Contemporary Management and Science Issues in the Halal Industry

Faridah Hassan · Ismah Osman · Erne Suzila Kassim · Balkis Haris · Rohana Hassan Editors

## Contemporary Management and Science Issues in the Halal Industry

Proceedings of the International Malaysia Halal Conference (IMHALAL)



Editors Faridah Hassan Universiti Teknologi MARA Shah Alam, Selangor, Malaysia

Erne Suzila Kassim Universiti Teknologi MARA Shah Alam, Selangor, Malaysia

Rohana Hassan Universiti Teknologi MARA Shah Alam, Selangor, Malaysia Ismah Osman Universiti Teknologi MARA Shah Alam, Selangor, Malaysia

Balkis Haris Universiti Teknologi MARA Shah Alam, Selangor, Malaysia

ISBN 978-981-13-2675-2 ISBN 978-981-13-2677-6 (eBook) https://doi.org/10.1007/978-981-13-2677-6

Library of Congress Control Number: 2018966404

## © Springer Nature Singapore Pte Ltd. 2019

This work is subject to copyright. All rights are reserved by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, express or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This Springer imprint is published by the registered company Springer Nature Singapore Pte Ltd. The registered company address is: 152 Beach Road, #21-01/04 Gateway East, Singapore 189721, Singapore

## **Contents**

1	The Application of Qur'anic Verses in Malaysian Contemporary Islamic Painting and Fashion: 1991–2016	1
2	Shariah Compliant Web Analysis Tool	29
3	Muslim Industrialists and Manufacturers (MIM): Introducing a New Way to Conduct Muslim-to-Muslim Businesses for the Global Halal Industry	37
4	Regaining Consumer Trust Over Halal Certification Authority  Zurina Ismail and Zuhal Hussein	43
5	The Influence of Theory of Planned Behavior, Religion and Halal Certification on Consumers' Purchase Intention of Halal Food at Restaurant in Subang Jaya	53
6	Factorial Validation and Measurement Model of Attitude and Intention Towards Adoption of Islamic Financing Among Non-users	65
7	Halal Logistics Operations in MS2400 Standards: A Literary Review Sariwati Shariff and Noorsiah Ahmad	77

vi Contents

8	Entrepreneurial Characteristics from Conventional and Islamic Perspectives: Some Insights  Sharifah Kamaliah Syed Sofian and Fung Thien Lung	89
9	MIM: Muslim Industrialists & Manufacturers—A Platform for Muslim-to-Muslim Businesses Without the Need of Halal Certification  B. A. Asbi and M. S. A. Yajid	105
10	Marketing Mix of Thai Halal Food Products Instant in Indonesia  Nurmee Hasa, Pakorn Limyothin, Wiwat Jankingthong and Chutima Wangbenmad	111
11	<b>Towards Devising Islamic Advertising Theory</b> Kalthom Abdullah, Ahasanul Haque, Faruk Ahmed and Ali Shafiq	121
12	Factors Influencing Muslim Tourists Satisfaction Travelling to Non-Muslim Countries  Nik Ramli Nik Abdul Rashid, Yong Azrina Ali Akbar, Jamilah Laidin and Wan Shahrul Aziah Wan Muhamad	139
13	Empowering Halal in Waqaf Land Property Management Using Geographic Information System (GIS) Tools Sharifah Lailee Syed Abdullah, Sr. Khairulazhar Zainuddin, Sarina Muhammad Noor, Kamsol Mohamed Kassim, Hamlusalam Md Dali and Nora Yanti Che Jan	151
14	Islamic Hybrid Securities: Analysis from Malaysia Islamic Capital Market	159
15	Halal in the Land of the Atheist	169
16	Tourists' Satisfaction on the Products and Services in Dry and Shariah-Compliant Hotel: A Case Study in Hotel Industry in Selangor  Nik Rozilaini Wan Mohamad, Mashita Abdul Jabar, Mohd Taufik Zamri, Azien Jamin and Norfadhilah Mohd Akhuan	175
17	The Moderating Effects of Employee Tenure Towards the Relationship Between Leadership Competencies and Employee Engagement Among Muslim Staff at Public Universities in East Coast Malaysia  Narehan Hassan, Mazuin Mat Halif, Sharrifah Ali, Rozilah Abdul Aziz and Muhamad Hafiz Suhaimi	187

