

Abstract

This study aims to analyze the effects of Islamic service quality and images on patients' satisfaction and loyalty of Islamic hospitals in Central Java. This study involves physical and spiritual dimensions as the nature of human being to influence Patients' satisfaction and loyalty. The population of this study is patients of Sultan Agung Islamic Hospitals, Roemani Islamic Hospital, Solo Islamic Hospital and Klaten Islamic Hospital with 120 Samples. Data are analyzed by Structural Equation Model with Partial Least Square (PLS) software. The result of the study shows that Islamic service quality and image of Islamic hospitals in Central Java rightly and consistently improve patients' satisfaction and loyalty. The spirit of the Qur'an on Surah Al Qasas 77 as a manifestation of good morality in service has been implemented well. The spirit of the Qur'an on Surah Al Fath 4 as a manifestation of Islamic service quality of physical and spiritual dimensions has also been implemented well.

Keywords:

Islamic service quality, hospitals image, Patients satisfaction, loyalty