

Impact of Halal Food Certification on Restaurant Business in Indonesia: The Mediating Role of Ethical Compliance

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Purpose: This study has aimed to analyze the impact of halal certification on restaurant business performance in Indonesia. Moreover, this research paper has also checked the mediating role of ethics compliance in the relationship between halal certification and restaurant business performance. **Methodology:** Quantitative method has been used in this research in which data has been collected from restaurant employees located in Indonesia through purposive sampling. A structured questionnaire tool has been used to gather data which was later analyzed through SPSS and AMOS by applying confirmatory factor analysis and structured equation modelling. **Results:** The results of this study reveal that halal certification can enhance restaurant business performance as significant results were flagged in analysis. Results have also elaborated that partial mediation due to ethical compliance exists in the relationship between halal certification and restaurant business performance. Restaurants with halal certification are more focused on complying with ethics and laws to ensure higher productivity. **Implications:** This research has wide implications for the Indonesian restaurant industry as performance can be improved through halal certification. Moreover, this research contributes to the empirical evidence regarding the ethics compliance mediating role. Limitations and future research directions have also been given in the context of this study.

Key words: *Halal Certification, Restaurant, Business Performance, Ethics Compliance and Indonesia.*

Introduction

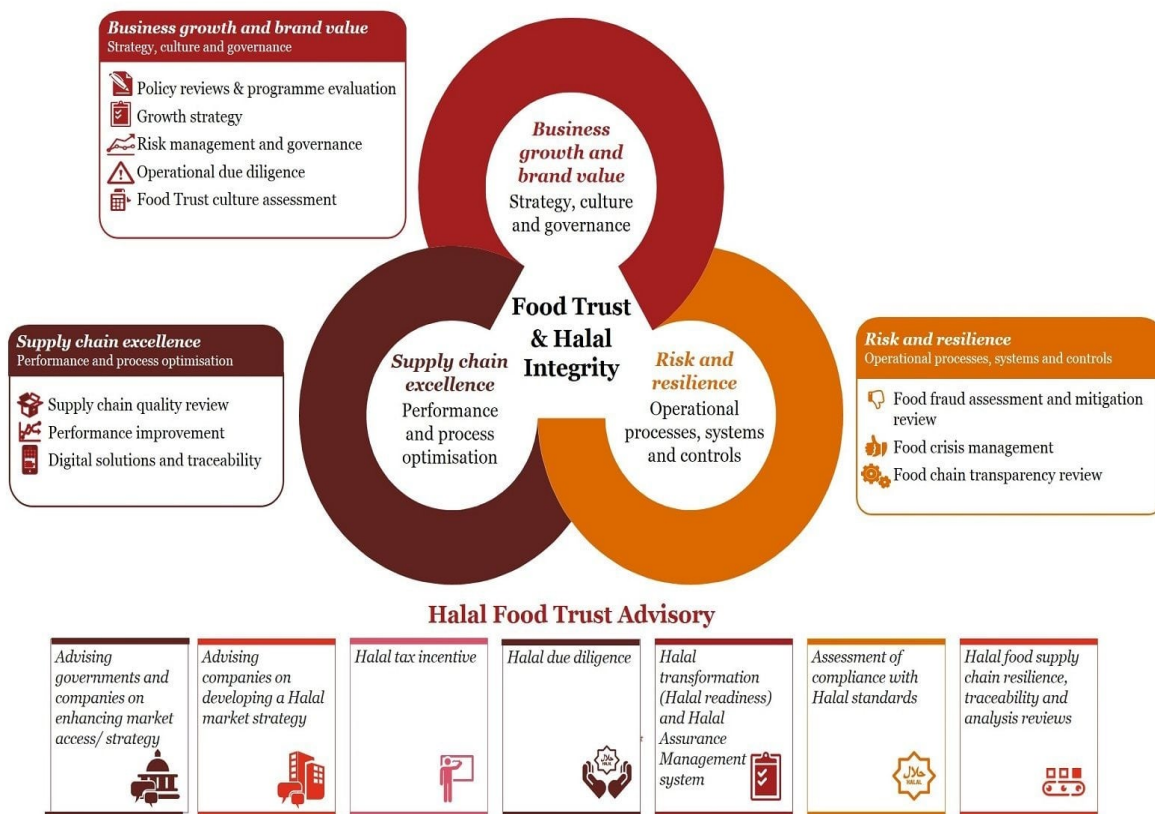
Halal has dependably been a significant technique in the standard market within the huge Muslim populace. Halal certification has been utilized as an advertising methodology for positive focused condition (Ab Talib, Ai Chin, & Fischer, 2017). Tieman, van der Vorst, and Che Ghazali (2012) found that the halal ideals in Islamic marketing have potential to draw in the client. Currently, client mindfulness on halal items is increasing in quick increments and client requests are continually showing signs of change. Furthermore, interests in halal items are experiencing quantum increase among both non-Muslim and Muslim customers. This is on the grounds that, purchaser perspectives on halal items are kept to religious perspective as well as the certainty that it accompanies the Halal Branding and halal certification. The Muslim populace is moving toward 2 billion and will represent 30% of the total populace by 2030 (Bohari, Hin, & Fuad, 2017).

