best interest. And I believe (Mombeuil & Anestis, 2017: 700) that the customer's trust is the customer's belief in the supplier's benevolence, honesty, and competence to act in his best interest. Whereas (Kaabachi, et al., 2017: 905) defines customer trust as a dynamic process that develops gradually over time. Whereas (Sitorus & Yustisia, 2018: 643) defines customer trust as the customer's hope in the service provider to get what he promised in terms of credibility and reliability.

Second: Dimensions of customer trust

1- ability:

Workers need the ability to achieve good technical results, and it is also useful in dealing with problems and solving them quickly, as it directly affects the performance of the worker through its reflection in three forms: knowledge, skill, and attitudes, which makes caring for them imperative for the organization. (Pramono & Prahiawan, 2022:142,143). Thus, it is a critical element for the success of human resources in achieving organizational goals (Hajiali et al., 2022:67). It was divided (Skrinjaric, 2022:4) into two parts: the collective approach that focuses on The requirements of organizational performance and the individual approach that focuses on individual behaviors and results, which makes attention to it in particular as one of the functional tasks that help individuals to perform tasks well (Skrinjaric, 2022:3). Therefore, ability is a characteristic of human resources, as It has a direct impact on the results of individual work (Sumarsi & Rizal, 2022:71) In other words, it is the ability of the worker to correctly interpret information related to the customer so that it is combined with specific skills in addition to knowledge to perform a specific action (Low et al., 2021 :6).

2- Integrity

Integrity is the most important factor that drives customers to the buying stage (Ozdemir & Sonmezay, 2020: 810). As the word integrity is originally derived from the Latin word, which means completeness and perfection, which refers to the sincerity of the opinions and actions of the working entity (Baqutayan & Mayati,

2021:274). In other words, integrity is perfection or professional responsibility that takes into account all the interests of those dealing with the organization (Huberts, 2018: 19). It is seen as the degree of harmony between an individual's thoughts and actions, and it also refers to doing the right thing without prior control (Minza, 2019: 94). Therefore, integrity is an important driver of ethical leadership (Engelbrecht et al., 2017: 1). Thus, the client always expects that the organization will be able to meet his requirements appropriately (Low et al., 2021:6). According to (Oliveira et al., 2017:156), integrity means that the organization acts in a coherent, reliable, and honest manner with customers. It is the honesty and interdependence between the values and behavior adopted by the individual (Engelbrecht et al., 2017: 4).

3- Benevolence

Benevolence is a key element in generating customer trust, as the higher the customer's perceived degree of benevolence, the greater the trust in the direction of the organization (Sun et al., 2021:818). It reflects the individual organization's care for customers and its overall concern for the welfare of workers (Hiller et al., 2019:167). It is associated with feelings, which has a strong influence on customer commitment to the organization (Low et al., 2021: 7). It assumes that the organization will act safely with customers (Viot & Benraiss, 2019: 2). It measures the degree to which the customer believes that the organization will act correctly and achieve benefits for him (Pollack et al., 2017:16). Charity, from the point of view of (Oliveira et al., 2017:156), is the organization's ability to keep the client's interests ahead of its own; It is related to how customers view the organization as seeking to benefit them (Svare et al., 2020: 589). Benevolence is defined as the client's feeling that the organization he trusts is in his interest (Romero & Mitchell, 2018: 6). (Di et al., 2020:2) saw charity as the process in which you show concern, sincerity, discrimination, fairness, empathy, and goodwill towards the client.

The third topic: the practical side of the research

First : Virtual validity

The questionnaire was presented to a group of arbitrators as shown in the appendix (1) With experience and different specializations, their number reached (14) arbitrators in order to know their opinions about the clarity of the questionnaire paragraphs, their interdependence and the extent of their suitability for measuring the

required variables, And I halved researcher HA questionnaire to seek the opinions of the arbitrators on the clarity of each statement in terms of wording and intellectual content, and to correct what should be corrected from the statements with addition or deletion in any variable of the axes. In the light of the opinions expressed by the arbitrators, the researcher made the amendments, as the percentage of agreement (96%) was adopted for each paragraph, and the amendment and wording of some phrases that the arbitrators considered necessary to be reformulated to be more clear

Second: the stability of the scale

In order to verify the stability of the tool, the Cronbach alpha equation was adopted. The results showed in Table (19) that the stability of the spiritual marketing axis amounted to (0.941), and that the stability coefficient of the customer trust axis was (0.885), and that the total stability of the tool reached (0.971), and this indicates There is a high stability rate and it meets the purposes of the study.

