



ĐẠI HỌC FPT

GRADUATION THESIS DEFENSE

INTERNATIONAL BUSINESS

**FACTORS AFFECTING EXPORTING COMPANIES' SATISFACTION ON
HALAL CERTIFICATION SERVICE QUALITY:
A CASE STUDY OF HALAL CERTIFICATION AGENCY VIETNAM**

Presentation by **GRI 491 - G1**



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THESIS OVERVIEW

1

Introduction

2

Literature Review

3

Methodology

4

Finding and analysis

5

Recommendation

6

Thank You



Chapter

1

INTRODUCTION

1.1. Background

1.2. Research objectives

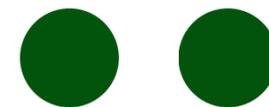
1.3. Research questions

1.4. Research scope

1.5. Methodology and data overview

1.6. Conclusion

1.7. Research Outline



1.1

BACKGROUND



TOPIC BACKGROUND

01

- Muslim people

02

- Sharia Law

03

- Halal standard & Halal Certification

04

- Halal Certification Service in Vietnam





TOPIC BACKGROUND



MUSLIM PEOPLE

Definition

Followers of Islam

Population

1.8 billion (2018)

2.2 billion (predicted to rise by 2030)

Population distribution

112 countries

SHARIA LAW



To Muslims, they must totally obey strict rules which are formed from Sharia Law in all aspects of daily life (Yun, E., etal. 2020)



HALAL STANDARD & HALAL CERTIFICATION

Halal /hæɪ ' æl/

Arabic term that indicates the meaning of permissible.

Halal certification

A mandatory "passport" to be able to export goods into the Muslim market.

The Halal standard scope

Not only fulfills a religious criterion but is also one of the new standards that assure consumers of product safety and quality.

Halal certification scope

Not only concern the product's raw materials, but also cover the entire production, processing, packaging, labeling, storage, and transportation processes.



TOPIC BACKGROUND



HALAL CERTIFICATION SERVICE IN VIETNAM

Vietnam

- A rich natural resource and fruitful country.
- In terms of Halal market, the Halal Certification Service in Vietnam has not been seriously taken for granted.

14 agencies

(Number of Halal Certification Agencies in Vietnam)

- The number of Halal certification agencies in Vietnam is limited and at most operates in the shape of private economic organizations.



COMPANY BACKGROUND



Mr. Tran Xuan Giap (Mohammed Omar)

Founder of HCAV

HCAV

- Since 2006
- Providing Halal Certification
- Complying strictly with Shariah law/
Standards of Halal

Services

- Evaluating the Halal products
- Issuing the Halal Certificate with reliability,
independence and international recognition.



COMPANY BACKGROUND

Halal Certification Agency Vietnam (HCAV) is the only organization in Vietnam that has achieved international recognition by :

○ ○ ○ ○

- JAKIM (Malaysia)
- GCC Accreditation Center (GAC)
- ESMA (UAE)
- MUIS (Singapore)
- CICOT (Thailand), KFDA (Korea)
- Member of the World Halal Food Council (World Halal Food Council)



JAKIM (Malaysia)



Majlis Ugama Islam Singapura
(Islamic Religious Council of Singapore)

MUIS (Singapore)



CICOT (Thailand)



مركز الاعتماد الخليجي
GCC Accreditation Center



KFDA (Korea)



هيئة الإمارات للمواصفات والمقاييس
Emirates Authority For Standardization & Metrology

SIGNIFICANT OF THE STUDY



- Recently, Vietnam has taken mature steps to enter the global Halal market but still does not promote all its potential.
- Since Halal products and Halal certification operations are not widely known, numerous products are produced and certified that do not adhere to Halal criteria.

Limitations from exporting companies:

- Not able to achieve Halal certification and lacking knowledge about this field.

Limitations from Halal Certification Agencies in Vietnam:

- Human resources are still limited.
- Lacking of coordination between customers and agencies.



1.2

RESEARCH OBJECTIVE

- Objective 1: To identify which are the factors that affect exporting companies' satisfaction on Halal certification service quality and the extent of their influence.
- Objective 2: To propose recommendations for HCAV to improve service quality and enhance customer satisfaction.



1.3

RESEARCH QUESTIONS

RESEARCH QUESTION 1

What are the factors that influence exporting companies' satisfaction on HCAV's service quality and the extent of their influence?

RESEARCH QUESTION 2

What are the possible recommendations and implications for HCAV to improve its service quality and enhance its customer satisfaction?





1.4

RESEARCH SCOPE

- Strongly emphasizes on Halal Certification Agency Vietnam.
- Based on collecting primary data from expert interviews and surveys of exporting companies, customers of Halal Certification Agency Vietnam.



1.5

METHODOLOGY & DATA OVERVIEW

- Primary data and secondary data
- Quantitative data and qualitative data
- Statistical Package for the Social Sciences (SPSS)
- Descriptive analysis; Reliability analysis; Exploratory factor analysis; Correlation coefficient analysis; Regression analysis; Moderated multiple regression analysis will be used for data analysis.



