

Spiritual marketing and its impact on purchase intent / an analytical study of the opinions of a sample of workers in the Al-Kafeel Specialist Hospital in the Holy Karbala

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Abstract

The current study focused on spiritual marketing as an independent variable with its dimensions (Theistic , Ethic, Realistic , Humanistic) and its impact on the purchase intention as a one-dimensional dependent variable 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 (600) workers, and (338) questionnaires were distributed, and (14) questionnaires that were not valid for analysis were excluded, leaving (324) questionnaires valid for statistical analysis. The percentage of sample representation from the community was 54%. The researchers aimed to investigate five respondents for each paragraph. The research included the hypotheses of the correlation relationship, and the statistical program (SPSS.V.24) was adopted to analyze the results, and the research reached to accept all hypotheses. The research reached a set of theoretical and applied conclusions, including that spiritual marketing works to raise the level of purchase intent among patients dealing with the hospital and the ability of workers to have the ability to adopt (Theistic , Ethic, Realistic , Humanistic) to gain customer loyalty.

Keywords: spiritual marketing ,Theistic , Ethic, Realistic , Humanistic , purchase intention .

المخلص

ركزت الدراسة الحالية على التسويق الروحي كمتغير مستقل بأبعاده (الايمانية ، الاخلاقية ، الواقعية ، والانسانية) وتأثيره على نية الشراء باعتباره متغير تابع احادي البعد لتحديد علاقة الارتباط بين المتغيرين , وقد اختبرت الدراسة على عينة من العاملين في مستشفى الكفيل التخصصي التابع الى العتبة العباسية في كربلاء المقدسة , وبلغ مجتمع الدراسة (٦٠٠) عامل وتم توزيع (٣٣٨) استبانة , وتم استبعاد (14) استبان غير صالحة للتحليل , ليتبقى (٣٢٤) استبانة صالحة للتحليل الاحصائي وقد كانت نسبة تمثيل العينة من المجتمع ٥٤ % وقد استهدف الباحثون تحقيق خمس مستجيبين لكل فقرة . وقد تضمنت البحث فرضيات علاقة الارتباط , وتم اعتماد البرنامج الاحصائي (SPSS.V.24) لتحليل النتائج , وتوصل البحث لقبول جميع الفرضيات وقد توصلت البحث لمجموعة من الاستنتاجات النظرية والتطبيقية من بينها أن التسويق الروحي يعمل على رفع مستوى نية الشراء لدى المرضى المتعاملين مع المستشفى وقدرة العاملين على امتلاك القدرة على تبني (الايمانية ، الاخلاقية ، الواقعية ، والانسانية) لكسب ولاء الزبون .

الكلمات المفتاحية: التسويق الروحي ، الایمانیة ، الاخلاقية ، الواقعية ، الانسانية ، نية الشراء .

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 intention and 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 purchase intention and customer confidence 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, purchase intention) and its sub-dimensions?
2. What is the level of influence relationship between spiritual marketing and purchase intention?
3. Does spiritual marketing enhance the purchase intent 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 purchase intention 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 purchase intention.

- 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 intention to buy, 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. Purchase intention (dependent variable), (one-dimensional).

