Service Factors of Halal Restaurants

Ben Joelan M. Lañas[1]*, Lorie Ann A. Blanco[1], Danielle V. Emuy[1], & Ethel V. Emuy[1]

Abstract

The primary objective of this study was to determine the level of service factors of Halal restaurants in Davao City. A descriptive survey questionnaire was used in data gathering with the Frequency Count, Percentage, Mean and ANOVA as statistical tools. The purposive sampling technique was utilized to select the respondents. A total of 300 questionnaires were distributed at 4 Halal restaurants in Davao City. The findings disclosed the following: the majority of the respondents were male college graduates within the 21-30 years old bracket, there is a high level of service factors in Halal restaurants in Davao City and no significant differences in the level of service factors of Halal restaurants were found out in terms of the respondent's sex, age and educational attainment. The results may aid in providing useful information to Halal restaurants operators particularly in realization of service attributes as prime factors of restaurant dining behavior.

Keywords: Service Factors, Halal, Halal Restaurants

1. Introduction

Wakefield and Blodgett (1999) stated that service managers must adjust an intricate arrangement of different procedures and information sources that may have uncertain outputs. For the time being, Service managers may focus variable resources on recruiting, selecting, training, compensating, motivating, and monitoring service personnel in hopes of producing superior service quality. In addition to that, Parasuraman, Zeithaml, and Berry (1985) also stated that the fulfilment of quality in products and services has turned into pivotal concern of the 1980s. While quality in tangible goods has portrayed and measured by marketers, quality of services is largely undefined and unsearched. Halal is an Arabic word which implies legal or allowable by Islamic Laws. For the Malaysian, where greater part of the population is Muslims, restaurants' providing halal food is important as the religion requires that Islamic principles and convictions be maintained in any exchange.

The intention of Malaysian Muslims to support restaurants that guided by sharia 'a. Because of the huge number of restaurants which declare that they are providing halal food. Malaysian much concern about restaurants that follow sharia in entire process from utilizing halal items and works in Islamic way other than serving with respect to Islamic requests. Malaysian expectation to support restaurants which much concern about halal and serving clients by following Islamic sharia and their intention to leave restaurants that tolerate to follow Islamic sharia as emphasized by AL-Nahdi and Mohammed (2008). The absence of organized halal certification in the Philippines could keep the nation from taking advantage of the integrated Association of Southeast Asian Nations (ASEAN) economy in 2015, a Muslim Filipino consumers' group said. The reason could be; more than half of the world's Muslim population originate from the regional economic cooperation. They would discard halal Filipino items if neighboring nations like Malaysia have better-calibrated certifying bodies, according to Potre Dirampatan Diampuan, board member of the Alliance for Halal Integrity in the Philippines (AHIP).

The Philippines has just 3 authorize halal-affirming bodies. Rappler (2014). Trade Secretary, Ramon Lopez explained, the lack of progress in the halal industry in the Philippines has kept the nation from tapping the business' capability to grow the exchange and tourism segments. "Halal needs awareness so that it will grow and there will be more investments, and also, so we can export," he said. "Even tourism is a big untapped area for the halal market.

[1] University of Mindanao, College of Hospitality Education Davao City, Philippines
E-mail: blanas@umindanao.edu.ph

Tourists say they can't find halal-certified restaurants and resorts here, so Muslims from other countries are hesitant to go here. So only if we do have those types of resorts and restaurants, then we should see more tourists," he said. The Philippine Star (2017).

This information has prompted the researchers to conduct this study about service factors of halal restaurants in Davao City. As of now, there was a limited study conducted to this research topic locally. Thus, it makes the researchers more committed and accomplish the said research topic and be used by the future researchers.

This study was conducted to determine the level of service factors of Halal restaurants in Davao City. Further, this study also seeks to answer the following questions: What is the level of service factors of Halal restaurants in Davao City in terms of Environment Quality, Outcome Quality and Interaction Quality; and is there a significant difference in the level of service factors of Halal restaurants in Davao City when analyzed according to respondents' profile?