Table (1)
FactorCronbach's alpha scale for the study

Dimensions	Code	The number of paragraphs	Alpha Cronbach
Theistic	x1	5	0.843
Ethic	x2	5	0.865
Realistic	x3	5	0.805
Humanistic	X4	5	0.794
Spiritual marketing	X	20	0.941
Ability	Y1	5	0.810
integrity	Y2	5	0.737
benevolence	Y3	5	0.767
Customer trust	Y	5	0.897
The questionnaire as a whole		40	0.971

Third :normal distribution test

In order to identify the nature of the probabilistic distribution of the data, the normal distribution is relied upon for the purpose of selecting the appropriate statistical method, since there is a lot of data that is not distributed normally, and therefore relying on some statistical tests does not lead to accurate results, and for this reason, the torsion coefficients were relied upon (Skewness) and flatness (Kurtosis), as the skewness coefficient focuses on “measuring whether or not the data is symmetrical”, because the symmetric data are normally distributed, while (flattening) it focuses on “measuring the height of the distribution peak” as the extracted values, whether negative or It is positive in flattening, as it indicates flattening of the distribution curve to the right or left, and if the resulting values of skewness or flattening are close to (0), this means that the data is distributed normally (Wegner, 2013: 83) and there is no fixed rule for the values of flatness or flatness The skewness is a minimum or a higher limit because there is an approximate formula that can be relied upon, which is that the values of flatness and skewness whose values fall between (+1.96) and (-1.96) (Ghasemi & Zahediasl, 2012: 4) can achieve a normal distribution of the data.

1. Test for normal distribution of data Spiritual marketing :

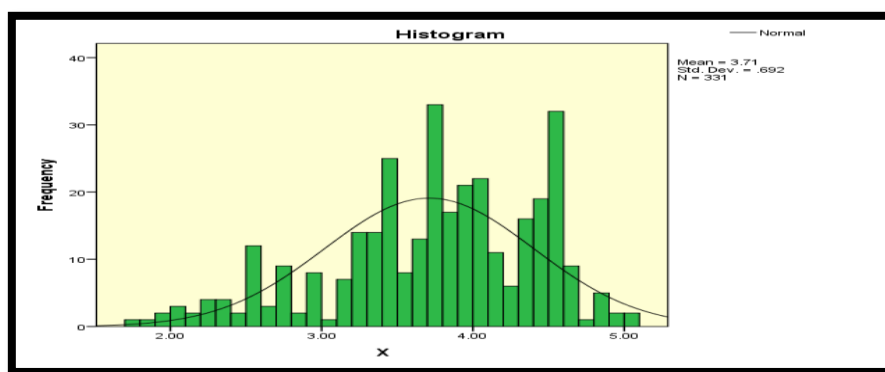
From the results in table (2) it is clear thatThe data for this variable is a trace of a normal equidistant distributionDepending on the values of evaporation and torsionwhich were its valuesacceptable within the grace periodTo be between (+1.96) and (-1.96).

