

Halal Certification Motivation, Compliance and the Impact on Performance of Food Industry in Malaysia and Indonesia: A Systematic Literature Review

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Abstract

This systematic literature review aims to comprehensively analyze the factors influencing motivation, compliance, and the impact on performance in the context of Halal certification. A thorough search of academic databases using Scopus and Web of Science (WoS) published between 2016 and 2023 yielded a comprehensive selection of articles focusing on motivation, compliance, and the impact on performance in Halal certification within Malaysian and Indonesian food enterprises. The selected studies underwent a comprehensive screening process, and relevant data were extracted for synthesis before being validated through field study experts. Based on primary data N equal to 20 articles, the review highlights the intricate interplay of internal and external factors influencing the Malaysian and Indonesian food industry's motivation and compliance and the impact on performance in Halal certification for food industry. This pioneering study provides researchers, food companies, and stakeholders valuable insights into positive factors toward the sustainability of food Halal certification in both countries. It provides a relatively new finding from the Malaysian and Indonesian points of view regarding readiness and sustaining Halal food certification to be the champion of global Halal. To the best of the authors' knowledge, this novel study was the first attempt to integrate drivers and compliance of halal certification and the impact on performance in the specific context of food manufacturing in Malaysia and Indonesia.

Keywords: Halal certification, food producers, compliance, performance, motivation, Malaysia, Indonesia

1.0 INTRODUCTION

In recent years, there has been a notable surge in the adoption of Halal food certification among various firms, establishing a significant presence in academic discourse. This trend is particularly noteworthy given the distinctive position held by food producers, characterized by their agility, adaptability, and potential for innovation (Chemah Tamby Chik, Mohd Amri Abdullah, Sabaianah Bachok, 2018; Utami et al., 2022). The multifaceted nature of the Halal certification practices within the food sector holds paramount importance, not only for the sustained growth of food producers but also for maintaining the integrity of the broader Halal industry (Asadi et al., 2023; Rapaccini et al., 2023; Sakai and Yao, 2023; Salvador et al., 2023). This is because halal certification is believed to enhance the performance of the SMEs, both operationally and financially (M. H. Ali & Suleiman, 2016; Giyanti & Indriastiningsih, 2019; Utami et al., 2022a), expand the market and product competitiveness (Santoso et al., 2021) (Purnomo, 2023) (Hashim & Mohd Nor, 2022) as well as being a strategic resource for customer attraction (Rafiki & Wahab, 2016).

Navigating through the stages of obtaining Halal certification involves a meticulous process encompassing pre-application, application, evaluation, and post-certification phases. During the application phase, companies are required to fulfill various criteria, such as appointing Muslim employees, implementing robust raw material control management, documentation, and developing a comprehensive Halal management system (Ismail et al., 2021). Subsequently, the application evaluation phase demands a rigorous assessment process, including document adequacy reviews and site audits, culminating in the presentation of the application before the Halal verification panel (Anggarkasih & Resma, 2022; Lestari et al., 2023a; Razalli, 2018). This assessment revolves around critical components such as halal management organizations, administration, storage, materials production processes, and product performance, supported by technical reference, communication, training, and internal audit components (Achmad Samudra Dewantara, Eko Liquiddanu, Cucuk Nur Rasyidi, Muh. Hisjam, 2018).

The post-Halal certification phase demands sustained high levels of compliance with certification procedures, as authorities may conduct unannounced inspections at any time (Abd Rahman et al., 2017; Muhammad Syukri Mohd Ashmir Wong & Anis Husna Abdul Halim, 2021; Othman et al., 2016b). Any lapses in compliance during these crucial phases may lead to the rejection, suspension, or withdrawal of the certification.

Despite the growing body of research on Halal certification, the literature on the sustainability of Halal certification in the food sector remains limited. Existing studies primarily focus on customers, challenges, and governance, often overlooking the intricate interplay between motivation, performance, and compliance within food enterprises seeking or holding Halal certification. However, there is a pressing need for research that delves into the nuanced relationships between motivation, compliance, and performance in the context of Halal certification.

To address these gaps in the literature, this systematic literature review aims to explore Halal food certification practices in Malaysia and Indonesia. Both countries share strategic positioning, significant Muslim populations, and the status of being unique Halal hub countries, making them ideal subjects for examination (Ariefiara et al., 2022; Johari & Khairunnisa, 2019; Katuk et al., 2021). By understanding the unique dynamics of the Halal food enterprise industry in these nations, this review seeks to contribute valuable insights into the motivations driving the industry

to apply for Halal certification, the compliance factors throughout the certification process and beyond, and the consequential impact of compliance on the achievements of the Halal industry.