1.6

CONCLUSION



Chapter

2

LITERATURE REVIEW

- 2.1. Halal and related terms
 - 2.2. Halal certification
 - 2.3. The importance of Halal Certification to exporting companies
 - 2.4. Service quality and Customer satisfaction
 - 2.5. Related model
 - 2.6. Literature gap
 - 2.7. Proposed research model & Hypothesis development
 - 2.8. Conclusion
-



2.1

HALAL & RELATED TERMS

حلال

HALAL DEFINITION

- A word that originated from Arab, which means “permissible” or “lawful”.
- “Halal” especially refers to actions that Muslim people take day by day under Sharia law.

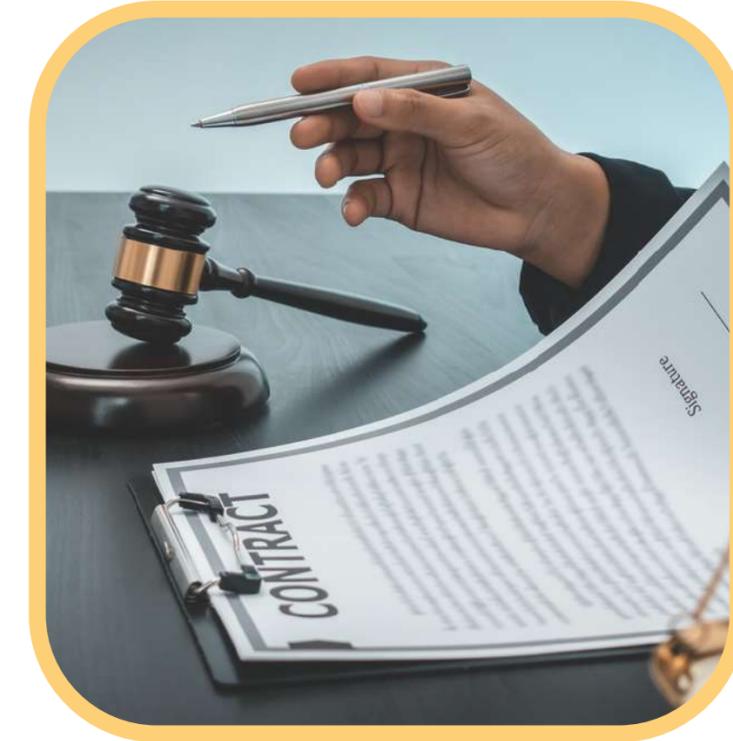
- The concept of halal is now more important to business.
- Regardless of food and beverages, it is also concerned with personal rights, code of conduct, animal welfare, social equality, etc.

حرام

HARAM DEFINITION

- Defined as “taboo, inviolable, sacred, ill-gotten, wrongdoing, offense”.
- A behavior, code of conduct or thing that is categorically prohibited by the Qur'an.

SHARIA LAW



1

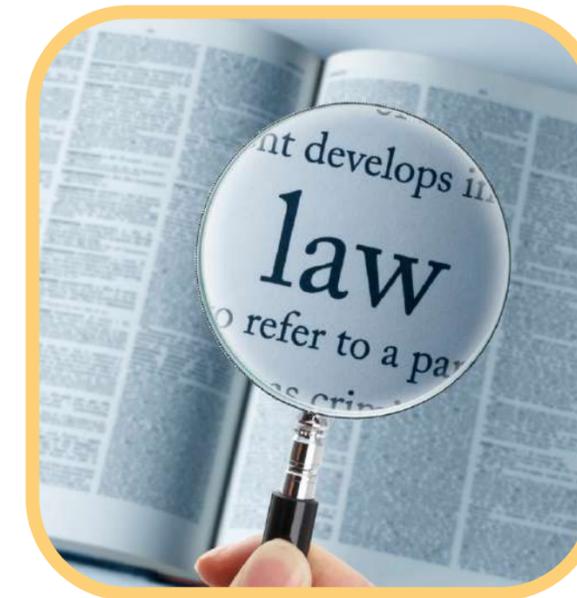
Both “Halal” and “Haram” refers to Muslim code of conduct under Sharia law.

2

The law that governs all parts of Muslim life.

3

The most crucial source for Shariah law is considered as Qur'an (the Muslim holy book) and Hadith (a written record of Prophet Muhammad's life and way for Muslims to follow).





2.2

HALAL

CERTIFICATION

DEFINITION

The procedure of verifying goods or services that comply with Sharia law.

Four main product categories



Food and Beverages



Medicine



Cosmetics



Functional food products

HALAL CERTIFICATION STANDARD



The standards for Halal certification not only concern the product's raw materials, but also cover the whole production, processing, packaging, labeling, storage, and transportation processes.



Each process must follow several strict requirements.

Exporting businesses must adhere to Halal management systems or other systems like ISO 9001, ISO 22000, etc.

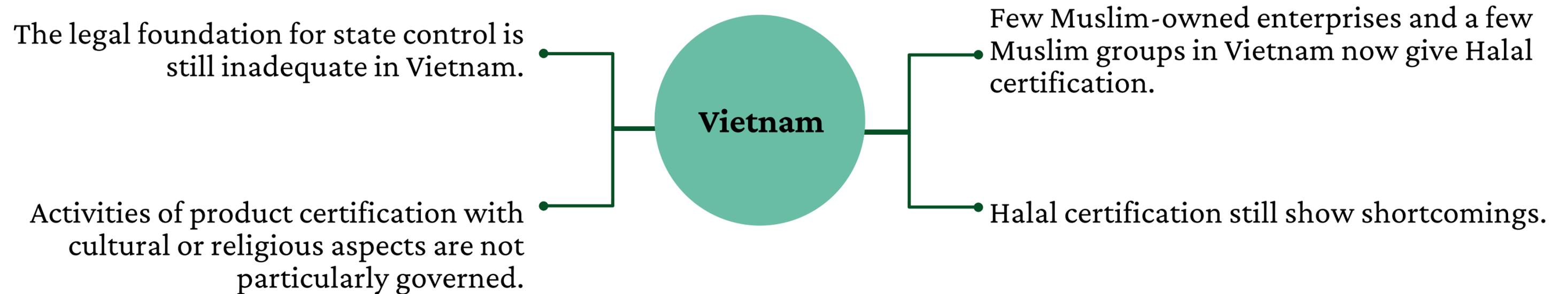


REGULATIONS ON HALAL CERTIFICATION IN SEVERAL COUNTRIES





REGULATIONS ON HALAL CERTIFICATION IN SEVERAL COUNTRIES





HALAL CERTIFICATION SERVICES IN HALAL CERTIFICATION AGENCY VIETNAM (HCAV)

Three Halal certification programs

Jakim Halal Certification Program

- Time: One-year
- Scope: Suitable for all kinds of products
- Validity: For export to all countries except Indonesia and GCC

GCC (Gulf Cooperation Council) Program

- Time: Three-year
- Scope: Food certification only
- Validity: GCC market (Dubai-UAE, Kuwait, Oman, Qatar, Saudi Arabia, Bahrain, Yemen)

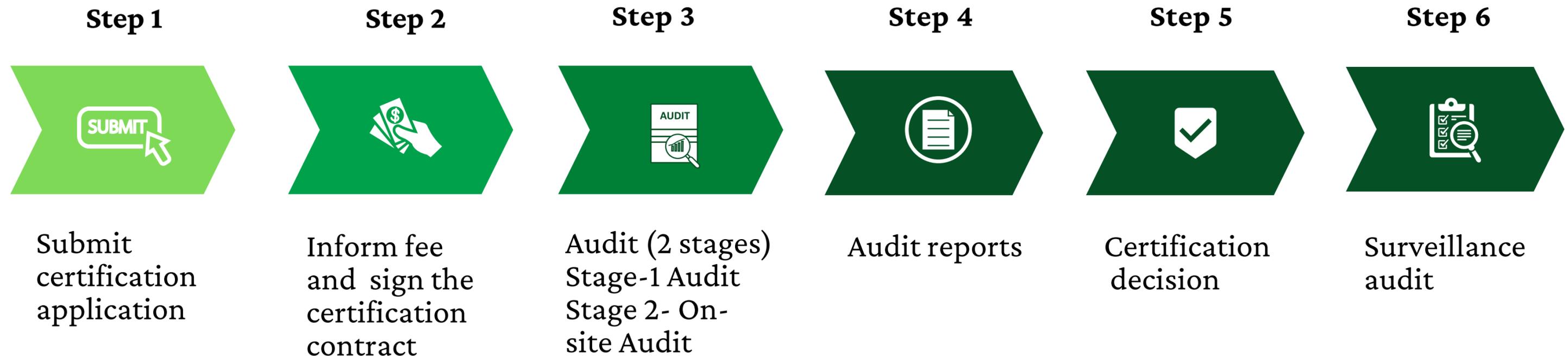
Halal Mui certification Program

- Time: One-year
- Scope: Only for products that are ingredients, semi-finished products or flavorings
- Validity: export to most countries except Malaysia and GCC countries.



HALAL CERTIFICATION SERVICES IN HCAV

Halal certification process



2.3. THE IMPORTANCE OF HALAL CERTIFICATION TO EXPORTING COMPANIES



Halal certification is one of the “passports” to Muslim market.

