

**UNDERSTANDING OF ISLAM, ISLAMIC PRACTICES,
RELIGIOSITY AND INTEGRITY AMONG HALAL EXECUTIVES
IN HALAL FOOD INDUSTRIES IN MALAYSIA**

SITI ZUBAIDAH MUHAMMAD

UNIVERSITI SAINS ISLAM MALAYSIA

**UNDERSTANDING OF ISLAM, ISLAMIC PRACTICES,
RELIGIOSITY AND INTEGRITY AMONG HALAL EXECUTIVES
IN HALAL FOOD INDUSTRIES IN MALAYSIA**

Siti Zubaidah Muhammad

Thesis submitted in partial fulfilment for the degree of
MASTER OF DA'WAH AND ISLAMIC MANAGEMENT

UNIVERSITI SAINS ISLAM MALAYSIA

APRIL 2023

UNIVERSITI SAINS ISLAM MALAYSIA
جامعة العلوم الإسلامية الماليزية
ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA

AUTHOR DECLARATION

I hereby declare that the work in this dissertation is my own except for quotations and summaries which have been duly acknowledge.

Date: 19 April 2023

Signature:

Name: Siti Zubaidah Muhammad

Matric No: 3182702

Address: Kampung Pangkal

Jetas, Labok, 18500,

Machang, Kelantan.



ACKNOWLEDGEMENTS

Grateful to Allah SWT and His Messenger Muhammad SAW. I would like to acknowledge and give my warmest thanks to my supervisor Dr. Norhayati Rafida Abdul Rahim, Dr Muhammad Nizam Awang and Dr Khatijah Othman who made this work possible. Their guidance and advice carried me through all the stages of my writing.

I also want to give special thanks to my family for always supporting me and giving me unbroken encouragement until I can finish this writing. In addition, I would also like to thank my friends Nurhamidah Jalil and Izzati Nadia Dzolkifli for always helping me in completing this writing.



ABSTRAK

Industri halal Malaysia, yang telah menembusi pasaran dunia secara berkesan, khususnya dalam sektor makanan halal, telah mengukuhkan reputasi negara, menjadikannya antara negara yang paling dihormati dan disegani di dunia. Ia juga menjadikan Malaysia lokasi yang wajar untuk mengembangkan perusahaan barangan dan perkhidmatan halal. Pada masa yang sama, sesetengah orang dalam sektor ini tidak mempunyai integriti dalam melaksanakan tanggungjawab mereka. Integriti adalah elemen penting untuk meningkatkan nilai dan tingkah laku etika pekerja dalam organisasi. Kajian ini ingin 1) mengenal pasti tahap kefahaman Islam dalam kalangan eksekutif Halal dalam industri makanan halal di Malaysia; 2) mengiktiraf tahap keagamaan dalam kalangan eksekutif halal dalam industri makanan halal di Malaysia; 3) mengkaji tahap integriti dalam kalangan eksekutif halal dalam industri makanan halal di Malaysia dan 4) menganalisis perkaitan antara pemahaman Islam, religiositi, dan integriti eksekutif halal dalam industri makanan halal di Malaysia. Kajian ini hanya tertumpu kepada industri makanan halal kerana semua manusia memerlukan makanan untuk meneruskan kehidupan seharian dan makanan halal amat penting kepada umat Islam bagi menjamin kesihatan dan kecergasan rohani dan jasmani. Kajian ini melibatkan 278 responden yang bekerja dalam industri makanan halal yang dipilih secara rawak. Kajian ini menggunakan pendekatan kuantitatif untuk mengumpul data. SPSS digunakan untuk menganalisis data. Hasilnya menunjukkan bahawa pandangan dunia Islam dan religiositas mempunyai hubungan yang positif dengan integriti.

Kata kunci: integriti, Pandangan dunia Islam, keagamaan, industri makanan

ABSTRACT

Malaysia's halal industry, which has effectively penetrated the worldwide market, particularly in the halal food sector, has strengthened the country's reputation, making it one of the most respected and well-regarded countries in the world. It also makes Malaysia a desirable location for expanding halal goods and services enterprises. At the same time, some people in this sector lack integrity when it comes to fulfilling their responsibilities. Integrity is a significant element to improve the value and ethical behaviour of employees in the organization. This study wishes to 1) identify the level of Islamic understanding among Halal executives in halal food industries in Malaysia; 2) to recognize the level of religiosity among halal executives in halal food industries in Malaysia; 3) examine the level of integrity among halal executives in halal food industries in Malaysia and 4) analyze the correlation among understanding of Islam, religiosity, and halal executive integrity in halal food industries in Malaysia. This study only focuses on halal food industries because all human beings need food to continue their daily life and halal food is very important to Muslims to ensure spiritual and physical health and fitness. This study involved 278 respondents working in the halal food industries who are randomly selected. This study uses a quantitative approach to collect data. The SPSS is used to analyze the data. The result revealed that the Islamic worldview and religiosity have a positive relationship with integrity.

