

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

This chapter describes the method that is used in this study to ensure valuable data are accordingly obtained. It provides information concerning the method that was used in undertaking this research. The method and procedure in this research have been designed and planned accordingly to make sure the research objective can be achieved. This chapter is organized from the first part which is the research methodology, continued by research design, sampling, and location, operationalization of variables, data collection and data analysis.

This study wishes to identify the sustainability of the Halal integrity framework within the understanding of Islamic worldview and personal religiosity among Halal Executives in halal food industries. This study employs both qualitative and quantitative approaches, which refers to the design of this study that uses the survey to identify the level of Halal integrity, religiosity personality and Islamic worldview. The survey is carried out by using the questionnaires, which are delivered personally through online survey software which is Google Form. The way in which this study is designed refers to the definition provided by Ghauri and Gronhaug (2010) which involves a series of decision-making choices with respect to methods, population, sampling frame and unit of analysis.

The research design also can be described as a systematic and organized effort to investigate a specific problem to provide a solution (Sekaran, 2000). Research design is connoted by Akhtar (2016) as a research structure that plays a role as the 'glue' to all the related elements in a research project altogether. On the other hand, Burn and Grove (2003) defined research design as a complete blueprint for research to be conducted in which the factors of interference that may affect the validity of the research findings are well-governed with maximum control. In a simpler sense, research design can be said as a research orientation that sets the detailed refinement of research activities with complete methodologies employed to ensure the research findings obtained are valid. Thus, it also can be said as upgrading new knowledge, develop theories and gather evidence to prove generalizations (Sekaran, 2000).

Referring to the research process, this study is carried out in two phases of data collection. The research process entails details on every step taken to achieve every objective outlined earlier in this study. In order to comprehend the overall picture of this study, a process for each phase is described in different phases namely Phase One and Phase Two. Phase one is the interview conducted with the expert such as academician, NGO, Industry and also from government.

Based on the data from the interview, this study moves to the second phase which employs a quantitative approach using a survey for the data collection. As far as this study is concerned, the second phase involves the data collection procedures as well as the reliability test of the questionnaires. The so-called pre-test was carried out for reliability and normality test purposes as well as confirmatory factor analysis (CFA). Once the reliable

result is obtained, the data collection procedure is executed to ensure the sufficiency of data for the study.

Phase one provides information to be used in the establishment of the questionnaire for this research. Having had the pilot study, this study develops the instruments that are adequate and suitable for the nature of works and the existing Halal systems they are having at present. The instruments were tested for their reliability before the process of data collection began. Since this research uses a quantitative approach, the survey is carried out to accomplish the objectives of this study. The following sections explain in detail the way in which phase two is done.

3.1 Research Process

This study involves two phases throughout the whole process. Referring to Figure 1, this study is carried out in two phases of data collection, which measure the relationship between Islamic understandings with halal integrity practices among halal executives in food industries. The research process entails details on every step taken to achieve every objective outlined earlier in this study. In order to comprehend the overall picture of this study, the process of each phase is described in different phases namely Phase One and Phase Two. Phase One is doing an interview with the experts and Phase Two is a survey.

