

The Sharia Marketing Strategy in Hospitals to Meet Customer Health Needs

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Abstract.

The concept of sharia marketing in hospitals currently has differences with conventional marketing that invite customers to approach their Lord through health services. This new trend is not found in conventional marketing concepts. Hospitals play an important role in the development of public health, and the products or services produced are appropriate to meet customer needs, in health services that bring them closer to Allah the Creator with the maqoshid sharia approach. Customers whose needs are met will feel satisfied and their worship will be of increasing quality with better health conditions. The method in this writing is a study of sharia marketing literature by discussing marketing strategies in Islam that can be implemented in sharia and non-sharia hospitals (general hospitals) that want to apply it. Result: in several dimensions must meet the provisions of Islamic Sharia, including 1. products must be halal and have the right quantity and quality; 2. changing prices must be followed by changes in product quantity and quality and have price control; 3. Place can be interpreted as distribution and business premises should be able to create value and raise a better standard of living by providing ethical services; 4. promotional ethics avoid false and misleading advertising; 5. Marketers must be honest and responsible for the products they produce; 6. They must possess intellectual integrity and a higher level of awareness throughout the process; 7. Their physical business premises must have an Islamic architectural style; 8. They must be faithful in their promises; and 9. They must be patient in their service and communication. Decisions based on Sharia Marketing Strategies (SMS) are crucial for hospital management and marketers in carrying out their role as pioneers of Islamic outreach in hospital healthcare services.

Keywords: Hospital sharia, marketing strategy, maqoshid and worship.

I. INTRODUCTION

The Marketing is a crucial aspect of any business practice, including the service business in hospitals. Whether governmental or non-governmental healthcare providers like it or not, they must adapt to the flow of change to survive and thrive in a dynamic environment[1]. The application of marketing principles and strategies in healthcare delivery becomes understandable[2].

Business practices not only emphasize the issue of selling quality goods or services (sales performance orientation) that meet customer needs and desires, but also involve a continuous communication process[3], namely proactively fostering a network of business networks through marketing products or services that can impress customers (customer loyalty)[4]. Indonesia's marketing landscape appears to be shifting from a rational market to an emotional one, even a spiritual one. Customers consider not only function, price, taste, or prestige, but also the values of good and bad, halal and haram (permissible and haram) related to their beliefs. Islamic marketing is defined as an effort to satisfy customer needs by creating halal products or services through ethical advertising media to achieve material and spiritual well-being, both in this world and the hereafter[5].

The key pillars of this definition are wisdom, needs, Muslim consumers, the market, good conduct, halal (thoyyibat), mutual consent, wellbeing, and ethical advertising. Sharia marketing, on the other hand, is marketing as a strategic business discipline that focuses on the process of creating, offering, and exchanging value from one indicator to its stakeholders, all in accordance with Islamic business contracts and principles. This means that in Sharia marketing, the entire process of creating, offering, and exchanging value must not conflict with Sharia principles[6].

The key pillars of this definition are creating, offering, exchanging value, and muamalah. The purpose of establishing law, often known as Maqashid al-Shari'ah, is an important concept in the study of Islamic law. Because of its importance, legal theorists have made it something that must be understood by mujtahids conducting ijtihad. The core of the theory of maqashid al-Shari'ah is to realize goodness while avoiding evil, or to attract benefits and reject harm[7].

The term that corresponds to the core of maqashid al-Shari'ah is maslahat, because the establishment of law in Islam must lead to maslahat. Marketing activities of companies or hospitals must provide satisfaction to customers who provide many benefits if they want their business to continue, or customers to have a better view of the company or hospital. In Islam, Islamic marketing is how a company or hospital in marketing its products have Islamic values and ethics[8].

These Islamic values and ethics are certainly inseparable from (the objectives of sharia) maqashid al-Shari'ah. These values illustrate the primary uniqueness of Islamic marketing, and in fact, constitute a comprehensive characteristic evident in everything based on Islamic teachings.

The increasing public demand for quality and affordable healthcare facilities inevitably forces hospitals to strive to survive amidst increasingly fierce competition while simultaneously meeting these demands through marketing. Logically, every company or hospital desire loyal customer[9].