2. Literature Review

2.1 Service Quality

According to Chingang and Lukong (2010), because of having an outrageous competition and the threatening vibe of environmental factors, service quality has become a basis marketing strategy for companies. This features how essential improving service quality is to organizations for them to survive and develop since it could enable them to handle these difficulties they confront in the focused markets. This means that company who are service-based are obliged to exert more effort in providing services to have a sustainable competitive advantage. However, every company or establishments needs to have a deeper understanding on what service quality is for them have an objective. Moreover, Canny (2013) in the service literature, service quality is characterized as results of customer's subjective assessment from their expectations and perceived performance of service provider. It incorporates of five essential measurements of administration quality, to be specific: unwavering quality, unmistakable, confirmation, compassion and responsiveness. Moreover, Namin (2017) stated that service quality has been considered as a predominant build and the determinant factor for customer satisfaction The relationship between service quality and customer satisfaction has been emphasized by researchers. Some studies agreed that service quality must be studied according to customers' perspective. According to Sumaedi and Yarmen (2015) service quality is a tool wherein customers will evaluate the restaurant services, for short the overall excellence depends on the customers' satisfaction. Service quality is not just about selling foods but it is also about selling and providing their services. Canny (2013). Service quality has positive influence in customers' satisfaction and it increases customers' satisfaction level. Benrit and Trakulmaykee (2016) explained that service quality as a factor that may influence customer satisfaction includes: employees served food exactly as customer ordered it, employees provided prompt and quick service, employees are always willing to help customer, employees made customer feel comfortable in dealing with them and employees are neat and well dressed.

2.2 Islamic Physical Environment

Studied done by Harrison and Boo (2014) found that, some customers felt acknowledged for dining at the restaurant although the halal signage is invisible. This shows their confident level is high on certain types of food offered by the restaurant owners. Due to the new social transformation of eating style, more people seeking to "eat outside". Some researchers agreed in ensuring the strengthening of the halal industry. Zzaman et al. (2013) and AQL (2013) has submitted a framework of integration between Halal, GMP, and HACCP in order to ensure that a product is absolutely guaranteed either in terms of halal, quality, clean, and safe. Moreover, the government has launched its own Guidelines on Halal Assurance Management System on July 9, 2013 in the form of internal controls and a guide to the industry. Thus, a specific internal assessment is required to identify the level of compliance especially in the halal food industry halal industry. Based on the study of consumers' confidence on information about Halal logo, the findings indicate that consumers are sensitive to the subject matter; the false information on Halal logo will lead to the loss of confidence and affect their intention to purchase Halal products. Mohamed et al., (2013).

Malaysia saw the importance of establishing a halal standard for these non-Muslims to follow to better assure food production in the country is halal. Therefore, a halal certification body that will examine such elements as the procedures for slaughtering, ingredients used, cleaning, handling and processing, transportation and distribution and to ensure that the food product meets halal standards. Latif et al., (2014).

Ambali and Bakar (2014) stated that the Muslim consumers in Malaysia preferably or will look for the authentic Halal logo or certification issued by JAKIM (the Halal Malaysia logo), they react more positively to JAKIM''s Halal logo on food products.

An interview conducted by the researchers due to lacking of information in other sources. Wadiyulkhair Vapor from Wadiy Consultancy Company stated that in a purely halal restaurant and certified there should be capitalization of establishment, no mixing of sexes such as males as soon as possible all males are only allowed to work in the industry, also the establishment or facility itself must not use illegal money during service operations since it is against the Islamic laws.

2.3 Halal Quality

Sariwati & Nurul (2014) who determine that all halal products must adhere to the listed food and hygiene regulations, food safety acts and all Islamic and Shariah principles as gazette by the government with demonstrated hygienic manufacturing practices. Sumaedi & Yarmen (2015) also planned in their proposed conceptual framework for future research about fast food restaurant service quality model in Islamic country. They proposed even criteria on general service quality aspect and Islamic service quality aspect including hygiene and cleanliness aspects. This showed that cleanliness is one of the highest factors in determining the patronizing halal claimant restaurant among Muslim's customers.