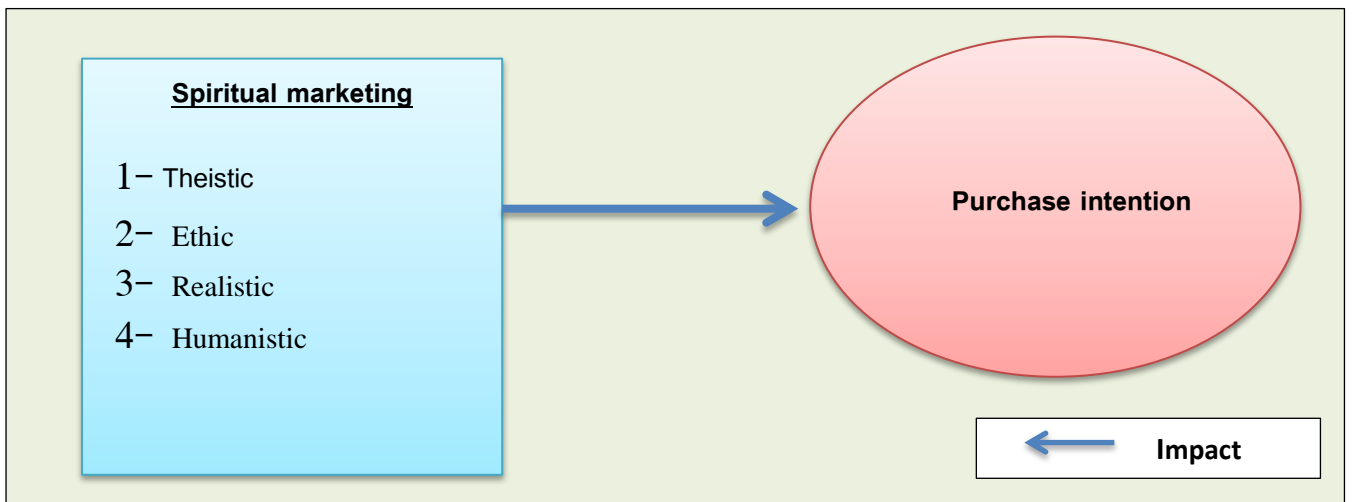


Figure (1)

The hypothetical scheme of the study

Sources: Prepared by the researcher .

Fifth: the hypotheses of the study

1- Link Hypothesis:

The main hypothesis: There is a statistically significant correlation between spiritual marketing and purchase intention. The following sub-hypotheses are derived from it:

The first sub-hypothesis: There is a statistically significant correlation between Theistic and purchase intention.

The second sub-hypothesis: There is a statistically significant correlation between Ethic and purchase intention.

The third sub-hypothesis: There is a statistically significant correlation between Realistic and purchase intention.

The fourth sub-hypothesis: There is a statistically significant correlation between Humanistic and the purchase intention.

2 - Hypotheses of direct influence:

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

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

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

The third sub-hypothesis: There is a statistically significant effect relationship between Realistic and intention to purchase.

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

Sixth : 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%.

Seventh: 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 (600) 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 & Ashsk, 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). I believe (Uman, 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 (Uman, 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 confidence 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 (Uman, 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 (Nissn 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 : purchase intention

Concept of purchase intention

The intention represents the direct behavioral orientation of the individual towards engaging in a particular behavior and reflects the customer's motivation towards this behavior (Camila Cozer ,2018:7). The intention to purchase arises after receiving an incentive from the product that the customer sees, and from there the interest in trying the product arises until the desire to purchase it appears in the end (jerry et al., 2022: 184) ; (Bateman and Valentine, 2015) ; (Khuong and Tam, 2015) mention that the purchase intention can influence the actual behavior of customers, the higher the purchase intention, the greater the customer's tendency to buy the product (Kristi Boonzaaier, 2018: 23). Since buying intent can be used to predict real buying behavior, it has attracted great interest by researchers (Yuksel et al., 2016:34). Understanding the customer's purchase intent will allow the marketer to better understand the customer's behavior, so intention is critical in understanding and predicting customer behavior (Khuong and Tan, 2015:193), as the individual's behavioral intention depends on his position towards behavior and subjective standards associated with behavior (Asshidin, 2015:641).

The third topic: the practical side of the research

Firstly : 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 (80%) 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, and the results are shown in the table (1) that the stability of the spiritual marketing axis reached (0.941) and that the stability coefficient for the axis of the brand management system (0.885) and for the purchase intention axis (0.897) Also, stability reached the axis of customer confidence)0.885) and that the total stability of the tool reached (0.971) This indicates that there is a high stability rate and it fulfills the purposes of the study.