Loyal customers will continue to use the services or products offered by the company or hospital, which will automatically generate profits or material benefits. Loyalty is created through trust, quality service, and meeting customer needs and desires. This paper will explain the definition of Sharia Marketing Strategy (SMS) based on the maqasid al-Shari'ah (obligatory principles of sharia) and how product marketing strategies can be applied to meet customer needs in hospitals[10].

II. METHOD

The research method employed in this paper is descriptive. The design employed is a literature study, in which the author conducted a literature search and then conducted a review. This research broadly aims to observe the background, circumstances, and interactions that occur. These observations relate to the pattern of strengthening Sharia Business in Indonesian hospitals, which are predominantly Muslim. The method used in this writing is a systematic review, namely a study of Islamic marketing literature by discussing marketing strategies in Islam that can be implemented in hospitals in Indonesia[11].

III. RESULT AND DISCUSSION

Marketing is a series of communication activities utilized to gain the attention of potential service recipients, motivate potential users to use, get them to actually use, and try to encourage them to use and use again (efforts to satisfy hospital guests, a management process, an exchange process, integrated activities, healthy competition and competitive advantage)[12].

The marketing concept aims to provide satisfaction to desires (want) that are oriented to customer needs and needs to be proactive in building relationships with customers through sustainable marketing practices starting from product fulfilment (product), pricing (price), delivery of goods (place), and promotion of goods (promotion). The basic essence of a hospital is to fulfil the needs and demands of patients who expect solutions to their health problems at the hospital because the hospital is considered capable of providing medical services as an effort to cure and restore their pain and patients expect services that are ready, fast, responsive, safe and comfortable for their complaints of illness with God's blessing[13].

The development of a Sharia marketing strategy is based on the Maqasid al-Shariah, namely, hifz al-din (protection of religion), hifz al-nafs (protection of life), hifz al-aql (protection of reason), hifz al-nasl (protection of lineage), and hifz al-mal (protection of wealth). The main strategy for capturing the market in hospitals is through internal and external marketing[14].

1. Internal Marketing

The main underlying idea is how to ensure all employees involved in service deliver better performance in interacting with customers. Meeting the needs of employees as internal customers will

motivate them and commit them to providing quality service, which will ultimately meet the expectations of external customers.

Planned efforts through a marketing approach within the organization are intended to enable all employees to become committed, motivated, and able to coordinate and integrate their work to achieve customer satisfaction (the desired goal is to motivate and orientate employees toward customer satisfaction).

All employees are aware and able to play an active role in the process of delivering products and services to consumers so that all employees must master marketing skills with the aim of retaining customers and adding new customers. Hospital Internal Marketing Strategy are:

a. Place

Management is obliged to provide a comfortable and ergonomic work environment for all employees, enabling them to perform their religious duties properly. This ensures that all employees can deliver productive healthcare services in accordance with customer needs and expectations.

1. Hifz al-din (protection of religion): the hospital provides a place of worship that supports employees in performing prayers properly, and the workspace does not encourage disunity.
2. Hifz al-nafs (protection of the soul): the walls of the workspace are decorated with the words of tawhid (the creed) and prayers for serving customers/patients.
3. Hifz al-aql (protection of the mind): the hospital provides a mini-library stocked with Islamic books and books on hospital management, located within easy reach of employees for use during breaks.
4. Hifz al-nasl (protection of offspring): The hospital provides a workspace that can reduce the occurrence of ikhtilat (inheritance), and a dedicated breast pumping room for female employees who are breastfeeding.
5. Hifz al-mal (protection of assets): The hospital provides a room or locker where employees can store their valuables while working, ensuring a sense of security and peace of mind.

b. Product:

Management prepares jobs that are in demand and suited to employees' competencies, influencing employee attitudes and behaviors. This allows them to adhere to the rules and moral order established by Allah SWT, and to foster empathy, gratitude for Allah's blessings and creations by refraining from actions that harm others and preventing unethical practices.

c. Price:

The hospital provides wages commensurate with employee performance output or based on relevant activities and collaborates with zakat collection agencies to manage employee zakat.

d. Promotion:

Management intensifies communication to improve job-related knowledge and skills.

e. Physical Evidence

The comfort of the workspace provided by the hospital includes a beautiful, clean, and sacred room layout, while also considering spiritual and religious needs.

f. People

The number of employees is sufficient, both in quality (competence in all types of work) and in quantity (calculated based on an analysis of the workload for each type of work).

g. Process

Management establishes policies that support the belief that work is worship, including a service process flow, standard operating procedures that always begin with Basmalah and end with Hamdalah, and clear information on administrative requirements[15]. Therefore, employee orientation programs are organized in accordance with the need for a basic introduction to the hospital and their work, including an introduction to Islamic values and their implementation in hospital services, so that work becomes a form of worship (MUKISI, 1438 H).