2.0 LITERATURE REVIEW

Malaysia and Indonesia aim to dominate the global Halal market. Nevertheless, challenges in obtaining certification in food industries remain, with a limited understanding of factors of success of these countries in achieving and sustaining Halal certification. The failures in Halal compliance include a lack of knowledge, awareness and government support about the requirements and benefits of Halal certification and a lack of capital, which could lead to misperceptions about the cost and Muslim entrepreneurs being comfortable with their status as Muslim (Anwar *et al.*, 2018; Hafidz *et al.*, 2023; Ngah *et al.*, 2015; Oemar *et al.*, 2022a; Prabowo *et al.*, 2015). The lack of socialization and information has led to a lack of knowledge and awareness. The other study, across the four critical points, showed that the food service operators emphasized the cleanliness and quality of food, but they deemphasized the establishment of the internal committee. This implies that their understanding of compliance with the Halal assurance system is limited to documentation, cleanliness, and quality food only, ignoring the importance of establishing an internal committee (M. H. Hassan *et al.*, 2015). However, according to Puspaningtyas (2021), adopting a quality certification involves more than just considering the cost, support, and awareness factors. It requires motivation (Koryak *et al.*, 2015) and knowledge (Utami *et al.*, 2022).

Therefore, organizations need to review these levels by assessing the organization's readiness (Wahyuni, 2021). Unfortunately, only a few conceptual studies based on literature are developed by incorporating several factors as precursors to the successful and positive impact of Halal food industries. Nine years later, between 2004 and 2014, Ab Talib *et al.* (2016) and Talib & Hamid (2015) conducted a Pareto analysis to identify the motivation and limitation factors for Halal certification through various article journals. Ab Talib *et al.*, 2016 and Talib & Hamid, 2015 analyzed 50 journal articles and discovered 15 motivational factors and 20 limitation factors for implementing Halal food certification. Institutional theory was utilized to understand external factors such as government regulations, Muslim demands, and competition that influence the implementation of Halal certification. It has been found that there are limited articles using this method of systematic literature review (SLR). Bidin *et al.* (2021) established that a systematic literature review on the Halal Industry's organizational performance factors reveals four main factors: strategic Halal business management, understanding consumer demands, creating a conducive organizational environment, and enhancing business performance. Another review investigates the effects of halal certification on small and medium-sized businesses, which rose from 2016 to 2023 (Purnomo, 2023). The articles emphasize the impact of halal certification on purchasing decisions for MSME products and on increasing MSME sales.

By obtaining Halal certification, enterprises can tap into the growing demand for domestic and international Halal products. From the motivation perspective, implementing Halal certification stems from the understanding that it has a significant positive impact on the interest of both Muslims and non-Muslims in purchasing Halal products (Najmudin & Syihabudin, 2022). Nevertheless, non-compliance with halal certification guidelines by some food producers has significant implications for halal consumers and the industry and leads to product recalls. (Ahmad *et al.*, 2017). An analysis of 210 Halal-certified food manufacturing companies underscores the positive relationship between Halal certification with operational performance, mediating its

impact on financial performance and emphasizing the pivotal role of Halal food certification in achieving superior business outcomes (Ab Talib *et al.*, 2017).

Therefore, this systematic review aims to synthesize existing literature on Halal certification practices among food producers in Malaysia and Indonesia, identifying key determinants and synthesizing existing research. The review will also assess the impact of Halal certification compliance on market performance and sustainability of food industries. The review offers valuable insights for scholars, practitioners, policymakers, and industry owners on motivation, performance, and compliance, making it valuable.

3.0 MATERIAL AND METHOD

3.1 Identification

In choosing several appropriate papers for this report, the systematic review consists of three main phases. The first step is keyword recognition and the quest for linked, similar terms based on the thesaurus, dictionaries, and previous studies. Accordingly, after all the relevant keywords were decided, search strings on Scopus and the Web of Science (WoS) (see Table 1) database were created. In the first step of the systematic review process, the present research work successfully retrieved 247 papers from both databases.

Table 1 The search string from Scopus and Web of Science's database

Scopus	TITLE-ABS-KEY ("halal cert*" AND (readiness OR motivation OR obligation OR compliance OR significant* OR contribution OR success*) AND food) AND PUBYEAR > 2015 AND PUBYEAR < 2024 AND (LIMIT-TO (DOCTYPE, "ar")) AND (LIMIT-TO (PUBSTAGE, "final")) AND (LIMIT-TO (LANGUAGE, "English")) AND (LIMIT-TO (AFFILCOUNTRY, "Malaysia") OR LIMIT-TO (AFFILCOUNTRY, "Indonesia"))
Web of Science (WoS)	"halal cert*" AND (readiness OR motivation OR obligation OR compliance OR significant* OR contribution OR success*) AND food (Topic) and Article (Document Types) and 2023 or 2022 or 2021 or 2020 or 2019 or 2016 or 2017 or 2018 (Publication Years) and Article (Document Types) and English (Languages) and MALAYSIA or INDONESIA (Countries/Regions)

