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SWOT Analysis: Islamic Branding Strategy at XYZ Islamic Hospital Bekasi

Henny Hanna¹, Rian Pranata²

¹Universitas Prof. Dr. Hamka Jakarta, Indonesia, hennyhannadr@gmail.com

²Universitas Bhayangkara Jakarta, Bekasi, Indonesia, rianpranata94@gmail.com

Corresponding Author: : hennyhannadr@gmail.com¹

Abstract: Islamic branding in hospitals has become an important strategy in increasing patient trust and visits in the era of increasingly tight competition in healthcare services. The purpose of this study is to analyze the Islamic brand strategy at XYZ Islamic Hospital Bekasi using the SWOT (Strengths, Weaknesses, Opportunities, Threats) method. The analysis results show that the Islamic brand has strengths in building a positive image and service differentiation, but still faces challenges in the form of limited facilities, human resources, and competition from both modern hospitals and other Islamic hospitals. The recommended strategies are strengthening professional Islamic branding, improving service quality, and optimizing digitalization and community-based promotion.

Keyword: SWOT, Islamic Branding, Hospital, Strategy, Islamic Brand

INTRODUCTION

The rapid growth of healthcare facilities, especially hospitals, in Bekasi City has driven very intense competition. In line with previous research (Wibowo, 2025) which stated that the increasing demand for healthcare services that comply with Sharia principles is part of the national halal ecosystem. However, recent studies show that patients' perceptions of hospitals with Islamic branding remain fluctuating and often trigger complaints, even though the spiritual aspects are rated good, operational challenges often cause dissatisfaction (Hanun et al., 2025). Although many studies discuss the service quality of Islamic hospitals, there has not been much research on the strategy of using Islamic branding in hospitals with a specific SWOT analysis approach. This indicates an important research gap that needs to be explored further.

In the context of the healthcare world, effective Sharia-based healthcare services are services that combine modern medical standards (patient safety) with spiritual values, halal principles, and Islamic ethics (DSN-MUI Fatwa Guidelines No. 107/DSN-MUI/X/2016). Abdurrouf et al. (2013) stated that patient satisfaction in Islamic hospitals (RSI) is greatly influenced by a combination of Islamic service quality (Islamic caring), the implementation of

Sharia values, and the five dimensions of healthcare service quality standards (Servqual). However, previous research has focused more on aspects of service quality measurement rather than on formulating Sharia-based business or service strategies. From the phenomenon above, the SWOT analysis approach is considered highly relevant to help hospitals design strategies for improving Islamic-based services that are comprehensively adaptive according to the current competitive conditions of the healthcare market.

1. Based on the background above, the objectives of the study are to: 1. Identify the strengths, weaknesses, opportunities, and threats in the use of Islamic branding in hospitals.
2. Develop a strategy with Islamic branding based on the SWOT analysis results.
3. Select a strategy using a priority system.

METHOD

The approach used in this study is descriptive qualitative with the SWOT analysis method. The analysis is conducted to identify internal factors (strengths and weaknesses) and external factors (opportunities and threats) that influence the Islamic brand strategy in hospitals. Data is obtained through literature studies and conceptual studies on Islamic hospital branding.

RESULTS AND DISCUSSION

1. Identifying strengths, weaknesses, opportunities, and threats in the use of Islamic branding in hospitals.
2. Developing strategies with Islamic branding based on the results of SWOT analysis.
3. Selecting strategies using a priority system.

According to Suriono (2022), SWOT analysis is an instrument commonly used to determine strategies by maximizing strengths and opportunities, and minimizing weaknesses and threats that the organization or company needs to face. SWOT itself consists of four main elements:

1. Strengths
Internal factors that become the strengths of the organization, such as the quality of human resources, strong capital, good technology, or company reputation.
2. Weakness
Internal factors that become obstacles, such a lack of facilities , limited funds, or suboptimal management.
3. Opportunities
External factors that can be utilized for organizational development, such as technological development, a broad market, or government support.
4. Threats
External factors that can hinder an organization, such as high competition, policy changes, or unstable economic conditions.

