

The Relationship Between Attitude and Halal Awareness among Food Riders in Batu Pahat

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Abstract

This study investigates the relationship between halal awareness and the attitudes of food riders in food delivery services. With the growing demand for halal food options worldwide, particularly among Muslim consumers, the delivery of halal-certified meals has become increasingly important. Food delivery riders play a crucial role in ensuring the timely and safe delivery of food, including halal meals, to customers. However, little is known about how food riders perceive and handle halal food delivery. This research aims to fill this gap by examining the level of halal awareness among food riders and how it influences their attitudes towards halal food delivery services. The researcher has decided to conduct the survey at Batu Pahat. The target population of respondents for this study is inbound food riders. The findings of this study indicate a high level of halal awareness (mean = 4.248, SD = 0.919) and positive attitudes toward halal food delivery (mean = 4.258, SD = 0.902) among food delivery riders in Batu Pahat. A quantitative survey method was utilized, and reliability was confirmed with Cronbach's alpha values demonstrating good internal consistency for both variables. A strong positive correlation ($r = 0.870$, $p < 0.001$) was observed between halal awareness and attitudes, showing that increased awareness significantly enhances adherence to halal principles. These results offer valuable insights for food delivery platforms, policymakers, and other stakeholders, highlighting the importance of implementing halal education and training programs to strengthen compliance, improve service quality, and enhance customer satisfaction in halal food delivery services.

1. Introduction

Food is a very important need in the daily life of humans, as well as animals and plants. Nutritional needs cannot be ignored because food is an important source of health and strength needed by the body of every human being which depends on the eating and drinking patterns of a human being. Today, Halal food is growing and gaining more popularity around the world, which Halal food an ideal choice for business in the global Halal market. (Mihas, 2019). Muslim and also non-Muslim's consumer demand towards Halal food to ensure the hygiene, cleanliness and safety. Regarding to Ahmed and Najmi (2018), Muslim consumers concern about halal foods and willing to pay more for Halal foods. Spiritually, halal food is believed to bring blessings and peace of mind, making this practice essential in the daily life of a Muslim. However, if seen from the context of Islam, it emphasizes the aspect of balance regarding food. Islam places great emphasis on the quality of food taken by Muslims, which is based on halal sources. "Halal" is a term in Arabic that means "allowed". In the context of

Islam, halal refers to everything that is allowed or valid according to sharia law. This term is often used to describe food and drink that is in accordance with Islamic rules, but can also refer to other activities or actions that are permitted in Islam. The best food for all humans is halal food. The concept of halal nutrition in Islam is halal and good (halalan toyyiban) which consists of nutritious and non-harmful food. Eating halal food is very important for Muslims because it reflects obedience to religious orders and maintaining the purity of worship. Halal food is guaranteed to be clean and healthy, avoiding illegal ingredients such as alcohol and pork that can harm health. The halal slaughter process ensures that animals are treated well and reduces their suffering. In addition, consuming halal food strengthens the identity and sense of togetherness in the Muslim community, as well as promotes tolerance between religious people.

Online food delivery has increased significantly in recent years (Mahmuda *et al.*, 2020). Food businesses have increasingly adopted these services, which are generally based on third-party food-delivery platforms that allow customers to order and get food products (Li *et al.*, 2020). Choosing between gig economy (GE) and professional service providers to deliver food can have an impact on service quality because the two types of companies run under different business models. GE companies are not hiring workers or own the main resources required for online meal delivery. These businesses rely on freelance workers (Zhi Ming Tan *et al.*, 2021). Professional food delivery companies, on the other hand, participate riders and own most of the delivery equipment (for example, a motorcycle). Studies comparing GES to traditional service providers have not looked at how consumers perceive the same service quality factors regardless of who is providing the service.

With Malaysia's growing dependence on food delivery services, especially during the COVID-19 pandemic, maintaining the halal quality of delivered food has become an important concern. Halal certification is a must for Muslim consumers since it ensures that the product follows Islamic dietary requirements. Despite the importance of halal awareness there have been problems such as, according to (Sham *et al.*, 2017) practice of sharing containers, which is the segregation by allocation of the distance between halal and non-halal products in the same container increases the possibility of halal integrity being compromised. Many efforts have been implemented by the State Government through PBT on the issue of separating halal and non-halal products as this matter is very sensitive, especially for the Muslim community in maintaining the food content and cleanliness of the food. Not only the ingredients of the food but also the way the products are stored is also emphasized and needs to be paid attention to so that it is not confusing. (Dewan Negeri Selangor, 2021).

