

First Submitted: 13 September 2023 / Accepted: 20 December 2023

DOI: <https://doi.org/10.61707/x9mfqz48>

Analysis of Halal Certification Management in Jakim through Public Complaint Feedback

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Abstract

Halal Certification Processing is one of the themes found in one of the Client Charters in Jakim, where it is a promise given to applicants within a certain period to complete the Halal Certificate. In realizing good management in an organization, the staff of the organization must be sensitive to the promises made as set out in their Client Charter. The Client's Charter is a written statement by the organization to provide quality services to customers to meet the needs of the community, especially to customers who deal with any organization. A problem or issue that arises is when some organization ignore the promises made in their Client Charter. The community's public complaints and feedback are evidence of this. This study aims to identify the various difficulties and suggestions for improvement that Jakim made in managing halal certification in response to feedback from the general public. This qualitative study uses the interview method, whereby three staff from Jakim will be recruited and made into respondents for the interview. In addition, documentation methods are also used, such as Client Charter reports, Halal Certification Procedure Manual Reports, etc. Also included are the reports on Jakim's website. The results revealed some difficulties, including the applicant's lack of understanding of the start of the 30 days, the time factor in managing the halal certification, and the inability of the applicant to review or comprehend the protocols. However, Jakim did not give up on addressing it by improving and formulating several strategic plans, such as improving the document upload system (My Ingredients), adjusting the online halal certificate registration fee, opening more counters, strengthening the Fast Track system, holding conferences with the industry, training on halal, and adding halal staff. The implications of the study can be seen, especially for civil servants as well as the rights of customers when dealing with the organization. This can be observed by analyzing the significance of adopting an effective Client Charter, which entails successfully carrying out all commitments outlined within it, hence attaining client pleasure through the responsible fulfillment of promises.

Keywords: Halal Certification, Public Complaint Feedback, Client Charter, Customer Satisfaction, Quality Service, Jakim.

INTRODUCTION

Public Complaint is one of the most important pieces of feedback for any agency to improve and provide quality services, especially to customers. Public Complaints can also be expressed as the public's dissatisfaction with the quality, or service received from a civil servant or an agency (Nik Hairi et.al 2012). While the client's charter is a promise made to ensure the comfort of the customers towards the agency. PP usually expresses the readiness of the services offered, the friendly service provided, the efficiency of

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the processing implemented, and the values of decency in the work culture (Customer Relationship Management Guide 2008).

Jakim examined one of the client charters in this study that pertains to the management of halal certification, namely.

"Completing Malaysia's halal certification application process for domestic applications in a period of 30 working days after payment of the certification fee is received"(Department's client charter Malaysia's Islamic Progress, <https://www.islam.gov.my/ms/info-korporat/piagam-pelanggan>, accessed on 05/19/2023).

This client charter means that Jakim will manage the application for halal certification applied by the industry within the given time frame of 30 working days, which is the period when Jakim completes the certificate. This domestic application consists of nine schemes, namely Food and Beverage Products, Cosmetic Products, Pharmaceutical Products, Food Premises, Applied Goods Products, Logistics Services, Slaughterhouses, Contract Manufacturing/OEMs, and Medical Device Products (Halal Certification Procedure Manual, 2020). In carrying out the management of this halal certification, there are several challenges faced, as well as improvements or strategic planning developed by Jakim. This is what will be discussed further in this writing, where the challenges and improvements are associated with the feedback received by the Public Complaints from the community, such as industry, consumers, and others.

The importance of this study can be seen when past studies on client charters are less highlighted. Besides, matters involving halal are an important issue for Muslims today, especially those involved in nutritional, domestic, and other business activities. Therefore, this study discusses the challenges faced by Jakim in managing halal certificates for the industry that apply, as well as undertaking various improvements and specific strategic plans to produce better quality services as well as to be able to deliver on the promises exactly as enshrined in their client's Charter.

LITERATURE REVIEW

Public complaint

Public complaints are one of the methods to obtain input or feedback from customers and the community about services or products provided by an organization (Zainuddin & Al-Qudsy, 2020). Public Complaints are also feedback from customers and important for the organization as complaints are aimed at correcting the weaknesses of implementation activities (Istiqomah, et.al 2023; Zainuddin et.al. 2022). It is also important to measure the level of achievement of an organization. According to (Tan et.al, 2013) without customer feedback, companies can't know if they need changes or improvements. Therefore, complaint management brings learning experience to the organization to provide better service. In addition, public complaints are also an expression of public dissatisfaction with the quality, quality, or treatment of services received from a civil servant or an agency (Nik hairi Omar et.al, 2012). The transparency of feedback from customers is indeed an invaluable contribution to any organization (Finola, et.al, 2020)

In addition, several previous studies discussed public complaints whether its concept, its management, impact, and related aspects such as customer satisfaction and improvement of 'Public Complaints Practice in Malaysia'(Ilhamie Abdul Ghani Azmi, 2012), 'Complaint Management in the Public Sector Organization in the Philippines'(Mantaring et.al, 2019), 'The Evaluation of Complaint Handling Process in Five Star Hotels and its Reflection on Customers' Satisfaction (Magatif et.al, 2019)', 'The Impact of Collection and Dissemination of Information towards Public Complaint on Municipal Services'(Zakaria et.al, 2016), dan 'The Application of SERVQUAL Distribution In Measuring Customer Satisfaction of Retails Company'.

