

Original Article

The Effectiveness of the Halal Certification Process among the Community in Brunei Darussalam

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Abstract: The reality of halal certification's effectiveness in the food industry is not solely impacted by external factors; consumers and governments who implement internal organizational management effectively and authoritatively are also contributory factors to such effectiveness. Therefore, the study was conducted with the aim of discovering more about the effectiveness of the halal certification process in Brunei Darussalam, especially from the perception of the community. The study participants were only halal certificate applicants. A total of 154 respondents participated in responding to the investigations, which were randomly distributed around Brunei Darussalam's four districts. The pioneering study was carried out to see if the investigative questions utilized in this study were reliable. The result of the alpha Cronbach value analysis for the circulating survey is .975. These findings have shown that respondents have a very high and positive view on the effectiveness of the halal certification process in Brunei Darussalam. The mean values for each survey also revealed that the study's numbers ranged between 3.68 and 4.61, indicating a very substantial level of significance. In general, this study discovered that community perception of the effectiveness of halal certification is at a high and very positive level. However, to further improve the effectiveness of the halal certification process, internal inspection and evaluation of the work process must be implemented by the management parties. Thus, this study recommended a framework for maintaining the effectiveness of the halal certification process so that the authority parties could take action to develop internal audit systems on working procedures for the halal certification process in Brunei Darussalam.

Key Words: Certification; Effectiveness; Halal Certificate; Procedure; Process

1. INTRODUCTION

The Halal Certificate and Halal Label Order, Amendment 2017 was implemented in Brunei Darussalam on May 26, 2017, with the aim of further strengthening the Halal Certificate and Halal Label Order, 2005, as well as allowing the Ministry of Religious Affairs (MoRA) or other government agencies to enforce halal-certified premises. This order also seeks to strengthen the control of halal food for business premises, ensuring that food and products sold, as well as services in Brunei Darussalam, are guaranteed to be halal. It is also intended to give people in Brunei Darussalam confidence in the selection of food that is not questioned. Therefore, this Amendment order requires

the application of a Halal Certificate and Halal Permit to food-related business owners in Brunei Darussalam, as well as the introduction and strengthening of compoundable offenses. The application for a Halal Certificate and/or Halal Permit is mandatory for food-related business owners in Brunei Darussalam, while the application for a Halal Certificate or Halal Permit for non-oral medical products, cosmetic products, used goods and services, as well as logistics, is on a voluntary basis [1].

In Brunei Darussalam, two types of applications have been established, namely, halal certificate applications and halal permit applications. A halal certificate application seems to be a request for the provision of food, such as restaurants and cafes, food courts, and central kitchens. This also means that anyone who operates a food-related company, such as a stall or canteen, should request halal certificates. Any person running a business producing and selling food from their house directly to customers, rather than through wholesalers or retailers, also falls into this category. While the category of halal permit application denotes that the application is dedicated to and required for the preparation of food in food processing facilities, such as food product processing factories. This also means that anyone who operates a business that offers food to wholesalers, retailers, or exports should apply for a Halal Permit. The Majlis Ugama Islam Brunei (MUIB) Halal Logo should be shown or placed on the package of the required products. In addition, among the regulations specified in this policy is that the owner must have at least two halal supervisors who are acknowledged by the MUIB in Chapter 4 (1) of the Halal Certificate and Halal Label Order, 2005.

2. BACKGROUND

According to studies of halal certification authority bodies from various countries, halal-certification authority bodies have halal certification procedures that rely on the needs of each country, certain halal standards, and initiatives to maintain their own strengths in addition to improving the quality of halal products in accordance with Islamic sharia for the entire community to enjoy [2]. However, there are still issues and challenges associated with the halal dedicating procedure that must be addressed. As a result of the value chain analysis approach, several findings in developing halal ecosystems aimed at resolving the issue of halal certification process incompetence have been discovered, including those involving three main elements, namely aspects of halal certificate processing, information about halal certification, and individuals involved in the halal certification process [3].

3. RESEARCH OBJECTIVE

Among the objectives of this study conducted are:

1. To know the communities' perception of halal certificates and the effectiveness of the halal certification process in Brunei Darussalam,
2. To analyze the factors that affect the effectiveness of the halal process in Brunei Darussalam.
3. To identify the problems that hindered the effectiveness of the halal certification process.

