

The trustworthiness of Halal Logo on imported food in Malaysia

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ABSTRACT

This research examined the study of the trustworthiness of Halal Logo on imported food in Malaysia as the main option. Descriptive quantitative research study was conducted through survey using questionnaire form. The Independent Variable based on the main dimension which is the reliability imported food's Halal Logo. There are four factors (1) Company Background (2) Food Labelling (3) Knowledge (4) Marketing while Dependent Variable is trustworthiness on Halal Logo's food to measure the trustworthiness of Halal Logo on imported food among community in Malaysia. The study has involved with 200 respondents. The suitable research theory that implemented throughout the study is Social Cognitive Theory by Bandura and Walters. This study towards perceptions behaviour, environmental factors and personal factors to measure the trustworthiness of Halal Logo on imported food among community in Malaysia.

The hypothesis testing gained by using two different methods which indicated different results which are Pearson Correlation and Multiple Linear Regression. Based on the research by using Pearson Correlation method the four listed null hypothesis is accepted based on the standardized significant values which must be less than ($p = 0.05$). However, based on Multiple Linear Regression method, there are two different readings which formed different results. The first result is based on Beta value which shows the most significant relationship between independent towards dependent variables. Thus, the result indicated Marketing is ($\beta = .507$) the strongest relationship towards dependent variables. However, based on significant value in Coefficient Multiple Regression analysis, the null hypothesis of knowledge ($p = .014$) and marketing ($p = .000$) is being accepted with significant value below than ($p = 0.05$).

Keywords: Trustworthiness, Halal Logo, Imported food

INTRODUCTION

Halal concept is strongly related to food. Generally, halal comes from Arabic word which is halla, yahillu, hillan, wahalalan and etc. The Halal food must be following the Shariah and the Halal certificate should be legally applied and verified by Jabatan Kemajuan Islam (JAKIM) and Majlis Agama Islam Negeri (MAIN). As for Non-Muslim, they thought that Halal certificate represents the symbol of hygiene, quality and safety of the product. The population in Malaysia are 32.4 million stated by Ismail, (2018) out of which 69.1% equivalent to 20.07 million are the Muslim and this is show in Malaysia stated by Mohd Uzir, (2018), food manufacturing companies will find it very crucial to ensure that the sensitivity and the concerned of this majority group.

In Islam, Allah has ordered Muslims to eat only a Halal food and to avoid eating non-Halal even though they are in the midst of hardship. Basically, the concept of halal is when the products are consumed or used by Muslim which is the food consist of or contains any part of animal that is halal to Muslim, but as for the meat of any halal animals, it must be legally slaughtered according to the Syariah (Islamic law).

As stated by Masnono, (2005) stated in Islam, it is obligatory for Muslim to consume halal food only. Halal food does not contain any ingredients that are considered as „najis“ while processing the foods, also it is not prepared using equipment that is contaminated with things that are considered „najis.“ In Syariah law, there are no other elements or foods that do not meet the requirements stated above to be around or mixed together. According to Wahab (2004), halal, when used in relation to food in any form or whatsoever in the course of trade or business or as part of trade description, is applied to lawful products or foods or drink. According to (Huraira, n.d): *The trustworthy of Halal Logo on imported food in Malaysia*

On the authority of Abu Huraira (may Allah be pleased with him), who said: The Messenger of Allah said: “Allah the Almighty is good and accepts only that which is good. Allah has commanded the Faithful to do that which He commanded the Messengers, and the Almighty has said: “O ye Messengers! Eat of the good things, and do right”. (And Allah the Almighty has said: “O ye who believe! Eat of the good things wherewith We have provided you.”. Then he mentioned [the case of] a man who, having journeyed far, is dishevelled and dusty and who spreads out his hands to the sky [saying]: O Lord! O Lord!-while his food is unlawful, his drink is unlawful, his clothing unlawful, and he is nourished unlawfully, so how can he be answered!

