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# HALAL FOOD SUPPLY MOTIVATION FOR MUSLIM PATIENTS

**Elsa Primasari, Wahyu Sulistiadi**

*Hospital Administration Management, Faculty of Public Health, University of Indonesia*

\*Corresponding authors' e-mail: elsa.primasari@ui.ac.id

### ABSTRACT

**Background:** *The obligation of consuming halal food for muslims as a religious requirement. Unfortunately in Indonesia not all hospital provide health service that are capable of providing halal food and offering Halal certification food. This might cause patient to feel distrust and discomfort. Therefore, all reliable stakeholder are expected to have the motivation and commitment to guarantee halal food in the hospital services. This study aimed to analyze the providers' (hospitals') motivation to provide halal food for their Muslim patients according to Islamic rule.*

**Methods:** *This study employed a systematic review to observe articles related to halal food awareness and halal food certification in Indonesia and other countries that serve Muslim consumers, which have been published online in the accredited journal, such as Scopus journals, ProQuest journals, and Google Scholar. The inclusion criteria employed in this study were halal Food, certification, academic journals, and full papers. This searching was limited to articles in the last ten years, except the articles which are not related to the theme. PRISMA method was implemented to assess the selected articles critically. The article searching was based on Halal Food keywords in ProQuest, Scopus, and Google Scholar. The full inclusion tests resulted in one thousand three hundred seventy articles; however, after conducting the inclusion and exclusion, the researcher obtained five articles.*

**Results:** *The researchers found that hospitals, both in the Muslim majority and minority places, were not fully aware of halal food services. Nevertheless, few Islamic hospitals have Halal Assurance certification in providing their food due to the Sharia accreditation requirement. The low interest in obtaining the Halal Guarantee certification was due to several problems, such as lack of knowledge about halal, financial problems, and government support.*

**Conclusions:** *The need of awareness of hospital as a health service provider to provide a halal food for muslim patient by participating in the implementation of Halal Food Guarantee Certification.*

**Keywords:** *halal food, certification, motivation*

### INTRODUCTION

According to the Central Bureau of Statistics' census in 2010, the majority of Indonesian people in the last 20 years are Muslim. In other words, 7.2 million of the total population amounted to 237.6 million (87.18%) are certainly require halal food [1]. In this case, consumers in Indonesia have formed distinctive segments from other consumers in general. This alteration in demographics and high purchasing power of the Muslim consumer has influenced on high demand for products and services that offer Islamic added values.

However in other countries where muslims are the minority, they will still try to stick to the principle of consuming halal food.

A preliminary observation was conducted by the researchers at hospitals in Indonesia, especially Islamic hospitals, including Jakarta Hajj Hospital, several Muhammadiyah Hospitals, and Nahdatul Ulama Hospitals. From the observation, it was identified that those hospitals did not have 100% halal kitchen services in the form of Halal Guarantee Certification. Hence, it may cause problems as follows:

1. In maintaining service quality, Hospital as a health service institution follows the Accreditation Standard, ISO 9001:2000 regarding Sharia hospitals Accreditation.
2. Hospitals may not fulfill the Islamic health services, particularly Maqashid Syariah principle, including the implementation of the HAS 23000 Guarantee certification for halal kitchen services.
3. Patients may complain about the provision of halal food services in the hospitals

It implies the need to provide halal food to respect the muslim patients and make them feel comfortable, which will have impact on the patient's recovery rate. Due to religious reason, usually muslim patient will not eat non halal food, this will also affect the duration of treatment [2].

Hospital management should be aware of certifying Halal Assurance on kitchen services that can be obtained through the Food, Drug, and Cosmetic Assessment Institute of the Indonesian Ulema Council (LPPOM MUI). The Halal Guarantee Certificate be valid for two years. Through the certification process by the institutions designated by each country, inspections and supervision of halal status will be carried out thoroughly.

Consuming halal food is an obligation for Muslims and obedience to worship to Allah SWT. People strongly believe that violating obedience will bring a harmful impact.

