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Radical Innovation Halal in Products and Halal Logistics Performance: A Conceptual Framework for Halal Furniture Product Innovation

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Abstract

The purpose of this study is to introduce a conceptual framework for halal furniture product innovation utilized by manufacturers in their production processes, supported by two concepts: radical halal innovation in products and halal logistics performance. The design/methodology/approach in this study involves a literature review to develop a combination of new concepts for producing and designing halal furniture products. Halal product guarantees, halal product uniqueness, new designs based on the principles of halal, thayyib products, and user-friendliness serve as variables or parameters for achieving change in the furniture manufacturing process. Additionally, personnel contact quality, information quality, order condition, order quality, and order discrepancy are parameters for enhancing halal logistics performance. The results of this study indicate that the conceptual framework for halal furniture product innovation is successful with the support of the concepts of radical halal innovation in products and halal logistics performance.

Keywords: *Radical Innovation, Halal Logistic Performance, Product Innovation, Furniture*

Introduction

Innovation allows companies to expand more quickly, enable them to endure a difficult, intensive competitive business environment, and succeed in the marketplace. Furthermore, radical innovation has often been a central component of corporate strategy. It is acknowledged as a possible way of development and sustainability for companies [1] through modifying products, operations, business models, and/or organizational structures [2]. Radical innovation is crucial for the long-term growth and regeneration of companies [3]. To date, radical innovation poses problems that need collaborative efforts and support to overcome inconsistent risks [4].

Halal and haram are sensitive terms among Muslims. Halal refers to everything that is allowed according to Islam and its ethical framework. In contrast, haram refers to everything that is forbidden by Islamic law and ethical principles. In countries with a Muslim majority, such as Indonesia, the term 'non-halal' is employed to describe products containing haram ingredients, as this terminology appears more acceptable to consumers, especially Muslims. Halal products are produced in accordance with Islamic principles that provide explicit guidelines on what is permissible and what is not allowed [5].

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Awareness of halal products among Muslims and non-Muslims worldwide is currently increasing significantly. As a Muslim, one is obligated to follow the instructions provided in the Quran. However, non-Muslims are starting to understand the concept of halal, and they are accepting halal products due to the perception that these items are safer to use or consume than their non-halal equivalents. As the market for halal products expands, manufacturers must adapt and incorporate the halal concept into their production processes.

The furniture industry stands as a prominent sector within the Indonesian economy, especially in regions rich in timber resources, such as Jepara, Klaten, and Pasuruan. This industry is acknowledged as one of the sectors that makes a substantial contribution to the nation's economic growth [6], [7]. Jepara, renowned as the epicenter of Indonesian furniture, possesses immense potential for the industry. Nevertheless, the Jepara furniture industry encounters a myriad of challenges in its development, including international rivalry, a lack of innovation, logistical problems, and business management concerns.

As a segment of the manufacturing sector, the furniture industry has proven its potential to create job opportunities and boost the country's income from international trade. However, the dynamics of both global and domestic market demand for furniture products have experienced considerable transformations. Consumers now consider not only aesthetics and functionality but also increasingly emphasize sustainability and following halal principles, especially in response to the expanding Muslim market [8], [5]. This phenomenon necessitates that stakeholders in the furniture industry integrate product innovation into halal standards within their design and development processes [9].

Due to the numerous factors considered in the innovation of halal furniture products, this study aims to examine the elements and variables involved, as well as the interrelationships among these variables. It is expected that the halal innovation process for furniture products will not solely depend on the intuition of producers, but will instead be grounded in the genuine needs of consumers and the principles of halal. Moreover, the results of this study could function as a strategic reference for those involved in the industry, furniture associations, and halal certification bodies in developing superior and competitive halal standards for furniture products in the international market, ultimately aiding them in their pursuit of producing accredited halal furniture products.

Research Method

Literature Review

This study is confined to published literature. This literature will elucidate the concept of furniture product innovation that adheres to sharia, which is derived from radical halal innovation in products and halal logistics performance.

Radical innovation halal in product

The strong competition in business pushes companies to organize the process of creating new innovative products, considering both the range of options and current trends [10]. Product innovation encompasses the innovation utilized in the overall operations of a company, an item is both newly designed and sold, encompassing innovation across all functional and utility processes [11]. Product innovation is implemented throughout operations with newly created and marketed products, and it includes innovation in all functional processes.

Radical innovation is a very expensive project that entails substantial uncertainty and risk, aimed at fostering corporate sustainability [12]. Moreover, it can define the strategic path taken during the radical innovation process,

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specifically through the identification of innovative technologies that enhance corporate sustainability, incorporating sustainability standards into the product development process, and the cultivation of a sustainability-oriented market through the utilization of information transparency [13].