4. RESEARCH METHODOLOGY

The study necessitates quantifiable data based on descriptive statistical analysis of frequency, percentage, number of mean, and standard deviation. The study's design incorporates components of data collection processes, data analysis, and interpreting methods, as well as the process of validity and reliability of the study. The process of data collection through a survey, as well as the process of establishing expert validity and credibility through pioneering studies. The survey enlisted the

participation of people from throughout four districts of Brunei Darussalam. The responses to a 5-point Likert scale question about Brunei Darussalam's halal certification were addressed as follows: SDA = Strongly Disagree, D = Disagree, U = Unsure, SA = Strongly Agree, A = Agree, and N = Number.

The researchers adapted the sort of design utilized for the combined method of Exploratory Sequential Design, which enables the reviewer to gather data in a flavorful and sequential manner. The study is clarified or detailed using qualitative data collected through the analytical paper in the first phase and quantitative data collected through investigative questions in the second phase. The integration of quantitative and qualitative data is also conducted through the survey question and this analysis document, to generate mutually reinforcing exchanges.

5. RESEARCH FINDINGS

This section focuses on the study's specifics. Prior to the actual study, pilot studies were undertaken to determine the instrument's validity and reliability. The pilot study sought the assistance of 50 participants who were chosen randomly. The internal consistency of the instrument was tested using the Statistical Packages for the Social Science (SPSS) software version 23.0. According to the findings of a pioneering study, the item's reliability value is $\alpha = .975$, which indicates that it has a high-reliability value.

The SPSS software version 23.0 is being used to analyze the data. All of the studies that have been analyzed are presented as schedules that indicate the frequency, percentage, mean value, standard error of the mean (SEM), and standard deviation (SD). Furthermore, data interpretation from the five-point values is divided into three levels as shown in the following Table 1.

Table 1. Mean Interpretation

Mean Range	Interpretation
1.00-2.33	Low
2.34-3.67	Medium
3.68-5.00	High

The study got a response from 154 samples representing a population from across all four districts of Brunei Darussalam has responded to the study. The preceding is the response, as can be seen in Table 2.

Table 2. Respondents by Districts

District	Number of Respondents
Brunei-Muara	120
Tutong	13
Belait	16
Temburong	5

While the background information of respondents is represented in Table 3 below.

Table 3. Respondents by demographics

Demographics	Number of Respondents
Manager	29
Owner	43
Halal Supervisor	59
Others	23

According to the results of statistical analysis of Bruneian people's perceptions of the halal certificate of Brunei Darussalam shown in Table 4, the majority of items recorded agreeable responses to practically all things in the construct about this investigation. Item A2, which in fact about Brunei's halal certification gaining the full trust and confidence of all people in Brunei Darussalam, received 82 responses, with 53.2% strongly agreeing. Item A3, which is about Brunei halal certificate reaching the level of halal standard national and international, received 72 responses out of 154 responses, with 46.8% is strongly agreed. Regarding item A4, which states that Brunei's halal certificate is a symbol of the assurance and confidence of Muslims globally, a total of 86 responses have been recorded, above 50% with a strongly agreed of 55.8%. Item A5, which is about Brunei's halal certification as guidance to Muslims in adopting a halal nutrition lifestyle, received the highest number of strongly agreed responses, with 96 respondents out of 154, and a total frequency of 60%. The A6 item received a response rate of almost the same as the item A2, with 93 respondents of 60.4% strongly agreeing that Brunei's halal certification explains a product with a high degree of quality and is assured. In contrast to item A1, 83 responses with 53.9% only agreed that Brunei's halal certificate had its integrity; however, this data also indicated that there are still many of the respondents who agree that Brunei's halal certificate has its integrity, as evidenced by the data on this schedule, which shows that 63 out of 154 respondents with 40.9% strongly agree with the statement.