3.2 Screening

Duplicated papers should be excluded during the first step of screening. The first phase omitted 23 articles, while the second phase screened 144 articles based on several inclusion and exclusion criteria developed by researchers. As shown in Table 2, research article was the first criterion because it is the primary source of practical information. It also includes the exclusion from the current study of publications in the form of systematic review, review, meta-analysis, meta-synthesis, book series, books, chapters, and conference proceedings. Furthermore, the review concentrated exclusively on papers written in English. It is essential to note that the articles were chosen covering an eight-year span (2016–2023) because there are no articles yet discussed within the period. The review focused on Malaysia and Indonesia's territory only as the highest populations of Muslims and the most progressive vision and research pertaining to Halal. The abstracts have been selected to conform to the analysis objective. In all, 144 publications based on specific parameters were excluded.

Table 2 The selection criterion is searching

Criterion	Inclusion	Exclusion
Language	English	Non-English
Timeline	2016 – 2023	< 2016
Literature type	Journal (Article)	Conference, Book, Review
Publication Stage	Final	In Press
Country	Malaysia and Indonesia	Besides Malaysia and Indonesia

3.3 Eligibility and Inclusion

For the third step, known as eligibility, a total of 80 articles have been prepared. All articles' titles and key content were thoroughly reviewed to ensure that the inclusion requirements were fulfilled and fit into the present research aims. Therefore, 60 reports were omitted because they were out of the field, the titles were not significant, and the abstracts were not related to the objective of the study. Finally, 20 articles are available for review (see Table 3).

3.4 Data Abstraction and Analysis

This study employed an integrative analysis, a comprehensive examination technique utilized for the analysis and synthesis of diverse research designs, including qualitative, quantitative, and mixed methods. Here, expert researchers focused on developing relevant topics and sub-topics. The data collection phase was the first step in developing the theme. The authors have carefully reviewed a group of 20 papers for statements or information addressing questions from this current research (illustrated in Figure 1). In the second step, the authors and experts then analyze the determinants of the three themes towards Halal food producers in both countries, determine and form meaningful groups.

The three main themes that emerged from the approach are (1) motivation, (2) compliance, and (3) performance. The authors resumed each developed theme from here, including any themes, concepts, or ideas having any relationship. Within the framework of this study, the corresponding author worked with other coauthors to establish themes based on the findings. Here, a log was maintained during the data analysis process to document any analysis, opinions, puzzles, or other ideas relevant to the data interpretation. The authors also compared the findings to resolve discrepancies in the theme-creation process. Note that authors addressed any theme inconsistencies with each other. Finally, the developed themes were tweaked to ensure their consistency. To ensure the validity of the problems, two experts performed the examinations, one specializing in Halal management and the other in Halal industries. The experts' review phase helped ensure each sub-theme's clarity, importance, and adequacy by establishing domain validity. Consequently, adjustments have been made at the author's discretion based on expert feedback and comments.

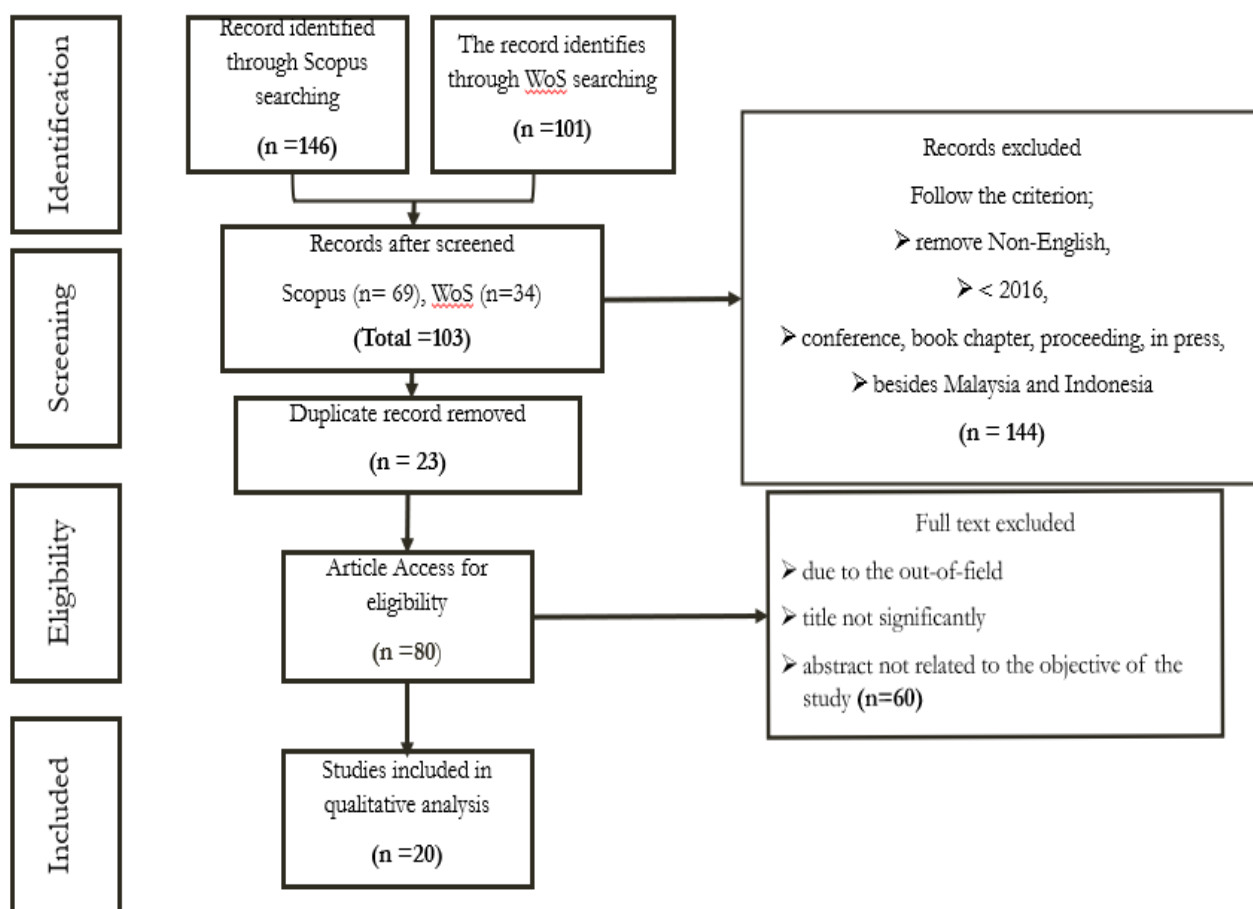


Figure 1: Flow diagram of the proposed search study (Moher *et al.*, 2009)

4.0 RESULT AND DISCUSSION

Table 3 The research article's findings based on the proposed search criterion

Article Title	Author	Year	Journal	Methodology	Advantages & finding
Factors of Readiness Motivation Towards Halal Certification (5)					
Halal food standard implementation: are Malaysian firms proactive or reactive? (Ab Talib & Ai Chin, 2018)	Ab Talib M. S.; Ai Chin T.	2018	British Food Journal	A survey of 210 Halal-certified food manufacturers examined the correlation between reasons and Halal Food Standards (HFS) implementation.	The implementation of HFS is driven by internal factors such as organizational commitment, operational improvement, and marketing functions, and external factors like government intervention and consumer pressure.
Influence of perceived benefits and traceability system on the readiness for Halal Assurance System implementation among food manufacturers (Abd Rahman <i>et al.</i> , 2017)	Abd Rahman, Azmawani Singhry, Hassan Barau Hanafiah, Mohd Hizam Abdul, Mohani	2017	Food Control	The study utilized a cross-sectional survey and simple random sampling, obtaining 139 responses from Malaysia Halal-certified small and medium enterprises (SMEs) at the end of the data collection period.	The results show that the deployment of traceability systems is positively correlated with the perceived advantages of operational and market competition, and it is essential to close the gap between perceived benefits and Halal Assurance System preparedness.
Awareness of halal certification of micro and small enterprises in Jakarta (Viverita & Kusumastuti, 2017)	Viverita Kusumastuti, R.D.	2017	International Journal of Economics and Management	The study included a survey of 180 Jakarta-based Multinational Enterprises (MSEs), in-depth interviews, and focus group discussions.	The findings reveal that most MSEs are aware of Halal certification, while customers and exposure significantly affect MSEs' awareness of Halal certification.