These writings discuss the concept and theory of Public Complaint from modern and current aspects, as well as the rights of a user, i.e., the customer's right to speak. The right to speak can be attributed to the feedback given, which is the Public Complaint feedback. In addition, the studies also discussed the management of complaints and how they correlate to management efficiency, customer satisfaction, continuous improvement, and quality impact on service. The overall formula of these writings is the concept of Public Complaints which is managed today and is taken into account in various aspects, especially in matters involving customers.

Customer Satisfaction / Quality of Service / Feedback

In administering an organization, one of the mechanisms to obtain the best service results is to obtain feedback from customers or the public. Through Public Complaints, an organization can measure the level of customer satisfaction with the services provided (Zainuddin & Al Qudsy, 2020). In addition, developing a good performance management system is important for providing feedback to improve the performance of the organization (Buckingham & Goodall, 2015). This is because the practice of providing feedback transparently is a practical and effective measure if implemented systematically, consistently, and by the standards set and delivered by trusted sources (Murphy, et.al, 2018). According to Aguinis (2013), the practice of providing performance feedback is considered a very important component of the field of management. The practice of providing feedback is necessary to maintain commitment, workmanship, and loyalty and can be used as an act of control over employees (Bowles & Coates, 1993).

Recognizing this fact, in the management system, the organization should provide quality feedback to plan the training needs and strengthen the quality of the organization's performance over time (Ray & Singh, 2018). Poor quality performance feedback can cause various damage to the value of the performance evaluation system (Murphy, 2020), while quality performance feedback will enable the organization to be more open, positive, motivated, and more frequently involved in development activities planned by the organization (Kluger & DeNisi, 1996; London & Smither, 2002).

In terms of customer satisfaction, it is also one of the most widely used and important keys in any agency or industry. Satisfaction can be represented as a function of the user's personal needs, previous knowledge, and past experience. According to (Mariam et.al, 2020) Customer satisfaction is a customer's happy feeling with the services provided and can be determined through surveys and assessments to understand their needs and adapt. Industry firms, government bodies, service companies, and non-profit organizations all have one thing in common, which is the focus on satisfying customers. According to (Fida, B. et al., (2020), there is no doubt that customer satisfaction and quality of service are positively related. Some studies confirm that quality of service is the determinant of customer satisfaction, regardless of whether it is cumulative-oriented or transactional. Nevertheless, it is important to note that customer satisfaction is a broader concept than just based on specific dimensions. (Fida, B. et al., (2020).

The provision of superior-quality service is important to achieve long-term success in the service industry. Quality of service refers to the consumer's assessment of the excellence and superiority of the services offered. Customers who experience positive feelings and attitudes towards the service during the process of using it are more likely to have a positive perception of the service provider, thus leading to customer loyalty. This is in line with studies that show customers who are satisfied with the quality of service are more likely to be loyal customers. The quality of service is important for customer satisfaction. In addition, the service industry can improve customer satisfaction through the quality of service (Khoo. K.L 2022).

Client's Charter

The Client's Charter is a written statement by the organization to provide quality services to customers to meet the needs of the community, especially to customers dealing with any organization (Zainuddin et.al, 2022). Due to the fact that this study discusses the Client's Charter in Jakim, there are several past studies regarding it. The studies further explain the importance of the Client's Charter. Today, there are various efforts undertaken by the Malaysian government to ensure that all civil servants continue to show a high commitment to providing superior services. In line with that effort, several policies were introduced, and among the policies was the Client Charter which was produced in 1993. (Othman et.al, 2021). Apart from Malaysia, there are many other countries that have implemented the Client's Charter and this shows that it is important to provide the best service to customers. This includes in Australia, where they managed to provide the best service in government agencies after the introduction of the Client Charter concept in the country in the early 1990s. This indirectly gives satisfaction to the customer (Barret, 2003).

According to Barret (2003), the effectiveness of the Client Charter in several government agencies in its early stages succeeded in improving the quality of public services and providing referrals for other government agencies. In addition, the staff is aware the objective stated on the Client's Charter by their respective government agencies or departments (Dangi et.al). Through this approach, it has indirectly encouraged staff to maintain their service performance to always excel in managing a large number of customers.

Thus, the Client's Charter is able to meet customer satisfaction in an organization if the staff fulfills what is contained in the Client's Charter, which are the promises made to their customers. In addition, the Client Charter is able to build an organization's relationship with the client to be stronger, and hence customer satisfaction can be obtained, which is the end goal in any management of an organization.