Halal in the Quran refers to those things or actions that is permitted by Sharia (Islamic law). The conception of halal inspires Muslims to pursue and utilize clean products and services [14]. In this context, the meaning of the word clean is broader significance, encompassing an individual's entire life. For instance, halal food refers to food that is safe for human use, produced in a hygienic setting, and that meets a specific standard of quality. Simply put, halal describes an object or action that is allowed to use or undertake according to Islamic law [15]. As consumers prioritize safety and are careful to avoid impurities/najis, individuals must adhere to the guidelines regarding what is halal and what actions must be taken; based on the sunnah, the community should understand what is halal and haram in order to protect their religion and respect [16].

Radical innovation halal in products undertaken by companies requires systematic risk management to confront various internal and external challenges. Furthermore, individuals perceive risk as a factor in consumption and tend to avoid products that seem suspicious or uncertain. [16]. Because of this, radical halal innovation in products is a rapid change in several new tools and methods that are sharia-compliant to develop in generating creative product ideas, with indicators such as the uniqueness of halal products, using halal ingredients, having designs that follow religious rules, and offering thayyib products that are easy to use [5].

Halal Logistic Performance

Halal logistics consists of five stages of logistical processes that implement the halal principles throughout the entire supply chain, starting from the source of production up to the point where the product is consumed [17]. To properly apply the halal concept, halal certifiers need to oversee all activities related to halal logistics. Examples of halal certifiers include Majelis Ulama Indonesia (MUI) and Jabatan Kemajuan Islam Malaysia (JAKIM), which are both run by their respective governments. In some countries, private halal laws and halal certifiers from private institutions are used, such as in the Netherlands and the United States [18]. These entities are responsible for supervising all halal-related logistical operations. This includes activities at breeding facilities and slaughterhouses, as well as the distribution and sale of halal meat to local consumers, importers, and the food industry [17].

To enhance customer satisfaction and loyalty, logistics providers must focus on improving their logistics performance [19]. A competitive advantage, developed through stronger customer relationships, can result from effective logistics performance [20]. The subjects we are studying are the final users of halal flesh products. Consequently, the concepts under examination must be suitable for customer evaluation. Aspects such as order processing and timeliness are not directly measurable by the customer. To facilitate this, Cheung's research is utilized. The key concepts employed to assess halal logistics performance include personnel contact quality, information quality, order quality, order condition, and order discrepancy [21].

Personnel contact quality refers to the evaluation by customers of the service they get from the logistics suppliers' staff [22]. It also encompasses customers' perceptions of how they perceive the level of disrespect shown by staff members when dealing with the difficulties and circumstances that arise. The basis

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of halal logistics and the supply chain can be discerned through firsthand personnel engagement with substances that are not halal or are haram (forbidden), along with the danger of contamination posed to the products. Furthermore, a study has demonstrated that for religious customers, halal personnel are the primary point of reference when they are determining whether to buy halal meat products [5].

Information quality refers to customers' perception of information regarding products from which they may choose [22]. When consumers have access to detailed and thorough information about products, they are more likely to make confident choices [23]. Information quality must be precise, trustworthy, and thorough to support optimal logistics performance [24]. The significant halal aspects highlighted suggest the need to guarantee information quality through complete traceability and a monitoring system that covers the entire halal meat supply chain for halal products [25]. This declaration resonates with the conclusions drawn from the research conducted by Ab Talib, which shows that, parallel to established logistics, information technology fulfills a significant role in bolstering the efficacy of halal logistics. [26].

Order quality refers to the extent to which suppliers fulfill the requirements of customers concerning a product and the efficacy of the products themselves [22]. Order condition pertains to the state of the products, specifically their level of damage. The distinction between order quality and order condition lies in the fact that order quality evaluates the craftsmanship of the products, whereas order condition assesses the degree of damage incurred during the delivery process [23]. Wan Omar's research showed that how well halal supply chains are put into practice depends on the state of the halal product as a result of the handling and delivery procedures [17].

Results and Discussion

Developing A Conceptual Framework

Radical innovation halal in products and halal logistics performance is a topic that is seldom addressed in scholarly research. To develop a conceptual framework, this study examines radical halal innovation in products and its impact on halal logistics performance. A literature review on the connection between innovation, radical halal innovation in products, and halal logistics outcomes shows that radical innovation (e.g., products, design, technology, information technology, infrastructure, organizational strategy) fosters innovation resulting in a later positive impact on the effectiveness of halal logistics operations. which grows exponentially and has the capacity to thrive in a highly competitive environment. Radical innovation establishes new conditions and environments and enhances service levels and distinctive quality. Drawing upon prior research findings, technological innovation, which represents a form of radical innovation within a company, serves as one of the mediators that can mitigate adverse effects on logistics performance [27].