Table (2)

The results of the normal distribution of the data Spiritual marketing

The Worker	minimum value	supreme value	flattening	skewness
20	1,000	5,000	-.656	-. 351
19	1,000	5,000	-.514	-.459
18	1,000	5,000	-.655	-. 354
17	1,000	5,000	-.737	-.023
16	1,000	5,000	-.838	.621
15	1,000	5,000	-.623	.250
14	1,000	5,000	-.470	-.277
13	1,000	5,000	-.726	083

12	1,000	5,000	-.761	-.113
11	1,000	5,000	-.427	-.241
10	1,000	5,000	-.438	-.440
9	1,000	5,000	-.559	-.427
8	1,000	5,000	-.506	-.676
7	1,000	5,000	-.670	-.258
6	1,000	5,000	-.627	-.096
5	1,000	5,000	-.675	.247
4	1,000	5,000	-.984	.636
3	1,000	5,000	-.820	.535
2	1,000	5,000	-.768	.630
1	1,000	5,000	-.772	.713
multivariate				184,022



The Figure (1)

Normal distribution curve for spiritual marketing data

4. Normal distribution test for customer trust data:

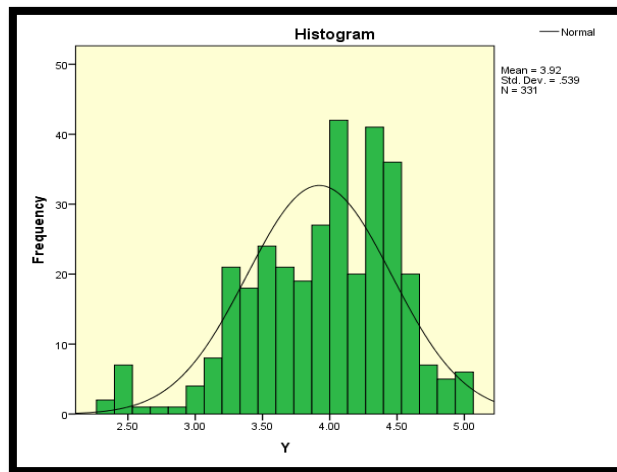
From the analytical results in Table (23), it is clear that the data for this variable follow the normal normal distribution depending on the values of flatulence and torsion, whose values were acceptable within the grace period between (+1.96) and (-1.96).

Schedule (23)

The results of the normal distribution of customer trust data

Factors	lower value	upper value	Kurtosis	Sekweness
15	2.000	5.000	-.454	-.586
14	1.000	5.000	-.381	-.232
13	1.000	5.000	-.846	.857
12	1.000	5.000	-.756	.746
11	1.000	5.000	-.328	-.240
10	1.000	5.000	-.747	.469
9	1.000	5.000	-.962	1.273
8	1.000	5.000	-.640	.317
7	1.000	5.000	-.460	-.291
6	2.000	5.000	-.463	-.526
5	1.000	5.000	-.711	.286
4	1.000	5.000	-.893	.402
3	1.000	5.000	-.826	.328
2	1.000	5.000	-.870	1.087
1	1.000	5.000	-.842	.441
Multivariate				102.290

المصدر : من اعداد الباحثة بالاعتماد على برنامج SPSS .



الشكل (٣١)

منحنى التوزيع الطبيعي لبيانات ثقة الزبون

المصدر : من اعداد الباحثة بالاعتماد على برنامج Excel .

The fourth topic

Impact hypothesis testing

This topic includes testing the influence relationships, and the impact test will be adopted by linear regression, as well as the use of linear regression at the level of the sub-factors of the independent variable each separately, assuming the stability of other variables. Significance (P) and coefficient of determination or interpretation (R²) to find out the proportion of interpretation of the independent variable from the dependent variable. A model is tested at the level of sub-factors at the end of the test.

The seventh main hypothesis: There is a significant effect relationship between spiritual marketing and customer trust.

From reviewing the values of Table (51), it is clear that spiritual marketing affects the trust of the customer and that the relationship is significant between them, as the calculated value is smaller than its tabulated value, and this is supported by the significance of the regression (P), and the regression coefficients proved the existence of the effect, as the constant (α) reached that the effect The constant exists mainly with a value of (1.167). As for the value of the effect, it is indicated by the value of (β), which amounted to (0.473), which showed the presence of the effect when positive change by (1) in the independent variable. This result indicates that the regression estimate is sufficient to describe the relationship between the variables at a level of trust. (0.95), and the value of the interpretation coefficient (R²) indicated that its value amounted to (0.369), which means that it explains (36.9%) of the change in the dependent variable. In light of the results, the statistical decision is to accept the hypothesis.