Table 4. Analysis of frequency, percentage, mean value, SEM, and SD of Perception of the Brunei Darussalam Halal Certificate

Perception of the Brunei Darussalam Halal Certificate	SDA	D	U	A	SA	N	Mean	SEM	SD
	<i>f</i> %	<i>f</i> %	<i>f</i> %	<i>f</i> %	<i>f</i> %	<i>f</i> %			
A1 Brunei's halal certificate has its integrity			8 5.2	83 53.9	63 40.9	154 100	4.35	.0466	.579
A2 Brunei's halal certification has the full trust and confidence of all the people in Brunei Darussalam			5 3.2	67 43.5	82 53.2	154 100	4.50	.0453	.563
A3 Brunei's halal certification reaches the level of halal standards within and outside the country			11 7.1	71 46.1	72 46.8	154 100	4.39	.0499	.620
A4 Brunei's halal certification is a symbol of the assurance and confidence of Muslims everywhere			2 1.3	66 42.9	86 55.8	154 100	4.54	.0423	.525

...continued Table 4

A5	Brunei’s halal certification becomes a guide to Muslims in practicing the halal nutrition lifestyle	1.6	57.0	96.3	154.100	4.61	.0437	.500
A6	Brunei’s halal certification explains a product that has a high and guaranteed level of quality.	1.6	5.2	55.7	93.60.4	154.100	4.55	.0478 .593

The community perception in Brunei Darussalam about the halal certificate issued in Brunei Darussalam has a very high level of trust and confidence due to the confidence in the integrity of Brunei’s halal certificate. Similarly, community confidence in halal standards in Brunei has reached international standards, not just at the national level. What is intriguing about this study is that would be possible to formulate that this Brunei Darussalam Halal Certificate could be used as a guideline to the public, particularly Muslims in Brunei Darussalam, to start practicing a Halalan Thayyiban nutritional lifestyle since the halal certificate in Brunei Darussalam plays a significant role in clarifying that Brunei’s halal-certified products have a high level of quality and are guaranteed halal.

Analysis of these studies on the perception of the halal certification process, as well as that found in Table 5, shows that the majority of people in Brunei Darussalam have favourable impressions of the speed and ease of the halal certification process.

The B1 item analysis revealed that 67 responses out of 154 are agreed, while 50 respondents with 32.5% strongly agreed that the Halal certificate application process was quick and simple. The analysis of item B2 also found that most of respondents with 50.6% agreed that the process of renewal for Halal certification was fast and easy, while 29.2% strongly agree. Regarding item B3, the process of applying for Halal certification changes is quick and easy, recorded 42.9% is agreed, while 35.1% strongly agree. In addition to community perception on the halal certification process, on item B4, most of respondents with 42.9% agreed on the ease of obtaining information on the status of halal certificate applications and halal permits while 35.7% of respondents responded strongly agreed.

Table 5. Analysis of frequency, percentage, mean value, SEM, and SD for Perception of Halal Certification Process

Perception of Halal Certification Process	SDA	D	U	A	SA	N	Mean	SEM	SD
	<i>f</i> %	<i>f</i> %	<i>f</i> %	<i>f</i> %	<i>f</i> %	<i>F</i> %			
B1 The process of halal certification application is quick and easy	3 1.9	12 7.8	22 14.3	67 43.5	50 32.5	154 100	3.96	.078	.979
B2 The renewal process of halal certification is quick and easy	2 1.3	13 8.4	16 10.4	78 50.6	45 29.2	154 100	3.98	.074	.925
B3 The process of requesting changes for halal certification is quick and easy	3 1.9	12 7.8	23 14.9	62 40.3	54 35.1	154 100	3.98	.080	.996
B4 Obtaining status and information regarding the application of Halal certificate and a halal permit is easy		12 7.8	21 13.6	66 42.9	55 35.7	154 100	4.06	.072	.897

...continued Table 5

B5 The level of effectiveness of the halal certification process in Brunei Darussalam is high.	2	8	62	82	154	4.45	.053	.657
	1.3	5.2	40.3	53.2	100			

Item B5, which is the community perception of the effectiveness of the halal certification process in Brunei Darussalam is very high, receives the highest percentage and frequency of strongly agree with 53.2% and 40.3% responses agree. Based on these findings, it could be presumed that the halal certification process in Brunei Darussalam is efficient in terms of management efficiency, both from the initial application and even the application for declaration, as well as the application for change and even in terms of information on halal certification.