Table (1)

FactorCronbach's alpha scale for the study

| Alpha Cronbach | The number of paragraphs | code | dimensions |
|----------------|--------------------------|------|------------|
| 0.843 | 5 | x1 | Theistic |
| 0.865 | 5 | x2 | Ethic |

| | | | |
|-------|----|----|------------------------------|
| 0.805 | 5 | x3 | Realistic |
| 0.794 | 5 | X4 | Humanistic |
| 0.941 | 20 | X | Spiritual marketing |
| 0.897 | 10 | Z | purchase intention |
| 0.971 | 30 | | The questionnaire as a whole |

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 dataSpiritual marketing :

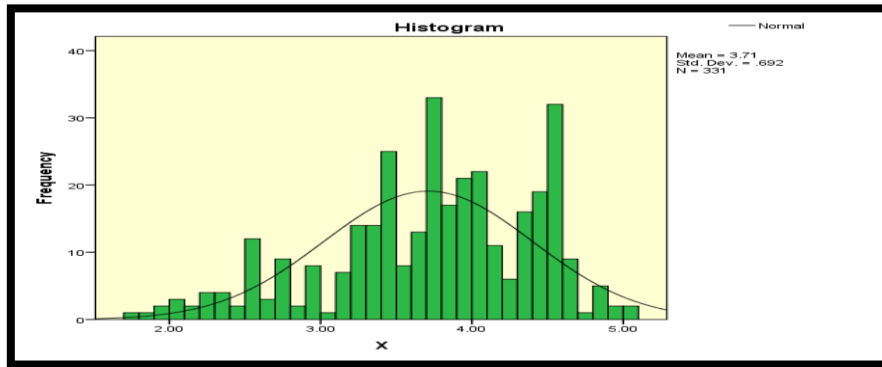
From the results in table (2) it is clear thatThe data for this variable is a trace of a normal equidistant distributionDepending on the values of evaporation and torsionwhich were its valuesacceptable within the grace periodTo be between (+1.96) and (-1.96).

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

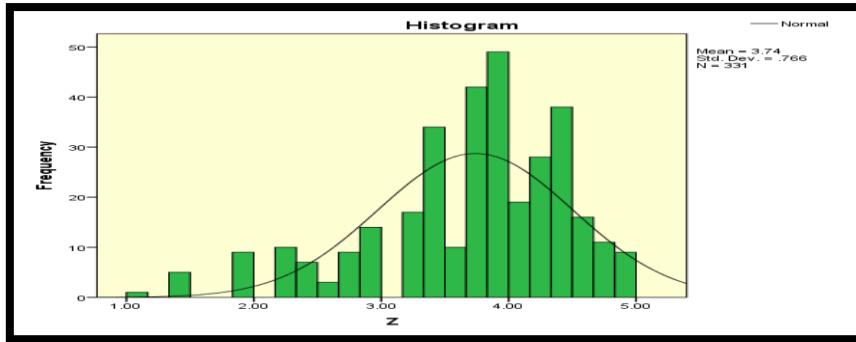
2. Test for normal distribution of data purchase intention :

From the analytical results in table (3) it is clear that The data for this variable is a trace of a normal equidistant distribution Depending on the values of evaporation and torsion which were its values acceptable within the grace period To be between (+1.96) and (-1.96).

Table (3)

The results of the normal distribution of the data purchase intention

| The Worker | minimum value | supreme value | flattening | skewness |
|--------------|---------------|---------------|------------|----------|
| 10 | 1,000 | 5,000 | -.772 | .015 |
| 9 | 1,000 | 5,000 | -.780 | .408 |
| 8 | 1,000 | 5,000 | -.645 | .151 |
| 7 | 1,000 | 5,000 | -.655 | -.290 |
| 6 | 1,000 | 5,000 | -.849 | .197 |
| 5 | 1,000 | 5,000 | -.744 | -.092 |
| 4 | 1,000 | 5,000 | -.774 | -.366 |
| 3 | 1,000 | 5,000 | -.838 | -.371 |
| 2 | 1,000 | 5,000 | -.852 | .523 |
| 1 | 1,000 | 5,000 | -.811 | .079 |
| multivariate | | | | 45,920 |



The Figure (5)