Ministry of Domestic Trade and Consumer Affairs Malaysia has issued Trade Description (Certification and Marking of Halal) 2011. The order started to operate on 1 January 2012. Trade Description (Certification and Marking of Halal) was implemented on December 30, 2011. The Department of Islamic Development Malaysia and the Islamic Religious Council in the respective States shall be the responsible authorities to certify that any foods, good or service in relation to the foods or goods halal in accordance with the Trade Description. (Jabatan Kemajuan Islam Malaysia, 2014)

All foods and goods cannot be described as Halal and can be consumed by Muslim unless it is certified as halal by the component authority and marked with the logo as specified in the first schedule. As for the imported food, it need to comply with the requirements in paragraphs 4 or certified as Halal by foreign halal certification body recognized by JAKIM. To conclude, the foods and goods cannot be describe as Halal unless it is certified as halal by competent authority. In Malaysia, we have the order under the act set by the ministry so every activity

was done or will to be done need comply with the law that has been allocated. (Jabatan kemajuan Islam Malaysia, 2014) *The trustworthy of Halal Logo on imported food in Malaysia*

A Department of Islamic Development Malaysia (JAKIM) is the competent authority in Malaysia and have a power to certify as halal certification for the business traders within Malaysia includes abroad. Previously, JAKIM was known as BAHEIS but changed its name on January 1, 1997. Their vision is to have an excellent leadership in Islamic Affairs Management in Malaysia by 2020, and the mission is to transform Islamic Affairs Management by applying the National Value through innovative and strategic Islamic agency. JAKIM has been a supporter for MIHAS over the years and will continue to support all Malaysian Halal endeavour such as the World Halal Summit in 2015 (Sejarah Jakim, 2018). The conclusion is the authorities has done their responsibility and the society must follow the rule for the good sake. Without us realized, both of the Muslim consumers and the industries are protected.

PROBLEM STATEMENT

Malaysia is a country which is very concerned with the Halal Logo and in the event of domestics and foreign companies need to obtain halal logo approval from JAKIM and Islamic Religious Council in the respective States (MAIN). It is important for the consumer to gain their trust on halal logo especially Muslim. Studies on halal logo in Malaysia here conducted in the realm of its importance. The halal logo plays an important role to reinforce the user's confidence and trust towards the foods and the goods.

The main problem of this research is, the halal logo(s) issued by JAKIM tend to confuse consumers as they greatly lacked information about the genuine halal logo. There are conflict perspective says that multinationals pursuit for Muslim's market has put even the long accepted halal products to dispute in an effort to label it halal. For non-Muslim countries with a Muslim minority population, most halal logos are created by a body or unity of Muslim community that is trusted in that region. For example in large countries such as China where minorities live in different regions, they issue halal certificates by region with different logo designs. The existence of different logos from responsible Muslim bodies from countries such as China has often caused confusion and prejudice especially among Malaysian Muslims whether it is true or false (Shafiq, Haque & Omar, 2015). Thus because of the difference layout of Halal logo from other countries makes Malaysian especially Muslim curious and doubt.

Factors that may affect the reliability of the halal logo of imported foods are company background, food labelling, knowledge, and marketing. The prospective issues are to gain the trustworthy among people especially Muslim. Sometimes, the companies ignore the awareness of halal logos in their product even though they do not use any elements that turn the product seems to be non-halal. The lacking of awareness causes the people have feeling hesitate in making choice. Previously, in Malaysia, there was an issues related to halal logo. The favourite brand of chocolate products among the society in Malaysia has surprised the country when JAKIM banned Cadbury as the product was suspected to contain a porcine DNA (Jakim explains Cadbury issue to Muslim groups, 2014). This issues really affect the consumers because it has become a favourite brand of the public.

FACTORS OF THE REALIBILITY ON IMPORTED FOOD HALAL LOGO IN MALAYSIA

- **Company Background**

The image of a company refers to how people in the organization delivers their standpoint and performance in the company to the public. The image of a company is solely depends on its standpoint; if the organization has a bad perception which reflects the image of a company, it will cause the bad reputation of the company itself. The corporate image can be classified into two elements which is the functional and the emotional; the functional component means it is an easily measured concrete characteristics (Enberg, 2016). However according to Weiwei. T, (2007) the image of company because two factors such as the functional and the emotional. This is show the emotional component is connected by the feelings and attitudes towards a firm that comes from individual experiences.

