

UNIVERSITI TEKNOLOGI MARA

**THE RELATIONSHIP BETWEEN
TECHNOLOGY, ORGANIZATION AND
ENVIRONMENT MODEL AND ADOPTION
HALALAN TOYYIBAN RISK MANAGEMENT
PLAN AMONG MALAYSIA HALAL FOOD
MANUFACTURES SMES**

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ABSTRACT

The Halal products increase in demand and the number of Halal food manufacturers also continues to grow rapidly in Malaysia. Malaysia has become the center of world in Halal which is leading by JAKIM. One of the problems need to be solve is to educate the food manufacturers to implement the Halal Toyyyiban Risk Management Plan (HTRMP) which is benefitted to control the non-halal, non-safe, and contamination of food products. HTRMP is a system in Malaysia Standard 2400-1: 2010 and emphasize in Halal Assurance System (HAS), but from the survey of questionnaire with the halal food manufacturers SMEs results that only 41.6% from 120 samples were adopting with the Halal system while 58.4% are not adopt continuously with the Halal system. Therefore, by adopting the TOE framework as a theory, this study will try to identify the factors that let the Halal food manufacturers in adopting HTRMP. Structured Equation Modeling (SEM) with Partial Least Square (PLS) version 3.0 has been used to analyze the constructs in this study. The findings of this study are five of the twelve factors show positive factor which are in technology factors; compatibility, in organization factors; expected business benefit and organizational readiness, and in environmental factors; halal market demand. Halal awareness as mediator also show full mediate in adopting HTRMP. Besides, this study also provides useful information to a better knowledge and understanding in terms of application in future for the Halal food manufacturers in adopting HTRMP. This study has produced findings that can assist Halal service providers and government agencies to develop a better plan to enhance the adoption rate of HTRMP among Halal food manufacturers SMEs in Malaysia.

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