With regard to the sub-hypotheses, the results were as follows:

The first sub-hypothesis: There is a significant effect relationship between faith and customer trust.

From reviewing the values of the table, it is clear that faith affects the customer's trust and that the relationship is significant between them, as the calculated P-value is smaller than its tabulated value, and this is supported by the significance of the regression (P). (1.378) As for the value of the effect, it is indicated by the value of (β), which amounted to (0.405), which showed the presence of the effect upon positive change by (1) in the independent variable, and this indicates that the regression curve is sufficient to describe the relationship between the variables with a level of trust

(0.95). The interpretation coefficient (R²) indicates that its value was (0.312), which means that it explains (31.2%) of the change in the dependent variable. In light of the results, the statistical decision is to accept the hypothesis.

The second sub-hypothesis: There is a significant impact relationship between morality and customer trust.

The results indicate that morality affects the customer's trust and that the relationship is significant between them, as the calculated P-value is smaller than its tabulated value, and this is supported by the significance of the regression (P).) As for the value of the effect, it is indicated by the value of (β), which amounted to (0.327), which showed the presence of the effect when positive change by (1) in the independent variable, and this indicates that the regression curve is sufficient to describe the relationship between the variables with a level of trust (0.95), and the value of the interpretation coefficient indicated (R²) indicates that its value amounted to (0.270), which means that it explains (27%) of the change in the dependent variable. In light of the results, the statistical decision is to accept the hypothesis.

The third sub-hypothesis: There is a significant effect relationship between realism and customer trust.

From reviewing the values of the table, it is clear that realism affects the customer's trust and that the relationship is significant between them, as the calculated P-value is smaller than its tabulated value, and this is supported by the significance of the regression (P), and the regression coefficients proved the existence of the effect, as the constant (α) reached that the fixed effect exists mainly with a value (1.499) As for the value of the effect, it is indicated by the value of (β), which amounted to (0.393), which showed the presence of the effect when positive change by (1) in the independent variable, and this indicates that the regression curve is sufficient to describe the relationship between the variables with a level of trust (0.95). The interpretation coefficient (R²) indicates that its value was (0.296), which means that it explains (29.6%) of the change in the dependent variable. In light of the results, the statistical decision is to accept the hypothesis.

The fourth sub-hypothesis: There is a significant impact relationship between humanity and customer trust.

The results indicate that humanity affects the customer's trust and that the relationship is significant between them, as the calculated P-value is smaller than its

tabulated value, and this is supported by the significance of the regression (P).) As for the value of the effect, it is indicated by the value of (α), which amounted to (0.392), which showed the presence of the effect when positive change by (1) in the independent variable, and this indicates that the regression curve is sufficient to describe the relationship between the variables with a trust level (0.95), and the value of the interpretation coefficient indicated (R²) indicates that its value amounted to (0.299), which means that it explains (29.9%) of the change in the dependent variable. In light of the results, the statistical decision is to accept the hypothesis.

Table (51)

Analysis of the effect of spiritual marketing on customer trust

The independent variable	Regression coefficients		(R ²)	(F)	Sig.	dependent variable
	α	β				
Theistic	1.378	0.405	0.312	148.979	0.000	Customer trust
Ethic	1.731	0.327	0.270	121.991	0.000	
Realistic	1.499	0.393	0.296	138.607	0.000	
Humanistic	1.450	0.392	0.299	140.557	0.000	
Spiritual marketing	1.167	0.473	0.369	192.024	0.000	

Source: prepared by the researcher based on the SPSS program.

The first topic

conclusions

First: theoretical conclusions

1. Spiritual marketing is one of the marketing methods and strategies that aim to deliver positive messages to the target audience, which makes the brand mix with the values of customers by adopting the emotional and spiritual aspects of the relationship with them instead of focusing on offers, advertisements and profits only.