Table 6 explains the outcomes of the analysis data for components on community perceptions of halal certification management.

Table 6. Analysis of frequency, percentage, mean value, SEM and SD of Community Perception on Management of Halal Certification

Community Management Certification	Perception of Halal	on SDA	D	U	A	SA	N	Mean	SEM	SD
		<i>f</i>	<i>f</i>	<i>f</i>	<i>f</i>	<i>f</i>	<i>f</i>			
		%	%	%	%	%	%			
C1 The commitment from the management of halal certificate and halal permits applications is very high		1	1	18	65	69	154	4.29	.060	.750
		.6	.6	11.7	42.2	44.8	100			
C2 Halal certificate management is very efficient in providing solid support to the applicant.		1	4	20	68	61	154	4.19	.065	.809
		.6	2.6	13.0	44.2	39.6	100			
C3 Halal certificate management acts efficiently.		1	4	18	75	56	154	4.17	.063	.784
		.6	2.6	11.7	48.7	36.4	100			
C4 Involvement and commitment of various parties and relevant government agencies to facilitate the halal certification process.		1	3	19	73	58	154	4.19	.0625	.776
		.6	1.9	12.3	47.4	37.7	100			

The statistical analysis revealed that item C1 on commitment from the management of halal certificate applications and halal permits was quite high and 44.8% of respondents expressed strongly agree, while 69 responses out of a total of 154 responses with 42.2% were agreed. A total of 11.7% was unsure, while only 0.6% disagree and 0.6% strongly disagreed. In terms of item C2, the data analysis recorded that was remarkably similar to the findings on item C1, where the majority of respondents agreed with a frequency of 68 out of 154 with 44.2%, while 61 of them, with 39.6% strongly agree that the halal certification management is very efficient in providing strong support to the applicants. Only a few responses were dissatisfied, with 20 responses comprised of 13% unsure, 4 of whom were 2.6% disagreed and 0.6% strongly disagreed. Glancing at the analytical data for item C3, the majority responded at a frequency of 75 out of 154 equals to 48.7% agreed that the management of halal

certification acted efficiently, while 56 out of 154 equals 36.4% strongly agreed, and only a number who expressed not sure i.e. 18 responses with 11.7%, 4 responses with 2.6% responded disagree and 0.6% response strongly disagreed. In terms of the findings of the item C4 analysis, which is about the involvement and commitment of various parties and relevant government agencies to facilitate the halal certification process, revealed that 0.6% expressed strongly disagree, 1.9% disagree, 12.3% expressed unsurely, but the majority of responses expressed agreed with the frequency of 73 and percentage of 47.4% and the rest responses with 37.7% expressed strongly agreeing.

Based on these findings, it can be stated that the community has a highly favorable impression on the management of halal certificate and halal permit applications. Similarly, most of respondents agree that the management of halal certification is said to be very competent in providing strong support to the applicants, which indicates that the community perception is quite positive. Positive results can also be seen in item C3, where the respondents agreed that the halal certification management acted efficiently, resulting in positive frequency figures on the involvement and commitment of various parties and relevant government agencies in facilitating the halal certification process. This demonstrates that the halal certification process in Brunei Darussalam is effective due to the commitment of the halal certification management to facilitating management as well as efficient and efficient actions.

Refers to the findings of an analysis on the community knowledge and understanding of halal certification procedures, as shown in Table 7.

Table 7. Analysis of frequency, percentage, mean, SEM and SD for Knowledge and Understanding of Halal Certification Procedures

Knowledge and understanding of halal certification procedures	SDA	D	U	A	SA	N	Mean	SEM	SD
	<i>f</i>	<i>f</i>	<i>f</i>	<i>f</i>	<i>f</i>	<i>f</i>			
	%	%	%	%	%	%			
D1 The procedure of obtaining the halal certificate is through the results of an audit of documents and site.		4 2.6	16 10.4	73 47.4	61 39.6	154 100	4.24	.0597	.741
D2 Applications of halal certificates and halal permits will be considered by a committee for support after completion of the audit process.		1 .6	21 13.6	75 48.7	57 37.0	154 100	4.22	.0562	.697
D3 Halal certification process after receiving support from a committee will be presented to MUIB for approval.		1 .6	20 13.0	70 45.5	63 40.9	154 100	4.26	.0568	.705
D4 Applicants who are approved to get a halal certificate will be charged a fee of BND90 only for 3 years.		5 3.2	29 18.8	70 45.5	50 32.5	154 100	4.07	.0645	.801