- **Food Labelling**

Labeling and packaging was part of the product attributes that Muslim consumers are attracted to when making decisions to buy food products. This is in line with the findings of Mohayidin and Kamarulzaman (2014) that consumers mostly preferred processed food products that are certified halal. However, in order to combat the problem of halal food fraud, industry players adherence to all aspects must be considered by the consumers, who also have the right to report any fraudulent activities particularly unauthorized halal logo used by manufacturers or processors

A research done stated the factors influencing the willingness to buy from consumer is the own label brands offered by supermarket. It compares the importance of choke criteria when purchasing own label and national brands and the perceived characteristics of the products carrying store and manufacture. Result show that own label and manufacturer brands have overall different stage positioning (Ruslan, Kamarulzaman & Sanny, 2018)

Some consumers do emphasize and concern the quality of a product rather than the offered price. This is because the quality of the product will determine the satisfaction of price the typical market as well as the sellers will compete with each other about the information of product rather than the price rivalry. Nowadays, consumers are very wise in purchasing as they are not going to waste their money and time on something with no quality (Nuradli, Suhaila, Akmaliah & Nurbaiti, 2007)

- **Knowledge**

The negative perception of halal food fraud influences consumers' attitude towards purchasing food products. A person's awareness and knowledge plays an important role in the perception they form regarding Halal. With the increase in consumers' awareness and consumer perceptions towards halal food fraud, consumers are beginning to pay attention to ingredients before purchasing food products. This attention increases should there be any issues of halal food fraud reported in the mass media. When consumers are aware, they tend to choose food products based on the halal logo on product packaging rather than the taste of the food products;

as such, Muslim consumers prefer to purchase food products with halal logo certified by JAKIM (Ruslan, Kamarulzaman & Sanny).

As the Muslim consumers become more knowledgeable of their religion, it is inevitable that they will be more particular on the type of products and services that they consume or use. In addition, as consumers become increasingly more sophisticated in dietary and health-related issues, the relevance of informative labeling and the belief in the right to be adequately informed will strengthen. 3 The introduction of halal logo by the Malaysia's Department of Islamic Development (JAKIM) has generated more awareness among the Muslim of the importance of consuming products or engaging in services that follow Islamic guidelines and principles. See Exhibit 1 for details regarding halal definition (Shahidan & Md Nor, 2015)

- **Marketing**

The use of the halal logo has changed rapidly. It has become a necessity for producers in today's consumer-driven market. Through the halal industry, the Government has succeeded in opening competitive business opportunities between producers so that goods will be of higher quality and acceptable without doubt. .A healthier business climate successfully pioneered in local markets is gradually expanding to international markets (Wan Mohamad Sheikh, 2010)

Marketing of products and services in the Muslim countries presents a very challenging task to multinational companies (MNC) due to the difference in political, economy and socio-cultural aspects. At the same time, MNC could not "avoid" targeting Muslim countries as their source of expansion as these countries represent almost 20% of the world's population (Shahidan & Md Nor, 2015)

Religion is a system of beliefs and practices by which group of people interprets and responds to what they feel is supernatural and sacred (Johnstone, 1975). Most religion prescribes or prohibits certain behavior including consumption behavior. Schiffman and Kanuk (1997) assert that members of different religious groups are likely to make purchase decisions influenced by their religious identity. Such a phenomenon is widely acknowledged in international business and marketing textbooks

RESEARCH METHODOLOGY

This research examined the study “the trustworthiness of halal logo on imported food in Malaysia”. The amount of survey calculated based on Krejcie and Morgan the total population community in Malaysia are 32.4 Million (Jabatan Perangkaan Malaysia). Thus, the sample size for this research is 384 samples. The best sample sizes are selected by using Purposive Sampling. However, the researcher only gets 200 respondents to fulfil the minimum requirement for this thesis. Descriptive quantitative research study was conducted through survey using questionnaire form. The hypothesis testing gained by using two different methods which indicated different result which are Pearson Correlation and Multiple Linear Regression.

RESULTS AND DISCUSSIONS

a) Profile of the Public Relations Bachelor Student of UiTM Melaka

The profile of the sample is discussed in terms of six characteristics: Sex, Age, Marital Status, Education Background, Occupation, Place of origin, State.