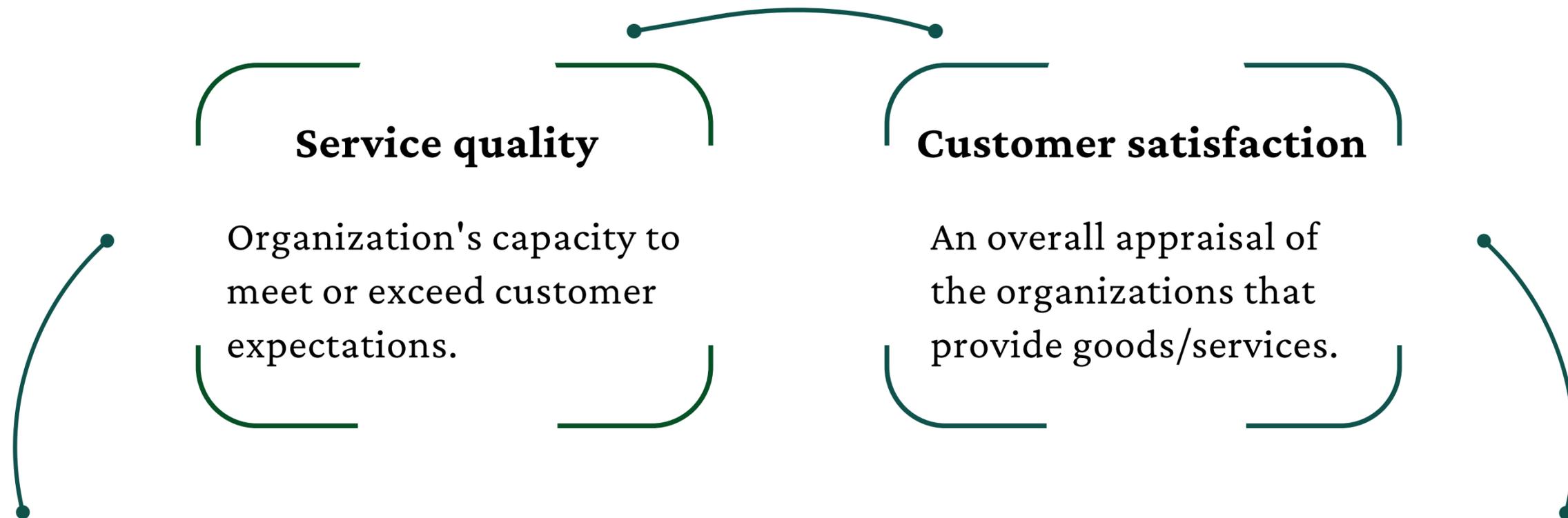


Adopting this certificate will create trust with customers for meeting both quality control and food safety and hygiene requirements.



Halal certification is the simplest and most time-saving proven method for product quality control.

2.4. SERVICE QUALITY AND CUSTOMER SATISFACTION



Relationship between service quality & customer satisfaction

- Service quality refers to the delivery of services, whereas customer satisfaction refers to their experiences with services.
- Lenka found that a favorable impression of the quality of the service provided is one indicator of a satisfied consumer.