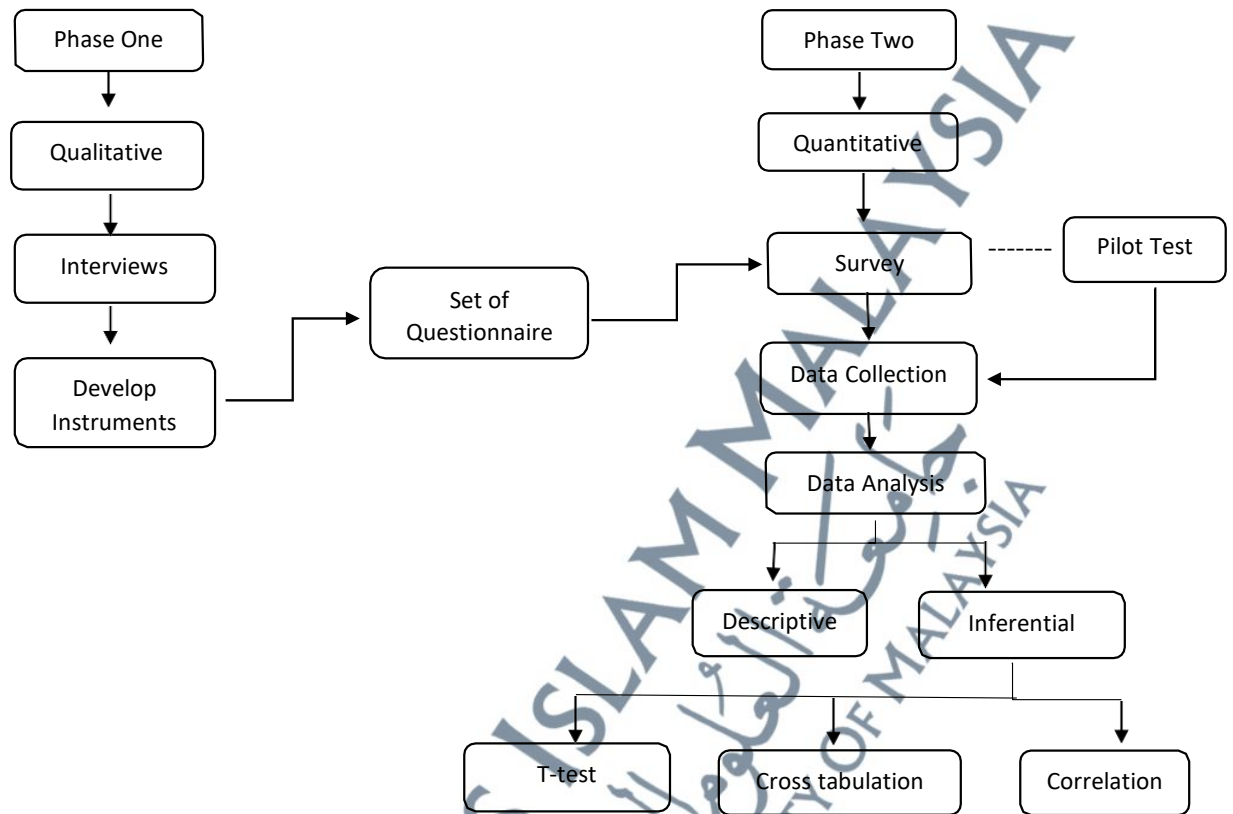


Figure 3: Research Process

3.2 Phase One

The first phase refers to a pilot study that was carried out prior to the data collection of this study. Employing a qualitative approach, interviews were designed for a few reasons which are to construct the questionnaire or the survey. Having had the pilot study, this study develops the instruments that are adequate and suitable for the nature of their working days.

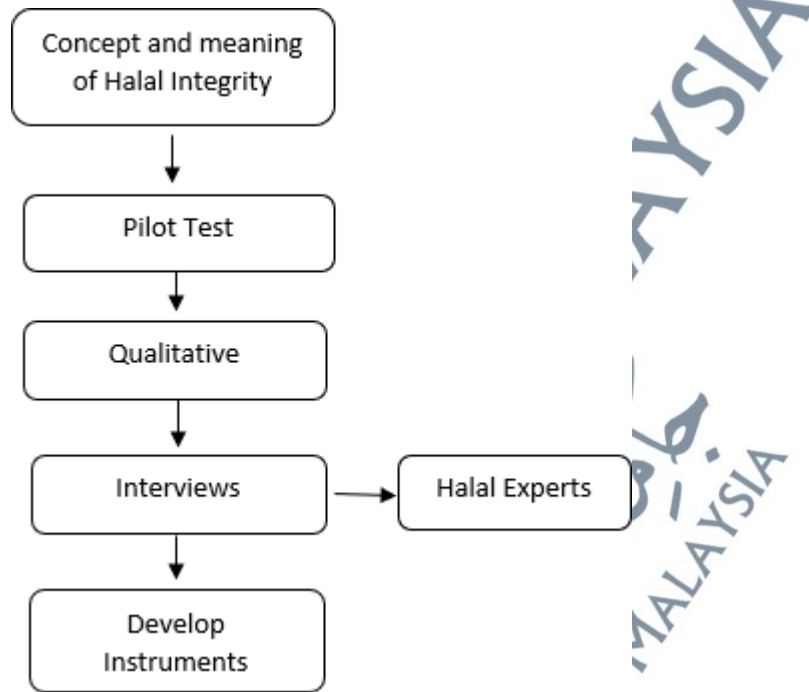


Figure 4: Research Design for Phase One

3.2.1 Sampling

For phase one, this study involves five experts representing academics, regulatory, industries, food sciences and syariah. The data gathered from these respondents are crucial to define halal executives in the scope of needs, interests and halal integrity among halal industries.

3.2.2 Location

In order to identify the respondents for this pilot study, this study chooses the halal experts from Selangor to represent and confirm the understanding of halal integrity both theoretically and practically. As Selangor is one of the most proactive states in halal food

industries, there are more of emerging issues experienced by the halal experts. The selection of the respondents is based on the accessibility and feasibility of data collection in due time.

3.2.3 Instruments

The questionnaire is established according to semi-structured questions. The instrument for phase one contains two parts which are halal executive and integrity. The interviews involve five experts and the instrument is designed to allow additional questions whenever necessary.

Table 1: Details of Questionnaire (Semi-Structured)

No.	Section	No. of questions
1.	Halal Executive	6
2.	Integrity	10

3.2.4 Data Collection

The data is collected through in-depth interview session which is self-administered. The interview focuses on defining halal executive and the meaning of halal integrity in the halal industry context. The interview is conducted within 30 minutes for each of the interviewees.

3.2.5 Data Analysis

The data is analyzed using Nvivo software. Nvivo is a software program used for qualitative and mixed method research. Specifically, it is used for the analysis of unstructured text, audio, video and image data including interviews, focus groups, surveys,

social media and journal articles. Therefore, this study uses NVivo software to analyze data getting from interviews.

3.3 Phase Two

Phase one provides information to be used in the establishment of the questionnaire for this research. Since this research is quantitative approach, the survey is carried out to accomplish the objectives of this study. The following sections explain in details the way in which the phase two is done.

Based on the data from interview, this study moves to the second phase which employs a quantitative approach using a survey for the data collection. As far as this study is concerned, the second phase involves a data collection procedure as well as the reliability test of the questionnaires. The so-called pre-test is carried out for the reliability test purposes. Once the reliability result is obtained, the data collection procedure is executed to ensure sufficiency of data for the study.

