

HALAL SUPPLY CHAIN: MEDIATING ROLE OF INTENTION ON  
MANUFACTURER'S BEHAVIOUR TO UTILIZE HALAL TRANSPORTATION  
SERVICES

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*For my beloved parents, my love, Ajib, Affan, Atif, and Ammar*



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## ABSTRACT

As one of the world's major Muslim countries, Malaysia is seeing a growth in demand for halal products. Muslim consumers think that eating halal food is a religious responsibility for all Muslims. The increased awareness of the importance of halal products creates a sizable market opportunity for producers to make their halal products. In accordance with this, halal transportation services are a critical component of halal product manufacturing. Since halal is distinct and entails intricate regulations and executions, it requires significant expenditure. As with any other supply chain, transportation costs will be passed to end-users, typically customers, increasing the final product's price. While studies on Muslim customers and their preferences for halal products are somewhat widespread, studies on Muslim customers' preferences for halal transportation could still be considered as novel. The purpose of this research is to apply the hybrid theories of TRA and TPB as popular theories due to their relative simplicity and flexibility, as well as their effectiveness in forecasting customer intention and actual behaviour to use halal transportation services. From the 1729 manufacturers initially listed, 130 manufacturers were randomly chosen from the food and beverages operators in the Klang Valley listed on the Jabatan Kemajuan Islam Malaysia (JAKIM) website. 3 sets of questionnaires were distributed to each halal certified manufacturer in this survey to maintain homogeneity among the halal food and beverages manufacturers. A total of 390 people were sent the questionnaires. Foreign multinationals, Malaysian multinationals, Small and Medium Enterprises (SME), and bigger enterprises were the four types of companies that participated in this study. This study was designed to provide a better knowledge of Muslim customers' purchasing behavior regarding Halal transportation and other Halal supply chain operations. Additionally, this study may assist policymakers in forecasting consumer behavior toward Halal transportation and enhance their business strategies through sharia compliance to better serve Muslim consumers.

## ABSTRAK

Malaysia merupakan sebuah negara yang mempunyai majoriti penduduk Muslim yang menunjukkan peningkatan permintaan terhadap produk halal. Pengguna muslim telah menjadikan keperluan terhadap makanan halal adalah tanggungjawab kepada agama bagi penganut beragama Islam. Tahap kesedaran yang tinggi mengenai kepentingan produk halal akan mewujudkan peluang pasaran yang besar bagi pengeluar untuk menghasilkan produk halal mereka. Sejalan dengan itu, perkhidmatan pengangkutan halal merupakan elemen penting dalam penghasilan produk halal. Pertambahan kos diperlukan dalam membezakan elemen halal yang melibatkan peraturan dan pelaksanaan yang rumit. Seperti rantaian bekalan yang lain, perbelanjaan pengangkutan akan dipindahkan kepada pengguna akhir yang akan menyebabkan harga barang menjadi lebih tinggi kepada pelanggan. Kajian terhadap pengguna Muslim dan pilihan produk halal yang agak meluas, namun kajian terhadap pilihan pengangkutan halal masih diperingkat baharu. Tujuan penyelidikan ini adalah untuk menerapkan teori hibrid TRA dan TPB sebagai teori utama merujuk kepada kesederhanaan dan fleksibiliti relatifnya, serta keberkesanannya dalam meramalkan niat pelanggan dan tingkah laku sebenar untuk menggunakan perkhidmatan pengangkutan halal. Sebanyak 130 daripada 1729 pengeluar yang disenaraikan pada peringkat awal telah dipilih secara rawak melibatkan pengusaha makanan dan minuman di Lembah Klang yang tersenarai di laman web Jabatan Kemajuan Islam Malaysia (JAKIM). Tinjauan ini melibatkan 3 borang soal selidik yang diedarkan kepada pengeluar yang memiliki sijil halal yang diperakui bagi mengekalkan keseragaman antara pengeluar makanan dan minuman halal. Seramai 390 orang telah terlibat dalam menjawab borang soal selidik. Syarikat multinasional asing, multinasional Malaysia, Perusahaan Kecil dan Sederhana (PKS) dan perusahaan besar adalah empat jenis syarikat yang mengambil bahagian dalam kajian ini. Kajian ini dirangka bagi menyediakan maklumat terbaik berkaitan tingkah laku pengguna Muslim mengenai pengangkutan Halal dan perkhidmatan rantaian bekalan yang lain. Sebagai tambahan, kajian ini dapat membantu pembuat dasar dalam meramal tingkah laku pengguna terhadap pengangkutan Halal disamping meningkatkan strategi perniagaan melalui pematuhan syariah dalam memberikan perkhidmatan yang lebih baik kepada pengguna.