Table 1. SWOT Analysis of Islamic brand at XYZ Islamic hospital bekasi

Internal / Eksternal Factors	Description
Strengths	A strong and recognizable Islamic brand identity Humanistic. friendly, and Islamic-value-based service. Availability of prayer facilities and spiritual services for patients. High levels of trust among the Muslim community Human resources with an Islamic work culture.

Internal / Eksternal Factors	Description
	Digital branding is not yet optimal Medical facilities are not yet fully modern Islamic brand promotion is still limited Human resources competency in branding is not yet evenly distributed Patient satisfaction evaluation system is not yet optimal
Weaknesses	Digital branding is not yet optimal. Medical facilities are not yet fully modern. Islamic brand promotion is still limited. Human resources competency in branding is not yet evenly distributed. Patient satisfaction evaluation system is not yet optimal.
Opportunities	The majority of Indonesians are Muslim. The trend towards halal and Islamic lifestyles is increasing. The development of digital and social media. Collaboration with mosques, Islamic boarding schools, and Islamic communities. Increasing need for spiritual health services
Threats	Hospital competition is intensifying. The emergence of hospitals with similar Islamic branding Patient. Demands for modern services are increasing. Reputational risks on social media. Rapid developments in healthcare technology.

Based on the analysis of internal and external factors above, it can be continued with the analysis of SO, ST, WO, WT in table 2 as follows:

Tabel 2. SWOT Strategy Matrix

Internal / Eksternal	Opportunities	Threats
Strengths	Strategi SO Leveraging Islamic brands to expand the market through digital promotions, Islamic health education, and collaboration with religious communities to increase patient visits.	Strategi ST Strengthening the quality of professional Islamic services to maintain patient loyalty and face competition from other hospitals.
Weaknesses	Strategi WO Improving service digitalization, human resource training, and facility modernization by leveraging digital trends and the needs of the Muslim community.	Strategi WT Conducting service evaluations, improving operational efficiency, and strengthening quality management to reduce the impact of competition and reputational risks.

The SWOT analysis results show that the hospital's Islamic brand holds a strategic position in increasing patient trust and visits. Its primary strength lies in its Islamic identity and humanistic service, which differentiate it from other hospitals. However, the main challenges stem from limited digitalization and facilities, as well as increasing competition, including from hospitals that have also adopted the Islamic branding concept. Therefore, the priority strategy chosen by XYZ Islamic Hospital Bekasi is the SO Strategy, utilizing the Islamic brand to expand the market through digital promotions, Islamic health education, and collaboration with religious communities to increase patient visits.

CONCLUSION

Based on the research results, the SWOT analysis of XYZ Islamic Hospital Bekasi can be concluded as follows:

1. The strengths, weaknesses, opportunities, and threats in the use of Islamic branding at XYZ Islamic Hospital Bekasi include a strong and easily recognized Islamic brand identity, which serves as a strength and increases trust among the Muslim community, with a large population, which serves as an opportunity. However, hospitals with Islamic branding also face weaknesses in limited facilities and promotions, and the rapid growth of hospitals, which creates intense competition, which serves as a threat.
2. The Islamic branding strategy based on the SWOT analysis is to strengthen the quality of professional Islamic services, facilities, and quality management to maintain patient loyalty and face competition from other hospitals.
3. The strategy chosen, based on a priority system at XYZ Islamic Hospital Bekasi, is the SO Strategy, utilizing the Islamic brand to expand the market through digital promotions, Islamic health education, and collaboration with religious communities to increase patient visits.

The Islamic brand strategy at XYZ Islamic Hospital in Bekasi holds significant potential for improving its image and patient visits. The success of this strategy depends on the hospital's ability to integrate Islamic values with modern healthcare services, digitize its systems, and strengthen community-based promotions.

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