ITEMS	FREQUENCY	PERCENTAGE %
SEX		
MALE	67	33.5
FEMALE	133	66.5
AGE		
15-25	178	88.0
26-36	7	3.5
37-47	3	1.5
MARITAL STATUS		
SINGLE	176	88.0
MARRIED	19	9.5
OTHER	5	2.5
EDUCATION BACKGROUND		
SPM	12	6.0
STPM	15	7.5
FOUNDATION	8	4.0
DIPLOMA	47	23.5
DEGREE	112	56.0
MASTER	4	2.0
PhD	2	1.0
OCCUPATION		
GOVERNMENT SECTOR		
PRIVATE SECTOR		
SELF EMPLOYED	5	2.5
UNEMPLOYED	5	2.5
STUDENT	135	67.5
PLACE OF ORIGIN		
URBAN	120	60.0
SUBURBAN	52	26.0

RURAL	28	14
STATE		
WILAYAH PERSEKUTUAN	24	12.0
PERLIS	1	0.5
KEDAH	9	4.5
PULAU PINANG	7	3.5
PERAK	19	9.5
SELANGOR	44	22.0
NEGERI SEMBILAN	8	4.0
MELAKA	13	6.5
JOHOR	33	16.5
PAHANG	7	3.5
KELANTAN	28	14.0
SABAH	4	2.0
SARAWAK	2	1.0
TERENGGANU	1	0.5
I am confident with imported food		
YES	181	90.5
NO	19	9.5
I don't mind with the abstinence of Halal logo on imported food that with Halal logo		
YES	57	28.0
NO	143	71.5

Table 4.1 shows the summary of the frequency analysis of the respondents based on the questionnaire given. The target respondents of Malaysian community in Malaysia is from different background. Table 4.1 shows female is the dominant population in the sample of study which is involving 66.5%. The highest age group of the people of 15 until 25 years' old which represent 89.0%. The highest previous education background is mostly come from Degree qualification which indicated 56.0%. However, most of the population which represents 88.0% from marital status single group and mostly from the private sector which is 21.0%. The respondent from urban represent 60% and come from Selangor which is 22.0%.

Table: Coefficient for Multiple Regression Analysis**Coefficients^a**

Model	Unstandardized Coefficient		Standard Coefficient		t	Sig.
	B	Std.Error	Beta			
(constant)	.403	.212			1.902	.059
Company Background	.050	.067	.045		.749	.455
Food Labeling	.109	.064	.114		1.709	.089
Knowledge	.179	.072	.178		2.479	.014
Marketing	.544	.080	.507		6.771	.000

a. Dependent Variable: The trustworthy on imported food's Halal Logo

The Coefficient table above shows Beta value for all the independent variables when they are regressed jointly against dependent variable. Based on the standardized coefficients reading, the Beta values for all independent show positive relationship towards the dependent variables.

- **H1 There is no significant relationship between company backgrounds and the trustworthy on imported food's Halal Logo.**

Factor 1 is regarding motivation factor which indicated Beta value of positive relationship ($\beta=0.045$) with the significant level ($p=0.455$). Thus the null hypothesis is accepted and reject the new alternate hypothesis. However, Kotler (2001) defined image as "the set of beliefs, ideas, and impression that a person holds regarding an object".

According to Weiwei. T, (2007) the image of company is because two factors such as the functional and the emotional. This is show the emotional component is connected by the feelings and attitudes towards a firm that comes from individual experiences. Thus, the company background is not affect the trust of the consumers on Halal Logo however company background will be affected to consumers' decision making if there is a bad issues regarding the product.

- **H2 There is no significant relationship between food labelling and the trustworthy on imported food's Halal Logo**

Factor 2 is regarding food's labelling factor which indicated Beta value of positive relationship ($\beta=0.114$) with the significant level ($p=0.089$). Thus the null hypothesis is accepted and reject the new alternate hypothesis.

In contrast to S. Bacarella, L. Altamore, V. Valdesi, S. Chironi, M. Ingrassia (2015), food labels become the only tool for consumers to acquire additional

information about products for their purchase decisions; in fact, studies have shown that there is a relationship between the objective characteristics of the label and the reactions of consumers. Overall, food labelling does not influence the consumer's decision making because labelling is just to help them know the ingredients and the flavours of the foods.