2. Customer trust can be strong or weak, as it is affected by several factors, including awareness of the brand, its image, value, and the extent to which it meets the customer's needs and desires.
3. Customer trust can be well available when the hospital is keen to believe that the brand is guaranteed and that it will fulfill its obligations.
4. Spiritual marketing plays a role in building trust. If the hospital is able to provide high-quality medical services and additional spiritual well-being to patients, it may increase customers' trust in the brand and direct them to demand the services provided.
5. Through the researcher's review of the literature that facilitated its access, she noticed that the literature agreed that spiritual marketing is a fact of gaining the customer's trust and loyalty to the brand, which is what contemporary organizations aim to achieve.
6. Despite the divergent viewpoints of the two concepts of spiritual marketing and customer trust, there is still great agreement on their role in achieving the goals pursued by service organizations.

Second: applied conclusions

1. It became clear through the analysis that the hospital is keen to achieve harmony between service performance and patient culture and focuses on adhering to the regulations that regulate the relationship with patients, with some reluctance to pay attention to placing the patient as a strategic partner in providing service.
2. The hospital works on the high commitment of the hospital to ethical standards while providing its services with simple and modest dealings.
3. The hospital does not allow any extraneous beliefs, taking into account environmental changes and how to adapt to them, with a fair balance in dealing with patients regardless of their social standing.
4. The hospital is keen to make strategic and tactical decisions that affect all aspects of work within the hospital. These decisions may be long-term or short-term and affect quality, efficiency and service level.

5. The hospital administration is interested in analyzing its image among its internal customers by providing an encouraging and appropriate work environment for medical teams, continuous training and the necessary support to provide high quality health care.

6. The hospital administration is keen to raise the level of its reputation among patients through valuable investments and great efforts, as it considers improving patients' experience and satisfaction as one of the most important factors affecting the hospital's reputation and appreciation by patients and the community.

The second topic

Recommendations

1. The necessity of applying spiritual marketing practices, as they help in finding positive results that will improve the level of service delivery, which supports the customer's trust and intention to purchase.

2. Work to encourage targeted patients and attract them to the hospital by advancing the goals and activities of spiritual marketing.

3. Formulating a marketing strategy that stems from the components of spiritual marketing and adopting the customer's trust in order to ensure the provision of a reassuring marketing message to the public.

4. The hospital should study the market and targeted research to better understand the needs and preferences of its customers and then implement spiritual marketing strategies and develop a brand management system based on these conclusions to achieve the best results and enhance customer trust and satisfaction.

5. Exploring and applying new and creative ways to meet patients' needs and requirements. These methods may include the use of technology and the development of special programs for patients.

6. The communication between the hospital and the patients and their family members should be transparent and honest, with clear policies and procedures clarified and necessary information regarding available treatment and services.

7. Considering the patient as a strategic partner of the hospital in providing the service to ensure his satisfaction.

Reference

1. Adelsabanlar , N., & Khoshtinat, B. (2016). Critical factors and advantage factors influencing the implementation of viral marketing by considering the mediating role of Islamic marketing; a conceptual approach. *Procedia economics and finance*, 36, 433-440.
2. Ahmadova, E. (2017). Islamic marketing: The new rules that transform the way of conducting business. *Journal of Suleyman Demirel University Institute of Social Sciences*, 29(4), 242-257.
3. Baqutayan, S. M. S., & Mayati, S. H. B. (2021). Insight of Recent Strategies and Initiatives in Managing Integrity in Malaysia.
4. Dhika Amalia Kurniawan, D. A. K., & Mohammad Zaenal Abidin, M. Z. A. (2018). *Pengantar Pemasaran Islam*
5. Di Battista, S., Pivetti, M., & Berti, C. (2020). Competence and benevolence as dimensions of trust: Lecturers' trustworthiness in the words of Italian students. *Behavioral Sciences*, 10(9), 143.
6. Engelbrecht, A. S., Heine, G., & Mahembe, B. (2017). Integrity, ethical leadership, trust and work engagement. *Leadership & Organization Development Journal*, 38(3), 368-379.
7. Engelbrecht, A. S., Heine, G., & Mahembe, B. (2017). Integrity, ethical leadership, trust and work engagement. *Leadership & Organization Development Journal*, 38(3), 368-379.
8. Fahamsyah, M. H. (2020). Spiritual Marketing Gontor dalam Mempertahankan Positioning. *TSAQAFAH*, 16(1), 147-162.
9. Hajjali, I., Kessi, A. M. F., Budiandriani, B., Prihatin, E., & Sufri, M. M. (2022). Determination of Work Motivation, Leadership Style, Employee Competence on Job Satisfaction and Employee Performance. *Golden Ratio of Human Resource Management*, 2(1), 57-69.
10. Hiller, N. J., Sin, H. P., Ponnappalli, A. R., & Ozgen, S. (2019). Benevolence and authority as WEIRDly unfamiliar: A multi-language meta-analysis of paternalistic leadership behaviors from 152 studies. *The Leadership Quarterly*, 30(1), 165-184.