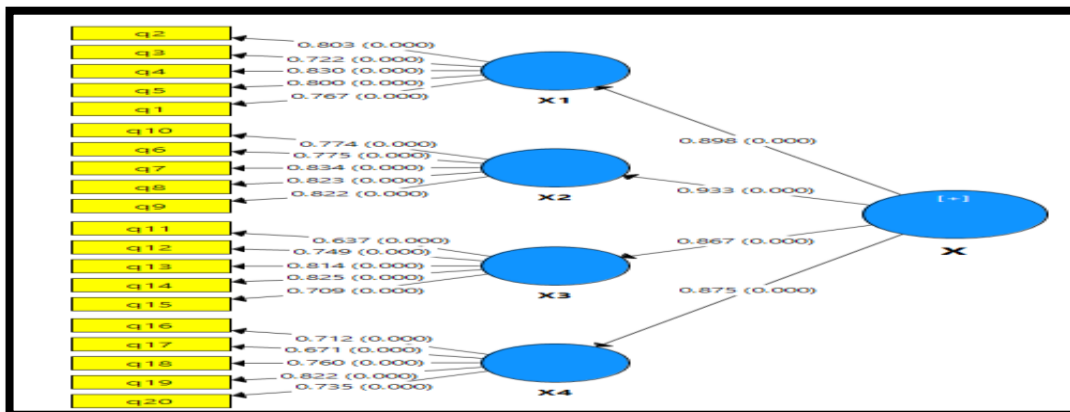
Normal distribution curve for purchase intention data

Fourthly :Constructive honesty and factor analysis

In order to build models and test confirmatory factor analysis (Cfa) will be adopted structural modeling method Which is a good way to test The relationship between the variable sand its dimensions and paragraph sat the factor level (*Hox & Becher, 2011: 3*), and many studies and research indicate that it is the best method used to verify the structural validity of the standards, and it also needs to be verified conditions that The saturation of each of the factors is greater than (0.50)And that the saturations and interpretations are statistically significant, provided that the value of the significance level is less than (0.05).(*Hair et. al., 2010*) In the event that the required conditions are not met, then it is necessary to carry out the modification procedures, and according to the recommendations of the modification guide for the models, we either link the paragraphs of the model within the single variable with high variance to adjust it or delete it (*Byren, 2010: 3*)

1) Constructive honestyFor the spiritual marketing variable

From reviewing the results of the figure (6) it is clear that the paragraphs are able to interpret what was developed in order to measure it for each dimension dependent on it, and it is clear that the paragraphs recorded acceptable saturations greater than ((0.50) and that these saturations recorded significant readings, as the level of significance was within the acceptable range, which is required to be less than (0.05).



The Figure (6)

The structural model of a variable Spiritual marketing And keep him away

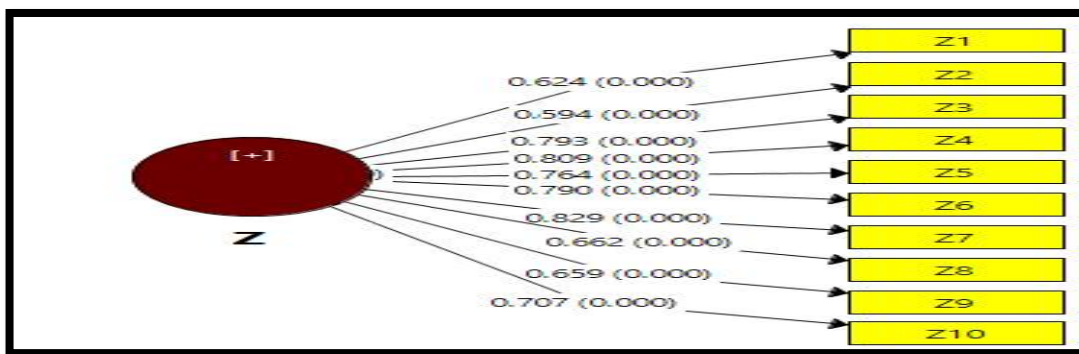
Table (4)