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## ABBREVIATIONS

JAKIM	Jabatan Kemajuan Islam Malaysia
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behaviour
SPSS	Statistical Package for the Social Sciences
AMOS	Analysis of Moment Structures
HLSP	Halal Logistics Service Provider
3PL	Third-party Logistics Providers
EPU	Economic Planning Unit
EFA	Exploratory Factor Analysis
CFA	Confirmatory Factor Analysis
SEM	Structural Equation Modeling
BB	Behavioural Belief
NB	Normative Belief
CB	Control Belief
ATT	Attitude
SN	Subjective Norm
PCB	Perceived Behavioural Control
INT	Intention
BEH	Actual Behaviour
SME	Small and Medium Enterprises
CFA	Confirmatory Factor Analysis
GOF	Goodness-of-Fit
CFI	Comparative Fit Index
AGFI	Adjusted Goodness of Fit Index
RMSEA	Root Mean Square Error of Approximation
TLI	Tucker-Lewis Index
IFI	Incremental Fit Index
SOP	Standard Operating Procedures

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of Study

Today, the brand of “Halal” has many new prospects. The word “halal” is an Arabic language which means that all things and actions were granted permission by the Islamic law or known as Shariah Law and it refers to the Islamic belief (Abdul Razak, 2018). Globalization, consumer lifestyles, tastes, and market dynamics have had a significant influence on the industries that have been driving the competitiveness of various industrial sectors during the last two decades (Reuters, 2018). It develops into a public desire for high-quality, safe products, as well as environmental concerns. Due to religious requirements based on Shariah principles, Muslims must purchase halal items. That is the reason why Muslim countries have offered halal market alternatives in the middle of conventional market segments. Furthermore, non-Muslim nations such as New Zealand, Thailand, Japan, and South Korea provide halal products for both domestic and international markets (Rahman *et al.*, 2018). The terms halal and thoyyib refer to foods that are healthy, high in quality, clean, and

safe for everyone. Non-Muslims often choose halal items deliberately since halal products are believed to have health benefits (Ramli *et al.*, 2016).

Halal branding is not restricted only to foods. It has been further developed in the area of halal logistics. Currently, halal distribution requirements affect not just halal customers, but also halal manufacturers, halal dealers, and halal service providers (Rahman *et al.*, 2018). Halal logistics, according to Aziz and Zailani (2016), is a business that involves the actions and procedures of shipping and distributing halal commodities. The fundamental goal of halal logistics is to ensure that clients receive a solid foundation of halal goods and services from the supplier or producer in order to preserve the product's optimal quality and integrity (Hamid *et al.*, 2014). Halal logistics operations, according to Haleem and Khan (2018), are similar to traditional logistics activities in that they involve planning, implementing, and controlling the distribution and storage of halal-certified items from the source to the point of consumption. This is why halal transportation services are so important in maintaining a product's halal status throughout the supply chain network until it reaches its final destination. With no halal services between the manufacturer and the end-users, there is no guarantee that the products are halal at the time of consumption. This is because no one can check whether halal items are halal at the time of consumption without halal transportation services.