...continued Table 7

D5 Applicants approved for a halal permit will be charged as low as BND5 for each type of product or 20 products according to the business category for 3 years.	1 .6	6 3.9	59 38.3	51 33.1	37 24.0	154 100	3.75	.0714	.886
D6 The MUIB will contact after the application is granted, then the applicant should take the letter, pay the fee and then receive a halal certificate or halal permit.			20 13.0	77 50.0	57 37.0	154 100	4.24	.0537	.667

On the agreed-upon scale, all six items have shown frequency and percentage values with strongly agreeing to be the highest. Item D1, knowledge and understanding of the procedure for obtaining halal certification through the results of the audit examination of documents and field showed the frequency of 73 and the percentage value of 47.4%; Item D2, knowledge and understanding of the community on the procedures for applying for halal certificates and halal permits will be considered by a special committee for support upon completion of the audit process at a frequency of 75 and the percentage value of 48.7% while items D3, knowledge of the halal certification process after receiving support by a special committee will be presented to MUIB for approval at a frequency of 70 and the percentage value of 45.5%. As for item D4, knowledge of response on the payment rate of BND90 only for 3 years charged to applicants who have been approved for halal certification recorded a frequency of 70 and percentage value 45.5%, while item D5, knowledge on applicants approved for the halal permit will be charged as low as BND5 for each type of product or 20 products by business category for 3 years at a frequency of 51 and percentage point the lowest 33.1%. Similarly, item D6, the knowledge, and understanding of the duties of the MUIB that after approval, the applicant will be contacted to take the notification letter, settle the payment, and then received the halal certificate or halal permit at the frequency of 77 and the percentage value of 50.0%.

Based on the analysis and description of the six items in this section, it is possible to conclude that the level of knowledge of the procedures, processes, fees charged, and the authorities issuing the halal certificate are at a high level. The data show that majority of respondents were agreed with the six items in the questionnaire.

This study also highlights some of the findings of the study analysis on the problems that exist and hinder the effectiveness of the halal certification process, as shown in Table 8.

Table 8. Analysis of frequency, percentage, mean, SEM, and SD for Problems that exist and hindered the effectiveness of the halal certification process

Problems that exist and hindered the effectiveness of the halal certification process		SDA	D	U	A	SA	N	Mean	SEM	SD
		<i>f</i>	<i>f</i>	<i>f</i>	<i>f</i>	<i>f</i>	<i>f</i>			
		%	%	%	%	%	%			
E1	Non-compliance with any will or condition of halal certification	1 0.6	3 1.9	29 18.8	72 46.8	49 31.8	154 100	4.07	.0645	.801
E2	Not understanding the Halal Certificate and Halal Label Order 2005	3 1.9	10 6.5	15 9.7	76 49.4	50 32.5	154 100	4.03	.0747	.928
E3	Places that are far apart and differences between the place of application and the place to take a halal label certificate.	5 3.2	14 9.1	44 28.6	53 34.4	38 24.7	154 100	3.68	.0842	1.04
E4	Not completing the necessary documents	1 0.6	10 6.5	11 7.1	74 48.1	58 37.7	154 100	4.15	.0696	.864
E5	Not attending any briefing conducted by Halal Food Control Division.		9 5.8	28 16.9	68 44.2	50 32.5	154 100	4.01	.0689	.855