Paragraph saturations of the spiritual marketing variable and its dimensions

| track | saturation | Arithmetic mean | standard deviation | T | Sig. |
|-----------|------------|-----------------|--------------------|--------|-------|
| q1 <- X1 | 0.767 | 0.764 | 0.029 | 26,043 | 0.000 |
| q2 <- X1 | 0.803 | 0.801 | 0.025 | 32,606 | 0.000 |
| q3 <- X1 | 0.722 | 0.721 | 0.036 | 20.33 | 0.000 |
| q4 <- X1 | 0.83 | 0.83 | 0.026 | 32,338 | 0.000 |
| q5 <- X1 | 0.8 | 0.8 | 0.023 | 34,289 | 0.000 |
| q6 <- X2 | 0.775 | 0.776 | 0.025 | 30,942 | 0.000 |
| q7 <- X2 | 0.834 | 0.834 | 0.017 | 48.5 | 0.000 |
| q8 <- X2 | 0.823 | 0.823 | 0.021 | 40,002 | 0.000 |
| q9 <- X2 | 0.822 | 0.822 | 0.017 | 47,209 | 0.000 |
| q10 <- X2 | 0.774 | 0.773 | 0.025 | 31,105 | 0.000 |
| q11 <- X3 | 0.637 | 0.636 | 0.053 | 11,943 | 0.000 |
| q12 <- X3 | 0.749 | 0.748 | 0.033 | 22,797 | 0.000 |
| q13 <- X3 | 0.814 | 0.814 | 0.021 | 38,525 | 0.000 |
| q14 <- X3 | 0.825 | 0.824 | 0.019 | 42.55 | 0.000 |
| q15 <- X3 | 0.709 | 0.711 | 0.034 | 20,657 | 0.000 |
| q16 <- X4 | 0.712 | 0.709 | 0.033 | 21,748 | 0.000 |
| q17 <- X4 | 0.671 | 0.669 | 0.039 | 17,184 | 0.000 |
| q18 <- X4 | 0.76 | 0.762 | 0.031 | 24,882 | 0.000 |
| q19 <- X4 | 0.822 | 0.821 | 0.02 | 40,308 | 0.000 |
| q20 <- X4 | 0.735 | 0.736 | 0.036 | 20,346 | 0.000 |

2) Constructive honesty for the purchase intention variable

From reviewing the results of the figure (7) it is clear that the paragraphs are able to interpret what was developed in order to measure it for each dimension dependent on it, and it is clear that the paragraphs recorded acceptable saturations greater than ((0.50) and that these saturations recorded significant readings, as the level of significance was within the acceptable range, which is required to be less than (0.05).



The Figure (7)

The structural model of a variable purchase intention And keep him away

Table (5)
Paragraph saturations of the variable purchase intention and its dimensions

| track | saturation | Arithmetic mean | Unlessn Standard character | T | Sig. |
|----------|------------|-----------------|----------------------------|--------|-------|
| Z1 <- Z | 0.624 | 0.621 | 0.05 | 12,473 | 0.000 |
| Z2 <- Z | 0.484 | 0.481 | 0.057 | 8,553 | 0.000 |
| Z3 <- Z | 0.793 | 0.795 | 0.02 | 39,105 | 0.000 |
| Z4 <- Z | 0.809 | 0.809 | 0.017 | 46,262 | 0.000 |
| Z5 <- Z | 0.764 | 0.765 | 0.028 | 27,482 | 0.000 |
| Z6 <- Z | 0.79 | 0.789 | 0.023 | 33,989 | 0.000 |
| Z7 <- Z | 0.829 | 0.829 | 0.017 | 47,652 | 0.000 |
| Z8 <- Z | 0.662 | 0.654 | 0.039 | 17.07 | 0.000 |
| Z9 <- Z | 0.659 | 0.655 | 0.045 | 14,792 | 0.000 |
| Z10 <- Z | 0.707 | 0.705 | 0.034 | 20,924 | 0.000 |

First: Describe the data of the spiritual marketing variable

The results in the table (5) indicate that the level of general agreement reached its relative importance (74.21%) by recording the value of the arithmetic mean (3,711) Also, the level of agreement is acceptable, which is reflected in the value of the standard deviation, which reached (0.692(Also, the paragraphs were homogeneous depending on the value of the coefficient of difference, which reached (0.186).