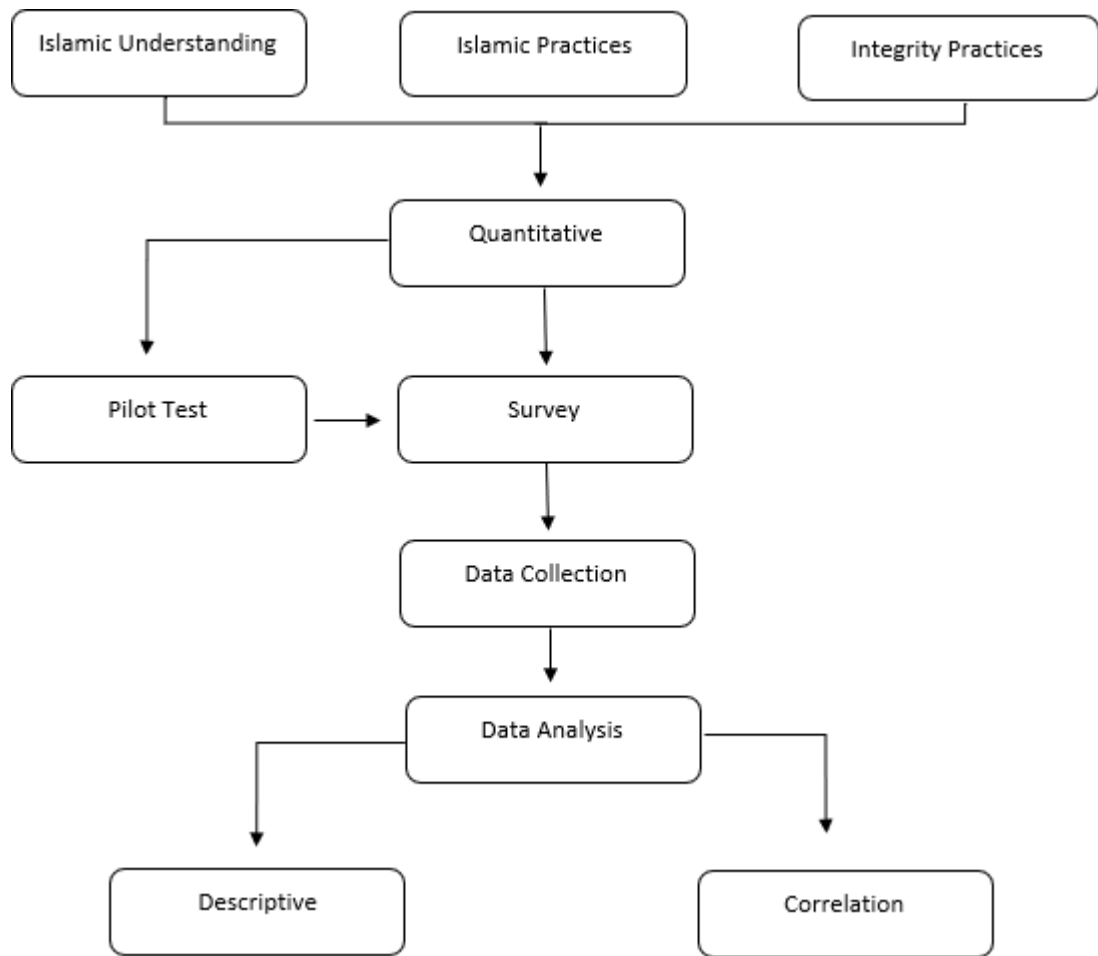


Figure 5: Research Design for Phase Two

3.3.1 Sampling

According to Collis & Hussey (2003) defined that the population as a set of people or collection of items under a few steps of considerations. Population is defined as the broader group of people to who intend to generalize the results of the study. (Reid, 2004) described population in a study as all units possessing certain characteristics, which are of the interest of this study. According to (Salkind, 2014), population is a group of potential participants to whom that This study wants to generalize the results of a study. From the

definition, population can be understood as the targeted community or group of people which is involved or selected by this study.

The population of this research refers to Halal experts whose position have been credited and certified by JAKIM as Halal consultants, Halal executives and Halal audits. Since the number of Halal experts are limited (for its accreditation and certification reasons), this study involve 278 respondents were randomly selected among Halal Executives. The respondents were identified throughout the list of industries that are certified with Halal from JAKIM. Having had the above criteria, proportional stratified data sampling is used as method of random sampling purposes. Fifty percent or more of respondents is expected to be obtained as the data of the study.

The sampling number, however, uses an approach by Israel (1992) in determining the sampling size namely a census for small population, sample size of similar study, using published table and using formula to calculate a sample size.

3.3.2 Location

This study is designed within the context of east Malaysia, south and central part of Malaysia. Due to time constraints and the feasibility of this study to complete, this study will focus on the halal worker that are working on Food Industries in the area which are identified as amongst the most active in terms of economic growth in Halal industries.

3.4 Operationalization of Variables

In order to form the theoretical predictions, the definition of the interest in this study is crucial with references to the previous model of the variables involved in this study, the

constructs lead to the information required by this research. The operationalization of variables, thus, provides clearer references of how to measure for the variables involved in this study into measurable indicators. In fact, the operationalization of variables refers to previous model used by previous literature of similar studies. In other cases, the operationalization of variables may refer to the preliminary study prior to the actual research.