In contrasted with different halal items, halal food makes up around 66% of the worldwide market for halal items and 17% of the worldwide food industry (Ab Talib, Abdul Hamid, & Ai Chin, 2015). The market for halal food and drink items was assessed at US\$ 1,088 billion yearly in 2012 and was expected to increase to US\$ 1,626 billion in 2018, compared to a Compound Annual Growth Rate (CAGR) of about 6.9% (Abdul, Ismail, Hashim, & Johari, 2009). At present, organizations that can best comprehend this developing business sector with its unpredictable client base, in addition to every one of the issues identified with certification and measures, are those concentrated in the food industry. As a significant Muslim nation, Indonesia must consider the significance of Halal marketing. Halal-conscious purchaser sector representation is becoming greater and the Halal Product Protection Act has been drafted. An understanding of Muslim customer behaviour in regards to Halal labelling is a basic essential for advertisers in a Muslim nation.

Halal certification is highly associated with improvements in financial performance. Halal certification brings benefits to the company and, therefore, its stakeholders (Ab Talib et al., 2017). Analytically, the statistical analysis in the study of Zailani, Omar, & Kopong, (2011) showed that halal certification is directly associated with significant improvements in operations execution, market share and sales revenue (Ab Talib et al., 2017). Hence, it appears that halal certification can be a valuable strategic initiative for organizations since it does impact the overall financial performance through enhancements to internal business processes. Halal does is not merely concerned with food items nor just issues during the purpose of acquiring or utilization (Schotter & Abdelzaher, 2013).

Halal practice includes numerous ethical concerns including the general production network system directly from the starting point to conclusive utilization, from ranch to-fork. The ethical logistics exercises going from transportation, warehousing, material taking care of, acquirement, etc. should likewise be Halal so as to appreciate a healthy item or administration. As per Abdul, Ismail, Mustapha, & Kusuma, (2013) Halal logistics are characterized as the method of dealing with the obtainment, development, stockpiling and treatment of material parts, domesticated animals, semi-completed or completed stock both food and non-food, and related data and documentation courses through the association and the inventory network inconsistency with the general standards of Shariah (Prabowo, Abd Rahman, Ab Rahman, & Samah, 2015). These practices are portrayed Halal logistics such as traditional logistics exercises, including arranging, executing and controlling the dissemination and capacity of Halal confirmed items from the source to the point of utilization as described in Figure 1 below.

Figure 1. Halal food advisory



According to the above-mentioned figure, the halal food certification leads to potential benefits including the business value and also halal food certification consists of various factors. Halal isn't just confined to Muslims and is more than a religious issue. Currently, in Indonesia, the restaurant business is declining as halal certification is now a major concern for customers. The restaurants which lack halal certification for their food items are on the edge of loss and

experiencing financial decline. In addition to halal certification, ethical compliance also plays a mediating role. Past studies have been conducted on halal certification but such studies have rarely been carried out concerning the situation in Indonesia and the impact of halal certification on the financial status of restaurants has not been studied. Also, the previous studies lacked the mediating role of ethical compliance.

The objectives of the current study are:

- To analyze the impact of halal certification on restaurant business in Indonesia.
- To analyze the mediating role of ethical compliance on halal certification and restaurant business in Indonesia.
- To determine the importance of ethical compliance and halal certification in Indonesia.

The current study scopes around the restaurant business in Indonesia and the impact of halal certification on the business. The study is limited to only the restaurant business and doesn't involve the food companies. Similar studies on halal certification in the past have been significantly important and have increased the evidence in the literature, adding to the theory on the importance of halal certification and its impact on the restaurant business. Such studies have benefited the restaurant owners as halal certifications promote business in Muslim countries and financial growth of restaurants increase. Policy makers have benefited from such studies by ensuring that halal certification is necessary for the restaurant business industry.