According to Malik, H. (2021), a food delivery company is facing a situation where non-halal food, including Muslim food, is included in the halal category. This is due to the lack of a valid JAKIM halal certificate for the food delivery company. The situation is complicated due to the risk of ordering non-halal food, such as pork and alcohol, and the risk of gravy spilling in the delivery container. The delivery people are not willing to choose the halal category due to limited orders involving certain companies with a valid JAKIM halal certificate. The situation raises questions about religious law and the impact on their income source. Food delivery parties are calling for the issue to be addressed, including the separation of food delivery for non-halal categories. Each delivery company has a different policy, with some parties having the opportunity to make category selections and others having no choice.

2. Literature Review

2.1 Halal Food and Beverages Industry in Malaysia

The food and beverage industry plays and contributes a significant amount to the Malaysian economy. In 2018, the Malaysia F&B industry was recorded growing annually at 7.6% and valued at around €22.12 billion (FLANDERS INVESTMENT & TRADE, 2020). Regarding halal for F&B, the Department of Islamic Development Malaysia, popularly known as JAKIM, a federal government agency in Malaysia, is responsible for issuing Halal certification for F&B manufacturers. Malaysia Halal Certification offers two categories of applications which are domestic and international halal certification, ranging for food product/beverage/food supplement, food premise and hotel, consumer goods, cosmetics and personal care, pharmaceutical products, slaughterhouse, logistics which also includes warehousing, transport, and retailing, and original equipment manufacturer (Suhaimi *et al.*, 2019).

2.2 Food Delivery Services in Malaysia

Furthermore, the enforcement of the Movement Control Order (MCO), Conditional Movement Control Order (CMCO) and Recovery Movement Control Order (RMCO) in Malaysia during the pandemic has given the food industry the opportunity to shift its traditional business to digital delivery services. There are now a variety of companies in Malaysia that deliver food via digital platforms, including Foodpanda, Lalamove, GrabFood and Halo Delivery, hiring local motorcyclists to deliver food and parcels. According to a newspaper article BERNAMA, 2020. Foodpanda has 30,000 riders working for them around the country. This scenario greatly stimulated the digital market-based economy (gig economy). Gig economy is the manifestation of a trend toward

a free market-based digital e-commerce platform that is characterized by short-term and long-term contracts between organizations and individuals with both permanent occupancies and freelancers. This system is also driven by the digital environment and application readiness that directly led to the generation of job opportunities (BERNAMA, 2020).

2.3 Attitudes of Food Delivery Services Riders

2.3.1 Lack of Understanding and Training

Some riders might not fully understand the importance of halal standards and the consequences of cross-contamination. This lack of awareness can lead to careless handling of food, where halal and non-halal items are not properly segregated, risking contamination (Isantamaria, 2023). This lack of knowledge can result in careless handling of food, where halal and non-halal items are not properly segregated, leading to potential contamination. Without comprehensive training on the significance of halal practices and the meticulous procedures required to maintain halal integrity, riders may inadvertently compromise the halal status of the food.

2.3.2 Indifference to Religious Sensitivities

In some cases, riders who are not familiar with or indifferent to Islamic dietary laws may not take the necessary precautions seriously. This attitude can stem from a lack of respect for the cultural and religious significance of halal practices, resulting in improper handling of halal food (Principles of Fiqh, 2024). Indifference to religious sensitivities among food delivery riders, particularly those unfamiliar with Islamic dietary laws, can lead to improper handling of halal food. This indifference often stems from a lack of understanding and respect for the cultural and religious significance of halal practices, resulting in negligence regarding necessary precautions to avoid cross-contamination.

2.4 Halal Awareness in Food Delivery Services

2.4.1 Knowledge

The first category, knowledge is defined as the facts, feelings or experiences that someone knows (Briliana & Nurwanti Mursito, 2017; Rahman *et al.*, 2017). Several studies have stated that knowledge is a form or result of awareness of something obtained from experience or the learning process. In line with this, a person's level of knowledge can indicate their level of awareness of something. In line with this, a person's level of knowledge can indicate their level of awareness of something. When examining the attitudes of food riders in food delivery services related to halal awareness, we can break it down into key knowledge areas. Riders need to understand basic halal principles and the importance of halal certification. They should know the correct procedures for handling and delivering halal food to prevent contamination with non-halal items.