Since it is a commitment, consuming halal food must be implemented carefully. The halal food and drinks digested will produce positive energy to do noble deeds. Conversely, if we consume the forbidden food and drink, which will be digested by our stomach, it will become negative energy which drives us to do negative behavior.

## **METHODS**

This research employed systematic review to trace journal articles related to the motivation of providing halal food for consumers and Halal Assurance Certification in Indonesia, Malaysia, and America requiring halal food. The data sources in this study were collected from journals on Proquest, Scopus, and Google Scholar.

### ***Searching Strategy***

Searching for Systematic Reviews was carried out using ProQuest, Scopus, and Google Scholar with database from 2009 to 2019. The inclusion criteria were using keywords of Halal Food, certification, and motivation

### *Eligibility Criteria*

The first step conducted was searching abstracts and titles matching the reference theme. Afterward, the researcher utilized the online journal search engine to obtain sufficient articles, although it was not necessarily relevant to the research objectives. Therefore, further identification was required to obtain suitable articles. Identification was administered by applying the inclusion criteria in the form of limiting the article publication period for the last ten years. The critical assessment was administered by PRISMA method in the selected articles. For the last ten years, the journal articles selected were 132 English articles. An exclusion was performed to ensure that the selected articles were suitable. This exclusion eliminated the improper articles which had been read and reviewed in a full paper article.

### *Data Extraction*

For ten days from June 22 to July 1, 2019, the researchers independently searched journals in electronic databases. Titles, abstracts, and discussions were screened to identify studies, including data relevance as references. The researchers also examined the contents of all reference studies to find out the obligation motivation to consume halal food. Afterward, the researchers compiled the data into a table to analyze in order to generate a conclusion based on these findings.

