

**The impact of spiritual marketing on brand management system / 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**

**Purpose:** The study focussed on the influence of Spiritual marketing on brand management system 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 brand management system as with its dimensions (Brand orientation , Internal branding , Strategic brand management) 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 patients satisfaction.

**Conclusion:** The results of the study demonstrated the need for the hospital to pay attention to the dimensions of spiritual marketing because it would work to raise the level of the brand management system in a better way.

**Keywords:** spiritual marketing ,Theistic , Ethic, Realistic , Humanistic , Brand orientation , Internal branding , Strategic brand management.

## **RESUMO**

**Objetivo:** O estudo centrou-se na influência do marketing espiritual no sistema de gestão da marca, 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 centrou-se no marketing espiritual como uma variável independente com as suas dimensões (Teísta, Ética, Realista, Humanista) e o seu impacto no sistema de gestão da marca bem como com as suas dimensões (Orientação da marca, Branding interno, Marca estratégica gestão) para determinar a correlação entre as duas variáveis, o estudo foi testado em uma amostra de trabalhadores do Hospital Especializado Al-Kafeel afiliado ao Santuário Abássida em Santo Karbala, a população do estudo alcançou (721) trabalhadores e (347) questionários foram distribuídos e (9) questionários que não eram válidos para análise foram excluídos, restando (338) questionários válidos para análise estatística. A percentagem de representação amostral da comunidade foi de 46%. Os pesquisadores tiveram como objetivo investigar cinco respondentes para cada parágrafo.

**Constatações:** As conclusões do estudo fornecem informações úteis para avaliar e melhorar as políticas de reforma e o desempenho do SAIL e para aumentar a satisfação dos pacientes.

**Conclusão:** Os resultados do estudo demonstraram a necessidade do hospital se atentar às dimensões do marketing espiritual, pois funcionaria para elevar melhor o nível do sistema de gestão da marca.

**Palavras-chave:** marketing espiritual, Teísta, Ética, Realista, Humanista, Orientação de marca, Branding interno, Gestão estratégica de marca.

## **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). And (Fayvshenk, 2020:109) defined the brand management system as a method used by the organization to solve a problem or to invest in a specific opportunity. While I believe (Cui et al., 2022:1) the brand management system is an approach that helps the organization to integrate its activities and use it to determine the general direction of the organization and strive to achieve its goals.

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 brand management system 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 brand management system 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, brand management system) and its sub-dimensions?
2. What is the level of influence relationship between spiritual marketing and brand management system?
3. Does spiritual marketing enhance the brand management system 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 brand management system 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:

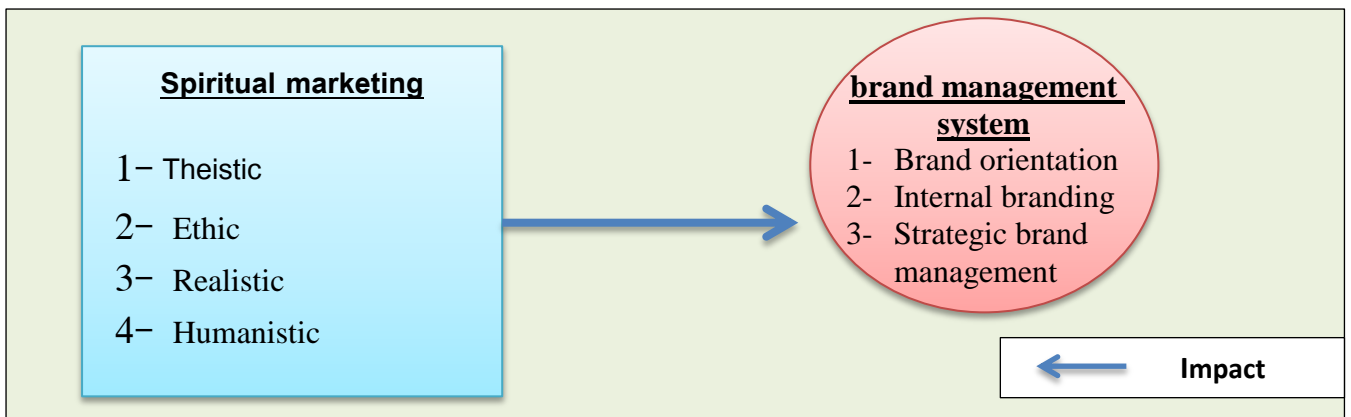
1. Recognizing spiritual marketing, taking care of it, and promoting it to attract the largest possible number of customer segments.
2. Detecting whether the organizations in the study community have an appropriate level of spiritual marketing first.