Wadiyulkhair Vapor from Wadiy Consultancy Company explained also that in Halal quality there should be a Halal feeds or the proper preparation of the halal food starting from Zabiha or Islamic slaughter process the correct way of slaughtering a livestock. In addition to that, Vapor also said that the raw materials used during preparation or service it must be halal certified and assured by the owner since Muslim people are dedicated much to the Islamic laws. Lastly, the equipment used must be free from porcine or Haram by products.

2.4 Process

According to Hirunopaswong (2011), process or service delivery process is part of the customer's experience creation. That involves service providers/personnel interacting with customer's as well as the material environment. The service includes practices that addresses most of the methods over some indistinct time allotment. The standard goal of the service development is to give the best and right essential to achieve included regard and quality as indicated by customer. Moreover, Sahoo (2013) explained that process can be divided into two logical sequences of operations where the aim will be to simplify its analysis and control: Front-office operations, where service delivered to the customers are more direct and visible. Back-office operations, where the services are not direct to the customers and not visible as well.

2.5 Islamic Related Expertise

Based on the findings the respective agencies have to use both types of promotional mediums, the online and also the traditional way to educate and help the consumers in understanding more about Halal issues and disseminate the latest information on Halal development in Malaysia. The findings are in line with the study by Ambali & Bakar (2014).

According to Ambali & Bakar (2014), the increasing of awareness among Muslim as their obligation to consume Halal food and product will produce greater demand for the dietary Muslim requirement as well as Halal Certified Restaurant. In context of non-Muslim consumers, the growth of awareness for Halal Certified Restaurant is reflected the increase requirement for hygiene, safety and quality food and beverages served at Halal Certified Restaurant. The service personnel in the industry are able to answer or communicate with the customer's needs and questions especially when it comes to Halal or Islamic practices. If a staff is working in a certified Halal restaurant serving Halal cuisine, he or she must be Halal knowledgeable about the holy practices and services. In addition to that, Wadiyulkhair Vapor from Wadiy Consultancy Company also explained that in halal restaurants or any services involving halal practices any transactions to be made must be halal also it must be legal or they must abide Islamic laws.

This study is anchored on the theory of Brady and Cronin (2001) as reiterated by Sumaedi & Yarmen in 2015, about service quality of fast-food restaurants in Islamic countries which have the following indicators namely: environmental quality, outcome quality, and interaction quality. Outcome relates to the result of the service provided in terms of food quality, waiting time and Halal quality: interaction refers to the service delivery which included personnel, process and Islamic related expertise and environment relates to the service scape where the service is provided through physical environment and Islamic physical environment. Furthermore, Gayatri and Chew (2013) stated that service quality measurement is influenced by Islamic values had by the

customers. Moreover, they revealed that Muslim customers view service quality from two aspects, namely general service quality dimension and Islamic service quality dimension.

3. Method

This study was employed the adapted descriptive survey using a questionnaire in data gathering. This method was more appropriate because it uses the survey collecting data from a wide selecting a representative sample of large population. Shuttleworth (2008) clarified that the descriptive survey method describes the natural flow of a situation and defines the extent which the variable was measure in the population of interests and also defines the profile the different evaluation of the respondents in accordance to their demographic profile and by comparing their means. Hence, quantitative research method minimizes the chances of personal biases. Furthermore, the data were described quantitatively and were examined the relations among a number of variables. This was an appropriate design to service factors of Halal restaurant in Davao City. The participants of the study were the customers of selected Halal restaurants in Davao City gathered from purposive sampling technique were used by the researchers. Specifically, restaurant1 (Halal House a total of 105 respondents), restaurant 2 (Al Sultan Restaurant, a total of 70 respondents) and restaurant 3 (Aliments Makkhan, a total of 86 respondents) and restaurant 4 (Raj restaurant, a total of 39 respondents).

As disclosed in Table 1, the demographic profile of the respondents in the Halal restaurants in Davao City had a total frequency of 300 or equivalent to 100%. Overall, majority of the respondents were male college graduates within the 21-30 years old bracket.