Article Title	Author	Year	Journal	Methodology	Advantages & finding
Awareness and intention to register halal certification of micro and small-scale food enterprises (Oemar <i>et al.</i> , 2022b)	Oemar, Hirawati Prasetyaningsih, Endang Bakar, Siti Zakiah Abu Djamaludin, Djamaludin Septiani, Anis	2022	F1000Research	A set of questionnaires was distributed to collect data in West Java, Indonesia, and Structural Equation Modelling (SEM) was used.	The study indicates that Halal awareness is influenced by knowledge of Halal and perceptions of its benefits and positively influences the intention to obtain a Halal certificate.
Motives for participation in halal food standard implementation: an empirical study in Malaysian halal food industry (Jaswir <i>et al.</i> , 2023)	Jaswir, Irwandi Sari, Dian Permata Haji Che Daud, Mohd Radzi bin Sukmana, Raditya	2023	International Journal of Islamic and Middle Eastern Finance and Management	Individual-level surveys among companies that participated in Halal or food exhibitions to measure and differentiate various dimensions of motivations.	This study has discovered a significant relationship between the motive (professional, competitor, and regulatory factors) behind the implementation of MS1500 and the implementation itself.
The Factors of Compliance for Halal Certification (6)					
Halal compliance decisions by food suppliers based on analytic hierarchy process (Iberahim <i>et al.</i> , 2016)	Iberahim H.; Mustapha N.; Kamaruddin R.; Hamid N.A.; Samah M.A.A.	2016	Advanced Science Letters	Exclusive interviews with 12 food suppliers were conducted. The study utilized the Analytic Hierarchy Process to analyze the factors influencing their decisions regarding Halal compliance.	This study discovers that suppliers prioritize knowledge of Halal, followed by practice, activity, and resources, which will encourage them to comply with all requirements and, therefore, will increase their integrity.
The moderating effect of religiosity on halal certification among food manufacturers in Malaysia (Baharuddin <i>et al.</i> , 2020)	Baharuddin S.A.; Ismail R.M.; Neyson Dorai S.D.; Romle A.R.; Mohd Zamani S.N.	2020	International Journal of Supply Chain Management	The quantitative study among Malaysian F&B companies.	The study found that religiosity does not affect Halal compliance among Malaysian F&B companies, suggesting that the existing Halal management system may be the primary factor ensuring compliance.

Article Title	Author	Year	Journal	Methodology	Advantages & finding
Evaluation of knowledge, halal quality assurance practices and commitment among food industries in Malaysia (Othman <i>et al.</i> , 2016a)	Othman B.; Shaarani S.M.; Bahron A.	2016	British Food Journal	A cross-sectional study was conducted using random and purposive sampling, with SME food industries filling out questionnaires.	It was found that there was a fair degree of level of knowledge, Halal quality assurance practices and commitment to the implementation of Halal Malaysia.
Malaysian Halal Certification: A Study of Compliance Behavior of Muslim Entrepreneurs (Basarud-din <i>et al.</i> , 2022)	Basarud-din, SK; Saad, RA and Aminullah, AA	2022	Global Journal Al-Thaqafah	The study investigates the factors influencing compliance behavior among 400 Muslim entrepreneurs in Malaysia regarding Malaysian Halal certification using questionnaires and SEM analysis.	The study reveals that attitude, social influence, and awareness positively influence compliance with Malaysian Halal certification.
An integrated framework for the measurement of halal good manufacturing practices on the case of SMEs in the food sector (Lestari <i>et al.</i> , 2023b)	Lestari, F; Kurniawan, R; Akbarizan	2023	Journal of Islamic Marketing	This research conducted focus group discussions in two locations with 8 experts and 73 SMEs in the food sector at two Indonesian Government agencies.	Two research agencies were deemed poor, indicating a need for enhanced HGMP implementation, highlighting significant differences in building, personnel, storage, and maintenance factors for SMEs' business process policies.
Critical success factors affecting the implementation of halal food management systems: Perspective of halal executives, consultants and auditors (Ahmad <i>et al.</i> , 2017)	Ahmad A.N.; Abdul Rahman R.; Othman M.; Ungku Zainal Abidin U.F.	2017	Food Control	A semi-structured interviews with Halal executives, consultants, and auditors from Malaysian/local Halal authorities.	The findings suggested that top management, Halal executives, employees, suppliers, and consumers are critical factors in successful Halal system implementation.
The Impact on Business Performance (9)					