As for the dimensions, they were as follows:

1) Paragraph description : Theistic

From the results in the table it is clear that the value of the arithmetic mean (3,814)with a high relative importance (76.28%), and the results of the standard deviation and coefficient of difference indicated that there is harmony and homogeneity in the responses related to this dimension (0.743) and (0.195), respectively. Paragraph (4) affected positively this element.(The hospital is keen to achieve harmony between service performance and patient culture)which came with the highest relative importance level (78.19 %)While the lowest response in terms of relative importance was paragraph (5) (the hospital administration considers the patient a strategic partner for it in providing the service and tries to achieve his satisfaction), it recorded a reading of (73.96%)..

2) Paragraph description : Ethic

The results in the table indicate that the value of the arithmetic mean (3,647)with a high relative importance (72.94%), the results indicated the standard deviation(0.858)and coefficient of difference(0.235)Until there is harmony and homogeneity in the answers related to this dimension, and this element has been positively affected by the paragraph (6)(Workers are committed to ethical standards while providing service) which came with the highest relative importance level (76.07 %)While the lowest response on the level of relative importance was paragraph (10) (the hospital administration is keen to push service providers and patients to act ethically), it recorded a reading of (69.61%)..

3) Paragraph description : Realistic

From the results in the table it is clear that the value of the arithmetic mean (3,625) with a high relative importance (72.51%), and the results indicated a standard deviation (0.747) and the coefficient of variation (0.206) (Until there is harmony and homogeneity in the answers related to this dimension, and this paragraph has been positively affected by this element) 15) (We constantly monitor environmental changes and do not allow any intrusive beliefs) which came with the highest relative importance level (74.92%) While the lowest response with the level of relative importance was the paragraph (14) (I have sufficient skill in providing the service) I recorded a reading of (69.67%).

4) Paragraph description : Humanistic

The results in the table indicate that the value of the arithmetic mean (3,756) with a high relative importance (72.51%), and the results indicated a standard deviation (0.752) and the coefficient of variation (0.200) (Until there is harmony and homogeneity in the answers related to this dimension, and this paragraph has been positively affected by this element) 18) (We treat patients regardless of their social status) which came with the highest relative importance level (76.56%) While the lowest response in the level of relative importance was paragraph (19) (we have many means that enable us to hear patients' complaints), it recorded a reading of (72.99%)..

Table (6)
Results of a descriptive analysis of spiritual marketing data

| Paragraph | Arithmetic mean | standard deviation | Relative importance | coefficient of difference |
|-----------------|-----------------|--------------------|---------------------|---------------------------|
| q1 | 3,825 | .887 | 76.50% | 0.232 |
| q2 | 3,782 | .892 | 75.65% | 0.236 |
| q3 | 3,855 | .977 | 77.10% | 0.253 |
| q4 | 3,909 | 1,005 | 78.19% | 0.257 |
| q5 | 3,698 | .972 | 73.96% | 0.263 |
| Theistic | 3,814 | .743 | 76.28% | 0.195 |
| q6 | 3,804 | 1,009 | 76.07% | 0.265 |
| q7 | 3,734 | 1,115 | 74.68% | 0.299 |
| q8 | 3,650 | 1,078 | 72.99% | 0.295 |
| q9 | 3,568 | 1,055 | 71.36% | 0.296 |
| q10 | 3,480 | 1,060 | 69.61% | 0.304 |
| Ethic | 3,647 | .858 | 72.94% | 0.235 |
| q11 | 3,559 | .924 | 71.18% | 0.260 |
| q12 | 3,644 | 1,087 | 72.87% | 0.298 |
| q13 | 3,695 | .991 | 73.90% | 0.268 |
| q14 | 3,483 | 1,043 | 69.67% | 0.299 |