Halal Certification

The halal certification introduced in 1974 takes into account the legal, safety, hygiene, and quality aspects aimed at safeguarding the interests of consumers (Khairul Effendi, et.al 2022). This halal certification is a necessity for the Muslim community, as are efforts to improve the marketing of certain products and services for a company (Mohd Amri et.al, 2021). In addition, Halal certification is also a guarantee of the legality of a product issued by a board, both the private board and the government administration (Bashir et, al, 2022). Like other services, JAKIM is also aware of changes in the system involving halal management in accordance with modernization. This is because these positive changes can help facilitate the halal certification process and help in the improvement process in the future (Mohd Amri et.al, 2021). In the news published by Sinar Harian in June 2023, the number of applications for halal certification is increasing, and the increase in the number is due to the encouragement given by JAKIM towards industry players.

Apart from Bumiputra applicants, non-Bumiputra applicants also take the initiative to apply for halal certification from JAKIM. This is as a result of non-Bumiputeras who pioneered the food industry in Malaysia not being familiar with halal and haram issues in the nutrition industry. With the increase in numbers, the halal certification aspect has become more and more popular and the focus of research among halal management scholars and industry practitioners (Radin et.al, 2018. Meanwhile, according to Lokman Ab Rahman (2019), more and more non-Muslims are also aware of the importance of halal in the food industry and, in this regard, apply for halal certification for their products.

The understanding of food concepts that are not only focused on halal but more than that includes hygiene, safety, and internal processes required in assisting various parties in the realization of Malaysia as

a reference to other halal certification bodies in the world (Baharudin & Hudani, 2022). Halal certification is also one of the most important management systems, especially for the manufacturing industry. This is because this management has become one of the standards for the products of the Muslim community, such as food, drink, make-up, and more. Due to the high encouragement by JAKIM for halal certification, the management of this halal certification is equivalent to the requirements of the critical analysis control points system (HACCP) and good manufacturing practices (GMP) in the production industry. With this, the halal industry market has generated a national economy of about RM45 billion (Lokman Ab Rahman, 2020). In the chapter on halal food management in Malaysia, the explanation of the concept of nutrition and the implementation of halal certification should be understood by various parties, including the industry responsible for the improvements implemented by the Malaysian government (Baharudin Osman, 2016).

Awareness of the importance of obtaining halal goods is increasing regardless of whether Muslims are Muslims or non-Muslims, as it can increase marketing in various businesses. In this regard, JAKIM has worked hard to improve the quality of the halal certification system in Malaysia.

The overall formulation of the Literature Review

The formula from past studies found that feedback on complaints was lacking. More complaints related to the Client's Charter. Therefore, this study should be highlighted to focus on complaints related to one of the Client Charters in Jakim that is related to halal, where halal certification and matters related to it are the most important aspects not only in Malaysia but also outside Malaysia, especially those involved in nutritional, domestic, and other business activities.

RESEARCH METHODOLOGY

Qualitative methodology is used in this writing, where interview and document analysis methods are used. The interview methodology is the main method used in this study, where three civil servants, Puan Marzita Ibrahim and Puan Asiah Alkharib Shah, were respondents from the Jakim Islamic agency. Both are civil servants in the Halal Certification Division and hold the position of Senior Assistant Director, Halal Certification Division, Jakim. The third respondent was Mr. Luqman Nul Hakim Samad, who is the Assistant Pengarah, Corporate Communications Section, Halal Certification Division, Jakim.

The method of preparation of interview questions is to use a semi-structural method in which the interview questions are pre-framed and sent to the respondent by email. Therefore, during the interview, the respondents were aware of the questions to be asked. In addition, the respondents are also free to answer any questions they want, and the researchers are also free to prioritize any questions to be asked of the respondents.

The document analysis methodology is the second method used in this writing. This methodology complements the interview method in qualitative research (Sugiyono, 2011). Documents are obtained through Jakim's website, such as Jakim's annual report, Jakim Client Charter report, and information on Public Complaints. There are also documents shared by the respondent, such as the report book of the Malaysian Halal Certification Procedure Manual (Domestic), where in the book there are certain procedures, especially complaint management in the organization. In addition, document analysis is used to further strengthen the data obtained from the results of the interview.