In the following sections the study literature review, methodology, results and analysis and discussion and conclusion are given.

Literature Review and Hypotheses Development

Halal Certification and Restaurant Business Performance

According to different studies, research (Yusuf, Oyelakin, Abdul Shukor, & Ahmad Bustamam, 2017) has focused on the relationship between Halal Certification and Business performance primarily in the food business in different Muslims and Non-Muslim Countries. Halal is basically an Arabic word that means permitted or lawful. Therefore, halal certification is required by different organizations (Karim, Nawi, Razak, Marmaya, & Ridzuan, 2018) which permit its administration to function according to Islamic laws. Halal certification is required in different Islamic Countries and also in various Non-Islamic Countries where Muslims lives and aims to start their own business. Halal means that all those products that are consumed and produced in mainly restaurants, food and hotel business are lawfully allowed to be manufactured through Shariah (Islamic law). Halal certified food companies basically rely on market performance and innovative performance (Schotter & Abdelzاهر, 2013). As per researche (Ab Talib et al., 2015) halal certification significantly affects innovative and market performance of the halal certified food companies.

Through these studies findings (Suharko, Khoiriati, Krisnajaya, & Dinarto, 2018) it was determined that halal certified food business gives rise to business performance only if market performance and innovative performance are improved. Several studies (Karim & Nawi, 2016) have measured organizational performance keeping in view the attributes of safety, trust and attitude of food manufacturers (Ab Talib, Abdul Hamid, & Chin, 2016; Razalli, 2018). Another way to study (Aziz, Bakar, Zaaba, & Hassan, 2019) organizational performance is through product quality, financial performance and operational performance. The significant impact of halal certified food companies on the business performance is also based on specific model like structural equation modelling (SEM) that tests the hypothesis to investigate the effect of halal certification on the food products and financial performance (Mohd Suki & Abang Salleh, 2018).

As the researchers argue (Zailani, Iranmanesh, Aziz, & Kanapathy, 2017) the implementation of halal food certification in food or restaurant business certainly influences business performance according to the SEM model. The development and popularity of certified halal restaurants is due to the increase in Muslim societies around the world, and consequently there is more demand for restaurants and food options based upon the condition of Islamic law (binti Abdullah & bin Abdul Razak). Halal certification is required by different organizations which permit its administration to function according to Islamic laws. This study proposed the hypothesis that;

H1: Halal Certification has a significant impact on Restaurant Business Performance.

Mediating Role of Ethics Compliance

The global Muslim consumer market increases daily (Billah, 2019). Halal certification acts as a golden ticket to develop sales strategies and enlarge existing markets. Availability of Halal certified markets eventually increases purchasing confidence. According to research (Najmaei, Mansori, Zakaria, & Raueiser, 2017) many Non-Muslim states are encouraged to sell halal food products to increase their sale rate, to keep their Muslim customers satisfied and to develop Muslims consumer interest referring to their product. Quality certification has an impact on quality performance, manufacturing, expansion and improvement in halal food products. The halal industry (De Boni & Forleo, 2019) is portrayed as a very flexible and growing sector of the global market due to increasing daily consumption by Muslims and Non-Muslims.

The SEM theory (Yaacob, Jaafar, & Rahman, 2016) is applied to the ethical compliances in the sector of financial and economical performances of the halal certified food companies. According to recent research (Nazri, Yasin, Samsudin, & Ahmad, 2018) ethical compliance is based on the ethics, rules and law of Shariah that work as a guide for the manufacturers,