Previous studies have shown that traditional factors of radical innovation can lead to significant industry changes [28]. Sources of radical innovation include new technological capabilities, market shifts, and competitive dynamics within the industry [29]. Such innovation results in transformations that offer new features and benefits based on existing technologies [30]. Key aspects of the radical innovation process include technological and market factors, organizational and industrial elements, high volatility, and timing, which companies need to consider [28]. The focus on exploiting radical innovation is especially important because its

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radical nature reflects how novel and distinct it is from current products and processes [31].

Additionally, operational logistics performance, such as product availability, product condition, delivery reliability and speed, and service responsiveness, positively affects customer satisfaction, customer loyalty, commitment, and the inclination to make repeat purchases [32], [33]. Furthermore, in manufacturing, the five elements of logistics performance measurement are crucial elements that can assist companies in increasing customer satisfaction and loyalty. The array of halal logistics performance metrics consists of five different variables, namely halal supplier service quality, perceived service value, customer satisfaction, and customer loyalty [21].

Previous research has demonstrated that radical halal innovation in product outcomes in the uniqueness of halal offerings, characterized by motifs and new designs that reflect local cultural wisdom, embodying idealism and spirituality in accordance with sharia law, thus becoming the hallmark and advantage of the product [5]. Unique products are those that markedly differ from others in their category based on sensory, image, functional, emotional, or other aspects, which are confidently assessed by consumers [34]. With the advantage of halal product uniqueness, new designs that align with sharia/religious norms render products *thayyib* and safe for use, thereby enhancing customer confidence in furniture offerings. Nowadays, both Muslim and non-Muslim consumers regard the halal status of a product as a guarantee of its suitability for purchase, which offers a great chance to increase sales [35]. Moreover, the distinctiveness of halal products lies in their religious foundation, which serves as the cornerstone of the company's success and a source of excellence [36].

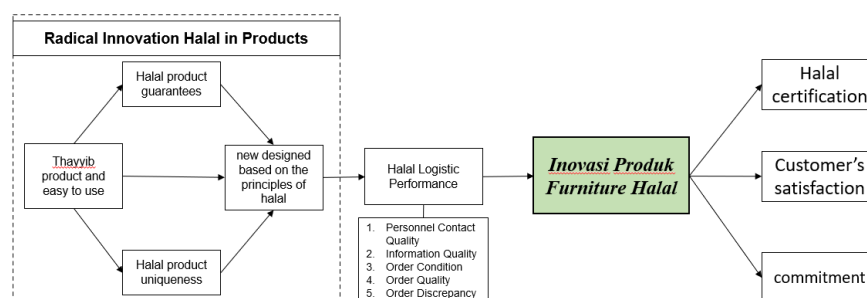


Figure 1. Conceptual Framework

Figure 1 illustrates the connection between the theory of radical innovation halal in products and parameters (halal product guarantees, halal product uniqueness, new designs following halal principles, *thayyib* products, and ease of use) [5], as well as the concept of halal logistics performance (personnel contact quality, information quality, order condition, order quality, order discrepancy) [37], which fosters the achievement of halal furniture product innovation. The aspects discussed in the literature review are grouped as qualities within these entities. Halal certification has become a new marketing strategy that captivates consumers' attention [38]. Furthermore, this strategy empowers companies to compete in a competitive business environment and possibly make trillions of rupiah.

A study indicates that halal companies must embrace innovation in order to stay competitive in the market. As a result, companies assert that halal certification can foster corporate innovation [39]. Globally recognized halal certification will enhance the market value of Indonesian goods and facilitate a broader export market. Therefore, the assurance of halal products is

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an important issue not only from a religious and legal standpoint but also from the perspective of economic diplomacy and trade [18]. Therefore, the religious trust of customers has become the most crucial element in the halal furniture product innovation process, encompassing halal certification, customer satisfaction, and commitment. Religious attitudes exert a profound influence on customer actions and behaviors in their commitment to selecting or purchasing halal products.

Conclusion

This study presents a conceptual framework developed from a review of the literature on radical innovation in halal products and the performance of halal logistics, aimed at achieving significant innovation in halal furniture products. It also provides solutions for manufacturers on how to implement radical innovation in new products or services, supported by halal logistics performance, as well as identifying factors that can influence consumer purchasing intentions and the concept of halal within the halal product innovation process, particularly in the realm of furniture. This addresses the challenges and growth of the halal furniture product market today, both domestically and internationally, where halal products, particularly furniture, are increasingly preferred by both Muslim and non-Muslim consumers. Local furniture manufacturers recognize this trend and are seizing it as an opportunity to compete specifically in the halal furniture industry. In addition, all entrepreneurs in the manufacturing sector whether micro, small, or large businesses must implement halal accreditation to effectively compete by leveraging the advantages of the halal concept in their production. In conclusion, this study warrants further investigation to substantiate and enhance the factors involved. The results obtained from this study hold significant potential for exploration in future research in upcoming research projects to bridge the present gap in knowledge concerning this subject.

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