3. Determining the relationship of influence and correlation between spiritual marketing on the part of the brand management system.
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 brand management system , 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. brand management system (Dependent variable), (Ability , Integrity , Benevolence).



**Figure (1)**

**The hypothetical scheme of the study**

**Source:** 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 brand management system . The following sub-hypotheses are derived from it:

**The first sub-hypothesis:** There is a statistically significant effect relationship between Theistic and brand management system .

**The second sub-hypothesis:** There is a statistically significant effect relationship between Ethic and brand management system .

**The third sub-hypothesis:** There is a statistically significant effect relationship between Realistic and brand management system .

**The fourth sub-hypothesis:** There is a statistically significant effect relationship between Humanistic and the brand management system .

**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 (Adelsabanlar & 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 : brand management system**

### **First: the concept of brand management system**

The idea of the brand management system concept goes back to Proctor & Gambler for the first time, after that the interest in it increased in the marketing literature as a tool for developing the brand and maximizing its value. (Barua & Alexandra, 2017: 5). The brand management system is an important strategic resource that achieves the goals of the organization and maintains its relationship with stakeholders (Barua & loaned, 2020:5). As he saw (Lee et al., 2008:851) the brand management system as a set of activities used in building a brand structure. While I believe (Santos et al., 2013:148) the brand management system is an interrelated group that includes all of the organizational structure, sub-systems, and organization culture that supports brand-building activities.

### **Second: Dimensions of brand management system**

#### **1. Brand orientation**

The application of the brand orientation strategy leads to the improvement of organizational aspects, such as brand performance, brand value, employee commitment, customer participation, and organizational performance (Sepulci & Mainardes, 2022:88). Brand orientation is an entrepreneurial activity (Chang et al., 2018:2). There are several labels for the orientation towards the brand, including: the organization's brand orientation, the product brand orientation, the service brand

orientation, and the comprehensive brand orientation. (Balmer, 2017:725). The orientation towards the brand can be considered a strategic approach, whereby the brand becomes the center around which the organization's operations are established through stakeholder interactions (Sepulcri et al., 2020: 99). (Santos et al., 2013:149) defined brand orientation as the extent to which an organization recognizes the importance of brands as valuable assets and focuses its marketing strategies and activities on developing the ability to build strong brands.

## **2. Internal branding**

The internal brand is essential in enhancing employees' association with the brand and introducing them to it, as well as in managing their awareness and perceptions. (Clark et al, 2020:133). It is one of the most powerful tools for building a trusted internal brand over time (Aness et al., 2018: 306). It also helps workers to develop brand-related behaviors to incorporate a sense of brand commitment in all their work activities (Soleimani et al., 2022: 4). I believe (Bayighomog et al., 2020: 10) that the internal brand reflects organizational participation in building the brand and placing it in the direction of brand performance and success, as it is an important source of competitive advantage. (Shafia & Naghavi, 2019: 28) defined it as a task-oriented process of shaping behavior and culture.

## **3. Strategic brand management**

Brand strategic management is an important driver for the organization's long-term performance, and its benefits stem from its ability to distinguish itself from competitors (Beck, 2016: 227). The strategic management of the brand is considered as a critical factor that leads to improving the performance of organizations (Pyper et al., 2020: 2), as it is a critical internal process for developing sustainable brands (Iyer et al., 2018: 5). Therefore, organizations work to strategically manage their brand to support and promote it and gain a competitive advantage over other organizations (Fayvishenko, 2020:20). (Lim et al., 2020: 2) defined the strategic management of the brand as a marketing strategy that has become popular in organizations as a means of distinguishing from competitors in order to attract potential customers. While (Lger et al., 2018: 5) saw the strategic management of the brand as a critical internal process used to develop the brand and make it sustainable.