11. Hsieh, S. I., Hsu, L. L., Kao, C. Y., Breckenridge-Sproat, S., Lin, H. L., Tai, H. C., ... & Chu, T. L. (2020). Factors associated with spiritual care competencies in Taiwan's clinical nurses: A descriptive correlational study. *Journal of Clinical Nursing*, 29(9-10), 1599-1613.
12. Huberts, L. W. (2018). Integrity: What it is and Why it is Important. *Public Integrity*, 20(sup1), S18-S32.
13. Husaeni , Uus Ahmad ; Farhany , Huzni ; Nurkomalasari ; Nina & Faisal , Farid . 2021 , "**KONSEP SPIRITUAL MARKETING DALAM PEMASARAN PROGRAM STUDI EKONOMI SYARIAH FAKULTAS EKONOMI DAN BISNIS ISLAM UNIVERSITAS SURYAKANCANA**" , *JURNAL EKONOMI DAN KEUANGAN ISLAM* , Vol. 01, No. 01
14. Kaabachi, S., Ben Mrad, S., & Petrescu, M. (2017). Consumer initial trust toward internet-only banks in France. *International Journal of Bank Marketing*, 35(6), 903-924.
15. Leninkumar, V. (2017). The relationship between customer satisfaction and customer trust on customer loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4), 450-465.
16. Low, M. P., Cham, T. H., Chang, Y. S., & Lim, X. J. (2021). Advancing on weighted PLS-SEM in examining the trust-based recommendation system in pioneering product promotion effectiveness. *Quality & Quantity*, 1-30.
17. Maro'ah, S., Firmansyah, M. A., & Roosmawarni, A. (2018). Marketing Framework of Small and Medium Enterprises (Smes) Based on Marketing Mix of Syariah. *International Journal of Management and Economics Invention*, 4(09), 1924-1928.
18. Minza, M. (2019). Benevolence, competency, and integrity: Which one is more influential on trust in friendships?. *Jurnal Psikologi* Vol, 18(1), 91-105.
19. Mombeuil, C., & Fotiadis, A. K. (2017). Assessing the effect of customer perceptions of corporate social responsibility on customer trust within a low cultural trust context. *Social Responsibility Journal*, 13(4), 698-713.
20. Musayyib, N. M., & Khalil, L. J. (2022). The role of holistic marketing in enhancing customer trust-An exploratory study of the opinions of a sample

of employees of Zain Mobile Communications Company in the city of Mosul. TANMIAT AL-RAFIDAIN, 41(133).