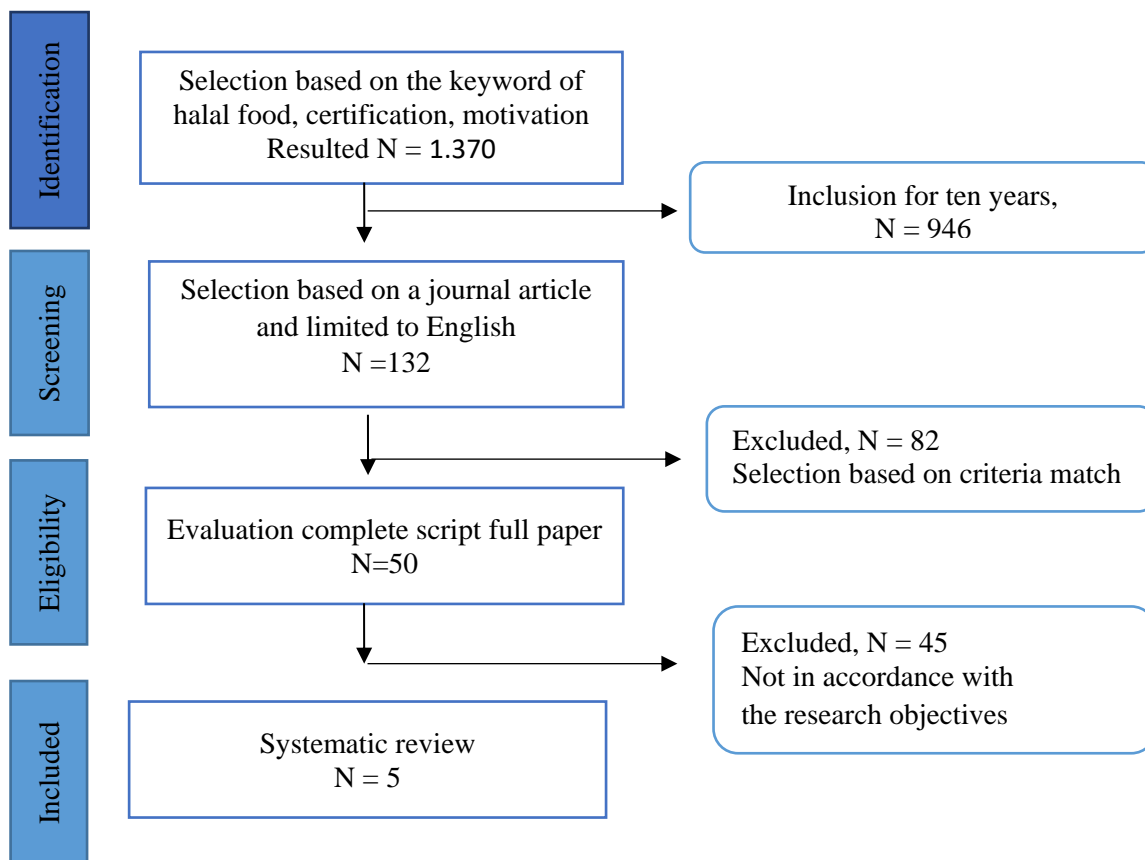


Figure 1. PRISMA-Protocol search result

No	Author	Title	Data Base	Place	Method	Result/Conclusion/Discussion
1	Rafiki,Ahmad;Kalso m Abdul Wahab. Bingley (2016) [3].	The Human Capital and the Obtainment of Halal Certification	Journal of Islamic Marketing;		Cross-sectional questionnaire	Factors related to obtaining halal certification: <ul style="list-style-type: none"> <li>● Business experience</li> <li>● Training</li> <li>● Motivation</li> <li>● Education</li> </ul>
2	Prabowo, Sulisty, Azmawani, Abd Rahman, Suhaimi, Ab Rahman; Asnarulkhadi, Abu Samah ( 2015) [4].	Revealing Factors Hindering Halal Certification in East Kalimantan, Indonesia	Journal of Islamic Marketing;	East Kalimantan	Techniques for collecting qualitative data with components that represent: certification institutions, consumers, industry players, and the government	Factors that inhibit obtaining halal certification: <p>Internal factors</p> <ul style="list-style-type: none"> <li>● Lack of knowledge and awareness of industry players</li> <li>● Management constraints, namely weak commitment of top management and lack of employees' motivation</li> <li>● Financial constraints</li> </ul> <p>External factors</p> <ul style="list-style-type: none"> <li>● Lack of information on socialization</li> <li>● Lack of government role</li> <li>● Low consumer awareness and demand.</li> </ul>
3	Sulistiadi, W, Rahayu, S (2016) [5].	Potential Application of Maqashid Sharia in Sharia Hospitals in Indonesia	Batusangkar International Conference	Central Java	Qualitative and case study design	As an inspiration and positive motivation that Maqashid Syariah can be implemented in hospitals in Indonesia. The owners, managers, health workers, and patients at the hospital welcomed the presence of Sharia hospitals. Sharia Standards Assessment of Patients was evidenced by spiritual assessment. It means that Sharia Standards Services Patients were evidenced by halal certificates of hospital food management.
4	Endang S. Soesilowati, Chitra Indah Yuliana. (2013) [6].	A Comparison of Consumers' Behaviour in Muslim Majority and Minority Areas	Journal of Economics and Development	Banten and Bali	Descriptive and explanatory research employing a single cross-sectional design.	There is no significant influence on the background of Islamic Understanding Education. Therefore. It is necessary to increase motivation from both internal and external factors, namely Regional LPPOM MUI and Local Government.
5	Padela, Aasim I, Gunter, Katie, Killawi, Amal, Heisler, Michele (2012) [7].	Religious Values and Healthcare Accommodations: Voices from the American Muslim Community	Journal of General Internal Medicine; New York	America	Qualitative and case study design	Advocate the hospital to provide high-quality health care to Muslim Americans, one of which is halal food, which is believed to uplift the healing process. The condition of a Muslim minority is very vulnerable to inequality. Patients do not get halal meat, and Muslim patients are only considered as vegetarians to facilitate the provision of food at the hospital.