### **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), The stability coefficient for the brand management system axis is (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**

<b>Dimensions</b>	<b>Code</b>	<b>The number of paragraphs</b>	<b>Alpha Cronbach</b>
Theistic	X1	5	0.843
Ethic	X2	5	0.865
Realistic	X3	5	0.805
Humanistic	X4	5	0.794
<b>Spiritual marketing</b>	<b>X</b>	<b>20</b>	<b>0.941</b>
Brand orientation	M1	4	0.810
Internal branding	M2	5	0.767
Strategic brand	M3	5	0.709

management			
<b>brand management system</b>	M	14	0.885
<b>The questionnaire as a whole</b>		<b>40</b>	<b>0.971</b>

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

### Third : constructive validity and confirmatory factor analysis

In order to build models and test the confirmatory factor analysis (CFA), the structural modeling method will be adopted, which is one of the good ways to test the relationship between variables, their dimensions, and their paragraphs at the level of factors (Hox & Becher, 2011: 3), and many studies and research indicate that it is the best method to use To verify the structural validity of the scales, it also needs to fulfill the conditions that the saturation of each of the factors is greater than (0.50) and that the saturations and interpretations are statistically significant, 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, 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 modify or delete them (Byren, 2010: 3)

#### 1) Structural validity of the spiritual marketing variable

From reviewing the results of figure (3) it is clear that the paragraphs are able to interpret what was developed in order to measure it for each dimension dependent on it. than (0.05).

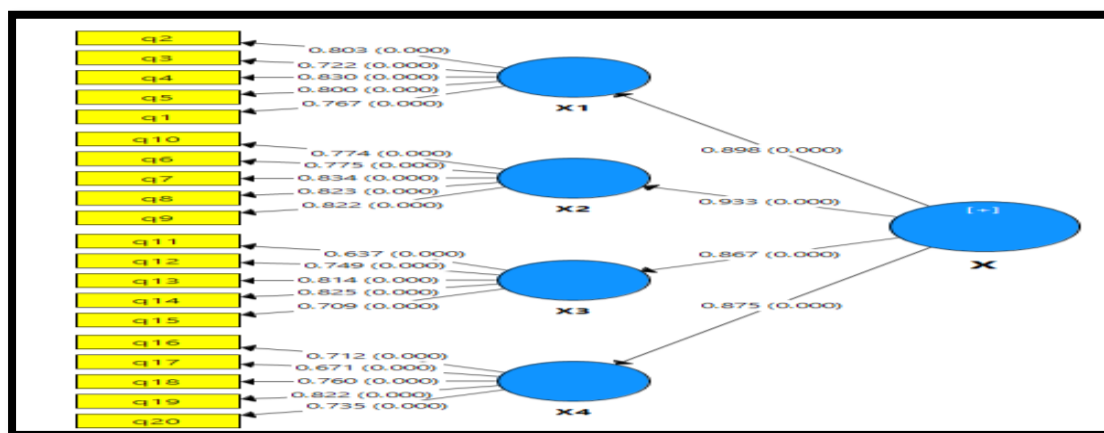


Figure (2)

The structural model of the spiritual marketing variable and its dimensions

table (2)

Paragraph saturations of the spiritual marketing variable and its dimensions

Path	Saturation	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) Structural validity of the brand management system variable

From reviewing the results of figure (3) it is clear that the paragraphs are able to interpret what was developed in order to measure it for each dimension dependent on it. than (0.05).

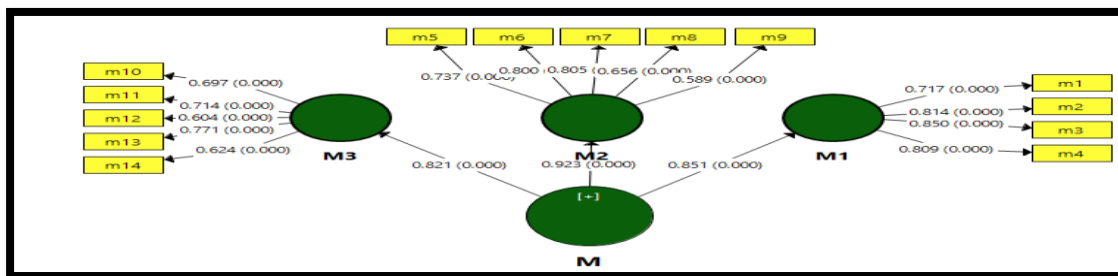


Figure (3)