According to Table 8, some problems are a barrier to the effectiveness of the halal certification process from to the perception of the community in Brunei Darussalam, among which item E1 i.e. non-compliance with any requirements or conditions of halal certification recorded 46.8% of respondents agreed, while 31.8% were strongly agreeable, and only a few expressed not sure with 18.8%, 1.9% disagreed and only 0.6% strongly disagreed. Item E2, which did not understand the law of the halal certificate order and halal label 2005, documented an analysis of the findings strongly disagreeing with 1.9%, disagreeing with 6.5%, unsure of 9.7%, while the data shows that most of responses are focused on the agreed scale with 49.4%, with the rest strongly agree at 32.5%. Item E3, a place that is far apart and differences between the place of application and the place to take the halal label certificate, had recorded 34.4% agree, and 24.7% strongly agreed, but there was also a sufficient number who gave an uncertain response of 28.6%, while only 9.1% expressed disagreed and 3.2% strongly disagreed. Item E4, not completing the required documents, findings showed that most responses agreed with 48.1%, while the feedback was very agreeable by 37.7%. As for the analysis of the study, there was a very disagreeing response of 0.6%, 6.5% disagreed and the remaining 7.1% provided uncertain feedback. Finally, 44.2% agreed, 32.5% strongly agreed, 16.9% gave uncertain feedback, and the remaining 5.8% disagreed on items E5, not attending any briefing conducted by the Halal Food Control Division (HFCD).

The findings illustrate that although the effectiveness of the halal certification process in Brunei Darussalam is assumed to be at a very good and effective level, some things need to be given attention by the management, particularly in matters of non-compliance, understanding of the law of the halal certificate order, the adequacy of the required documents and also compliance to attend any workshop or explanation on halal awareness, halal certification or halal law.

6. DISCUSSIONS

The overall mean value of the data is in the range of 3.68 to 4.61, which is at a high level and fairly significant, indicating that the community perception of Brunei's halal certificate is quite positive. The majority of replies are very positive which indicates that the management of halal certification has demonstrated good and effective management performance. Furthermore, knowledge and understanding of the procedures and work processes involved in the halal certification process have aided halal industry operators in adhering to government guidelines, which can be used as a benchmark for management to act as a driving force and trigger to the community especially halal industry operators whether Muslim or non-Muslim owners, small and large businesses, to be concerned and pay attention to the mandatory requirements. This is as per the Buang and Mahmud [4] study which states all food product and service operators regardless of religion or business size should apply for halal certification as long as they follow the requirements outlined in the manual of halal certification procedures. The findings of this study are similar to the study of Nadzri, Yaacob, and Abd Rahman [5] which stated that the importance of establishing information and awareness programs for Muslim entrepreneurs on the need to have halal certification is in line with the policy to ensure the enforcement and compliance of halal standards in the country.

This study has also shown that the community, especially the halal food industry operators, should always be prepared for any changes in information, regulations, guidelines from time to time while the management should move from conventional management methods to more systematic methods based on quality, innovation, and technology. This study also found that the efficiency of halal certification by the management of halal certification has proved that the halal standard has been executed appropriately. This also illustrates theoretically how the human capital strength factor translates into the optimal working procedure. The findings support the study of Baharuddin, et. al [6], who found that the management of halal certificates and human capital variables influence the practice of halal standards and hence contribute to an organization's success. The study on the effectiveness of halal certification has also been able indirectly to evaluate the performance of the work and so identify the strategic management model or strategy practiced to achieve a good performance assessment. This is in line with Kaswuri's [7] opinion which states that an organization's achievements can be measured by the effectiveness of the strategies employed, one of which, according to Baharuddin *et. al* [6] is the efficient and effective management of all resources and capabilities of the organization per the organization's achievements goals.

The user's knowledge and understanding of the procedures and regulations in place are crucial to ensuring that a process operates smoothly and efficiently. The findings of this study support the conclusions of the Baharuddin *et. al* [6] study on the industry's knowledge and understanding of halal, which is critical in determining whether the idea of halalan thayyiban is being implemented to satisfy the needs of halal standards. Entrepreneurs who have been exposed to the concept of halalan thayyiban have a more positive perception than those who have never attended or received adequate information on halal, and even worse, if they continue no guidance, they will believe that halal is just a marketing tool with no legal foundation.