## RESULTS

The research resulted in 1,370 papers that were under the inclusion based on the research keywords of halal food, certification, and motivation. Moreover, the additional inclusion of ten-year-span resulted in 946 articles, which were then filtered based on journal limitation and English articles amounted to 132 articles. From the articles filtered based on exclusion criteria, namely full paper screening, which was not following the theme, five papers were considered most suitable for this research purpose.

From the five papers, it was identified that the hospitals and producers were less aware of providing halal food. It made the patients not feel comfortable consuming the food due to the worship obedience. In addition, the research found a lack of awareness of halal food importance because of the internal and external factors.

## DISCUSSION

Religion always hold an important role in human existence, almost everything is being ruled by it, like what's allowed to be done, and what's forbidden to be done. It's the same for muslims who have responsibilities to consume halal food. It's to keep faith, protect physical and spiritual welfare, and that's why muslims must ensure their halal food intake. There is been tendency from the consumer to not confirm the status of halal food they consume, especially the one they receive from a homogen muslim environment [6] [4]. They have been disdaining halalness of the food they consume even though it's been priority by the religion to consume non halal food. This is the reason why certification of Insurance halal food less in demand by the food services industry such as restaurant, catering, or hospital. There is many important factor that caused the low awareness in providing halal food, such as:

### *1. Internal managerial Aspect*

Process of certification of Insurance halal food needs expense, commitment and integration to follow the procedure. The presence of foreign chef in the kitchen may become a hindering factor in implementation of halal food insurance system [4].

### *2. External Managerial Aspect*

Low awareness from consumer in selecting their halal food may affect the food industry and hospital stakeholder in effort to certify the Halal Insurance [4]. The low socialization and education from religious leader of LPPOM MUI in increasing public awareness on importance of consuming halal food [6].

### *3. Government supports*

The assumption that the halal certification process is a complicated process, there are no statutory and sanction obligations from the government that require the implementation of the Halal Guarantee system, and the lack of socialization from the certification institution leads to the passive tendency of producers and consumers to halal problems [3 ] [4] [12].

### *4. The lack of services for the minority (moslem)*

In Muslim minority countries such as America, halal food availability is difficult. Patients who are hospitalized are only provided vegetarian food to fulfill their halal food needs which was felt to be lacking in variation so that complaints from patients were made possible due to the low knowledge of hospital management so that more advocacies are needed for the hospital in accommodating their needs aspiration [7].

Overall, improvements to the weaknesses of these elements are expected to be mutually sustainable and optimally consistent to support and improve the decisions of Muslim in consuming halal food. In addition, the government's attitude towards this issue is also important, among others by encouraging food service providers to provide Halal Certification in the form of regulations, disseminating information to raise awareness, and facilitating communities specifically to obtain halal certification [12].

The hospitals are expected to improve the quality of their services for the patients. This improvement should be continuously carried out by the internal and external party as part of the real service manifestation. In order to guarantee halal products for the hospital kitchen services, the hospital cooperates to register to Halal Certification Audit to LPPOM Indonesian Ulama Council (MUI) [8]. Consequently, they are capable of producing halal food consistently, fulfilling patients' needs, and prioritizing customers' satisfaction through sustainable nutritional and *thoyyiban* (good) food. To maximize halal quality, it is also required to periodically guide all stakeholders and suppliers to be capable of understanding LPPOM MUI's standard halal guarantee system.

## CONCLUSIONS

Providing comprehensive health services through the halal food provision for Muslims is undoubtedly uneasy since it requires effort and commitment from all hospital stakeholders. Nevertheless, it must be fulfilled to ensure high-quality hospital services. Providing halal food is believed to be capable of providing serenity and comfort in the patient's consumption. Halal food is considered to improve health as it is integrated into the healing process. Halal food guarantees are carried out through the Halal Guarantee certification process that has been held by the LPPOM MUI by a set of requirements [9]. This research is expected to become an understanding and motivation for consumers, hospital health service providers, and the government to encourage awareness of Halal Certification Assurance importance : HAS 23000.

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