The structural model of the brand management system variable and its dimensions

**Table (3)**

**Paragraph saturations of the brand management system variable and its dimensions**

Path	Saturation	Mean	Standard Deviation	T	Sig.
m1 <- M1	0.717	0.718	0.033	21.693	0.000
m2 <- M1	0.814	0.814	0.028	28.903	0.000
m3 <- M1	0.85	0.85	0.017	50.249	0.000
m4 <- M1	0.809	0.81	0.023	35.067	0.000
m5 <- M2	0.737	0.739	0.028	25.976	0.000
m6 <- M2	0.8	0.8	0.021	38.345	0.000
m7 <- M2	0.805	0.807	0.02	40.821	0.000
m8 <- M2	0.656	0.652	0.042	15.652	0.000
m9 <- M2	0.589	0.585	0.053	11.123	0.000
m10 <- M3	0.697	0.697	0.043	16.249	0.000
m11 <- M3	0.714	0.714	0.032	22.347	0.000
m12 <- M3	0.604	0.601	0.046	13.21	0.000
m13 <- M3	0.771	0.772	0.028	27.886	0.000
m14 <- M3	0.624	0.624	0.049	12.766	0.000

**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 (R<sup>2</sup>) 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 main hypothesis: There is a significant effect relationship between spiritual marketing and brand management system.**

From reviewing the values of table (4), it is clear that spiritual marketing affects the brand management system 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 ( $\alpha$ ) reached that The fixed effect exists mainly with a value of (0.996), while the value of the effect is indicated by the value of ( $\beta$ ), which

amounted to (0.770), which showed the presence of the effect when positive change by (1) in the independent variable, and this result indicates that the regression estimate is sufficient to describe the relationship between the variables at the level of Confidence (0.95), and the value of the interpretation coefficient (R<sup>2</sup>) indicated that its value was (0.751), which means that it explains (75.1%) 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 brand management system.

From reviewing the values of the table, it is clear that faith affects the brand management system 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 presence of the effect, as the constant ( $\alpha$ ) reached that the fixed effect exists. Basically, with a value of (1.465), as for the value of the effect, it is indicated by the value of ( $\beta$ ), which amounted to (0.618), 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 confidence (0.95), The value of the interpretation coefficient (R<sup>2</sup>) indicated that its value was (0.559), which means that it explains (55.9%) 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 ethics and brand management system.

The results indicate that morality affects the brand management system and that there is a significant relationship 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 ( $\alpha$ ) reached that the fixed effect exists mainly with a value of (1.782). As for the value of the effect, it is indicated by the value of ( $\beta$ ), which amounted to (0.559), 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 confidence (0.95). The value of the interpretation coefficient (R<sup>2</sup>) indicates that its value amounted to (0.611), which means that it explains (61.1%) 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 brand management system.

From reviewing the values of the table, it is clear that realism affects the brand management system 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 presence of the effect, as the constant ( $\alpha$ ) reached that the fixed effect exists mainly with a value of (1.483). As for the value of the effect, it is indicated by the value of ( $\beta$ ), which amounted to (0.645), 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 confidence (0.95). The value of the interpretation coefficient (R<sup>2</sup>) indicated that its value was (0.616), which means that it explains (61.6%) 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 the brand management system.

The results indicate that humanity affects the brand management system 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 ( $\alpha$ ) reached that the fixed effect exists mainly with a value of (1.437). As for the value of the effect, it is indicated by the value of ( $\beta$ ), which amounted to (0.635), 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 confidence (0.95). The value of the interpretation coefficient (R<sup>2</sup>) indicated that its value was (0.605), which means that it explains (60.5%) of the change in the dependent variable. In light of the results, the statistical decision is to accept the hypothesis.



**Table (4)**

**Analysis of the influence of spiritual marketing in the brand management system**

The independent variable	Regression coefficients		$(R^2)$	(F)	Sig.	dependent variable
	$\alpha$	$\beta$				
Theistic	1.465	0.618				band management system
Ethic	1.782	0.559	0.611	0.000	516.12	
Realistic	1.483	0.645	0.616	0.000	528.341	
Humanistic	1.437	0.635	0.605	0.000	504.163	
Spiritual marketing	0.996	0.770	0.751	0.000	933.141	

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. Brand management system 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. Brand management system 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 Brand management system . If the hospital is able to provide high-quality medical services and additional spiritual well-being to patients, it may increase performance levle Brand management system 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 brand management system, 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 Brand management system .
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 Brand management system in order to ensure the provision of a reassuring marketing message to patients .
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 brand management system .
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.

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