Table 1. Profile of the Respondents Service Factors of Halal Restaurants

Profile		Frequency	Percentage
Sex	Male	152	50.7
	Female	148	49.3
	Total	**300**	**100**
Educational Attainment	Elementary Graduate	9	3.0
	High School	52	17.3
	College Level	113	37.7
	College Graduate	126	42.0
	Total	**300**	**100**
Age	20 and below	56	18.7
	21-30	95	31.7
	31-40	55	18.3
	41-50	34	11.3
	51-60	39	13.0
	61 and above	21	7.0
	Total	**300**	**100**

The research instrument was utilized in this study a self-made questionnaire that was based from the study of Sumaedi and Yarmen (2015), although some of the questions particularly for the indicators Halal Quality and Islamic Related Expertise the questions were adopted from the questionnaire of Gayatri and Chew (2013). The said question will be submitted to the panel of experts for validation.

In evaluating the level of service factors of Halal restaurants in Davao City, the 5-point Likert scale was used. The gathered data was tailed and treated using the following tools. Percentage. This was used to determine and express the demographic profile of respondents such as age, gender, educational attainment and status. Frequency.

This was used to determine the demographic profile of the respondents such as age, gender, educational attainment and status. Mean. This was used to determine the tangible and intangible service factors in Halal restaurant of Davao City. The Analysis of Variance (ANOVA) was used to determine the significant difference in the service factors of Halal restaurant of Davao City according to the profile of the respondents.

4. Results and Discussion

Level of Service Factors of Halal Restaurants

Table 2 shows the level of service factors of Halal Restaurants in Davao City. Overall, findings show that the level is high with a mean score of 3. 94. This means that the service quality meets more than the customer expectation in terms of service factors. This also means that the customers were able to experience more than what they have thought of about Halal restaurants with regards to how they provide their services which includes Islamic physical environment, Halal quality, Process and Islamic related expertise.

Indicators	Mean	SD	Descriptive Level
Islamic Physical Environment	4.07	0.453	High
Halal Quality	3.90	0.536	High
Process	3.72	0.703	High
Islamic Related Expertise	4.08	0.453	High
Overall	**3.94**	**0.536**	**High**

Significant Difference in the Level of Service Factors of Halal Restaurants in Davao City when analyzed according to the profile of respondents

Table 3 shows the significant difference in the level of service factors of Halal restaurants in Davao City in terms of sex. Specifically, the data shows that there is no sex-based difference in the level of service factors of Halal restaurants in Davao City. This means that customers either male or female, have the same level of expectation or requirement on Halal restaurant services.

Table 3. Significant Difference in the Level of Service Factors of Halal Restaurants in Davao City when Analyzed by Sex.

Variables	Group	N	$\bar{x}$	SD	t	p
Islamic Physical Environment	Male	152	4.03	0.448	-1.761	0.079
	Female	148	4.12	0.456		
Halal Quality	Male	152	3.89	0.513	-0.397	0.691
	Female	148	3.91	0.562		
Process	Male	152	3.70	0.692	-0.426	0.671
	Female	148	3.73	0.717		
Islamic Related Expertise	Male	152	4.08	0.413	0.154	0.878
	Female	148	4.08	0.493		

*p<0.05

Table 4 shows the significant difference in the level of service factors of Halal restaurants in Davao City when analyzed by age. As presented in the table, it can be noted that no significant differences exist between the age brackets of the respondents regarding the level of service factors of Halal restaurants. This means that the customers from different age levels have the same requirement for service quality. Young and old alike more or less, have the same idea on what they would want to experience and avail about service.

Table 4. Significant difference in the Level of Service Factors of Halal Restaurants in Davao City when analyzed by Age.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.690	5	0.138	1.024	0.403
Within Groups	39.612	294	0.135		
Total	40.302	299			

*p<0.05

Table 5 shows the significant difference in the level of service factors of halal restaurants in Davao City in terms of educational attainment. Data shows that no significant differences exist when analyzed according to the educational attainment of the respondents. This means that the customers with different educational backgrounds have similar points of view on service factors. Regardless of what they were able to achieve academically, they have the same conditions or requirements for what they want and what they need from a restaurant.