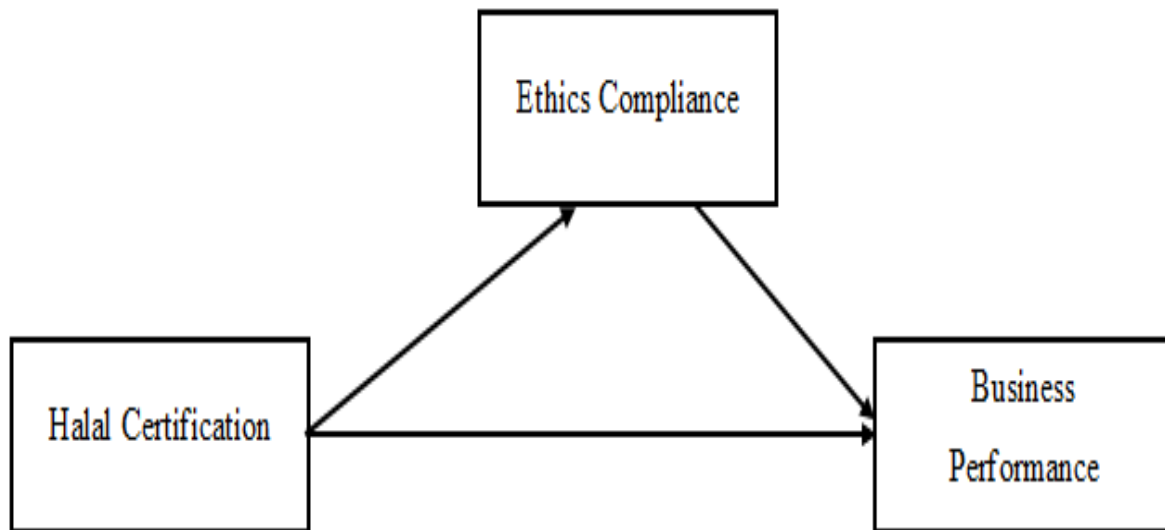
producers, consumers and law makers in the social, business and institutional context (Henderson, 2016; Zulfakar, Chan, Jie, & Sundram, 2019). Ethical compliances initiates the Islamic concepts showing harmony across Muslims generations. Ethics compliance differentiates between the concept of Halal and Haram in the Muslim societies where it is practiced. Several studies (Rahman, Ismail, & Abdullah, 2018) note the ethical characteristics of Islam that are permitted and prohibited in Islam. Some permitted characteristics t in conducting business through Islamic rules are Trust, Justice, Equality, Sincerity, Truthfulness and honestly.

Ethic compliance acts as a mediating player between halal certified food companies and restaurant business performance (Mohd Ismail & Aminah, 2018). The conceptual framework shown by this study shows the relationship between Islamic ethical compliance and organizational performance, while this relationship is further elaborated by the other three dimension of religion that are faith, understanding and manners. It is a fact that ignoring the religious beliefs and rules can result in damaging business performance, organizational performance and result in the collapse of entire business market (Varinli, Erdem, & Avcılar, 2016). Studies predict (S. A. Baharuddin & Ismail, 2018) that ethics compliance is a moderator that plays a role that can affect business performance both positively and negatively. If ethics compliance is not followed it may affect the halal certified business and business performance, while on the other hand if the compliance is followed than it might give a bring positive feedback to the stakeholders, production and manufacturing team performance. So, this study proposed the hypothesis that;

H2: Ethics compliance has significant mediating role between halal certification and business performance.

As to the theoretical base of this study, Figure 1 below presents the research model.

Figure 1. Research Model



Research Methodology

In the current research study a quantitative approach is followed as a research methodology. To achieve the aims of the current research study, primary data were collected by using a questionnaire. The closed-ended questionnaire was presented to respondents with a five-point Likert scale, used in the response ranging from (1) strongly disagree (2) Disagree (3) neutral (4) agree (5) strongly agree. The respondents were asked to check the appropriate option according to their own experience and knowledge (Boone & Boone, 2012). The population captured in this study includes all those persons who are performing their duties as top managers in the firms. The required respondents were contacted through personal meetings. All the respondents were assured that their responses will be kept trustworthy and will not be misrepresented. Sampling size method is used in the current study which is based on (Christensen, Johnson, Turner, & Christensen, 2011).

According to the research, up to 300 instruments are enough for generalizability of the research study. The researcher met respondents and requested consent and that they fill the questionnaire truthfully. Of the 300 instruments distributed, 280 were returned. Since the questionnaires were completed in the presence of the researcher, the response rate is high. Prior to statistical analysis a prerequisite test was conducted on questionnaires, of 280 completed questionnaires 44 questionnaires were eliminated due to roughly marked or incomplete response. Finally, 236 questionnaires were used for analysis in order to test the research hypotheses. Two statistical software programs SPSS and AMOS were utilized by the researcher, the efficiency of AMOS is to conduct complete research model by structuring it in a single test and thus is appropriate

software for the current study model because this study has one independent variable, one dependent variable, and one mediating variable.

Measures

Measurement operationalization is compulsory in empirical studies and the philosophy of this research is positivism and the researcher tested the existing theory with the new data. Hence there is no need to develop a new instrument for collecting data from respondents. In this study there are 3 variables and their measurement is adapted from prior studies. Every variable of this study has 4 items and is adopted from the study of Salindal, Ahmad, Abdullah, & Ahmad, (2018). In the literature it was found that many other researchers also used these measurements in order to complete their research and collect empirical data on numeric scales, and these measurements have provided good factor loading in past studies and are appropriate to measure current study variables.