2.4.2 Religiosity

People have different levels of religiosity, including high, moderate or low levels. Thus, a person's consumption behavior tends to reflect their level of religiosity (Dali, Yousafzai, & Hamid, 2019). Religiosity greatly influences how food delivery services approach halal awareness. People with higher religiosity, or strong religious beliefs, tend to take halal principles more seriously. They handle halal-certified food with extra care and follow halal standards closely during delivery. Their deep connection to their faith makes them more aware of the importance of halal food for Muslim customers.

2.5 Conceptual Framework

Based on Fig. 1, the conceptual framework shows the independent variable is the attitudes among food rider and the dependent variable is halal awareness. In this study, the attitudes of food delivery service riders are examined as a variable influenced by their level of halal awareness. Based on the framework outlined above, several hypotheses were developed for testing, as shown in the proposed structure.

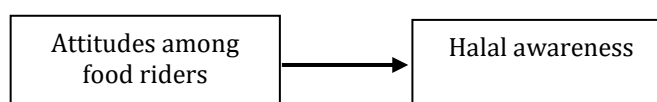


Fig. 1 Conceptual Research Framework

3. Research Methodology

3.1 Research Design

This research is prospective, attempting to examine the level of halal awareness among food delivery services riders during the delivery of halal food and beverages, especially towards Muslim consumers mainly in Batu Pahat. This area was chosen because it is estimated that among the students may order food and drinks online which can save them time and energy. After all, they do not have to leave the house to buy food and beverages. This area not only offers halal food but also non-halal restaurants or halal certificates are not displayed which will cause doubts among consumers. However, for traders who sell food and drinks online using applications such as FoodPanda and Grab Food, consumers will be less sensitive, perhaps because the application does not display whether the store sells halal or non-halal food. Food shops also serve halal and non-halal food in the same shop. Therefore, it is very important to have halal awareness either for food providers or food riders to ensure that consumers obtain clean and quality halal food and drinks. The selected respondents are those who work as food delivery services riders. The researcher will use the quantitative method which is through a survey. The survey is formed in Google Form and the questions will be measured between a scale of 1-5 to study how far respondents understand the questionnaire conducted and this survey will be distributed online through the food riders Facebook page around Batu Pahat.

3.2 Research Flow Chart

Fig. 2 shows the flow chart of the study. The research process involves several main steps that are systematically arranged. First, the researcher identifies the topic and formulates a specific research question. Second, they collect background information and conduct a literature review to understand the context and previous findings. Third, a research plan and methodology are developed, including the selection of data collection and analysis methods. Fourth, data is collected and analyzed to find important patterns and relationships. Fifth, the researcher draws conclusions and interprets the results of the study. Finally, findings are communicated through research papers or presentations to share the knowledge gained and contribute to the field. This process ensures that research is conducted in an orderly and effective manner.

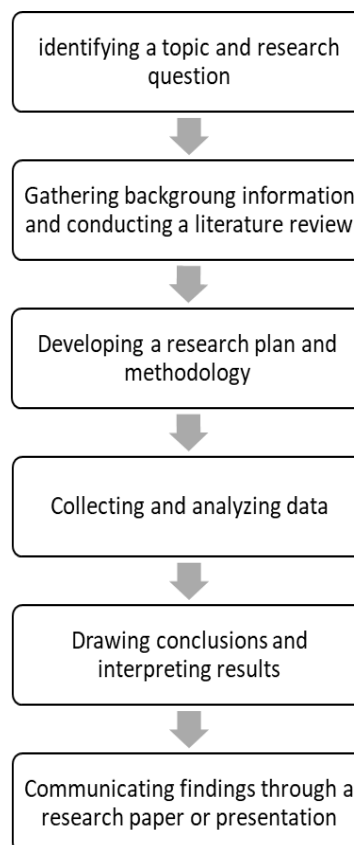


Fig. 2 Flow chart of this study

3.3 Research Population and Sample

Referring to Shukla (2020), the definition of population, that it consists of all the units on which the findings of research can be applied. In other words, population is a set of all the units which possess a variable characteristic under study and for which findings of research can be generalised. In this research, the food riders will be the population of the research. The researcher is specifically targeting the inbound food riders at Batu Pahat as research target respondents. I have contacted food delivery service providers such as GrabFood, Foodpanda, and ShopeeFood to get an estimate of the number of food riders in the Batu Pahat area. In this research study, the sample size will be identified using the Krejcie and Morgan (1970) as shown in Table 1 referring to the number of populations that had been obtained (Bukhari, 2021). It is based on Krejcie and Morgan's (1970). Based on the table 1, the sample size that will be used by the researcher is 181 respondents because it is estimated that there are 340 food riders in Batu Pahat. The selected respondents are those who work in the food delivery service sector.