Article Title	Author	Year	Journal	Methodology	Advantages & finding
The effect of halal traceability system on halal supply chain performance (Zainuddin <i>et al.</i> , 2020)	Zainuddin N.; Saifudin A.M.; Deraman N.; Osman A.A.	2020	International Journal of Supply Chain Management	The study uses SEM techniques to analyze the influence of a Halal traceability system on Halal supply chain performance among Halal-certified food and beverage manufacturers.	The study confirms the impact of the Halal traceability system on Halal supply chain performance, demonstrating significant variance explanation and predictive relevance, indicating high performance.
Halal practices integrity and halal supply chain trust in Malaysian halal food supply chain (Kamisah <i>et al.</i> , 2018)	Kamisah S.; Mokhtar A.; Hafsah A.	2018	International Food Research Journal	Using a quantitative approach, survey questionnaires were distributed to 212 Malaysian Halal food and beverage companies during Halal food exhibitions and festivals.	The findings showed that Halal practice integrity is significantly related to Halal supply chain trust and supply chain performance. The results revealed that Halal supply chain trust is significantly important in enhancing Halal practices' integrity and supply chain performance.
Data-driven on sustainable food supply chain: a comparison on Halal and non-Halal food system (Tseng <i>et al.</i> , 2022)	Tseng M.-L.; Ha H.M.; Tran T.P.T.; Bui T.-D.; Lim M.K.; Lin C.-W.; Helmi Ali M.	2022	Journal of Industrial and Production Engineering	A combination of content analysis, fuzzy Delphi method, fuzzy decision-making trial, and evaluation laboratory is presented.	The most crucial indicators of a Halal sustainable food supply chain consist of Halal certification, Halal supply chain trust, Islamic values, and Halal food safety.
The influence of knowledge, attitude and sensitivity to government policies in halal certification process on organizational performance (Othman <i>et al.</i> , 2017)	Othman B.; Md. Shaarani S.; Bahron A.	2017	Journal of Islamic Marketing	The study utilized a self-administered questionnaire to assess human capital factors and Halal requirements practices among multinational companies and SMEs in Malaysia, obtaining 206 responses for analysis.	The outcome of this study showed a positive relationship between knowledge, attitude, sensitivity to government policy, and organizational performance.

Article Title	Author	Year	Journal	Methodology	Advantages & finding
SMEs' intangible resources and their effects on export performance: a study on Malaysian halal F&B sector (Ahmad-Fauzi & Saad, 2023)	Ahmad-Fauzi, NRH and Saad, NM	2023	Journal of Islamic Marketing	The study utilized a purposive sampling technique to 188 local SMEs exporting Halal-certified F&Bs.	The study reveals that intangible resources like international orientation and marketing capability significantly impact the export performance of Malaysian SMEs exporting Halal F&B.
The impact of entrepreneurial orientation and halal orientation toward organizational performance of micro-sized enterprises (Elias <i>et al.</i> , 2019)	Elias, E.M. Nawi, M.N.M. Pozin, M.A.A. Yaakob, M. Ahmad, M.F. Mahidin, N.	2019	International Journal of Supply Chain Management	The study examines the influence of entrepreneurial and Halal orientation on organizational performance in micro-sized food and beverage enterprises using a survey questionnaire.	Both entrepreneurial orientation and Halal orientation are important business strategies for organizational performance.
Halal standard implementation in food manufacturing SMEs: its drivers and impact on performance (Giyanti & Indrasari, 2020)	Giyanti I.; Indrasari A.; Sutopo W.; Liquiddanu E.	2021	Journal of Islamic Marketing	The research involved 83 Halal-certified SMEs in Solo Raya, Central Java, Indonesia, who participated through an on-site survey and structured questionnaire for primary data collection.	The implementation of Halal standards significantly enhances operational performance, which in turn boosts market and financial performance.
The influence of halal orientation strategy on financial performance of halal food firms: Halal culture as a moderator (Zailani <i>et al.</i> , 2020)	Zailani S.; Iranmanesh M.; Jafarzadeh S.; Foroughi B.	2020	Journal of Islamic Marketing	Data were obtained from a survey of 154 Halal food firms in Malaysia and were analyzed using the partial least squares technique.	The study shows that Halal materials, storage, and transportation positively impact financial performance, while Halal culture moderates the relationship between the production process and the firm's financial performance.

Article Title	Author	Year	Journal	Methodology	Advantages & finding
Impact of supply chain (SC) integration on halal food supply chain integrity and food quality performance (Ali <i>et al.</i> , 2022)	Ali M.H.; Iranmanesh M.; Tan K.H.; Zailani S.; Omar N.A.	2022	Journal of Islamic Marketing	Empirical data were collected from 275 Halal-certified food companies in Malaysia.	The results confirmed that all three dimensions of Halal SC integrity (Halal raw material integrity, Halal production, and information integration) had positive effects on Halal food quality performance.

4.1 Theme: Factors of Readiness Motivation Towards Halal Certification

In exploring the factors influencing the motivation of the food industry in Malaysia and Indonesia toward Halal food certification, our systematic literature review identified internal and external drivers. Internally, there are four factors: (1) under professional factors, the dimensions are the Halal awareness of top management, knowledge, intention to maintain the company image, and the perceived usefulness of certification, which play a pivotal role. (2) The organizational commitment to Halal standards and (3) the pursuit of operational improvements are additional internal motivators. (4) The marketing functions, utilizing Halal certification for branding and market penetration, emerged as significant influencers. Besides the internal factors, there are five other external factors. They are (1) customer pressure, (2) government regulations, (3) exposure to global markets, and (4) perceived operational advantages were key factors motivating food enterprises to seek Halal certification. The competitive landscape also played a crucial role, with companies recognizing certification as a strategic tool to gain a competitive edge in the market.