Empirical Findings

In order to check the hypothesis status for this study, the collected data from 236 respondents was analyzed by using SPSS and AMOS. The demographical findings are that there are 112 male and 124 females who participating in this study. Mostly respondents fall in the range of 21-30 years of age and 81 respondents have a degree, 75 have a masters degree and the remainder have other degrees.

Reliability Test

Data collected was initially testes for suitability and normality. Moreover, the measurement used to measure the constructs of the study were identified for internal consistency of items and reliability of the instruments. To fulfil this purpose the researcher conducted two statistical tests to check data suitability and the reliability. The findings of KMO test shows the data is suitable for major analysis as presented in Table 1 below, whereas in Table 2 below internal consistency and factor loading of each item can be seen;

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.843
Bartlett's Test of Sphericity	Approx. Chi-Square	4628.353
	df	66
	Sig.	.000

Table 2: Rotated Matrix

	Component		
	1	2	3
HC1		.910	
HC2		.871	
HC3		.914	
HC4		.859	
EC1	.911		
EC2	.941		
EC3	.921		
EC4	.930		
BP1			.917
BP2			.961
BP3			.907
BP4			.901

Discriminant and Convergent Validity

Discriminant validity is the degree to which the variables differ from each other experimentally. On the other hand, convergent validity is the extent of assurance a researcher has that a character is well evaluated by its measures (Kim & Kim, 2010), see Table 3 below.

Table 3: Discriminant and Convergent Validity

	CR	AVE	MSV	EC	HC	BP
EC	0.902	0.891	0.201	0.914		
HC	0.955	0.842	0.211	0.448	0.918	
BP	0.934	0.792	0.211	0.239	0.459	0.890

Results as presented in Table 3 above prove the convergent and discriminant validity of the data, because every contract discriminates from each other, and value of AVE for all variables are greater than MSV.

Confirmatory Factor Analysis

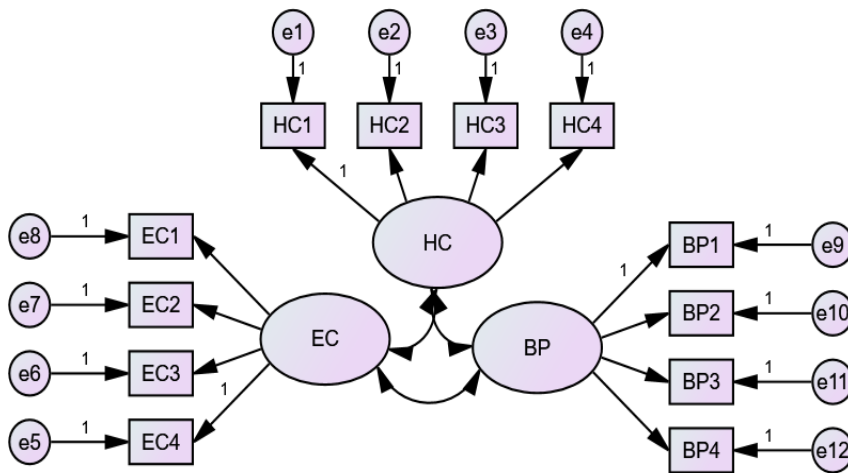
The confirmatory factor analysis (CFA) is “a multivariate arithmetic process which is utilized in order to examine how good the studied constructs signify the figure of variables.” Table 4 below shows the findings;

Table 4: Nested Confirmatory Factor Analysis

Model Fit Indices	Threshold Range	Obtain Values
χ^2 / df	Lesser than 3 or 5	5.951
GFI	$\leq .80$.861
IFI	$\leq .90$.953
CFI	$\leq .90$.953
RMSEA	$\geq .08$.074

The above table shows the threshold range and observed value. The above stated five indicators prove the CFA of the study except for CMIN/DF, but this is near to range. Figure 2 below presents the CFA picture;

Figure 2: CFA



Structural Equation Modeling

By using AMOS, structural equation modelling test was performed in order to test the hypotheses of this study, this test at the same time provided the direct and indirect results of regression as depicted in Table 5 below.