2.5. RELATED MODEL

RELATED MODEL

Factors affecting customers' satisfaction on service quality

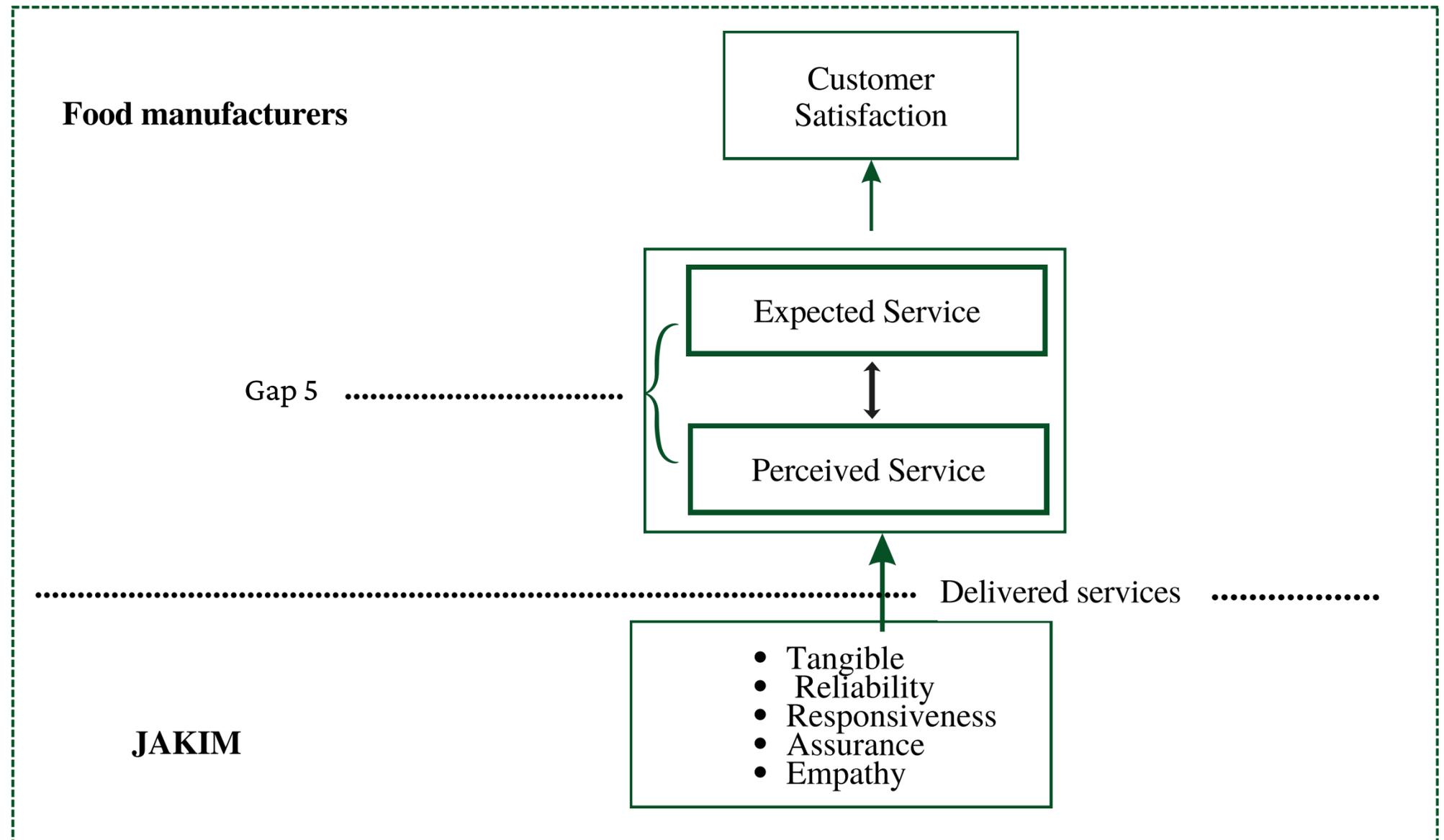


Figure 2.1. Concept framework of SERVQUAL for JAKIM service quality

Source: Baizuri Badrudin (2012)

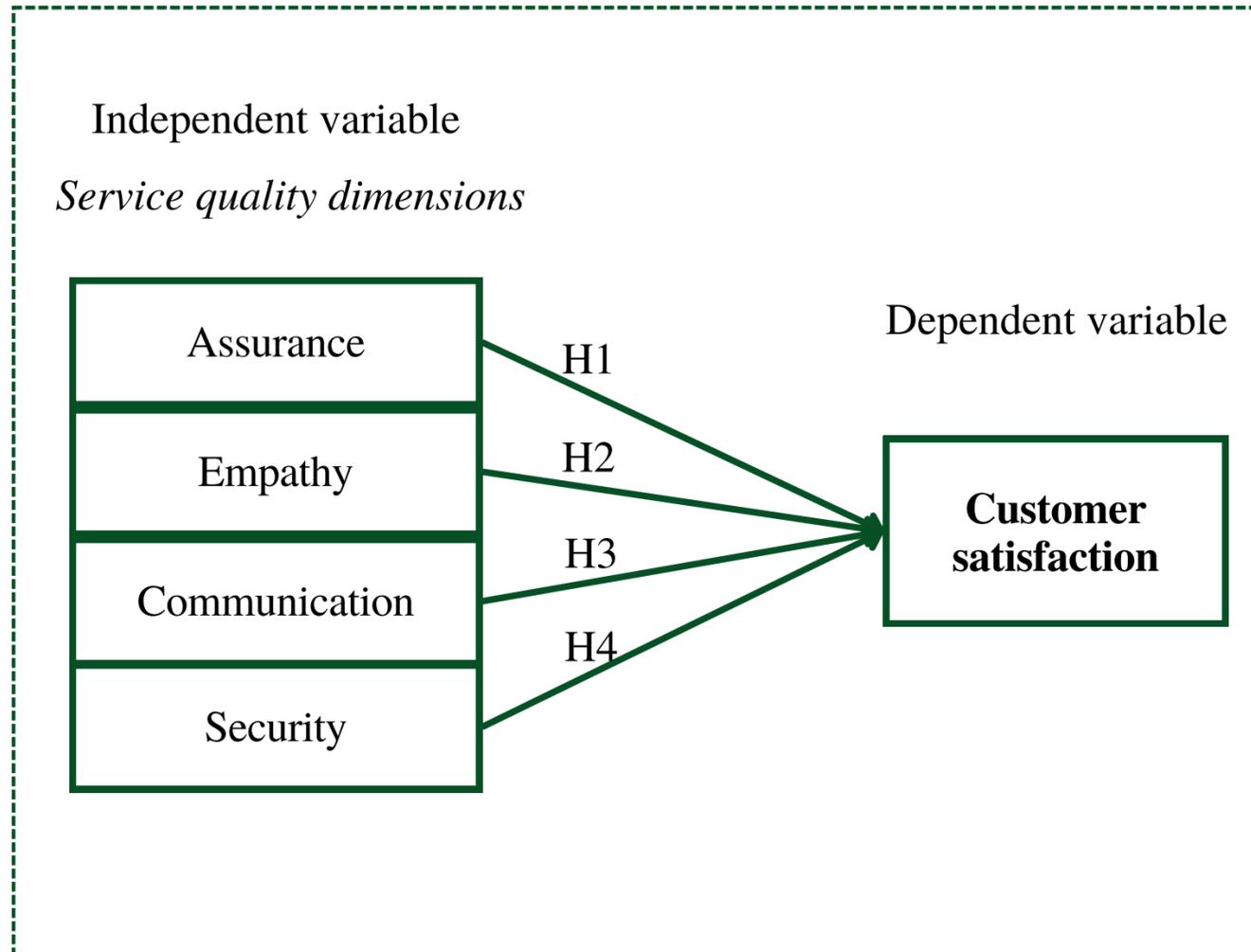


Figure 2.2. Conceptual Framework with Hypotheses Development between Service Quality Dimensions and Customer Satisfaction.
Source: Mariam Setapa et al. (2020)