Table 1 Determining sample size method Krejcie and Morgan (1970)

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.
Source: Krejcie & Morgan, 1970

3.4 Sampling Method

Random Sampling design refers to the predetermined process for selecting a subset of individuals from a larger population for the purpose of research or other endeavors [Lohr, 2019]. It essentially acts as the roadmap for choosing a representative group that accurately reflects the characteristics of the entire population you're interested in.

There are two main categories of sampling designs: probability sampling and non-probability sampling [Scribbr, 2023]. Probability sampling ensures that every member of the population has a known chance of being selected. This allows you to statistically analyze the data and make inferences about the population as a whole. Common probability sampling methods include simple random sampling, stratified sampling, and cluster sampling [Scribbr, 2023]. Non-probability sampling utilizes selection methods where not everyone has an equal opportunity of being chosen. While this approach doesn't allow for generalizability of findings to the entire population, it can be valuable for exploratory research or situations where obtaining a random sample is challenging. Convenience sampling, purposive sampling, and snowball sampling are examples of non-probability methods [Scribbr, 2023].

3.5 Pilot Study

A pilot study is the starting point of the complete research process and is frequently a smaller-sized study which helps in the planning and adjustment of the main study (Arnold *et al.*, 2009; Lehana Thabane *et al.*, 2010). It serves as a test run to identify potential problems and refine the research instruments and protocols, ensuring the larger study can be conducted smoothly and effectively. It serves as a test run to identify potential problems and refine the research instruments and protocols, ensuring the larger study can be conducted smoothly and effectively. By addressing logistical issues, testing data collection methods, and estimating necessary resources, a pilot study helps mitigate risks and enhances the reliability and validity of the main research. It also allows researchers to refine their techniques, improve the study design, and build confidence among stakeholders, ultimately ensuring more efficient use of resources and a higher likelihood of success in the primary study.

Despite its limited scope, the pilot study's findings are invaluable for anticipating challenges and making necessary adjustments, thereby laying a solid foundation for the full-scale research project.

3.6 Research Instrument

Research instruments are the tools or techniques used by researchers to collect data in a research study" (Hair *et al.*, 2020, p. 111). Researchers use questionnaires as a primary research instrument to efficiently gather a large amount of data from a significant number of respondents. Questionnaires are particularly useful because they can be administered in various formats, such as paper-based, online, or via phone, making them highly adaptable to different research contexts and populations. However, the success of using questionnaires depends on their design and implementation; questions must be clear, unbiased, and relevant to elicit accurate and meaningful responses. Properly constructed questionnaires enable researchers to obtain valuable insights into attitudes, behaviors, and experiences, contributing significantly to the overall research objectives

A questionnaire is a research instrument comprising a series of questions intended to elicit responses from respondents, commonly used in survey research to gather self-reported data on a range of topics (Babbie & Mouton, 2019, p. 174). It can collect both numerical data (through multiple-choice or rating questions) and detailed opinions (through open-ended questions). Questionnaires are versatile and can be distributed in various formats, like paper, online, or over the phone, making it easy to reach many people. They provide a standardized way of collecting data, which helps in comparing and analyzing responses. However, the effectiveness of a questionnaire depends on how well the questions are designed—they need to be clear and unbiased to ensure accurate results. Overall, questionnaires are an efficient way to understand people's attitudes, behaviors, and experiences.

3.7 Data Analysis

"Data analysis is the process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making" (Hair *et al.*, 2020, p. 9). The cleaned data is transformed into a suitable format for analysis, often involving normalization or aggregation. During exploration, basic features of the data are understood through descriptive statistics and visualizations. Analytical techniques, including statistical models and machine learning algorithms, are applied to identify relationships and patterns. The final step involves interpreting the results and communicating findings through reports and visualizations, ensuring the insights are clear and actionable. Data analysis is crucial for informed decision-making, identifying trends, solving problems, and making predictions across diverse fields such as business, healthcare, and social sciences.