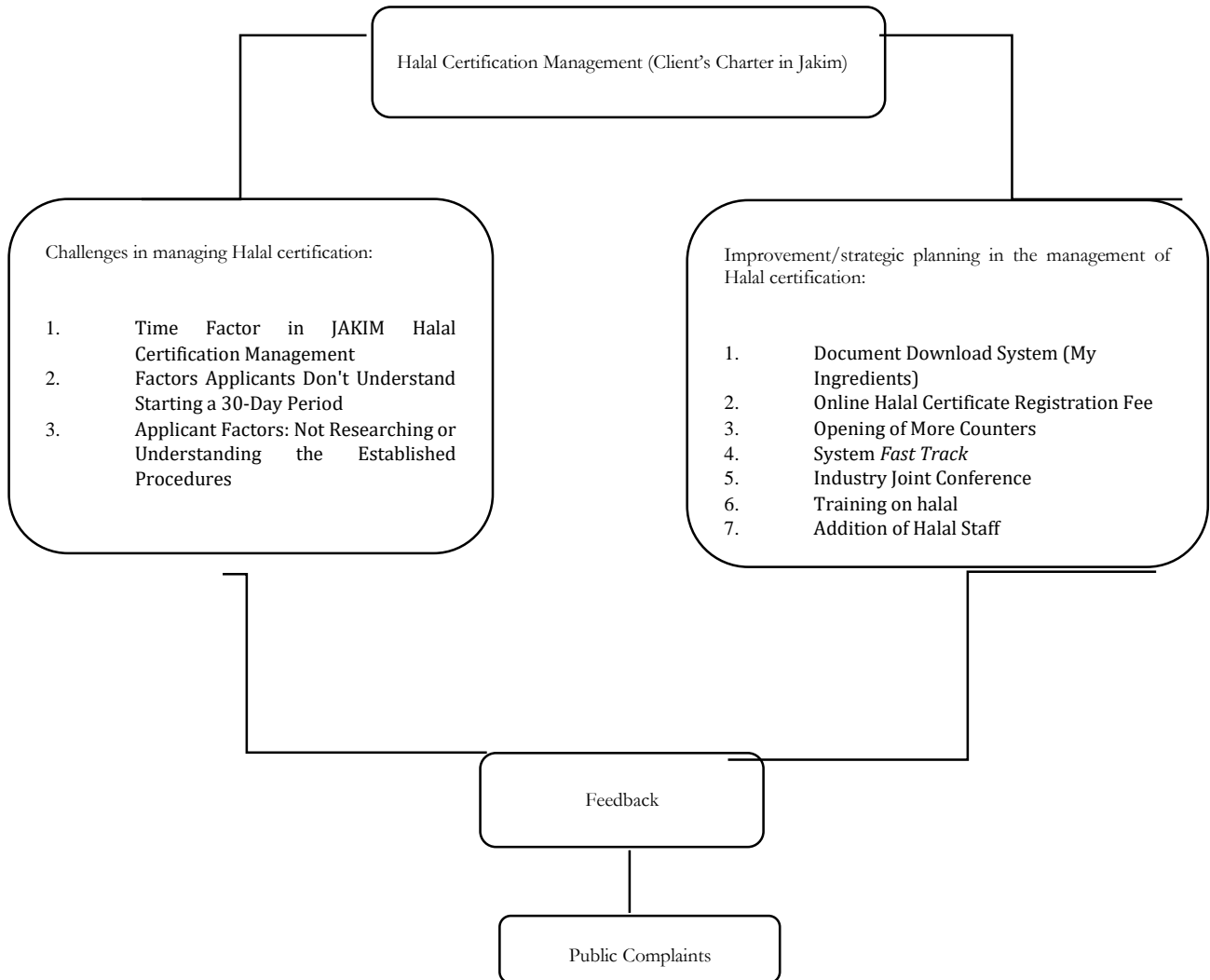


Figure 1. Halal Certification Management (Client's Charter in Jakim)

The chart above shows the whole study, which is based on the Client Charter in Jakim and focuses on Halal Certification management. In the process of managing the business, several challenges have been identified, as well as the improvement or planning of strategy. The findings of these challenges and improvements are derived from the feedback submitted by the community or customers', i.e., Public Complaint feedback.

STUDY OBSERVATION

Introduction to Jakim: Halal Certification Division, Jakim.

JAKIM, or its full name, the Department of Islamic Development Malaysia, is one of the agencies in the Federal government in Malaysia, and it serves as an agent for Islamic religious affairs in Malaysia. One of the roles played by JAKIM is to manage matters related to halal certification. Not only domestically, but JAKIM also manages halal-related matters at the international level. For example, until December 3, 2019,

JAKIM recognised 78 halal certification bodies from 45 countries, where recognition is based on compliance and implementation of halal standards that adopt features and models from Malaysia. (Daily News, December 2019).

The halal hub in JAKIM is divided into two parts, namely the Malaysian Halal Council (MHC) and the Halal Management Division (HMD). In this part of halal teaching, they have a role in conducting matters related to halal certification in Malaysia in collaboration with the Islamic Religious Department in each state. Various processes undertaken by JAKIM to obtain halal certification and certification include reviewing product and premises certification documents, product and premises auditing, issuance of halal certification, overseas slaughterhouse verification, halal monitoring and enforcement, as well as a halal analysis center.

Jakim Halal Certification Management Challenges

There are several challenges faced by Jakim in managing this halal certification matter, especially dealing with some of the complaints related to it. Among the duties of JAKIM related to halal is to ensure that the period of completion of the halal certificate follows the stipulated period as stated in the Jakim Client's Charter. It is also in line with ensuring that the interests of the community are maintained as a whole. There are six main elements of the halal certification procedure, which start with the application process from the applicant, reviewing the application documents, giving the applicant a fee letter, conducting an audit in the field, monitoring, and also checking the validity of the certificate (Zainuddin et al, 2023). During this halal certification management process, among the challenges identified are the time factors to complete the halal certification process quickly, treating the applicants as if they are unsure when the halal certification process begins, and the applicant not examining the prescribed procedures. Here is a discussion of the challenges faced by JAKIM.

Time Factor in JAKIM Halal Certification Management

There has been a change in the structure of the Client's Charter sentence related to halal certification, which was updated in 2022, replacing the previous one. It is related to speeding up the application process for halal certification until completion within 30 days after the payment fee is made. Therefore, the challenge in the management of halal certification is identified, which is the need to complete the halal certification process more quickly, within 30 days after payment is made by the applicant.

"When there is a change to the website related to the client's charter, i.e., the sentence structure, after taking into account the views of the stakeholders, there may be a need to complete the halal certification process within 30 days after payment, referring to after the issuance of halal e-certification" (Asiah, 2023).

Factors the Applicant Does Not Understand Starting 30 Days

However, in order to complete the halal certification process quickly, there is another challenge that Jakim has to face, which is when the applicant does not understand when the 30-day start is stated in the procedure that begins after payment is made. It is important to avoid applying a complaint against JAKIM arbitrarily. Below, Asiah (2023) makes the following claim:

"When JAKIM issues the charges, they have a period of 14 days. Sometimes it doesn't pay either. So it's not done... We assume when paid, we're going through the auditing process. So that's where the certification process begins" (Asiah, 2023).

When all documents from industry applicants are complete, the halal certification process begins, and it takes 7 days. Then Jakim will inform you of the results of the review, which are either complete or require an update to the document. Once the documents are completed, a fee will be charged to the applicant,

for which the applicant will have to pay the charge within 14 days. Once the payment is received, JAKIM, or state enforcement, will begin the auditing process. Upon completion and approval, the applicant is given a period to make payment within 30 days, and when payment is received, the halal e-certification can be issued.

Applicant Factors: Not Researching or Understanding the Established Procedures

Among the challenges is that the applicant does not examine the procedures set, from the start of the application process to obtaining the halal certificate. Applicants who do not adhere to the prescribed procedures usually involve applicants who are new to the business world. In this regard, government agencies will work with Jakim to provide guidance and enlightenment, especially in the process of applying for a halal certificate. Among them, they themselves know the mistakes on their own part, for lack of care should be what they need to do, for example, sending documents in full. Based on Asiah's experience (2023),

"Often, the submitted application is rarely complete; an estimated 10–20% of the submitted applications are complete." According to Asiah (2023), again:

"For example, he (the applicant) himself knows why, for example, the applicant does not answer anymore. We have questions because it is incomplete... that we inform, or he (the applicant) himself is making a late payment, or at that time a lot of applications come in, so we have to follow the queue. So when applicants ask JAKIM when they will be audited, JAKIM will answer, sir, that as long as the period of 2 weeks is no longer the schedule for you, we will inform you. So the applicant won't make a complaint. The customer will know the reason".

In terms of Public Complaints, JAKIM has received complaints regarding applications that complained of slow complication. JAKIM then resolves such complaints by reviewing the documents in detail, but usually such cases arises because the complainant does not understand the procedures that need to be followed.

"... They need to read and digest the procedure, which is MPPHM, before submitting the application to avoid any delay in the application process..." (Asiah, 2023)

Under the procedures that applicants have to adhere to, the challenges of today are due to the food and beverage industry evolving and changing over time. Therefore, JAKIM needs to constantly review and ensure that its halal certification process is correct and relevant to the needs of the community. JAKIM needs to be careful, especially when it comes to food sources in eateries, restaurants or hotels.

"Jakim needs to know every raw material used in the applicant's restaurant or hotel, and if the industry fails to attach the requested attachment documents, Jakim will inform them that "your information is incomplete" (2023).

Challenges when it comes to complaints about the industry's own and public halal certification are rare, as many platforms already exist for consumers to ask questions or complain about something. Among the public questions related to halal is whether or not certain foods or food premises are outside the jurisdiction of Jakim. The complaints that the community often complains about are halal status, abuse of Allah's words, and the Ramadan buffet, which does not have a halal logo. If this is the case, Jakim will ask the complainant to go directly to the relevant JAKIM portal for them to get an answer.

Improvement and Strategic Planning of Jakim Halal Certification Management

Despite the challenges faced by Jakim in the matter of implementing their PP in relation to this halal certificate, Jakim always strives to find solutions as well as to improve the results of the Public Complaints feedback. Among the complaints raised earlier were the slow and complicated management, expensive fees, confusion between the halal logo and halal certificate, as well as the confirmation of the dubious halal status (Marzita 2018). In addition, Jakim has also developed several strategic plans to produce quality services for customers.

"We always open the space for the community to provide feedback, including complaints, if there is any problem with this halal certification matter..." (Marzita, 2018)

"Indeed, we have developed several plans to smooth the halal certification process in the near future, but due to some bureaucratic constraints, it slowed down a little..." (Asiah, 2023)

Document Download System (My Ingredients)

The world today sees how the success of an organization needs to keep pace with current technological developments. In the halal industry in Malaysia itself, it started with the manual method until it moved through the online system 'MYeHALAL' and has now gained the recognition of various parties, including the small and medium enterprises industry. For example, this system has received the SME Sahabat Negara Award 2013 for its innovation efforts. (Baharudin 2016).

However, according to Asiah, there are still other shortcomings that need to be improved, such as the system that cannot accept large documents to be uploaded to the portal.

"...Improvement from a system point of view because for now there are difficulties in terms of using the system, for example, the need to upload all documents and other additional requirements. The solution is that JAKIM has planned to introduce my ingredients, which is still in progress and will be launched...." (Asiah, 2023)

With the availability of an efficient and user-friendly system, it is hoped that it will speed up the halal certification process and facilitate the application process without having to wait a long time to upload documents. This situation is also one of Jakim's efforts to deal with complaints related to complex management.

Halal Certificate Registration Fee: Online

Referring to the e-Halal Jakim portal, the fees charged for halal certification are valid for a period of two (2) years. Payment delays will affect the Halal inspection visits of processes carried out in factory houses/food premises/slaughter. The fee is charged on each application. The letter service charge includes the following:

1. Payment amount.
2. Payment must be made by post, money order, or bank draft only.
3. Paid to the Department of Islamic Development Malaysia or the Islamic Religious Council / State Department (whichever is applicable)?
4. All payments made are non-refundable. (Portal Jakim, 2023)

According to Asiah, there is a need for halal certification registration fees to be conducted online to facilitate and expedite the process.

“...Opening the halal certification registration fee online, as long as it has to be sent in the form of postal money, has been planned for a long time, but the constraints of the government bureaucracy have slowed down the process, with the system getting easier and faster expected to speed up the application process for halal certification....” (Asiah, 2023)

The service charge rate is based on the prescribed categories and is subject to change:

Industri / Kilang / Kategori Produk:

1. Small industry
2. Small and Simple Industry
3. Multinational

Food Premise Categories:

1. Restaurant
2. Hotel

Slaughter House Category:

1. Small size
2. Medium size
3. Oversized

All costs for research or laboratory tests on the status of the materials of the product will be borne solely by the applicant or the company concerned. (Portal Jakim, 2023).

Table 1: Malaysian Halal Certification Fee Rate

APPLICATION SCHEME	CATEGORY		2-YEAR PAYMENT RATE (RM)
	INDUSTRY TYPES	PROCUREMENT VALUE	
Product, Logistics and Customer Service	Micro	< RM 300,000.00	200
	Small Industry	RM 300,000.00 To RM 15 million	800
	Small Medium Industries	RM 15 million To RM 50 million	1,400
	Multi National	> RM 50 million	2,000

DINING PREMISES SCHEME (RESTAURANT / CATERING / CENTRAL KITCHEN)				
Small Industry	< RM 500,000		200	
Small Medium Industries	RM 500,000 to RM 5 million		800	
Multi National	> RM 5 million		1,400	

SCHEME	CATEGORY			
Slaughter House	Types of Industry	Types of Beasts	Daily Release Products	Annual Payment Rate (RM)
	Small Industry	Chicken	500 – 700 heads	100
		Goat / Sheep	1 – 499 heads	
		Cow / buffalo	1 – 49 heads	
	Small Medium Industries	Chicken	3,000 – 10,000 heads	400
		Goat / Sheep	50 – 700 heads	
		Cow / buffalo	50 – 100 heads	
	Multi National	Chicken	> 10,000	700
		Goat / Sheep	> 700 heads	
		Cow / buffalo	> 100 heads	

(Portal E-Halal Jakim, 2023)

HOTEL FOOD PREMISES SCHEME (KITCHEN / RESTAURANT)	
Category	Payment Rate Per One Kitchen for 2 Years (RM)
4 Stars and above	1,000
3 Stars down	400

According to Puan Asiah Dengan, there is an online halal certification fee payment system that is expected to speed up halal certification and facilitate the application process without having to rely on one method, which is payment of postal money, money order, or bank draft only. In turn, it can reduce public complaints in the process. In addition, this fee adjustment is also well implemented due to the need for middlemen, since the use of middlemen makes the fees charged expensively and there are complaints about the matter (Marzita, 2018). As a result, the price adjustment that Jakim himself set can solve this issue.

The Department of Islamic Development Malaysia (Jakim)'s Halal Hub division has set the categories of Malaysian Halal certification fees, as shown in Table 2. There are 4 schemes, including the first involving Product, Logistics and Customer Service, the second the Hotel Food Premise Scheme, the third the Dining Premises Scheme Like Restaurant / Catering / Central Kitchen, and the last Slaughterhouse scheme. Each scheme has been fixed with a specific rate of payment and period. For the first scheme involving Product, Logistics, and Customer Service the payment rate set for a period of 2 years is broken down into Micro, with a turnover value of less than RM 300,000 and a payment rate of RM 200; for small industries, the turnover value is between RM 300,000 and RM 15 million, with a payment rate of RM 800; for small and medium industries, the turnover value is between RM 15 million and RM 50 million, with a payment rate of RM 1,400; and for Multi-National, with a turnover value of more than RM 50 million, with a set fee rate of RM 2,000.

The second scheme, the hotel food premises scheme, set a fee rate for a period of 2 years with a payment rate of 4 stars and above RM 1,000 and for the category of 3 stars and below RM 400. The third scheme, namely the Dining Premises Scheme such as Restaurant / Catering / Central Kitchen fee is broken down into 3 categories, i.e., micro, with a turnover value of less than RM 500,000 charged at RM 200; small and medium industries with a turnover value of between RM 500,000 and 5 million, with a payment rate of RM 800; and multi-national, with a turnover value of more than RM 5 million, with a set rate of RM 1,400.

The scheme of the last slaughterhouse has been set for a year. The rate of payment has also been broken down into three main categories, namely for small industries that keep chickens between 500 to 700, goats/sheep 1 – 499 heads, and cattle/buffalo 1 – 49 heads at RM 100. The second category of medium-sized industries that keep chickens ranging from 3,000 to 10,000 heads, goats/sheep 50 – 700 heads, and cattle/buffalo 50 - 100 heads is a fee of RM 400. The latter category is Multi Nasional, which keeps chickens over 10,000, goats/sheep more than 700 heads, and cattle/buffalo more than 100 heads at a rate of RM 700.

Opening of More Counters

As enshrined in one of the Jakim Client Charters related to customer service, among them is the need to ensure that the business at the main customer service counter meets the needs of the customers within five (5) minutes (JAKIM Portal, 2023). The counter also operates at the Halal Management Division, Department of Islamic Development Malaysia, Levels 6 & 7, Block D, Putrajaya Islamic Complex, No. 3 Jalan Tun Abdul Razak, Precinct 3, and 62100 Putrajaya. (JAKIM Portal, 2023).

The Halal Jakim division has to provide more counters, especially to deliver key information related to inquiries and guidelines on halal certificate applications, as the counters currently provided are limited and concentrated at levels 6 & 7 of the Halal Management Division only, making it difficult for those who are far away from the location and time limitations of the operation. With the availability of additional counters or mobile counters, it is hoped to add value to the quality of service provided to customers (Norhidayah & Sa'adan 2019)

In addition, the opening of more counters can handle halal complaints such as confusion about halal logos, halal certification, and halal certification, where questions can be asked directly to the Jakim staff who are at the counter. The confusion in the community regarding halal logos and halal certificates is when there are a few industries that only display halal logos. When asked about halal certification, they (the industry) stated that a halal certificate is not required if it has a halal logo. This confusion causes the community to act to lodge complaints:

“The real thing is to apply for halal certification first; after passing and being issued, you can use the halal logo. I'm not sure if this (industry) trader still doesn't understand the procedure or deliberately wants to trick the user...” (Luqman 2018)

Fast Track System

It was done through the JAKIM program called the Malaysian Halal Certification Instant Initiative (MHCII) (Jakim Annual Report, 2017). This achievement is a change in the practice of halal certificate management, which is becoming faster in JAKIM.

“... The halal certification process through the MHCII program makes management faster (Fast Track) where more than 30 days can be reduced to 2 weeks. 2 weeks can turn into 3 days, and 3 days can turn into 1 day”. (Marzita, 2018)

Asiah asserts that MHCII is only possible if the applicant adheres to all of the procedures and requirements laid out by Jakim.

"... Among the Fast Track conditions that need to be complied with, e.g., the conditions we provide, such as the need for Muslim workers... and more, If all is complete, it is impossible to obtain the halal certificate to be fast from the period provided..." (Asiah, 2023)

In addition, the ISPHM program is also an initiative or improvement for complaints received related to the slow and difficult management of halal certificates. This program is also an improvement effort undertaken by Jakim to improve the quality of services they provided to their customers.

Industry Joint Proceedings

The conference with the industry is very important and necessary to ensure that the industry involved is fully understood and clear, especially regarding the procedures and conditions set by Jakim. Through the conference, we can enlighten and expedite the application process when the industry understands every need. (Baharudin & Nurul Hudani, 2022)

"...Industry-related inquiries that do not understand the requirements of the standards are very common in industries that are new, in which case government agencies will work with the Jakim to provide guidance and enlightenment, especially in the process of applying for halal certificates. The government agencies will gather entrepreneurs and call the prosecutors to brief, such as invitations in the form of clinics, in the form of bringing together all entrepreneurs in one place at the same time..." (Asiah, 2023)

The conference should be intensified so that every industry is clear on the direction and standards that have been set. Malaysia is the only country where certification verification is carried out by the government compared to other countries, which are mostly voluntary or quasi-governmental bodies. Therefore, in enhancing Malaysia's credibility in halal certification, a network of cooperation has been built, and the main focus is not only on certification but holistic cooperation. This is because each agency has a role in the development of a sustainable halal industry in Malaysia.

The initiative to hold this conference is also a continuation of the opening of more counters aimed at increasing the information channel given to the halal community and thus reducing complaints related to it.

Training on halal

According to Asiah, halal-related training is being actively conducted, especially in medium and large industries, and is an obligation.

"... For medium and large industries, it is indeed an obligation to attend (Halal halal course; it is compulsory to be present because they need to have an executive halal (automatic halal); this executive will know all the processes and standards and explain them to the industry that appoints it..." (Asiah,2023)

"... For small industries and micro-industries, it is a bit problematic because they do not need to be Halal executives, but all they have to do is attend lat-training from agencies related to the supervision of halal agencies. There are now many universities that are also involved in providing training in the Halal industry, thus opening up a wide space in these industries for information..." (Asiah, 2023)

The availability of pieces of training provided specifically to medium and large industries, coupled with the involvement of universities that are a platform for small industries, has become an improvement effort undertaken by Jakim to further enhance quality services to their customers and thus increase the knowledge of halal, especially for the industry applying for halal certification.

Addition of Halal Staff

The addition of Halal staff is a reference to the need for early-stage inspection audits and halal license revisions, as the existing staff is limited and slows down the application process.

“... Audit Scheduling – (Following Queue) if the application word is from Sabah Sarawak, then it will be collected, and Jakim will go down one straight away. On the peninsula, which will follow the zones (South, East, and North), the audit will move 20 people per group once the road. This is due to the lack of staff involved to move one by one, and it has to be collected...” (Asiah, 2023)

According to Ahmad Hidayat & Zulzaidi (2012), the lack of staff is also a factor that has made it impossible for JAKIM and JAIN to cope with the demand for the issuance of halal certificates in Malaysia. To avoid this situation, private bodies are required to reduce the burden on JAKIM and JAIN. This indirectly expands the halal market faster as certification bodies such as JAKIM, JAIN, and private bodies can encourage, support, and motivate the industry efficiently and effectively. This has been practiced in Australia and China, which have more than one halal certification body recognized by JAKIM (JAKIM, 2019).

For information, JAKIM has recognized 71 world halal certification bodies, and these bodies have the same guidelines as JAKIM in issuing halal certificates. So it is appropriate for JAKIM to recognize the private sector as a halal certificate-producing body with the assistance of the Malaysian government to ensure that the private body complies with the proper implementation of the halal audit. This can be realized if the appointed party is competent and there is continuous and consistent monitoring from the responsible parties (Hidayat & Zulzaidi, 2012).

CONCLUSION

The whole writing can be formulated as follows: in managing halal certification as promised in the Jakim Client Charter, several challenges arise that are related to certain factors, including the Time Factor in the Management of JAKIM Halal Certification, the factor of the Applicant Not Understanding Starting 30 days, and the factor of the Applicant Not Reviewing or Understanding the Prescribed Procedures. These challenges can be identified through the feedback received by Jakim, which is public complaint feedback. Thus, without waiting long, Jakim sought to address this by formulating several improvements and drawing up strategic plans to further improve the quality of service and thus increase customer satisfaction, and the promises made in the Client Charter were achieved. Among the following improvements and strategic plans are improving the Document Upload System (My Ingredients), adjusting the Halal Online Certificate Registration Fee, opening more counters, introducing the Fast Track System, holding a Conference with the industry, Training on halal, and adding addition of Halal Staff.

As a well-known Islamic agency in Malaysia, Jakim takes this halal issue very seriously and always strives from time to time to smooth the way of management. Highlighting Public Complaints feedback is very important as a check and balance or benchmark for an organization. In particular, the Client's Charter is a promise that must be fulfilled to produce quality service and thus gain customer satisfaction and achieve the desired goal.

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Analysis of Halal Certification Management in Jakim through Public Complaint Feedback

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Abstract

Halal Certification Processing is one of the themes found in one of the Client Charters in Jakim, where it is a promise given to applicants within a certain period to complete the Halal Certificate. In realizing good management in an organization, the staff of the organization must be sensitive to the promises made as set out in their Client Charter. The Client's Charter is a written statement by the organization to provide quality services to customers to meet the needs of the community, especially to customers who deal with any organization. A problem or issue that arises is when some organization ignore the promises made in their Client Charter. The community's public complaints and feedback are evidence of this. This study aims to identify the various difficulties and suggestions for improvement that Jakim made in managing halal certification in response to feedback from the general public. This qualitative study uses the interview method, whereby three staff from Jakim will be recruited and made into respondents for the interview. In addition, documentation methods are also used, such as Client Charter reports, Halal Certification Procedure Manual Reports, etc. Also included are the reports on Jakim's website. The results revealed some difficulties, including the applicant's lack of understanding of the start of the 30 days, the time factor in managing the halal certification, and the inability of the

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applicant to review or comprehend the protocols. However, Jakim did not give up on addressing it by improving and formulating several strategic plans, such as improving the document upload system (My Ingredients), adjusting the online halal certificate registration fee, opening more counters, strengthening the Fast Track system, holding conferences with the industry, training on halal, and adding halal staff. The implications of the study can be seen, especially for civil servants as well as the rights of customers when dealing with the organization. This can be observed by analyzing the significance of adopting an effective Client Charter, which entails successfully carrying out all commitments outlined within it, hence attaining client pleasure through the responsible fulfillment of promises. © 2024, Transnational Press London Ltd. All rights reserved.

Author keywords

Client Charter; Customer Satisfaction; Halal Certification; Jakim; Public Complaint Feedback; Quality Service

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Source details

International Journal of Religion

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Publisher: Transnational Press London Ltd.

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