



PROCEEDINGS

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ISLAMIC HERITAGE

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المؤتمر الدولي الثاني للتراث الاسلامي

"STRENGTHENING KNOWLEDGE, EMPOWERING ACHIEVEMENT"

EDITORS

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**PROCEEDING OF 2ND INTERNATIONAL
ISLAMIC HERITAGE CONFERENCE
(ISHEC 2017)**



2nd International Islamic
Heritage Conference 2017



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1155 ... د. محمد مرسلين محمد إسماعيل



2nd International Islamic
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Heritage Conference 2017

Foreword

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Bismillahirrahmanirrahim. All praise to Allah SWT. Blessing and Prayers be upon Prophet Muhammad SAW, and also to his family members, kindred's, companions and his followers who adhere faithfully to his teaching.

I would like to express my gratitude for this invitation to write a few words in conjunction of this proceeding. Heartiest congratulations go to the organizers of the 2nd International Islamic Heritage Conference 2017 (2nd IsHeC2017) that was held on 14th – 15th November 2017. Congratulations also to the editors for their efforts in publishing the articles presented at the 2nd IsHeC2017.

Proceeding of 2nd International Islamic Heritage Conference 2017 is a very noble effort as it adds to the corpus of literature on Islamic based research in various disciplines of knowledge. I hope that this proceeding can be a catalyst for the germination and strengthening of Islamic knowledge.

Finally, I wish to extend my sincere appreciation to all parties involved in the publication of this proceeding especially Academy of Contemporary Islamic Studies (ACIS) UiTM Melaka, Center for Islamic Philanthropy and Social Finance (CIPSF), Pusat Jaringan Industri, Komuniti dan Alumni (PJI & A) UiTM Melaka and the authors for their contribution.

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ISHHC



2nd International Islamic
Heritage Conference 2017

Preface

In the name of Allah, the Most Beneficent, the Most Merciful. All praise is due to Allah SWT, the Almighty. We all praise Him, seek His Help, and ask for His Forgiveness. We seek refuge with Him from the evil of our souls, and from our sinful deeds. He whom Allah SWT guides, no one can misguide him, and whoever Allah SWT misguides, no one can guide him. Blessings and prayers upon His Messenger Prophet Muhammad SAW. We would like to express our thorough and sincere gratefulness to Allah the Almighty, who has given us the opportunity to write, edit and complete the *Proceeding of 2nd International Islamic Heritage Conference 2017*.

We wish to extend our appreciation to YBhg. Datuk Associate Professor Sabariah Hj. Mahat, Rector of Universiti Teknologi MARA (UiTM) Cawangan Melaka for her full encouragement in ensuring the success of the 2nd IsHeC2017 and also the publication of this proceeding. Special thanks to YBrs. Associate Professor Dr. Shafinar Ismail, Deputy Rector of Research and Industrial Linkage UiTM Cawangan Melaka for her continuous support in 2nd IsHeC2017.

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This proceeding comprises the articles that were presented in 2nd IsHeC2017 which held on 14 hingga 15 November 2017 at Avillion Hotel Melaka.

Hopefully, the *Proceeding of 2nd International Islamic Heritage Conference 2017* will give a clearer view of various contemporary issues in Islamic-based research in this country and the Muslim world as a whole. Finally, we hope that this proceeding may inspire and motivate its readers in initiating attempts and contributions for the sake of Muslim ummah.

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Editor

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TOTAL QUALITY MANAGEMENT AND HALAL CERTIFICATION OF FOOD PRODUCT IN MALAYSIA

Rizuwan Abu Karim¹, Nurazree Mahmud, Helmy Fadlisham Abu Hasan, Juan Rizal Sa'ari

ABSTRACT

This paper principally discusses on conceptualization of model related to Total Quality Management (TQM) and halal certification of food product in Malaysia. Six critical success factors of TQM has been discussed in relations to halal certification of food product. Based on previous studies, it is proved that TQM practices influence the successfulness of halal certification of food products. Hypothesis pertaining the two variables of this study has been proposed in effort to describe the idea of TQM and halal certification of food products. Future research is suggested in order to obtain empirically evidence in establishing the real impact of TQM practices either soft or hard factors will more influence successful of halal certification of food products.