The questionnaire online Google Form were distributed to thirty respondents to examine the reliability of this study. The selection of 30 respondents for pilot study is based on the opinion shared by Hertzog (2008) saying that it is sufficient to have 25 to 40 people for instrument development. Using convenience sampling, 30 respondents were obtained among Halal Executives. It is acceptable as a pilot test because respondent who can understand and answer the questions, their commitment would not be repeated for the real distribution of questionnaires. The questionnaire was distributed through one seminar "Halal Talent Tour" that was held in Kuala Lumpur to collect data for the pilot study. The potential respective respondents were informed on the purpose of the study and are assured of their anonymity and the confidentiality of their responses.

The purpose of pilot study is to observe the reliability of instrument. Salkind (2008) said that the reliability is a test to measure the consistency of the result. This occurs when a test is conducted repeatedly and produces the same result for each test. In this study, reliability tests were conducted through Statistical Package of Social Science (SSPS) Version 20.0. Specifically, in this test, 30 samples of questionnaires that have been answered by respondents during the pilot study exercises were gathered into the software and the Alpha Cronbach score was recorded. A reliability test result of Cronbach's Alpha

(α) value is less than 0.61 is weak, 0.61 to 0.79 is within the acceptable range and the value of 0.8 is high and accepted (Sekaran & Bougie, 2016). Reliability measures whether the scale used would generate the same reading each time. Yusliza and Ramayah (2012), highlighted that reliability test is conducted through the evaluation of internal consistency in which the Alpha Cronbach coefficient measure is employed.

Moreover, the questions also can be measured by validate through face validity. Kumar & Govindarajo (2014) identify the validity is a capacity of a tool to measure what is particularly. In this research, two academic experts were assigned to validate the content of the questionnaire. Patton (1997) indicated face validity is supposed to be seen as a strength that really measures what it is intended to measure. He further elaborated that if one can recognize an instrument and understand what is being measured, it is said to have the face validity value. Face validity is a complex construct with multidimensional nature which is helpful for measuring how test items are perceived by the respondents and others. As highlighted by Brickman *et al.* (1982), face validity is well-known as the simplest assessment of validity technique because it does not incorporate any statistical or numerical technicality in implementing it.

Table 2: Item of Instrument

Section	Item
Integrity	<ul style="list-style-type: none"> • Trust • Honesty • Commitment • Transparent
Islamic Understanding	<ul style="list-style-type: none"> • General understanding of Islam • Revelation (Quran and Hadith) • Tawheed • Aqidah
Islamic Practices	<ul style="list-style-type: none"> • Akhlak Islamiyah • Attitude • Daily worship

3.5 Instruments

Having identified the operationalization of the variables of this research, the questionnaire will be established as the instrument of this study. The questionnaire is designed according to the verification made through the interviews with the experts at the first phase of this study. The instrument consists of four sections that include demographic, integrity, personal religiosity and also Islamic worldview. The instruction is clearly given in the cover letter of each questionnaire.

Table 3: Details of Questionnaire

No.	Section	No. of questions
1.	Section A: Demographic Background	9
2.	Section B: Integrity	12
3.	Section C: Islamic Understanding	14
4.	Section D: Islamic Practices	18

As shown in Table 2, the questionnaire is designed according to the flow of the conflict necessity of understanding. The questionnaire contains four (4) sections, which consists of the demographic questions, integrity questions, personal religiosity questions and also Islamic Worldview questions.

3.5.1 Pilot test

Based on the result of pilot test, it can be concluded that the reliability of instrument in the higher place which are the item of integrity is 0.941 with 12 questions. For the item of Islamic Worldview, the reliability is 0.665 and continue with item of personal religiosity which is 0.925. The result of pilot test shown that the data in a higher reliability and it can be able to produce more accurate and reliable data in a real collecting data.

Table 4: Result of Reliability Test (n=30)

No	Item	Reliability	N of Items
1.	Integrity	.764	12
2.	Islamic Understanding	.665	11
3.	Islamic Practices	.925	18

3.6 Data Collection Method and Procedure

According to Sekaran (2000), this study must specifically set up respondents for the research for instance setting up the individuals or groups. Interviewing, questionnaires, and observing people and phenomena are the three main data collection methods in survey research. According to Cavana et al. (2001), the data needs to be collected after the

development of research question. Data can be collected by using either quantitative for example the instrument of questionnaires method or qualitative for example setting focus group discussion method.