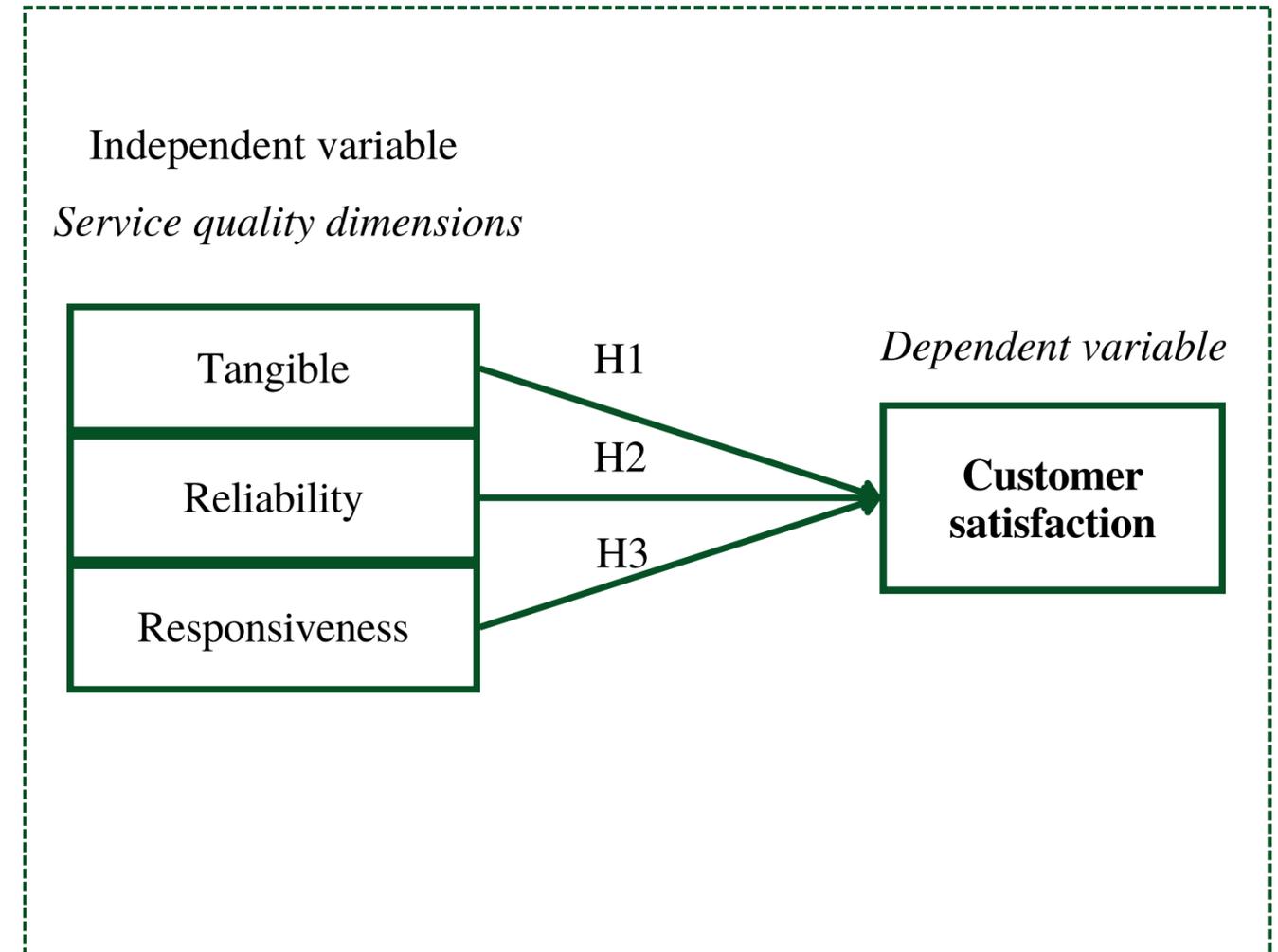
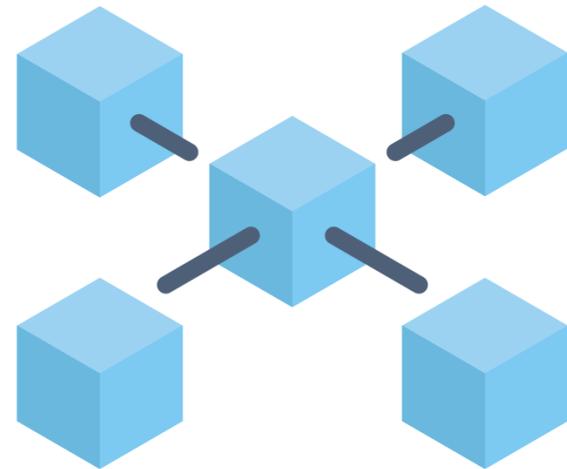