3.7.1 Descriptive Analysis

Descriptive analysis involves summarizing and describing the key features of a dataset to provide insights into its characteristics and distribution" (Hair *et al.*, 2020, p. 25). It involves organizing and presenting data in a meaningful way, typically using statistics and visualizations like charts or graphs. This method helps researchers and analysts understand the basic characteristics of the data, such as central tendency, variability, and distribution. Descriptive analysis is often the first step in data analysis, providing insights into the data's structure and patterns before more advanced techniques are applied.

3.7.2 Reliability Analysis

"Reliability analysis involves assessing the consistency, stability, and dependability of measurements obtained from research instruments" (Hair *et al.*, 2020, p. 135). Reliability analysis checks if measurements give consistent results over time. It's like making sure a ruler always measures the same length. We look at different things, like if all parts of a test measure the same thing (internal consistency) or if the same test gives the same results when given twice (test-retest reliability). It helps ensure the trustworthiness of research findings by making sure the data collected is dependable and accurate.

3.7.3 Correlation Analysis

Halal compliance is a crucial component of food service in Malaysia, especially given the country's large Muslim population (Aziz & Chok, 2013). Food delivery riders play an important role in maintaining halal integrity during the food transportation process, but little study has been conducted on their awareness and attitudes towards halal compliance. This study investigates the relationship between attitudes and halal awareness among food riders in Batu Pahat, utilising a quantitative approach to evaluate whether there is a meaningful association between these two factors.

4. Results and Discussion

4.1 Survey Return Rate

The survey participants were food riders operating in Batu Pahat, focusing on their attitudes and awareness of Halal practices. As outlined in Table 2, a total of 181 questionnaires were distributed to the target group. Remarkably, all 181 questionnaires were fully completed and returned, achieving a 100% response rate. This high level of participation reflects the respondents' strong engagement and interest in the research topic.

Table 2 Survey Return Rate

Population	Sample Size	Questionnaire Distribute	Questionnaire Returned	Percentage
340	181	181	228	100%

4.2 Reliability Analysis of Pilot Study

Table 3 shows the reliability test of pilot study. The pilot test data shows that Cronbach's Alpha was used to assess two variables. For "Attitudes among food riders," the value of 0.714 indicates satisfactory internal consistency with 5 items and 30 respondents. The "Halal awareness" variable has a higher reliability of 0.817, showing strong internal consistency with 6 items and 30 respondents. Both variables were measured consistently, with halal awareness showing slightly higher reliability than attitudes.

Table 3 Reliability test for pilot study

No	Variables	Cronbach's Alpha	Number of items	Respondents
1	Attitudes among food rider	0.714	5	30
2	Halal awareness	0.817	6	30

4.3 Reliability test for the Actual

Cronbach's alpha is used to assess the reliability of a set of items by measuring their internal consistency. A value above 0.70 is considered acceptable. In the pilot study, reliability and validity were tested, and the main study was conducted afterward. Table 4 shows Cronbach's alpha values of 0.731 for attitudes and 0.754 for halal awareness, both exceeding 0.70. This indicates good reliability, confirming the internal consistency and validity of the research.

Table 4 Reliability test for the actual study

No	Variables	Cronbach's Alpha	Number of items	Interpretation
1	Attitudes among food rider	0.731	5	Good
2	Halal awareness	0.754	6	Good

4.4 Demographic Analysis

Table 5 shows the summary of demographic respondents. The demographic data shows that the majority of respondents are female (56.4%) and fall within the 25–34 age range (60.6%). Most of the respondents are employed by Foodpanda (52.1%), and a substantial portion (34%) have been working as food riders for 1–2 years. Furthermore, a high percentage of respondents (81.9%) have received training on Halal awareness.

Table 5 Summary of demographic analysis

Demographic	Category	Frequency	Percentage (%)
Age	18 - 24	33	14.5
	25 - 34	137	60.1
	35 - 44	39	17.1
	45 and above	19	8.3
Gender	Male	122	53.5
	Female	106	46.5
The food delivery platform they use	Grabfood	61	26.8
	FoodPanda	117	53.5
	ShopeeFood	50	21.9
How long they have been a rider	Less than 6 months	33	14.5
	6-12 months	60	26.3
	1-2 years	83	36.4
	More than 2 years	52	22.8
Whether they have received Halal Awareness training	Yes	193	84.6
	No	34	15.4

4.5 Descriptive Analysis

The results in Table 6 indicates that all variables demonstrated a high level of central tendency. The independent variables, attitudes among food rider, recorded average mean scores of 4.258 (SD = 0.902) and 4.248 (SD = 0.919), respectively, reflecting strong understanding and adherence to halal principles among respondents. The dependent variable, halal awareness, achieved the highest mean score of 4.314 (SD = 0.7994), further emphasizing the respondents' commitment to proper halal food delivery practices. These findings demonstrate strong agreement on the importance of awareness, knowledge, and practices in ensuring compliance with halal standards.