From the perspective of transportation handling, halal products need to use separate containers from non-halal products during the carried and loaded process. The rationale for this is to prevent halal and non-halal items from mixing with and contaminating either one. These procedures are appropriate for use in warehouse



operations (Tieman, Ghazali, and van der Vorst, 2013). In non-Muslim nations, the situation is different, and halal and non-halal items can be merged or stacked vertically on the same pallet. There should be no mixing of halal and non-halal items in the same container or storing of halal and non-halal products such as pork in refrigerated shipments (Saifudin *et al.*, 2017). Manufacturers should be aware of this issue when choosing modes of transportation and transport firms that follow halal procedures before placing halal items on a load carrier or pallet that will safeguard halal transit throughout the supply chain.

Several logistics companies realize and understand that to maintain the integrity of halal products, the company must be certified with Jabatan Kemajuan Islam Malaysia (JAKIM) to act as halal transportation service providers (Talib *et al.*, 2017). Containerization is the most suitable transportation to use for carrying goods, whether halal or non-halal products. The reason for choosing containerization is because it allows for more flexibility in loading and unloading processes, whether at the origin/destination port or in warehousing. This is also due to inbound and outbound logistic suppliers (Novack *et al.*, 2019). Following standard containerization standards, suppliers will reuse containers after importing non-halal items into the country. Only the logistics providers may determine whether the next use for reusing containers will carry halal items or not based on the information provided by their clients in this circumstance (Karia, 2019). These logistics companies can notify the information data mentioned for halal items, but they must go through the Sertu procedure, which is a ceremonial cleaning process. After completing the Sertu procedure, the container may be used with another dietary product for halal products (Selim *et al.*, 2019). Because the containers are not

exposed to pollutants, the purity of the halal goods may be preserved. The halal container will then be solely dedicated to delivering halal goods.

The halal transportation must comply with Shariah compliance to avoid cross-contamination during moving halal products from manufacturers' place until reaching the final destination (Shah *et al.*, 2017). A halal product producer, on the other hand, should guarantee that halal transportation services are used throughout the operations in order to retain the halal integrity of their products. When customers argue about the halalness of supply chain operations, several difficulties have arisen. One such difficulty emerges when halal food or product producers do not adhere to the halal processes proposed by Jabatan Kemajuan Islam Malaysia (JAKIM) (Selvarajah *et al.*, 2017). Consumers are also questioning hygienic standards and halal certification. As a result, the emphasis of this study is on halal logistics capabilities and intention to use halal transportation among halal product manufacturers. The focus of this research is solely on containerization as a means of transportation. This is to ensure that activities are compliant with the halal procedure, which is what the customer and other stakeholders demand for. This will help to alleviate any doubts among Muslim consumers regarding the use of the halal products available in the market if their services are utilized.

## 1.2 Problem Statement

In recent years, the reputational value of halal logistics has risen dramatically. Suppliers, manufacturers, retailers, and logistics providers are all participating in this process, and their decision to preserve halal status gives a chance to create a new market for halal products and services. These four actors in the halal industry are actively involved in producing, distributing and receiving within the whole logistics ecosystem including in the warehousing and during transportation (Rahman *et al.*, 2018). The integrity of the halal industry is maintained by ensuring that supply, distribution, and reception procedures are all coordinated and adhere to established norms and rules. To avoid any potential contamination or leakages that might compromise halal integrity, the halal and non-halal goods must be physically separated during this procedure.

Manufacturers of halal items or meals solely focus on the products or foods that must be delivered effectively to their target customers, regardless of the cleanliness standard of the container used. Containerization has become a common intermediate mode of transportation for manufacturers to select and utilise since the concept of multi-modalism began (Mahidin *et al.*, 2016). According to Haleem and Khan (2017), if customers are aware of the container's cleanliness level before receiving the product, they may request cleaning services if they believe the product's halal status will be jeopardised due to possible contamination that may occur while the product is transported by the container. Unfortunately, the majority of producers

were unclear whether or not the container was devoid of heavy contaminants derived from non-halal goods.