Keywords: TQM, Quality management system, Food product, Halal certification, Malaysia, JAKIM

INTRODUCTION

Basically, there are three main categories of food for Muslims. This is considered as halal, haram and syubhah. Halal food is an Arabic or Quranic word explain permissible, allowed or lawful. While in English, it is refers to the food that is permissible to consume by a Muslim consumer. Scenario of food product with halal certification which are non Shariah compliance as reported by the media massa had great effect on Muslim consumer curiosity towards the status of halal food product sold in the market. Non Shariah raw materials used, fake halal labeling, improper handling of halal food and failure of food manufacturer to comply with good hygiene practices (GHP) are among the factors that contributed toward this incidence. For example, in May 2014, the mass media reported two Cadbury chocolate products namely Cadbury Dairy Milk and Cadbury Dairy Milk Hazelnut Roasted Almond were found to contain non halal materials (e.g. porcine). With regard to this incidence, Muslim consumers in Malaysia urged that serious action should be taken by JAKIM to suspend the products sold in the market (Mohamed, Abdul Rahim, Ma'ram and Hamza, 2016).

Currently, the implementation of Shariah standards for halal food products by food manufacturers is related to production, packaging, storage and transportation (Mohd Janis, 2004). Subsequently, halal food certification refers to the examination of food process following Shariah requirements (Mohd Yusoff, 2004). However, Talib, Ali and Idris (2013) recommended that TQM and Shariah

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elements in halal food production should be implemented together if food manufacturers want to continuously produce halalan toyibban. Hence, this recommendation provide minor support to the researcher to examine how total quality management (TQM) practices can ensure Shariah compliance of halal food product.

LITERATURE REVIEW

TQM is a management concept in describing on how firms can be benefited to become more quality oriented organization in highly competitive business as today. Researchers agree TQM enablers are important elements to the organization for achieving effective manufacturing process and also serve as the fundamentals for achieving high quality products. Some researchers such as Abdul Talib, Mohd Ali and Fazli Idris (2014), Psomas, Vouzas and Dimitrios (2013), Psomas and Fotopoulos (2010) and Barendsz (1998) have pointed out that the application of TQM practices in food companies can ensure the safety of food products. Considering that the application of TQM tools can play a critical role in improving the competitiveness of food companies, Psomas et al., (2013) further examines the impact of TQM towards quality management benefits in food companies. Using a survey technique, a questionnaire was distributed to Greek food companies. Only 90 Greek food companies participated in this study. The exploratory factor analysis results indicated two aspects of TQM – the “soft” TQM elements and “hard” TQM elements are significant in Greek food companies. Applying multiple linear regression analysis to determine the impact of TQM on the food companies quality management benefits, the results showed “soft” TQM elements have a significant direct impact on quality improvement, employee benefits and customer satisfaction. Meanwhile, “hard” TQM elements have no direct impact on quality improvement, employee benefit and customer satisfaction.

Psomas and Fotopoulos (2010) investigated in which TQM practices have an impact towards achieving quality management in food companies. That study used exploratory and confirmatory analyses to assess the reliability and validity of the TQM construct. The total number of respondents in that study is 92. Confirmatory factor analysis results showed that top management, employees, customer focus, process and data of the company are related to TQM practices in Greek food companies. The multiple linear regression analyses were used to determine which TQM practices had a significant impact on quality management in food companies. The results showed that the process and data of the company had a significant impact towards quality improvement in food companies. Meanwhile, employee involvement and customer focus had no significant impact on quality improvement in food companies.

Alsaleh (2007) conducted a study on the application of quality tools by the Saudi food industry. The results revealed that there is evidence of the adoption of TQM tools implemented among the Saudi food processing and manufacturing companies. The main motive for the implementation of quality tools among food companies is to attain international quality awards. The results also explain the

respondents believe that the implementation of TQM tools can improve the quality of food products. Barendsz (1998) in his food safety and TQM paper review insists that TQM implementation in food companies can facilitate the effective implementation of HACCP and ISO. He recommended that TQM, HACCP and ISO should be jointly implemented to meet with the demand for safer foods.