Table 5. Significant difference in the level of service factors of Halal restaurants in Davao City when analyzed by educational attainment.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.459	3	0.153	1.137	0.334
Within Groups	39.843	296	0.135		
Total	40.302	299			

*p<0.05

5. Conclusions

Based on the findings of the study, the following conclusions were drawn. Green demands of restaurants customers in Davao City are very high. There is no significant difference in the level of green demands of restaurant customers in Davao City when analyzed according to sex and there is significant difference in the level of green demands of restaurant customers in Davao City when analyzed according to age, educational attainment and status.

6. Recommendations

Based on the findings and conclusions, the following were recommended. Establishment should maintain their practices in terms of environmental sustainability because customers now a day are more concerns with the services and practices the restaurants perform in their daily operations. As suggested by Chudgar (2013) customers enjoyed dining in environmentally sustainable restaurant which is using recycled materials in their restaurant area.

Restaurant should also be aware of the customers' age, educational attainment and status, as these are factors that affect their restaurant choices of dining. Serving water when ask only in the restaurant should be observed as some of the customers wanted that the water must be served even though they did not request for it. Restaurant must allocate an area where water is available for drinking so that when the restaurant gets busy the service staff can point them to water station. In this way the restaurant can minimize water consumption. Customers should patronize those restaurants that practicing environmental sustainability so that the establishment will continue to improve their services and practices in terms of saving the environment. Future researchers who wish to conduct similar study can focus on price and service of the restaurant. Since these were not included as components of the study.

References

Ali, F., & Amin, M. (2014). The influence of physical environment on emotions, customer satisfaction and behavioural intentions in Chinese resort hotel industry. Journal for Global Business Advancement, 7(3), 249-266.

AL-Nahdi, B. B., & Mohammed, T. S. (2008). Intention to patronage halal restaurants among Malaysian Muslims an issue of halal perception (Doctoral dissertation, USM).

Ambali, A.R. and Bakar, A.N. (2014). People's Awareness on Halal Foods and Products: Potential Issues for Policy-Makers,Procedia-Sosial and Behavioral Science. Vol.121, pp. 3-25

Basa, M. (2014). "No Unified Halal Certification, PH to Lose ASEAN Advantage." Rappler, www.rappler.com/business/industries/176-food-and-beverage/72716-ph-asean-advantage-halal-certified.

Benrit, P., &Trakulmaykee, N. (2016). The Relationships among Food Quality, Service Quality, Physical Environment and Customers' Satisfaction in Thai Dining Restaurant in Malaysia. วารสารวิทยาการจัดการมหาวิทยาลัยราชภัฏสุราษฎร์ธานี, 3(1), 41-62.

Brady, M. K., & Cronin Jr, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: a hierarchical approach. Journal of marketing, 65(3), 34-49.

Canny, I. U. (2013). The role of food quality, service quality, and physical environment on customer satisfaction and future behavioral intentions in casual dining restaurant.

du Plessis, F. M. (2016). Consumers' perception of the service quality of fast-food outlets in Gauteng (Doctoral dissertation).

Experience with Halal Food Establishments. Procedia - Social and Behavioral Sciences 121,

Fathi, E., Zailani, S., Iranmanesh, M. and Kanapathy, K. (2016), "Drivers of consumers' willingness to pay for halal logistics", British Food Journal, Vol. 118 No. 2.

Garg, A. (2014). Mechanic clues vs humanic clues: Students' perception towards servicequality of fast-food restaurants in Taylor's University Campus.

Gayatri, G., & Chew, J. (2013). How do Muslim consumers perceive service quality? Asia Pacific Journal of Marketing and Logistics, 25(3), 472-490.

Halal Industry Development Corporation - Food & Beverage. (n.d.). Retrieved January 19, 2018, from http://www.hdcglobal.com/publisher/bhis_food_and_beev

Harian, B. Monday, 15 February 2016. Pamer Sijil Halal' atau "tiadapensijilan Halal". 1 & 7

Harrisson A. T. & Boo H. V. (2014). Components of Customer Emotional

Hirunopaswong, P. (2011). IMPROVING SERVICE DELIVERY PROCESS IN THE RESTAURANT FROM THE CUSTOMER EXPECTATION (Doctoral dissertation, Silpakorn University). Http://Beta.philstar.com/Business/2017/05/14/1700022/Lack-Halal-Progress-

Ibrahim, S., & Othman, M. (2014). Developing and Validating Halal Service Quality Instrument for Malaysian Food Service Establishments: A Conceptual Paper. Procedia-Social and Behavioral Sciences, 130, 400-408.