In this study, the data was collected through instrumentation of questionnaire. This study perceives quantitative as numerical data by using questionnaires and statistically analyze the data to describe trends about responses to questions and to test research questions or hypotheses (Creswell 2012). According to Sekaran and Bougie (2010), questionnaires are an efficient method of data collection when this study understands clearly about the indicators or variables that they want to measure. A questionnaire is an instrument of data collection that includes a series of questions for the aim of information gathering from respondents (Abawi, 2013).

According to Pallant (2005), the questionnaire are the data gathered is standardized and easier to analyze. Data can be gathered conveniently from a huge number of respondents and be able to compare the results with similar surveys used in other institutions. Meanwhile, Creswell (2012) also described the nature of questionnaire as a form that supplying the demographic information for personal information and answers to questions are utilized in a survey design in which the respondents must complete the form and submit the google form respectively.

The questionnaire will be distributed to the selected respondent by a person. This study chooses to give the question directly in person and only be given to a handful of people that are easily approachable. It is supported by Given Lisa (2008) also referred participant are subjects that are easily accessible to the study. The advantage of distribute questionnaire by person is the respondent can meet certain required criteria for instance

easy to access, availability at the time given as well as have a willingness to participate in the study Donyei (2007). The willingness is very significant because this study wants to cooperate with them to complete the collection procedure. Besides, it also can save precious time because it does not have to collecting for the whole population.

According to Hesse-Bieber and Leavy (2006), ethics should be the cardinal principle of conducting a research in which it ought to be the priority of this study's agenda. The questionnaire was distributed through a seminar that gathered the respondent in one place. This is the best way in order to save money and also time during collecting data process. Before distributing the questionnaire, the respondents were briefed about the purpose of this study. Meanwhile, all respondents were informed that their participation in this study are voluntary basis and rest assuring that all the information and feedback provided would be kept confidential. These two issues are explained in the cover letter of the survey questionnaire as well as mentioned by Dongre & Sankaran (2016), respondent should be fully informed about the nature of the study before conducting the research or interviews. This study has to explain to respondent that no identification details of them are recorded except for their demographic information. To make sure the confidentiality along the collection data process, the respondents were not allowed to write any information regarding them on the questionnaire. Each participant was given 15 minutes to answer the question.

3.7 Data analysis

Fraenkel & Wallen (2007) said that data analysis is the process of generating the data to be clearly understood especially for the particular research. Meanwhile, Creswell (2012)

said that data analysis is the process for all the gathered information from respondents to be made easier to all. This includes the process of summarizing of all the respondents' data. On the other hand, a specific and suitable data analysis must be accomplished in order to get an exact meaning of the data so that a conclusion can be come out in which the conclusion's answering back the research questions of the study.

The data for this study was analyzed using statistical software known as Statistical Package for the Social Science (SPSS Version 20.0). SPSS is a software product used for statistical analysis. SPSS is capable of handling large amounts of data and can perform all of the analyses covered in the text and much more. The program was released in 1968 and quickly became one of the most widely used statistics programs in the social sciences, including in healthcare, government, market research and surveying. SPSS was chosen because of its compatibility with most other software packages and its user-friendliness used for data analysis (Field, 2009).

3.8 Conclusion

As a conclusion of this chapter, this research focuses on mixed method which is qualitative and quantitative method by specifically employing interview and also questionnaire survey. The interview session will be done to develop the instruments of survey and will be analyze using NVivo software.

The method of this research has given adequate and proper criteria for each step in making this study success. Not only about the result that matters, but also the systematic and consistent way of carrying out the study are significant. Therefore, this chapter is able

to clearly present the data inquiry, sampling, location, design of research, operationalization of variables, pre-testing, data collection and data analysis.

The separation of the chapter indicates an extension of the analysis rather than single subject of this study. This chapter nevertheless, provides significant discussion for the technicality and feasibility of this study, as without it, this research may not be able to be completed successfully.