Given the importance of TQM practices in improving halal certification, the conceptual framework of this study was designed and adapted from the empirical studies conducted by Che Din and Daud (2014). Based on personal interview conducted by Che Din and Daud (2014), the findings demonstrated that top management commitment, company policy and procedures, employee commitment, training and education, customer relations and communication, process management, sincerity, supplier commitment, technology, competent certifying body and supportive infrastructure are critical success factors that can be implemented by the certified halal food manufacturer.

Moreover, this study is based on Malcolm Baldrige National Quality Award (MBNQA) as a common practices or construct of TQM. This is due to several reasons. First, it covers major elements usually used by practitioners and researchers in quality management practices (Dean and Bowen, 1994). Second, MBNQA criteria are appropriate to be considered in this study because it has always been updated and revised to the latest development of quality management (Tai and Przasnyski, 1999). Third, it integrates different ideas of quality gurus such as Deming and Juran (Dean and Bowen, 1994). Fourth, more than 56 national and international quality awards criteria are adapted from MBNQA elements (De Baylo, 1999; Ettore, 1996). Fifth, it explains both the soft and hard elements of TQM. The soft side includes customers, employees and leadership. Meanwhile, the hard side captured technical aspects to increase production of a company (Wilkinson, Allen and Snape, 1991). Sixth, following Sila and Ebrahimpour (2003), although the MBNQA was originally introduced in the U.S., numerous studies were conducted in different countries by using the MBNQA model such as in New Zealand (e.g. Angell and Corbett, 2009), in Malaysia (e.g. Islam, 2007), in Mexico (e.g. Parast, Adams, Jones, Rao and Raghu-Nathan, 2006) and in Australia (e.g. Prajogo and Sohal, 2004).

HYPOTHESIS DEVELOPMENT

Based on several dimensions of TQM practices, this study is only depends on six practices of TQM in ensuring food safety and at last will influence halal certification. This six practices are strategic planning, information management, customer focus, top management support, process management, and human resource management. Strategic planning is refer to the process of on how the organization develops its goals, objectives, and action plans to achieve their future outcome. Strategic planning can influence halal certification because of food manufacturer believes formulation of strategy and policy can help food manufacturer to continuously produce safety food product (Samson and Terziovski, 1999). Information management is deal with the decision of

management in handling its information and data in order to support core organization process and performance management system. Psomas and Fotopoulos, (2010) agree that with effective tools of information management will resulted quality of food product. Information management such as record keeping related to materials and ingredients used by food manufacturer were seen as one of the elements that required by The Malaysian Halal Standard (MS1500:2009) in producing halal food product (Mohd Janis, 2004), hence it is show on how this practice is significant toward food safety.

Another practice namely customer focus also might influence halal food product. A study by Psomas and Fotopoulos (2010) have shown customer focus are considered as an internal motivation for food manufacturer to implement food safety system. To convince customer about safety of food they consumed, food manufacturer can apply good hygiene practices (GHP), good manufacturing practices (GMP) or hazard analysis critical control point (HACCP) at their food premises. As Muslim consumer required halalan toyyiban food product, it is a must for food manufacturer to ensure food product with halal certification produced are truly Shariah compliance. Support from a leader of organization is also plays crucial contribution towards implementation of halal food product. Top management commitment are important element in ensuring safety and quality of food product. This is because, Mensah and Julien (2011) stated that lack of commitment from top management may affect the ineffective implementation of food safety and quality management for food products. In relation to halal food product, top management can refer to JAKIM or Shariah advisory committee for consultation and guidance on how to produce halal food products from Shariah perspective (Mohd Yusoff, 2004).

With regards to process management and human resource management, this two practices also play an important role in ensuring successful of certification of halal food. Psomas, Vauzas and Dimitrios (2013) stated that process management is expected to influence the safety of food. This is also supported by Ratanamaneichat and Rakkarn (2013) where they recognized that process management can influence halal of food product. This is because, process management tools such as GMP and GHP diagram should be displayed at food premises. As such, it can encourage food production staff to continuously implement GMP and GHP when they are dealing with the food. Fotopoulos, Kafetzopoulos and Psomas (2009) claimed that human resources are crucial to the success of the food safety system implementation. This result may indicate people are among the factors that will influence safety of food. According to MS1500:2009, food manufacturer must recruit knowledgeable Muslim staff working at their premises. The staff are responsible to monitor the implementation of Shariah Laws in food premises (Mohd Janis, 2004).