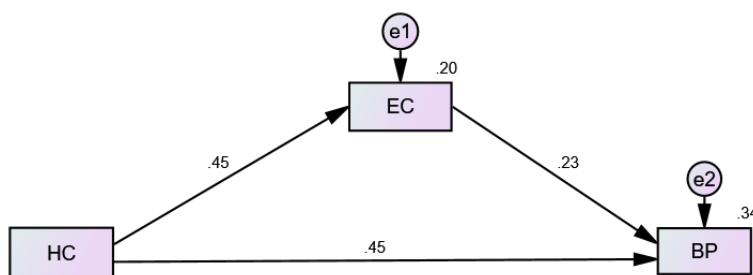
Table 5: Structural Model Results

Total Impact	HC	EC
EC	.449***	.000
BP	.549***	.228**
Direct Impact	HC	EC

Total Impact	HC	EC
EC	.449***	.000
BP	.446***	.228**
Indirect Impact	HC	EC
EC	.000	.000
BP	.102*	.000**

In order to test the hypothesis of the study, the researcher applied structural equation modelling by using AMOS on the data. Table 5 above presents the output of structural equation modelling findings and indicates that Halal certification has 54.9% total impact on business performance and this impact is significant because the p-value is less than .05 which means that one unit of halal certification increase will bring 54.9% positive impact in business performance. Ethics compliance plays a mediating role in the current study model and findings show that it has 22.8% direct impact on business performance whereas the direct impact of Halal certification on add ethics compliance is 44.9%. Medication analysis findings show that there is 10.2% indirect impact on business performance by Halal certification through ethics compliance which means that ethics complies has a 10% positive and significant mediating role between halal certification and business performance and as such, if one unit of halal certification increases it will bring a 44.6% direct impact on business performance whereas there is a 10.9% indirect impact on business performance via ethic compliance. Figure 3 below is a screenshot of structural equation modelling while running in SEM in AMOS and shows the standardized regression weights between the variables.

Figure 3: Structural Equation Modeling



Discussion and conclusion

Discussion

With the growing awareness of halal foods, the importance of halal certification has increased immensely. The aim of the current study was to determine the impact of halal certification on the business performance of restaurants in Indonesia with the mediating role of ethical

compliance. Three hypotheses were initially developed in the study to carry out the research. The first hypothesis tested in this study was the impact of halal certification on the business performance of restaurants in Indonesia. This hypothesis was justified as halal certification leaves a positive impact on the business performance but in Indonesia, the restaurant business is declining due to the absence of halal certification. Previous studies (Yusuf, Abdul Shukor, & Ahmad Bustamam, 2016) have shown similar results. The second hypothesis of the study was based on the impact of ethical compliance on halal food certification and restaurant business in Indonesia. This hypothesis was justified in light of the results as ethical compliance largely matter with halal certification. From food to fork everything holds importance. Previous studies (Ismaeel & Blaim, 2012; Bayham, 2016) and (Latif, Mohamed, Sharifuddin, Abdullah, & Ismail, 2014) have shown similar justifications. The third and last hypothesis was concerned with the importance of halal certification and ethical compliance in the restaurant business in Indonesia. This study accepts this hypothesis as both halal certification and ethical compliance add to the financial growth of the restaurant business. Past studies (Zannierah Syed Marzuki, Hall, & Ballantine, 2012) and (K. Baharuddin, Ahmad Kassim, Nordin, & Buyong, 2015) have also justified this hypothesis. Thus, according to the results and analysis halal food certification holds a significant value for the restaurant business in Indonesia.

Conclusion

The importance of halal food certification has increased in the Muslim community in all countries, especially Muslim countries. The restaurant business is highly impacted by halal food certification, particularly in Indonesia where the restaurant business has declined over time due to the absence of halal food certification. In addition to halal certification, ethical compliance plays a mediating role. The current study aimed at studying the impact of halal food certification on restaurant business in Indonesia with the mediating role of ethical compliance. The study was carried out on the local restaurants in Indonesia and data was collected from the management of the restaurants. The gathered data was run on SPSS and the results were collated.

The findings of the study are that halal food certification has a strong impact on restaurant business and due to the absence of halal food certification in Indonesian restaurants, business has declined. The role of ethical compliance was also evident. This study is significantly important as it will add evidence in the literature regarding the importance of halal food certification and its impact on the restaurant business and will also add to the theory about the mediating role of ethical compliance. This study will benefit restaurant owners as the importance of halal food certification is explained in detail and similarly, the policymakers can benefit by making halal food certification necessary. This study has some limitations as the impact of halal food certification is only seen in the restaurant business and not in food



industries and also the sample size of the study was small. In future studies, data from customers could be collected to fill identified gaps in the literature.

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