Iqbal, Q., Whitman, L. E., & Malzahn, D. (2012). Reducing customer wait time at a fast food restaurant on campus. Journal of foodservice business research, 15(4), 319-334.

K. (2016, November 03). Study Released on Average Restaurant Wait Times. Retrieved January 19, 2018, from https://www.foodnewsfeed.com/new-concepts/study-released-average-restaurant-wait-times

Kartina, A.B. (2015). The production of meat in Malaysia: A Halal perspective. [Online] Available: http:www.ertr.tamu.edu/conferenceabstracts. [March 25, 2012].

Kausar, R., Malik, S. A., & Akram, B. (2014). Effects and outcome of service quality and consumer attitudes towards restaurant brands: a study of fine dining restaurants in Pakistan. International Journal of Hospitality and Event Management, 1(2), 187-202.

Kausar, R., Malik, S. A., & Akram, B. (2014). Effects and outcome of service quality and consumer attitudes towards restaurant brands: a study of fine dining restaurants in Pakistan. International Journal of Hospitality and Event Management, 1(2), 187-202.

Kausar, R., Malik, S. A., & Akram, B. (2014). Effects and outcome of service quality and consumer attitudes towards restaurant brands: a study of fine dining restaurants in Pakistan. International Journal of Hospitality and Event Management, 1. https://doi.org/10.1504/IJHEM.2014.067000

Lack of Halal progress affecting Tourism. (2017). Beta Philstar,

Latif, I. A., Mohamed, Z., Sharifuddin, J., Abdullah, A. M., & Ismail, M. M. (2014). A comparative analysis of global halal certification requirements. Journal of Food Products Marketing, 20(sup1), 85-101.

Marzuki, Sharifah. (2016). Factors Affecting Patronizing Halal Claimant Restaurant Among Muslims Customers. . 10.13140/RG .2.1.1956.6965.

Mittal, A. (2016). The Influence Of Waiting Time Satisfaction On Customer Loyalty Towards Multi-Stage Services: Evidence From India. STRATEGII MANAGERIALE, 14.

Mohamed, Z., Shamsudin, M. N. &Rezai, G. (2013). The effect of possessing information about Halal logo on consumer confidence in Malaysia. Journal of International Food & Agribusiness Marketing.Vol 25: 73-86

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perc. Journal of retailing, 64(1), 12.Procedia - Social and Behavioral Sciences

SAHOO, S. S. (2013). MEASURING THE EFFICIENCY OF SERVICE DELIVERY PROCESS IN HOSPITALITY INDUSTRY (Doctoral dissertation, Christ University, Bangalore).

Sumaedi, S., &Yarmen, M. (2015). Measuring perceived service quality of fast food restaurant in islamic country: A conceptual framework. Procedia Food Science, 3, 119-131.

Sumaedi, S., &Yarmen, M. (2015). Measuring perceived service quality of fast food restaurant in islamic country: A conceptual framework. Procedia Food Science, 3, 119-131.

Waiting Time Definition | Operations & Supply Chain Dictionary. Retrieved January 19, 2018, from https://www.mbaskool.com/business-concepts/operations-logistics-supply-chain-terms/7406-waiting-time.html

Wakefield, K. L., & Blodgett, J. G. (1999). Customer response to intangible and tangible service factors. Psychology & Marketing, 16(1), 51-68.

Yunus, N. S. N. M., Rashid, W. E. W., Ariffin, N. M., & Rashid, N. M. (2014). Muslim's purchase intention towards non-Muslim's Halal packaged food manufacturer. Procedia-Social and Behavioral Sciences, 130, 145-154.

Zzaman, W., Febrianto, N.A., Zakariya, N.S., Abdullah, W.N.W. and Yang, T.A. (2013), "Embedding Islamic dietary requirements into HACCP approach", Food Control, Vol. 34 No. 2, pp. 607-612.