This synthesis suggests a complex interplay between internal and external motivations, underscoring the multifaceted nature of the decision to adopt Halal certification standards in the food industry. The findings emphasize the importance of understanding a company's internal dynamics and the external pressures and opportunities present in the broader industry and regulatory context. As the Halal food sector continues to grow in significance, these insights provide valuable considerations for businesses, policymakers, and researchers seeking to navigate the intricate landscape of Halal certification in the dynamic markets of Malaysia and Indonesia.

4.2 Theme: The Factors of Compliance for Halal Certification

In unraveling the intricate web of factors influencing the compliance of Halal food-certified companies in Malaysia and Indonesia, the systematic literature review has identified a diverse array of contributors. Critical internal elements such as the supplier's knowledge of Halal, organizational practices, and the dedication of resources were found to significantly impact compliance levels. Establishing and maintaining a robust Halal management system emerged as a linchpin, influencing internal processes and fostering trust along the Halal supply chain. Furthermore, the attitudes and social influences within the organization, from top management to employees, suppliers, and consumers, played pivotal roles in shaping and sustaining a culture of compliance. These internal dynamics underscore the importance of a holistic approach, where the commitment and engagement of all stakeholders contribute to the overall compliance framework.

Externally, the findings reveal that awareness within the broader industry, facilities' physical infrastructure, and regulatory bodies' influence were influential factors shaping compliance. The significance of personnel expertise, particularly the role of Halal executives and employees, cannot be overstated. Their knowledge, attitudes, and commitment are instrumental in steering the company towards adherence to Halal standards. Moreover, the critical linkages between compliance and the attitudes and preferences of suppliers and consumers highlight the interconnected nature of the Halal food industry. As we synthesize these findings, it becomes evident that a comprehensive understanding of compliance in Halal food certification necessitates an integrated approach that addresses both internal organizational dynamics and external influences, fostering a culture of adherence and trust throughout the supply chain.

4.3 Theme: The Impact on Business Performance

The compliance of Halal food-certified companies in Malaysia and Indonesia bears profound significance on various dimensions of organizational performance, which are divided into three focus performances:

organizational performance, export and market performance, and Halal sustainable food supply chain performance.

Firstly, within the organizational realm, the systematic literature review revealed that knowledge, attitude, and sensitivity to government policy were crucial determinants of organizational performance. Companies with strong entrepreneurial orientation were found to be particularly adept at leveraging the benefits of Halal certification. Specifically, compliance with Halal certificate standards, encompassing aspects like the use of Halal materials, storage, transportation, cultivation of Halal cultures, and the intricacies of the production process, emerged as pivotal contributors to organizational performance. This suggests that a holistic commitment to Halal practices ensures adherence to religious principles and contributes significantly to the overall effectiveness and efficiency of internal processes within food enterprises.

Secondly, the findings extend to Halal food-certified companies' export and market performance. Critical elements were identified as international orientation, marketing capability, and innovative performance. Notably, compliance with Halal certification standards played a central role in shaping a company's ability to navigate international markets successfully. This underscores the growing global importance of Halal certification as a market differentiator and a key factor influencing consumer choices. Thus, the significance of compliance with Halal standards extends beyond religious considerations, acting as a catalyst for enhanced export and market performance in the increasingly competitive landscape of the food industry.

Thirdly, the implications of Halal certification extend to the broader spectrum of Halal sustainable food supply chain performance. Elements such as Halal supply chain trust, adherence to Islamic values, and ensuring Halal food safety and traceability were identified as integral components. Within this context, compliance with Halal certificate standards, encompassing raw material integrity, production processes, and information integration, emerged as foundational pillars influencing the overall sustainability and trustworthiness of the Halal food supply chain. This signifies the vital role of Halal certification in meeting consumer expectations and fostering a resilient and ethical Halal supply chain, crucial for the long-term success of food enterprises in Malaysia and Indonesia.

Therefore, the findings based on these three themes highlight several key dimensions that drive the development and maintenance of halal compliance within the food industries in Malaysia and Indonesia. These drivers can be systematically categorized into motivational factors for both intrinsic and extrinsic as the initial step, followed by compliance factors during the process of adherence, ultimately leading to their contribution to organizational performance. Moreover, as illustrated in Figure 2, these interrelated factors collectively offer a comprehensive understanding of the landscape shaping halal compliance readiness and sustainability in these countries.