Based on the above statement and evidences, the researchers expect:
H1: TQM has influence halal certification of food product.

Conceptual model

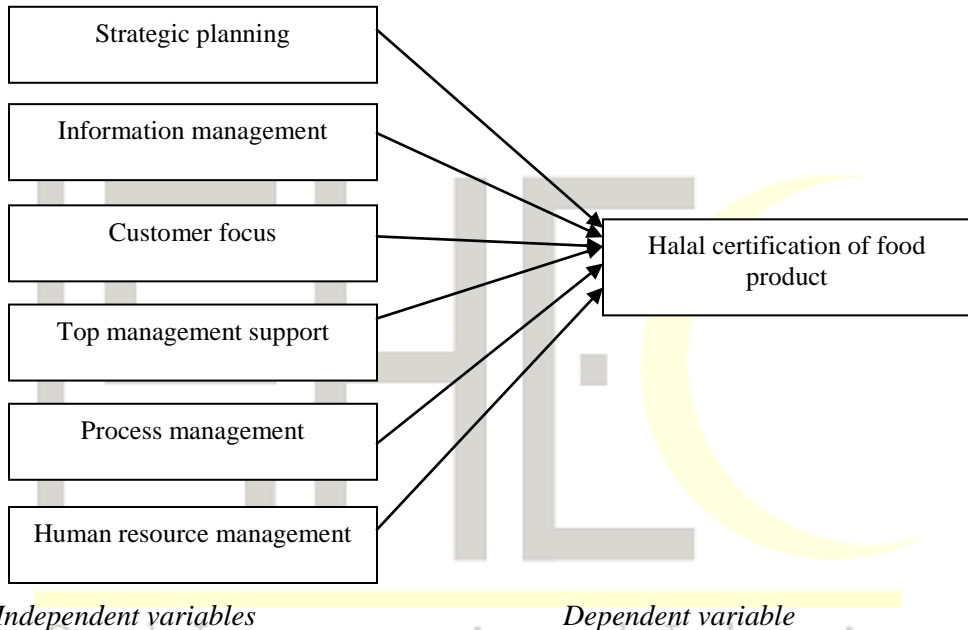


Figure 1: Conceptual Model for TQM and Halal Food Product

CONCLUSION AND DISCUSSION

Quality management in food operators are suggested to influence the quality of food products. Van Der Spiegel et al., (2003) is believed that by introducing good practice of quality management can result food quality through the ability to control, improve and assure a system by responding to its quality management activity in accordance to the complexity of contextual factors. In regards to halal food products, Che Din and Daud (2014) proved TQM can be implemented by the certified halal food manufacturer in return will ensure Shariah compliance of halal food products. This is due to several practices of TQM namely top management commitment, company policy and procedures, employee commitment, training and education, customer relations and communication, process management, sincerity, supplier commitment, technology and supportive infrastructure are considered as critical success factors for MS1500:2009 implementation. Given this similar critical success factors of TQM, this study believed that the six practices of TQM will influence halal certification of food products since there is elements of soft and hard TQM factors as suggested by Che Din and Daud (2014).

Based on proposed TQM practices in this study, four out of six factors is referred to soft TQM (strategic planning, customer focus, top management

support and human resource management) whereas process management and information management are considered as hard factors. Both factors are considered crucial in influencing quality of food products. However, there is lack of studies in determining in which factors (soft or hard) will influence more towards the successful of halal food product. Hence, it is very relevant to put on effort to investigate empirically this matter so that the producer will give more concentration on this factor. Furthermore, it is also interesting to conduct a study in determining the differences between Malaysia perspective and any others Asian countries responding to this phenomena, at last it will enrich the findings due to similar environment and characteristics between Malaysia and others Asian region.

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