| | | | | |
|----------------------------|--------------|-------------|---------------|-------|
| q15 | 3,746 | .932 | 74.92% | 0.249 |
| Realistic | 3,625 | .747 | 72.51% | 0.206 |
| q16 | 3,734 | .948 | 74.68% | 0.254 |
| q17 | 3,785 | 1,018 | 75.71% | 0.269 |
| q18 | 3,828 | 1,029 | 76.56% | 0.269 |
| q19 | 3,650 | 1,029 | 72.99% | 0.282 |
| q20 | 3,785 | 1,053 | 75.71% | 0.278 |
| Humanistic | 3,756 | .752 | 75.13% | 0.200 |
| Spiritual marketing | 3,711 | .692 | 74.21% | 0.186 |

Second : Describe the data of the purchase intention ion variable

The results in the table (6) indicate that the level of general agreement reached its relative importance (74.78%) by recording the value of the arithmetic mean (3,739) (Also, the level of agreement is acceptable, which is reflected in the value of the standard deviation, which reached (0.766) Also, the paragraphs were homogeneous depending on the value of the coefficient of difference, which reached (0.205). And the most important and agreed paragraph in the paragraph (2) (We expect that the patient will want to receive more services provided by the hospital in the future (with relative importance (78.01%) Also, the lowest paragraph is the paragraph (7) (We have the ability to offer patients low prices to ensure they will buy back from our services in the future (with relative importance) (71.66%) .

Table (7)
Results of a descriptive analysis of purchase intention ion data

| Paragraph | Arithmetic mean | standard deviation | Relative importance | coefficient of difference |
|------------------|------------------------|---------------------------|----------------------------|----------------------------------|
| Z1 | 3,864 | 1,013 | 77.28% | 0.262 |
| Z2 | 3,900 | .953 | 78.01% | 0.244 |
| Z3 | 3,653 | 1,276 | 73.05% | 0.349 |
| Z4 | 3,704 | 1,230 | 74.08% | 0.332 |
| Z5 | 3,746 | 1,048 | 74.92% | 0.280 |
| Z6 | 3,785 | 1,056 | 75.71% | 0.279 |
| Z7 | 3,583 | 1,152 | 71.66% | 0.322 |
| Z8 | 3,677 | .905 | 73.53% | 0.246 |
| Z9 | 3,846 | .903 | 76.92% | 0.235 |

| | | | | |
|-------------------------------|--------------|-------------|---------------|-------|
| Z10 | 3,644 | 1,084 | 72.87% | 0.298 |
| purchase intention ion | 3,739 | .766 | 74.78% | 0.205 |

The main hypo thesis seventh : **There is a significant effect relationship between spiritual marketing and purchase intention ion .**

From reviewing the values of the table (7) it is clear that spiritual marketing affects me purchase intention ion 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 reached (α) that effect Constant essentially exists with a value of (0.291) As for the effect value, it is indicated by the value of (β) that reached (0.929), which showed the presence of the effect upon 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 confidence level(0.95), and the value of the interpretation coefficient (R2) indicated that its value amounted to (0.703), which means that it explains (70.3%) 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 influence relationship between faith and purchase intention ion .

From reviewing the values of the table, it is clear that faith affects me purchase intention ion 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 reached (α) that effect Constant essentially exists with a value of (1.003) As for the value of the effect, it is indicated by the value of (β) that reached (0.707), 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 confidence level (0.95), and the value of the interpretation coefficient (R2) indicated that its value amounted to (0.484), which means It explains (48.4%) n The change in the dependent variable. In light of the results, the statistical decision is to accept the hypothesis.

Sub hypothesis the second: There is a significant influence relationship between Ethic and purchase intention ion .

The results indicate that Ethic influence purchase intention ion 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 reached (α) that effect Constant essentially exists with a value of (1.191) As for the value of the effect, it is indicated by the value of (β) that reached (0.699), 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 at a level of confidence (0.95), and the value of the interpretation coefficient (R2) indicated that its value amounted to (0.612), which means It

explains (61.2%) nThe change in the dependent variable. In light of the results, the statistical decision is to accept the hypothesis.