For instance, according to Suhaila Shahrul (2018), government issued the withdrawn product from China which is canned sardine in Tomato Sauce TL Tan Lung and Sardines in Tomato Sauce brand TLC. This is because the product have been confirmed to contain impurities such as Filum Nematoda worms from genus Anisakis spp. This shows that labelling is important for consumers to know the ingredient not to make the consumer trust on the Halal Logo instead.

- **H3: There is a significant relationship between knowledgeable and the trustworthy on imported food's Halal Logo.**

Factor 3 is regarding knowledge factor which indicated Beta value of positive relationship ($\beta=0.178$) with the significant level ($p=0.014$). Thus the null hypothesis is rejected and accept the new alternate hypothesis.

The result is supported by by Cooke & Papadaki, (2014), Fitzgerald, Damio, Segura-Pérez, & Pérez-Escamilla, (2008); Satia, Galanko, & Neuhouser, (2005), food labeling could be a moderator of the association between nutrition knowledge and dietary behaviours.

Meanwhile, according to Salvica, Radoslav, Dorde & Jelena (2013), consumers understand and use major information given on the label, but consumers with higher level of the knowledge expresses higher interest for data related to the manufacturer, food product origin, nutritional composition, instructions for preparation, product use or shelf life. The good knowledge about the product will give potential for influence on the consumer to remember and purchase.

- **H4: There is a significant relationship between marketing and the trustworthy on imported food's Halal Logo.**

Factor 4 is regarding marketing factor which indicated Beta value of positive relationship ($\beta=0.507$.) with the significant level ($p=0.000$). Thus the null hypothesis is rejected and accept the new alternate hypothesis.

The finding supported by Oliver, (1999) a good marketing will help the company in fulfilling the customer's satisfaction automatically. According to Mohamed Dawood, (2016) the sales promotional marketing activities considered to be more efficient than advertising publicity and personal selling. It is important to note that none of the strategies is better than the other. However, finding the right mix of both media can create the best communication/marketing strategy for the company and specifically for the product being offered for sale. Abdul Fakha and Mohammad Saed (2014) has indicated that strategic marketing practices have a significant impact on performance variables and that they interact with the different components to facilitate performance.

CONCLUSION

Based on Multiple Linear Regression method, there were two indicated result based on the coefficients analysis. The first reading indicated the Beta (β) values which represent the significant relations directly from the independent towards dependent variables. The Beta (β) values shown, marketing ($\beta=0.507$) was the strongest significant relations towards the dependent variable of depression towards the dependent variable of trustworthy on halal logo's food which can gain trust consumer. Besides, based on coefficients significant level Multiple Linear.

Based on the hypothesis; company background, food labelling, knowledge, and marketing of the product, surveys shows that people trust more on the Halal Logo not because of company background and food labelling. Thus, people trust the Halal Logo is because the marketing of the food product followed with the consumer knowledge on that food product.

From the research, "the trustworthy on imported food's Halal Logo" shows how consumer or the people accept Halal Logo on certain food product is because the powerful and attractive marketing of the food product. A good marketing of the food product will make the people to trust the Halal Logo more instead of food labeling and company background. The marketing of the product will influent the consumer decision making to consume the food product. According to Milkhaj, Dragica, Dorde and Nikola (2016), an organization which wants to enter a new market segment, has to make sure there a strategically developed plan to ensure a strong position on the new market. This is where market research is necessary. Market research allows companies to get to know its new, potential consumers. Optimizing and documenting every future step is very important.

HYPOTHESIS	SIG.	RESULT
H1 There is a significant relationship between company backgrounds and the trustworthy on imported food's Halal Logo.	.455	REJECTED
H2 There is a significant relationship between food labelling and the trustworthy on imported food's Halal Logo.	.089	REJECTED
H3 There is a significant relationship between knowledge and the trustworthy on imported Halal Logo.	.014	ACCEPTED
H4 There is a significant relationship between marketing and the trustworthy on Halal Logo	.000	ACCEPTED

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