Contents vii

18	Understanding the Abstract and Psychological Concepts of Brand Loyalty for Halal Market Industry  Abaidullah Mustapha, Faridah Hassan and Mariati Abdul Rahman	209
19	Customer Satisfaction Toward Sharia Compliant of Hotel Design and Operation	219
20	Eliciting Salient Beliefs for the Practice of the MS2300;2009 Halal Core Values Among Medical Professionals  Jalilah Ahmad, Juhanna Azura bt Abdul Rahman and Syahirah Razi Abdul Karim	231
21	Extending Theory of Planned Behaviour Approach to Understand the Muslim Consumers' Intention to Patronize Retail Stores Abang Sulaiman Abang Salleh and Norazah Mohd Suki	247
22	<b>Digital Printing Motif on Muslim Fashion Trend in Indonesia</b> Yunita Fitra Andriana	263
23	Comparative Study of Islamic Quality Standard for Hotel in Malaysia and Indonesia	281
24	The Influence of Price, Brand Image, and Product Attribute to Consumer Attitude of Fast Food Restaurant in Jakarta Bonita Dwi Cahyani and Francy Iriani	289
25	Islamic Tourism: Emerging Trends, Challenges, and Opportunities in Tourism Industry of Malaysia	303
26	Plant-Based Substitutes for Gelatin	319
27	An Analysis of User Requirement for Halal Compliant Mobile Application (HCMA)	323
28	The Development of Rapid Method for Detection of Ethanol in Mouthwash Using E-Nose.  Fitri Octavianti, Irwandi Jaswir, Rini Akmeliawati, Adi Rahmadsyah, Azrul Hafiz Bin Abdul Aziz, Russly Abdul Rahman and Nurul Asyikeen Ab Mutalib	335

viii Contents

29	Contemporary Islamic Art in Malaysia: New Trends and Approaches Since 2000	345
30	The Influence of Graduates' Learning Competencies on Employability: The Mediating Effects of Person-Job Fit and Person-Organization Fit.  Abdul Kadir Bin Othman, Nadia Parmila Binti Yunnus and Masripan Salleh	355
31	Halal Supply Chain Commitment for Enhancing Halal Food Integrity in Malaysia  Kamisah Supian and Mokhtar Abdullah	373
32	Conceptualizing the Implementation of Halal Food Certification: an Institutional Theory Perspective	385
33	Opportunities of Islamic Trade Finance in OIC Countries	395
34	The Challenges in Islamic Trade Finance for SMEs in Malaysia  Wan Nur Afiqah Wan Nawang, Nurul Syafiqa Misran and Rusnah Mohyiddin	411
35	Risk Management in Contract of Islamic Trade Financing S. Sapizi, M. Z. Zharif, R. Norelmi and N. M. D. Asyikin	419
36	Smart Contract in Islamic Trade Finance	431
37	Business Strategies of Islamic Trade Finance Products for SME  Arief Heikal Bin Mohd Zin, Mahzan Bin Noordin, Muhammad Hariz Bin Abdul Rahman and Ahmad Al-Amin Bin Faisal	439
38	Islamic Trade Finance: Revitalizing Trade and Unlocking New Potential	451
39	The Development of Islamic Trade Finance in Malaysia: From the Bankers' Perspectives Sharifah Faigah Syed Alwi, Mohamad Nizam Jaafar, Ismah Osman and Amirul Afif	461

Contents ix

<b>40</b>	Halal Trade Finance and Global Well-Being: Here Come	
	the Millennials	469
	Rosylin Mohd Yusof, Akhmad Affandi Mahfudz	
	and Sabariah Yaakub	
41	Sharia Rulings of Bill Discounting and Its Alternatives	495
	Uzair Ashraf Usmani	
42	Islamic Religiosity and Perceived Sociocultural Impacts Toward	
	the Support of Tourism Development in Malaysia	509
	Nurhaslinda Basri, Nor Asmalina Mohd Anuar, Norliza Aminudin	
	and Nor'ain Othman	