Because of the ease with which non-halal animals may be found and the low expense of doing so, most countries have had problems (Zailani *et al.*, 2017). Malaysia had similar problems, with a few producers mixing halal and non-halal items or food to save money and accelerate the process. This controversy has created confusion and uncertainty among consumers regarding whether the products offered are confirmed halal or not (Soltanian *et al.*, 2016). The Malaysian government has published the Malaysian Halal Standards (MS 1500:2009), which halal producers in this industry should follow. In order to produce halal items, manufacturers must adhere to strict guidelines (Noorliza, 2020).

However, very few studies consider issues regarding halal transportation. The current situation has increased the risk of halal integrity being compromised due to issues with container handling, poor visibility into what inventory is in the containers, where the container is in transit, history of immediate suppliers, and segregation allocation space between halal and non-halal goods in the same containers (Selim *et al.*, 2019). For designated halal transport, the container is required to undergo ritual cleansing or cleaning to remove traces of an earlier non-halal or unknown shipment. To maintain the halalness of the halal products, it must be handled by the right person or Muslim workforce by using the right process. Even though the cargo is for the same final point, all the items, whether halal or non-halal, cannot be packed together in the same conveyance without considering their Halal status (Ab Talib, 2020). If there is any wrongdoing, the items' halal status may be

called into doubt. To avoid hazardous and non-halal components from entering the manufacturing process or the whole supply chain, halal businesses must track their raw materials. In order to maintain traceability across the supply chain, producers must also be honest with their consumers and purchasers of their product information.



### 1.3 Research Objectives

The primary research objectives addressed in this study are:

1. To identify the determinants which influence the manufacturers in using halal transportation services in Malaysia.
2. To analyze the interaction between behavioral, normative, and control beliefs act as antecedents of halal transportation service predictors.
3. To analyze the interaction between attitude, subjective norm, and perceived behavioral control as predictors of actual behavior in the utilization of halal transportation services.
4. To investigate the mediating role of intention in the relationship between attitude, subjective norm, and perceived behavioral control on the actual behaviour in the utilisation of halal transportation services.



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#### 1.4 Research Questions

The primary research question addressed in this study are:

1. What are the determinants that influence the behavioral intention of manufacturers in the utilization of halal transportation services?
2. Can behavioural, normative, and control belief be antecedents of Halal transportation service predictor?
3. What is the relationship between attitude, subjective norms, and perceived behavioral control as predictors of Actual Behaviour in the utilization of Halal transportation services?
4. How does intention play a mediation role between attitude, subjective norms, and perceived behavior and the actual behavior in the utilization of halal transportation services?



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### 1.5 Significance of Research

Firstly, halal transportation services are being acknowledged as a novel research platform in the context of halal supply chains. From past reviews of the literature on halal products, there is a lack of studies in the area of halal transportation services (Ali, Tan, & Ismail, 2017). Most of the popular literature in halal studies discusses consumer awareness towards halal products, perception of halal products, and purchasing behavior of Muslim consumers (Nuratifah *et al.*, 2019). Due to this gap, this study expands to assess manufacturers' integrity, knowledge of halal practices, and perceived usefulness that influence their intention to use halal transportation services in Malaysia.

Secondly, the existing studies on the halal supply chain are case studies focused on the quantitative method using either descriptive statistics or regression analyses; a few cases consist of rigorous statistical methods (Tieman *et al.*, 2019). To overcome the gap, this study utilizes a covariance-based structural equation modeling as an analytical tool to examine manufacturers' intention of using halal transportation services in a way of implementing halal logistics.

Finally, the demand for halal products has become a global phenomenon. Many researchers agree that halal requires a supply chain approach to remain competitive in the market (Al-Kwafi *et al.*, 2019). New research dimension will create new business opportunities in Muslim countries. Most halal foods and beverage



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