Keywords: integrity, Islamic worldview, religiosity, food industry

الملخص

عززت صناعة الحلال في ماليزيا ، التي تغلغت بشكل فعال في السوق العالمية ، لا سيما في قطاع الأغذية الحلال ، من سمعة البلاد ، مما يجعلها واحدة من أكثر البلدان احترامًا واحترامًا في العالم. كما أنه يجعل ماليزيا موقعًا مرغوبًا فيه لتوسيع مؤسسات السلع والخدمات الحلال. في الوقت نفسه ، يفتقر بعض الأشخاص في هذا القطاع إلى النزاهة عندما يتعلق الأمر بالوفاء بمسؤولياتهم. النزاهة عنصر مهم لتحسين القيمة والسلوك الأخلاقي للموظفين في المنظمة. تهدف هذه الدراسة إلى (١) تحديد مستوى الفهم الإسلامي بين المديرين التنفيذيين الحلال في الصناعات الغذائية الحلال في ماليزيا. (٢) التعرف على مستوى التدين بين المديرين التنفيذيين الحلال في الصناعات الغذائية الحلال في ماليزيا ؛ (٣) فحص مستوى النزاهة بين المديرين التنفيذيين الحلال في الصناعات الغذائية الحلال في ماليزيا و (٤) تحليل العلاقة بين فهم الإسلام والتدين والنزاهة التنفيذية الحلال في الصناعات الغذائية الحلال في ماليزيا. تركز هذه الدراسة فقط على الصناعات الغذائية الحلال لأن جميع البشر يحتاجون إلى الغذاء لمواصلة حياتهم اليومية والطعام الحلال مهم جدًا للمسلمين لضمان الصحة واللياقة البدنية والروحية. ضمت هذه الدراسة ٢٧٨ مستجيباً يعملون في الصناعات الغذائية لتحليل SPSS الحلال تم اختيارهم عشوائياً. تستخدم هذه الدراسة نهجاً كميًا لجمع البيانات. يستخدم البيانات. أظهرت النتيجة أن النظرة الإسلامية للعالم والتدين تربطهما علاقة إيجابية بنزاهة.

الكلمات المفتاحية: النزاهة ، النظرة الإسلامية للعالم ، بدل التدي ، صناعة الأغذية

Table of Content

Title	Page
AUTHOR DECLARATION	I
ACKNOWLEDGEMENT	II
ABSTRAK	III
ABSTRACT	IV
الملخص	V
TABLE OF CONTENT	VI-VIII
LIST OF TABLE	IX
LIST OF FIGURE	X
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1-2
1.1 Background of Research	2-3
1.2 Problem Statement	4-7
1.3 Research Question	7
1.4 Research Objective	7
1.5 Significant of Study	8
1.6 Definition of Terms	9-11
1.7 Conclusion	11

CHAPTER 2: LITERATURE REVIEW

2.0	Introduction	12
2.1	Islamic Worldview	12-14
2.2	Needs of Halal in Islam	14-16
2.3	Halal Issues in Malaysia	16-18
2.4	Islamic Practices in Islam	18-19
2.5	The Concept of Integrity	20-22
2.6	Integrity from Islamic Perspective	23-25
2.7	Halal Executive	25-26
2.8	Halal Food Industries in Malaysia	26-28
2.9	Management of Halal Certification	28-30
2.10	Research Framework	30-32
2.11	Conclusion	33

CHAPTER 3: RESEARCH METHODOLOGY

3.0	Introduction	34-36
3.1	Research Process	36-37
3.2	Phase One	37-40
3.3	Phase Two	40-42
3.4	Operationalization of Variables	42-45
3.5	Instrument	45-46
3.6	Data Collection Method and Procedure	46-48
3.7	Data Analysis	48-49
3.8	Conclusion	49-50

CHAPTER 4: FINDINGS

4.0 Introduction	51
4.1 Demographic Background	51-59
4.2 Result of Islamic Worldview	59-61
4.3 Result of Religiosity	61-65
4.4 Result of Integrity	65-66
4.5 Result of Correlation between Islamic Worldview, Religiosity and Integrity	66-69
4.6 Conclusion	69

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.0 Introduction	70
5.1 Summary of Research Problem	70-72
5.2 Summary of Methodology	72-73
5.3 Summary of Findings	73-75
5.4 Implication of Study	75
• Knowledge	75
• Practices	75-76
• Theory	76-78
5.5 Suggestion of Study	78-80
5.6 Conclusion	80
REFERENCE	81-91

APPENDICES

LIST OF TABLES

		Page
Table 1	Details of Questionnaire (Semi-structured)	39
Table 2	Items of Instruments	45
Table 3	Details of Questionnaire	45
Table 4	Result of Reliability Test	46
Table 5	Demographic Background of Respondents according to Gender, Age and Education (n=278)	53
Table 6	Distribution of Respondent's Job Positions, Length of Service and Experience according to Frequency and Percentage (n=278)	55
Table 7	Type of Internal Training according to Frequency and Percentage (%)	57
Table 8	Type of External Training according to Frequency and Percentage (%) (n=278)	58
Table 9	Certificate Owned by the Respondents (n=278)	59
Table 10	Items Measuring Islamic Worldview according to Mean and Standard Deviation (SD) (n=278)	61
Table 11	Distribution of Islamic Worldview Level according to Frequency and Percentage (%) (n=278)	61
Table 12	Items Measuring Religiosity according to Mean and Standard Deviation (SD) (n=278)	63
Table 13	Distribution of Level of Religiosity according to Frequency and Percentage (%) (n=278)	65
Table 14	Items Measuring Integrity according to Mean and Standard Deviation (SD) (n=278)	66
Table 15	Distribution Level of Integrity according to Frequency and Percentage (%) (n=278)	67
Table 16	Correlation Between Islamic Worldview, Religiosity and Integrity	69

LIST OF FIGURES

		Page
Figure 1	Norms Activation Model	31
Figure 2	Theoretical Framework	32
Figure 3	Research Process	37
Figure 4	Research Design for Phase One	38
Figure 5	Research Design for Phase Two	41
Figure 6	Theoretical Framework	77

UNIVERSITI SAINS ISLAM MALAYSIA
جامعة العلوم الإسلامية
ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA