

The relationship between Information Technology and Halal Logistics

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Abstract

As a country with a majority of adherents of Islam, Indonesia is one of the countries with the largest market share of Halal products in the world. The emergence of Halal-labeled food and beverage products businesses is growing even imported products entering Indonesia are beginning to register their certification to MUI, indicating that the level of consumer awareness of Halal products in Indonesia has increased. The case of Samyang noodles in Indonesia has recently become one proof that imported products must also have Halal certification. Social media as one of the most widely used technologies today, is rapidly influencing consumers that the products that are logistically distributed from Korea are Haram and directly lower the benefits of this product which was originally the most popular and viral in social media. This is to prove that the role of technology, the logistics process will affect the profitability of a company for its products, so that through this research will be proven empirically. This study is a descriptive quantitative research with questionnaires distributed to 100 respondents who have appropriate criteria as the object of this research is the producers of halal food. Data processing using descriptive data analysis technique and simple linier regression analysis technique using SPSS 23 software. The results are the Information Technology supports have positive and significant relationship with Halal Logistics. The model in this study can use to investigate the relationship of Halal Logistics and Information Technology in Halal cosmetics, Halal medicine, and others, for further study.

Keywords

Halal Logistics, Simple Linier Regression, Information Technology, Halal Product

Acknowledgements

The first author, Ratih Hendayani, very grateful to Telkom University for the Phd scholarship in Graduate School of Business, University Sains Malaysia

Biographies

Ratih Hendayani is a Lecture in School of Economic and Business Telkom University. And now she study in Graduate School of Business, University Sains Malaysia for Phd degree. The topic research is about Operation Quality Management and Supply Chain Management. She already published several research articles in international journal and international proceeding, which several of the publication already Scopus indexed.

Yudi Fernando is a deputy dean research and postgraduate studies at Faculty of Industrial Management, Universiti Malaysia Pahang. He is also a managing editor of Journal of Governance and Integrity. He was previously serves as Ph.D offshore coordinator and a cluster head of innovation in operation management at Graduate School of Business, Universiti Sains Malaysia (USM). He received his MBA and PhD from the School of Management at USM also holds a Bachelor's degree in Business and Management from UNAND, Indonesia. He is an award-winning scholarly research competition as the best PhD research in applied art at USM in 2010. He also worked for several years in the electronics industry. His current research interests are green operation management, service management, logistics, and sustainable issues in supply chain management. Dr. Yudi has indeed been honored to have been selected as one of the council members during an annual general meeting of The Society of Logisticians, Malaysia/ Pertubuhan Pakar Logistik Malaysia (LogM) Management Council for 2014 – 2016. Internationally, He had appointed as the editorial board in some of refereed journals, technical committee in the conferences and invited speakers in various universities. Thus far, he has published in several journals such as Tourism Management, Food Control, British Food Journal, International Journal of Information, Management, Benchmarking: An International Journal, International Journal of Productivity and Quality Management, International Journal of Value Chain Management, International Journal Logistics Systems and Management, International Journal of Operations and Supply Chain Management, and so on.

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