Sub hypothesis Third: There is a significant effect relationship between Realistic and purchase intention ion .

From reviewing the values of the table, it becomes clear that Realistic affects me purchase intention ion 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 reached (α) that effect Constant essentially exists with a value of (1.009) As for the value of the effect, it is indicated by the value of (β) that reached (0.753), 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 confidence level (0.95), and the value of the interpretation coefficient (R2) indicated that its value amounted to (0.539), which means It explains (53.9%) nThe change in the dependent variable. In light of the results, the statistical decision is to accept the hypothesis.

Sub hypothesis Fourth: There is a significant influence relationship between Humanistic and purchase intention ion .

The results indicate that Humanistic affects purchase intention 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 reached (α) that effect Constant essentially exists with a value of (0.770) As for the value of the effect, it is indicated by the value of (β) that reached (0.790), 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 at a confidence level of (0.95), and the value of the interpretation coefficient (R2) indicated that its value amounted to (0.602), which means It explains (60.2%) nThe change in the dependent variable. In light of the results, the statistical decision is to accept the hypothesis.

Table (8)

Analysis of the influence of spiritual marketing in purchase intention

| the independent variable | regression coefficients | | (R2) Interpretation coefficient | (F) calculated | Sig. | The responding variable |
|--------------------------|-------------------------|---------|---------------------------------|----------------|-------|-------------------------|
| | α | β | | | | |
| Theistic | 1,003 | 0.717 | 0.484 | 308,204 | 0.000 | purchase intention |
| Ethic | 1,191 | 0.699 | 0.612 | 518,132 | 0.000 | |
| Realistic | 1,009 | 0.753 | 0.539 | 384,816 | 0.000 | |
| Humanistic | 0.770 | 0.790 | 0.602 | 497,878 | 0.000 | |
| Spiritual marketing | 0.291 | 0.929 | 0.703 | 780,121 | 0.000 | |

The fourth topic: conclusions and recommendations

- **First: conclusions:**
 1. The criteria refer to the suitability of the model proposed by the researchers for the axis (spiritual marketing), this means that this model can be adopted in the analysis.
 2. The spiritual marketing is an essential and indispensable pillar in solidifying the competitive position of the company, given its ability to win the customer's trust, which is the cornerstone of the company's success.
 3. The issues of the purchase intention still lack framing and clarity at the cognitive and applied levels. Supporting the purchase intention is a moving goal that cannot be framed or fixed in light of a dynamic and rapidly changing environment.
 4. There is a direct correlation with significant significance between the axis (spiritual marketing) and the axis (purchase intention).
 5. The concept of spiritual marketing is one of the central concepts of the company, which focuses on credibility and respect among a wide range of competing companies.
 6. Understanding a spiritual marketing is essential to achieving business goals. For companies to succeed, they need stakeholders to support them. They need customers to buy their products and services, investors to invest in their companies, regulators to give them a license to operate, journalists to give them fair coverage, and employees to carry out their strategy.
- **Second: Recommendations**
 1. Given the importance of the subject, it should be given more attention and enriched with research and analysis to help Hospitals in general and Al-Kafeel Specialist Hospital in particular operating in the Iraqi environment.
 2. Paying attention to the human aspect as the main means of meeting the patients' needs and helping them to recover.
 3. Enhancing interest in the company's spiritual marketing and its variables (Theistic, Ethic, Realistic, Humanistic) despite the presence of workers who are able to win over the customer and have accumulated experiences. This feature must be invested in promoting positive behavior and supporting an atmosphere Positive work in the internal work environment, and this in turn leads to the creation of a positive work environment based on the exchange of knowledge and experiences and cross-fertilization of ideas among the employees themselves, which contributes to enhancing the Hospital's purchase intention environment in the researched Hospital.
 4. Directing the need to pay attention to improving the Hospital's reputation, spreading it and clarifying it to all employees of the business organizations targeted in the study, from the levels of senior executive departments and boards of directors to the executive levels, because they contribute to strengthening the Hospital's position in society.

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