Table 6 Summary analysis of average mean

Variables	Average Mean Score	Average Standard Deviation	Level
Independent Variables			
Attitudes among Food rider	4.258	0.902	High
Dependent Variables			
Halal awareness	4.248	0.919	High

4.6 Correlation Analysis

Correlation analysis is used to measure the strength and direction of the relationship between two variables. In this study, Pearson’s correlation coefficient was used to examine the link between halal awareness (MEANHA) and attitudes (MEANA). This method is suitable because the data meets the necessary assumptions. According to Cohen’s guidelines, a coefficient below 0.10 is negligible, 0.10–0.29 is weak, 0.30–0.49 is moderate, and above 0.50 is strong. The analysis showed a strong positive correlation of 0.870, which is statistically significant ($p <$

0.01), meaning higher halal awareness is linked to more positive attitudes. Table 7 displays the mean and standard deviation for operational performance.

Table 7 Mean and standard deviation for operational performance

Variable	Pearson's Correlation Coefficient	Significance (2-tailed)	N	Strength of Relationship
Halal Awareness (MEANHA) & Attitudes (MEANA)	0.870**	<0.001	228	Strong

Correlation is significant at the 0.01 level (2-tailed).

5. Conclusion

This study examines the relationship between food rider attitudes and halal awareness in Batu Pahat. Based on the correlation analysis performed, the findings show that there is a strong positive relationship between the two variables. The value of the Pearson correlation coefficient obtained is 0.870, which indicates a strong relationship (according to Cohen's guidance, 1988), and is also significant at the level of 0.01 ($p < 0.01$). This indicates that halal awareness and food rider attitudes are closely related to each other.

This finding shows that the higher the halal awareness possessed by food riders, the more positive their attitude towards the handling and delivery of halal food. This can be seen from the results of studies that show that food riders feel responsible for ensuring that halal food is delivered correctly, they are willing to refuse delivery of non-halal food if asked to deliver halal food, and give priority to halal food in their daily work. This attitude clearly shows that food riders who have a high awareness of halal are more likely to practice halal practices in their work. This result is also in line with previous studies which found that the level of halal awareness among workers in the food industry plays a big role in shaping their positive attitude (Aziz *et al.*, 2016). In this study, the majority of food riders in Batu Pahat showed a high level of awareness of halal food handling, which was evidenced by their response to knowledge about the halal certification process, the need to separate halal and non-halal food, as well as the training they had received.

Overall, this study shows that increasing halal awareness among food riders can improve their attitude towards halal food handling and further improve the quality of halal food delivery services. Therefore, food delivery platforms such as FoodPanda, GrabFood, and ShopeeFood need to continue to emphasize halal education and training to ensure that food riders comply with the halal standards set. This is important to maintain customer trust and satisfaction with the services provided. This study found a strong positive relationship between Halal awareness, attitudes, and the performance of food riders in Batu Pahat. Among these, Halal awareness was found to be a more significant predictor of food riders' professional behaviour and client trust, however both characteristics were highlighted as important in influencing rider performance and satisfaction. Despite the limits of this study, the findings provide useful information for developing Halal training programs and promoting awareness among food riders. The limitations of this study reveal areas for future research, such as increasing the sample size, investigating other variables, and evaluating varied geographies to acquire a better understanding of the factors influencing Halal compliance and rider performance. Food delivery platforms can improve their competitiveness in the delivery service market by raising Halal standards and connecting them with customer expectations.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Siti Noraini Jul and Wan Karimah Wan Ahmad; **data collection:** Siti Noraini Jul and Wan Karimah Wan Ahmad; **analysis and interpretation of results:** Siti Noraini Jul and Wan Karimah Wan Ahmad; **draft manuscript preparation:** Siti Noraini Jul and Wan Karimah Wan Ahmad. All authors reviewed the results and approved the final version of the manuscript.

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