21. Nissen RD, Viftrup DT and Hvidt NC (2021) The Process of Spiritual Care. *Front. Psychol.* V (12) , No (674453) doi: 10.3389/fpsyg.2021.674453
22. Nordheim, C. B. (2018). Trust in chatbots for customer service—findings from a questionnaire study (Master's thesis).
23. Nurbasari, A. (2015). The Impact of Spiritual Marketing on Consumer Behavior in choosing Halal Food (Case study on moslim community in Bandung). *Al Hejaz International Refereed Journal for Islamic & Arabic Studies*, (10), pp. .271-306.
24. Oliveira, T., Alinho, M., Rita, P., & Dhillon, G. (2017). Modelling and testing consumer trust dimensions in e-commerce. *Computers in Human Behavior*, 71, 153-164.
25. Ozdemir, E., & Sonmezay, M. (2020). The Effect of The E-Commerce Companies' Benevolence, Integrity and Competence Characteristics on Consumers' Perceived Trust, Purchase Intention and Attitudinal Loyalty. *Business and Economics Research Journal*, 11(3), 807-821.
26. Pollack, J. M., Barr, S., & Hanson, S. (2017). New venture creation as establishing stakeholder relationships: A trust-based perspective. *Journal of Business Venturing Insights*, 7, 15-20.
27. Pramono, A. C., & Prahiawan, W. (2022). Effect of training on employee performance with competence and commitment as intervening. *Aptisi Transactions On Management (Atm)*, 6(2), 142-150.
28. Rini, E. S., & Absah, Y. (2017). Rational, emotional and spiritual marketing strategies in Shariah banking in Medan, Indonesia. *Banks & bank systems*, (12,№ 2), 68-77.
29. Romero, L. S., & Mitchell, D. E. (2018). Toward understanding trust: A response to Adams and Miskell. *Educational Administration Quarterly*, 54(1), 152-170.
30. Setyono, L. (2015). The effect of Islamic marketing and corporate image on customer satisfaction and customer loyalty (Study on customers of PT Bank Muamalat Indonesia Malang branch office) (Doctoral dissertation, Brawijaya University).

31. Sitorus, T., & Yustisia, M. (2018). The influence of service quality and customer trust toward customer loyalty: the role of customer satisfaction. *International Journal for Quality Research*, 12(3), 639.
32. Skrinjaric , B. (2022). Competence-based approaches in organizational and individual context. *Humanities and social sciences communications*, 9(1), 1-12.
33. Sumarsi, S., & Rizal, A. (2022). The effect of competence and quality of work life on organizational citizenship behavior (OCB) with organizational commitment mediation. *International Journal of Social and Management Studies (IJOSMAS) Volume*, 2.
34. Sun, B., Yu, X., Yuan, X., Sun, C., & Li, W. (2021). The effect of social perspective-taking on interpersonal trust under the cooperative and competitive contexts: The mediating role of benevolence. *Psychology Research and Behavior Management*, 817-826.
35. SUNDARI , DIANA . (2020) , " PENGARUH EMOTIONAL MARKETING, CUSTOMER EXPERIENCE DAN SPIRITUAL MARKETING TERHADAP LOYALITAS NASABAH" , Diajukan sebagai salah satu syarat untuk memperoleh Gelar Sarjana Ekonomi Syariah (S.E).
36. Svare, H., Gausdal, A. H., & Möllering, G. (2020). The function of ability, benevolence, and integrity-based trust in innovation networks. *Industry and Innovation*, 27(6), 585-604.
37. Sylvana, A., Awaluddin, M., & Mutahajjid, A. (2020). Marketing strategy model based on the benefit of sharia property developers in Indonesia. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(7), 8123-8135.
38. Triatmo, A. W., Nugroho, A., Supandi, S., & Yuliar, A. *Spiritual* (2023) , Marketing in Increasing Sales Turnover of Micro, Small, and Medium Enterprises in Indonesia. *Global Review of Islamic Economics and Business*, 10(2), 059-069
39. VENUGOPAL N. & H. S. ASHOK . (2019) , "A STUDY ON GENDER DIFFERENCES AND RELATIONSHIP BETWEEN SPIRITUAL BELIEF AND JOB SATISFACTION" , *International Journal of Educational* , Vol. 9, Issue 1

40. Villegas, D. L. (2018). Spirituality and belief: Implications for study and practice of Christian spirituality. *HTS: Theological Studies*, 74(3), 1-8.
41. Viot, C., & Benraiss-Noailles, L. (2019). The link between benevolence and well-being in the context of human-resource marketing. *Journal of Business Ethics*, 159, 883-896.