2. External Marketing

Implement marketing strategies with:

a. Product

Products are goods or services that are marketed to meet customer demand. The first concept is in terms of products. The Prophet Muhammad SAW always explained well to all his buyers the advantages and disadvantages of the products he sold and always prioritized product quality. In the letter Al-Baqoroh: 168 "O people, eat what is halal and good from what is on earth and do not follow the steps of Satan; for indeed Satan is a real enemy for you."

Prophet Muhammad saw said:

Each of two people buying and selling has the right to choose (to continue the sale and purchase or not) if they have not separated. If both are honest and frankly explain (the condition of the goods being sold), then both will get blessings with their buying and selling, but if they lie and hide defects, their buying and selling will be lost. (HR Muslim, from Hakim bin Hizam Ra).

The basic elements of a product marketing strategy are; Differentiation: When promoting a product, sellers must convey balanced information to ensure transparency, informing customers of the weaknesses or shortcomings of the product or healthcare service they offer. Honesty, once again, played a key role in the commerce of the Prophet Muhammad (peace be upon him).

Honesty is the cheapest method, even though it is perceived as very difficult and has become a very rare commodity. By consistently being honest with customers about the advantages and disadvantages, shortcomings, and strengths of a product, we will build trust. They will not feel deceived by our words, and the hospital should continue to offer superior and competitive products and services.

b. Price

Price is a crucial variable in marketing, influencing customers' purchasing decisions for various reasons. Economic reasons suggest that low or consistently competitive prices are important triggers for improving marketing performance, but psychological reasons suggest that price is an indicator designed to serve as a sales tool and a determining factor in competition[16]. When determining prices, consideration must be given to determining competition as the upper limit and cost as the lower limit. The set price must not be higher than the price offered by competitors or lower than the costs incurred[17].

During the time of the Prophet Muhammad (peace be upon him), he instructed businesspeople to be firm in setting prices to avoid confusing customers. The Prophet (peace be upon him) said: "Exchange gold for gold, silver for silver, wheat for wheat, barley for barley, dates for dates, and salt for salt. If the goods exchanged are of different types, do as you wish, as long as you pay in cash." (Narrated by Muslim). Hospital pricing or tariff policies include[18]:

1. Avoiding false impressions or obtaining one-size-fits-all pricing or tariff information; tariffs for facilities or services are based on the quantity and quality provided at the hospital.
2. Prohibiting obtaining something without hard work (maisir) or receiving profit without working.
3. Price changes must be accompanied by changes in the quantity and quality of facilities and service products; all hospital procedures are calculated and analyzed using unit costs and medical clinical pathways.
4. Avoid deceiving customers for profit.
5. Do not discriminate against prices or tariffs for all customers.
6. False propaganda through the media is prohibited.
7. Have price controls to meet market needs.

In conducting sales, the value of an item must be in accordance with it. This will ultimately benefit the hospital because customer trust will be earned automatically, and the rates for all services will be affordable, in line with the economy of the hospital's location.

c. Promotions

Hospital promotions should be informative, non-comparative, based on reality, not exaggerated, and uphold the nobility of Islamic morals. In his promotions, the Prophet Muhammad (peace be upon him) firmly stated that a seller must refrain from excessive oaths when selling a product. He provided truthful information so that buyers would obtain clear information about the product before deciding to purchase or use the service[19]. He also never took oaths to promote his merchandise. The Prophet Muhammad (peace be upon him) said: "An oath taken to promote business can destroy profits." (Narrated by Muslim, from Abu Hurairah).