Figure 2.3. A Conceptual Framework with Hypotheses Development between Service Quality Dimensions and Customer Satisfaction.
Source: Mariam Setapa et al. (2020)

RELATED MODEL

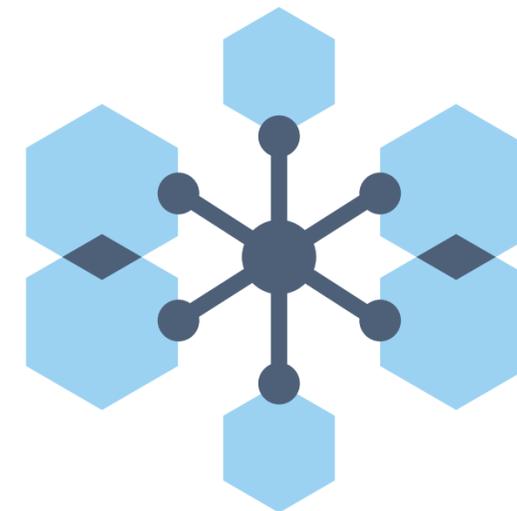
Factors affecting customers' satisfaction on service quality



- Purposes: The research discovered factors that play an essential role in service quality improvement for Halal certification in the Indonesian food business.
- Model: The fuzzy-SERVQUAL model

The model of Putri, H. M., Dachyar, M., & Nurcahyo, R. (2021)

- Purposes: This research investigated the impact of the SERVPERF on customer satisfaction and loyalty across low-cost and full-service airlines.
- Model: SERVPERF combining with a SEM-artificial-neural-networks predictive analytic technique

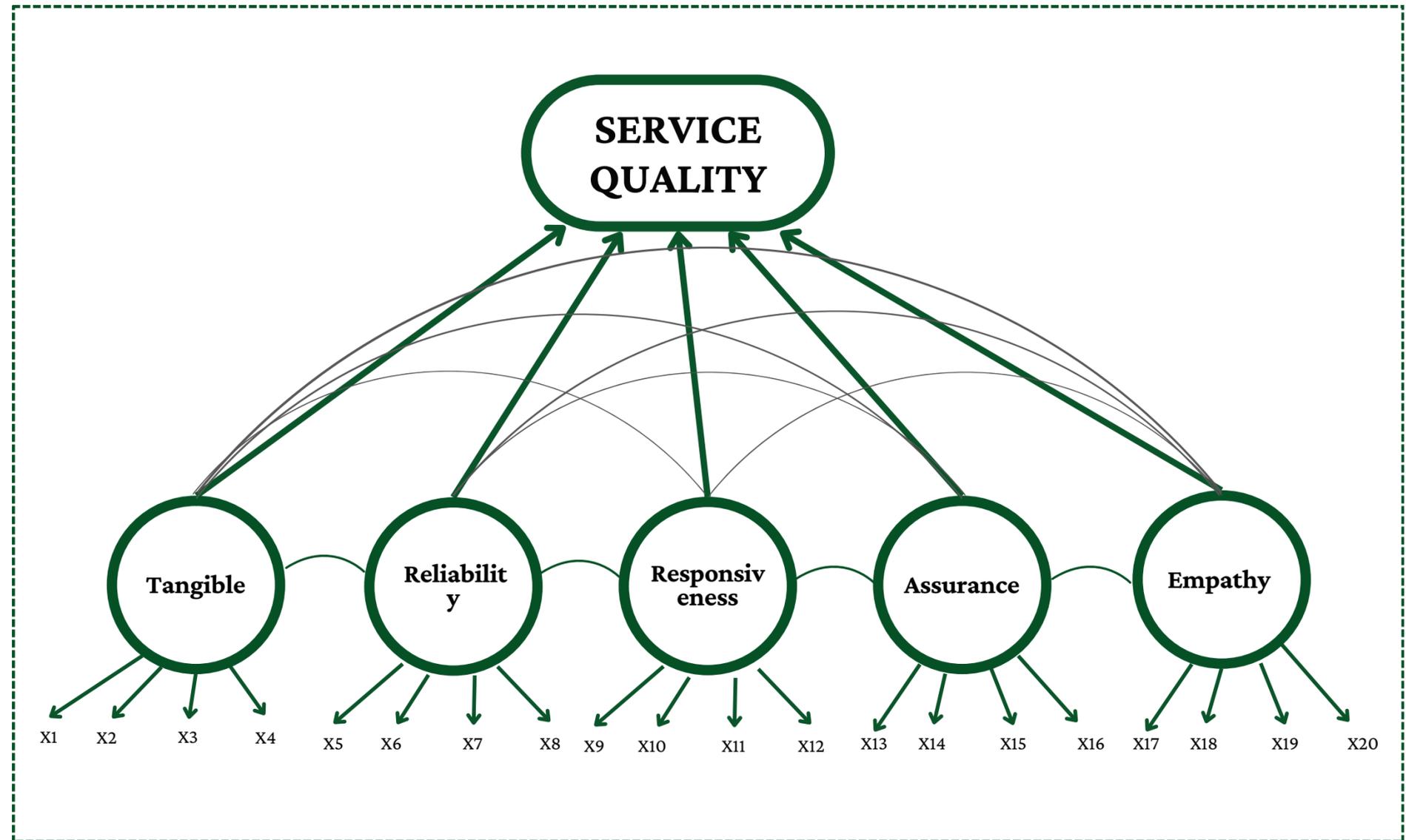


The model of Lai-Ying Leong, Teck-Soon Hew, Voon-Hsien Lee, Keng-Boon Ooi (2015)