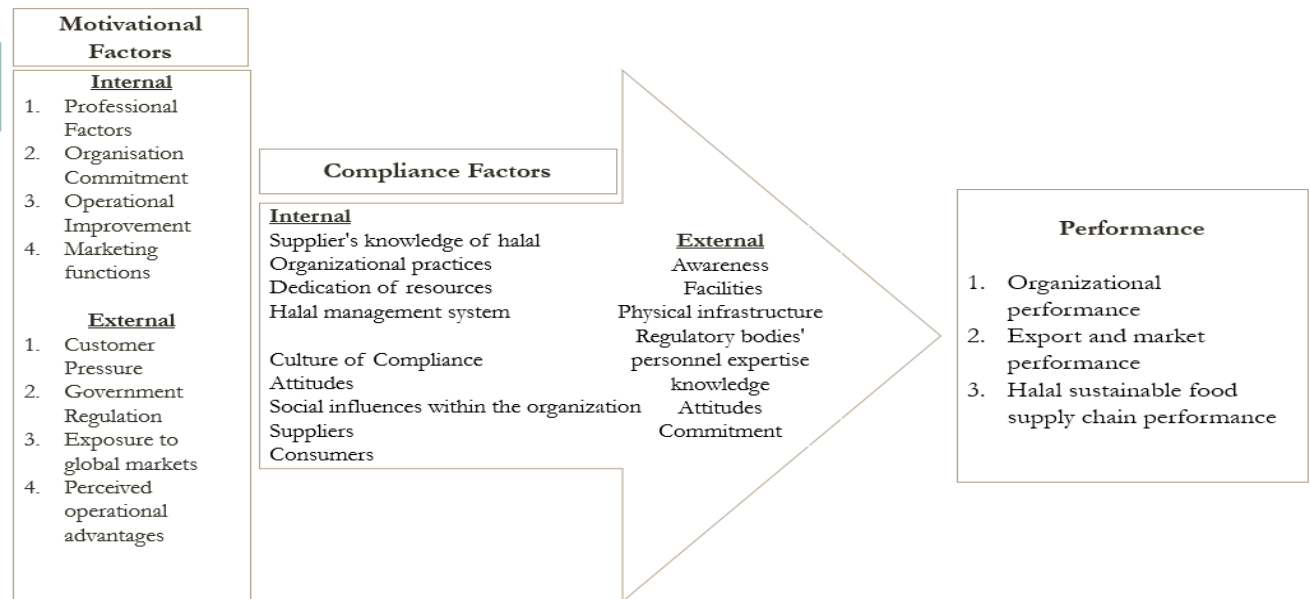


Figure 2: Landscape for drivers of halal food readiness and sustainability in Malaysia and Indonesia

5.0 CONCLUSION

In conclusion, this systematic literature review sheds light on the intricate drivers of halal food readiness and sustainability that influence motivation, compliance, and performance within the food industry in Malaysia and Indonesia. Internal factors, including top management’s awareness, organizational commitment, operational improvements, and strategic marketing functions, are deeply interconnected with external pressures such as customer demand, government regulations, global exposure, and competitive dynamics. This review highlights the complex interplay between these internal and external drivers, underscoring the importance of a holistic understanding of organizational dynamics and external influences.

Then, the compliance factors also play a crucial role in shaping halal readiness, encompassing both internal and external elements. Internally, aspects such as the supplier’s knowledge of halal, organizational practices, dedication of resources, implementation of a halal management system, a culture of compliance, employee attitudes, and social influences within the organization significantly contribute to adherence. Externally, factors such as public awareness, availability of facilities, physical infrastructure, support from regulatory bodies, personnel expertise, and knowledge, along with external attitudes and commitment, collectively enhance the industry’s capacity to maintain compliance. These elements further reinforce the interplay between internal and external dynamics in sustaining halal food certification.

Moreover, the integration of motivational and compliance factors culminates in enhanced performance across multiple dimensions. Organizational performance is strengthened through improved operational efficiency, strategic decision-making, and heightened organizational commitment to halal principles. Export and market performance benefit from increased competitiveness, wider market access, and stronger brand reputation, driven by adherence to halal certification standards. Furthermore, the implementation of a halal sustainable food supply chain fosters ethical practices, transparency, and long-term resilience, ensuring the consistent delivery of high-quality halal products. Together, these performance outcomes underline the strategic importance of halal compliance as a driver of growth, sustainability, and global competitiveness in the food industry.

As the halal food sector continues to grow and adapt in Malaysia and Indonesia, these insights offer valuable guidance for businesses, policymakers, and researchers seeking to navigate this dynamic landscape. Furthermore, the profound impact of halal certification on organizational performance, export potential, and ethical supply chain practices reinforces its dual significance as both a religious obligation and a strategic imperative. In a rapidly evolving global food industry, halal certification emerges not only as a tool for enhanced efficiency and market competitiveness but also as a cornerstone for fostering ethical and sustainable practices.

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Conflicts of Interest

The author(s) declare(s) that there is no conflict of interest regarding the publication of this paper

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