

Full Length Research

The Role of Quality Assurance in Pahang Halal Food Industry in Malaysia

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Malaysia in its effort towards developing its various products for consumption particularly Halal foods for both domestic as well as international market developed and launched what is referred to as Malaysian Standard MS 1500 "General Guidelines on the Production, Preparation, Handling and storage of Halal food". The reason behind it is the fact that Malaysia needed a platform that will improve the standard as well as the quality of its products for consumption particularly Halal food. Quality control is a key determinant that covers and influence success in all aspects of modern industry, services, as well as manufacturing and the essence of quality control is to achieve high level of customer satisfaction which will boost the business performance. This Paper therefore, examined the capability of quality control towards enhancing business performance particularly in Halal food industry in Pahang. The specific objectives of this paper is to examine the relationship between quality control and business performance and also to identify mean difference and years in the industry. In order to generate data questionnaires were distributed between the managers and the owners of the companies. Also, in this paper reliability and Pearson correlation was employed as the method of analysis, the paper concludes that quality control is very vital to the survival of the company in particular and the economy of the country in general. Finally, the paper recommend that crucial attention must be given towards constant improvement of quality control process throughout organizations to ensure high ends deliverables especially when it involved food based products and services.

Key words: Halal Food, Business Performance, Quality control.

INTRODUCTION

Abdul Talib *et al.* (2008) Malaysia until 2007 has estimated 5,565 food manufacturers and wide variation of food services entities such as restaurants, fast food outlets, and stalls accounting over than 170,000 entities (Abdul Talib, Mohd Ali, and Jamaludin, 2008). 10% of what made Malaysia's output of manufacturing came from food processing industry with annual value of export reaches RM5 billion and at the same time contributed two-thirds of Malaysia's total food export across the globe to 80 countries worldwide easily sketch the amount of RM10 billion Abdul Talib, Mohd Ali, and Jamaludin,

2008). The advantage for Malaysia to grow bigger in the global food market particularly in Halal food due to the globally increased demand on Halal food estimated to be RM560 billion per annum as Malaysia has been recognized as a modern Islamic Country in parallel to the advantage of Malaysia becoming one of the world's important base for Halal food production.

Global quality and safety assurance has revolutionized and currently on its way to transformation into implementing Halal products as the new benchmark of quality and safety assurance (SIRIM, 2004). This is due to that Halal products are readily consumable to not just Muslims but also consumers from other religions as the holistic approach of Halal concept does not only covers the Shariah requirement which is a 'must' for Muslim's

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