7. SUGGESTIONS

Several ideas were submitted based on the finding of this study to increase community perception in Brunei Darussalam on the importance and advantages of Halal Certification implemented in Brunei Darussalam, as follows:

1. Quality monitoring of halal certification systems or operations should be carried out in accordance with the organization's management's objectives and goals, as stated by Baharuddin, et. al [6]. Many empirical studies have shown that operational practices play a role in improving organizational performance, among those highlighted are process flow management in terms of effectiveness, such as ISO9001 implementation of organizational operational performance and also quality management practices.
2. The formation of an internal halal committee for a halal certification management organization should be established as a platform towards strengthening halal certification procedures in meeting halal standards by measuring several important aspects such as documentation and records, processing aspects, and employee aspects based on the halal certification procedures manual, regulations and relevant laws and acts.
3. Propose a framework to improve the quality and effectiveness of the halal certification process in Brunei Darussalam, based on the existence of a halal internal audit committee and quality monitoring as input on three key aspects of the process which includes the operational practices of halal certificate processing, aspects of documents and records including the human capital aspect i.e. employees will provide results or outcome to the effectiveness of management as well as quality recognition. Figure 1 below is the proposed framework based on input-process-outcome theory.

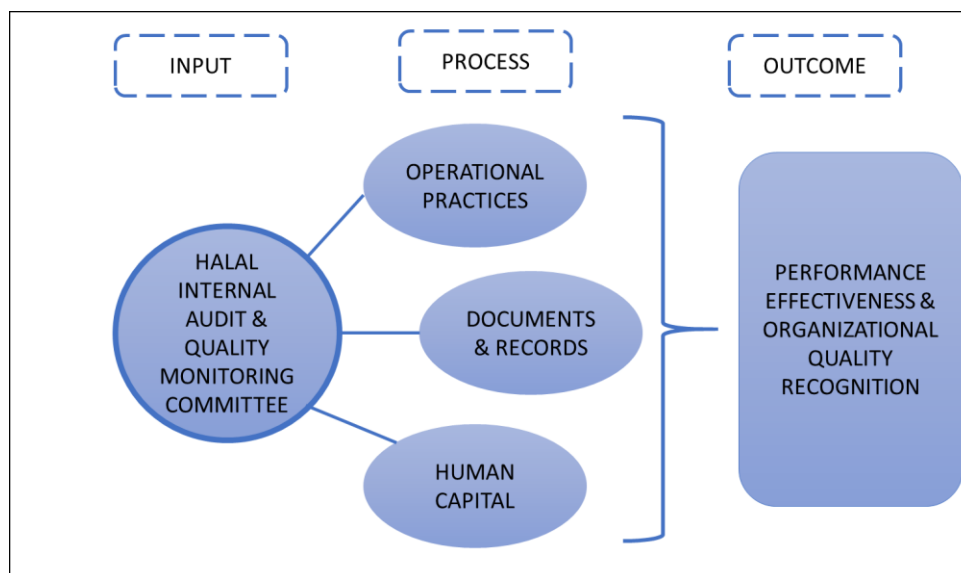


Figure 1. Proposed Framework

8. CONCLUSION

Consumer expectations of halal certification are high, particularly among restaurant managers, while the expectation and tendencies to purchase products from the Muslim and non-Muslim communities differ significantly, particularly in terms of food safety, hygiene, food quality, marketing aspects, certification issues, and awareness of halal, while halal certification has provided

some benefits in terms of halal product market conditions. Hence, based on some of these attributes and the specific problems regarding compliance with halal certification has led to the need for attention by the relevant local authorities.

Based on the results of this study, it can be formulated that the community perception in Brunei Darussalam on the effectiveness of the halal certification process is at a very high level. The results of this study also show that it is important for halal industry operators to know and understand the guidelines, regulations, and procedures for halal certificate application. This is not just in terms of what halal industry managers know and understand about the halal certification procedures, but also of how to efficiently practice the concept of halalan thayyiban in the production of food products. The findings of this study which show that the community perception of management is also very positive may be reassuring to the department in charge of the halal certification process, but the relevant authorities should develop some specific requirements, such as an internal halal management system, to ensure that the halal assurance system is effective following the halal certification process that has been implemented effectively. There is no denying the management's commitment and determination to developing the community, especially in terms of raising awareness and a positive attitude toward complying with the concept of halalan thayyiban so that the revenue or output from it is not only enjoyed by halal industry operators in strengthening the halal of their products but also enjoyed by all Muslim consumers in Brunei Darussalam, including non-Muslim.

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