Therefore, in the field of product promotion, sharia marketing ethics emphasize the following[20]:

1. Avoiding false and misleading advertising (marketing according to the principles of healthcare marketing, namely, based on facts, honesty, information, and education (all staff are involved in marketing).
2. Avoiding sales promotions that involve deception.
3. There is no risk in cooperation offers.

The implication of this is that marketers must be honest and fair in their marketing practices. They are required to clearly disclose all product specifications and strive to ensure that marketed products are free from defects or meet the needs and desires of hospital customers.

d. Place

Place can be defined as the distribution and business location that determines the success of an effective marketing strategy. During the time of the Prophet Muhammad, he forbade people from cutting off distribution channels. In marketing, the Prophet Muhammad forbade meeting (intercepting) traders (before they arrive at the market), meaning he prohibited monopolistic practices. A representative hospital that is easily accessible to all customers, as well as accessible of public transportation, and hospital management must implement policies to assist customers in this access.

e. People

People play a crucial role in marketing practices, both as producers or managers of hospital services and as customers. In Islam, marketing activities must employ good behavior models, maintain harmonious human relationships, minimize abuse, and strive for the welfare of society. The quality and quantity of employees serving must comply with Islamic law (Sharia conformity), be polite, friendly, smile, be honest, be modest in dress and appearance, smell good, avoid fraud, minimize errors, be free from coercion, respect private property, and avoid suspicious behavior.

f. Process

The process is the most important part because it contains several elements, including management policies, procedures, mechanisms, and the flow of activities in healthcare services. It also shows how products or services are delivered to users (customers). The process should comply with Sharia law: shaking hands (between men), greetings, no bribery, no sexual harassment, honesty, fairness, respect for customers, no rude service, and no elements of coercion. coercion, providing accurate information, not swearing in the name of Allah, employees interacting efficiently, customers waiting in a timely manner, and a smooth service flow[21].

g. Physical Evidence

In accordance with Sharia (Sharia conformity), the parameters are:

1. Exterior facilities: exterior design, signage (symbols, directions, instructions), parking, views, the location of the mosque or prayer room (musholla) should be at the front as an icon that the hospital cares about worship and the surrounding environment (adopts Islamic architecture).
2. Interior facilities: interior design, comfort of the waiting room, cleanliness of the patient environment, having a place of worship (mosque or prayer room), calligraphy on the walls that reminds us to remember Allah in all circumstances, symbols, directions, instructions, layout, quality of circulation, air conditioning, and temperature.
3. Other Tangibles: physical evidence of the hospital, business cards, office stationery supporting processes, reports, employee appearance, uniforms, brochures, Islamic religious festivals, the tradition of giving gifts, designing envelopes with Islamic holiday themes, brochures.

h. Promises

Besides oaths, there are "promises" A promise that must be kept is stated in Surah Al-Maidah, 5:1, "O you who believe, fulfill your promises." By consistently keeping and fulfilling promises, marketers and management are committed to meeting customer needs and desires, thereby strengthening relationships[22].

i. Patience

Treating customers patiently, possessing good communication skills, listening to customer complaints, and being ready to assist customers.

IV. CONCLUSION

By using a conventional marketing approach applied with maqashid al-syari'ah, as human beings provide marketing communications that bring success in life in the world and orientation to the hereafter so that in several dimensions of sharia marketing strategies should meet the provisions of Islamic sharia, including: 1. Products must be halal and have the right quantity and quality; 2. Changing prices must be followed by changes in the quantity and quality of products and have price control; 3. Place can be interpreted as distribution and business premises should be able to create value and raise a better standard of living by providing ethical services; 4. Promotional ethics avoid false and misleading advertising; 5. Marketers must be honest and responsible for the products they make; 6. The process must have intellectual integrity and higher awareness; 7. The physical place of business has an Islamic architectural structure; 8. Accuracy in promises; and 9. Patience in serving and communication.

Decisions based on sharia marketing strategies are very important for hospital marketers in carrying out their function as pioneers of da'wah in hospital health services. Suggestion for the Hospital Management:

1. Hospitals are expected to implement programs to meet customer needs and desires, which will impact customer loyalty and maintain continuity between the hospital as a producer and its customers.
2. Develop healthcare service products in existing hospitals tailored to current community needs so that the resulting products are more innovative and competitive in the market.

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