RELATED MODEL

Factors affecting customers' satisfaction on service quality

Figure 2.4. Conceptual Framework with Hypotheses
 Development Service Quality Dimensions
 Source: Cronin & Taylor (1992)



RELATED MODEL

Review several common **moderate variables** in research models.

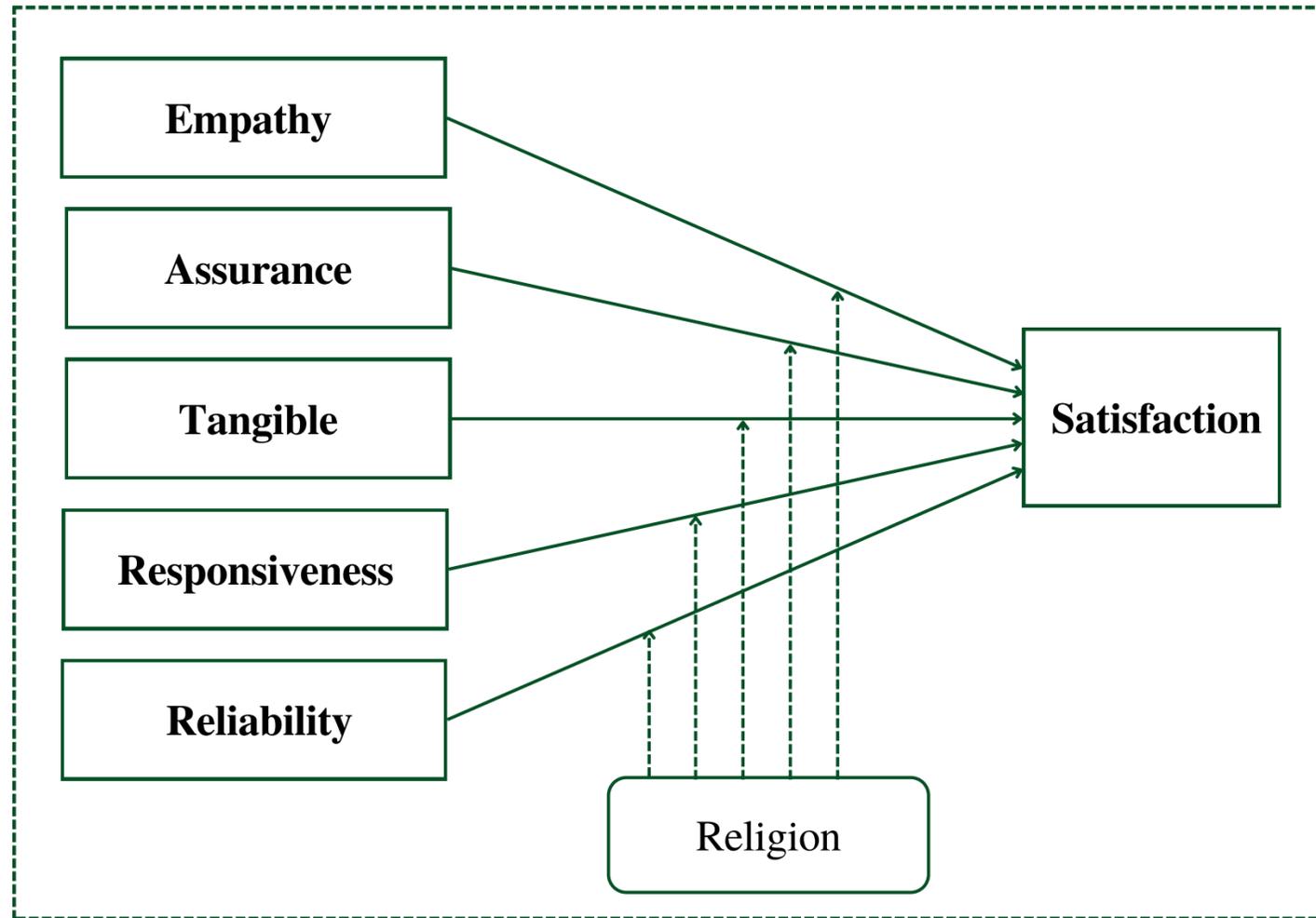


Figure 2.5. Conceptual Framework with Hypotheses Development between Service Quality Dimensions and Customer Satisfaction (Religion is the moderate variable)

Source: PC Ezeh, TC Okeke, AD Nkamnebe (2021)

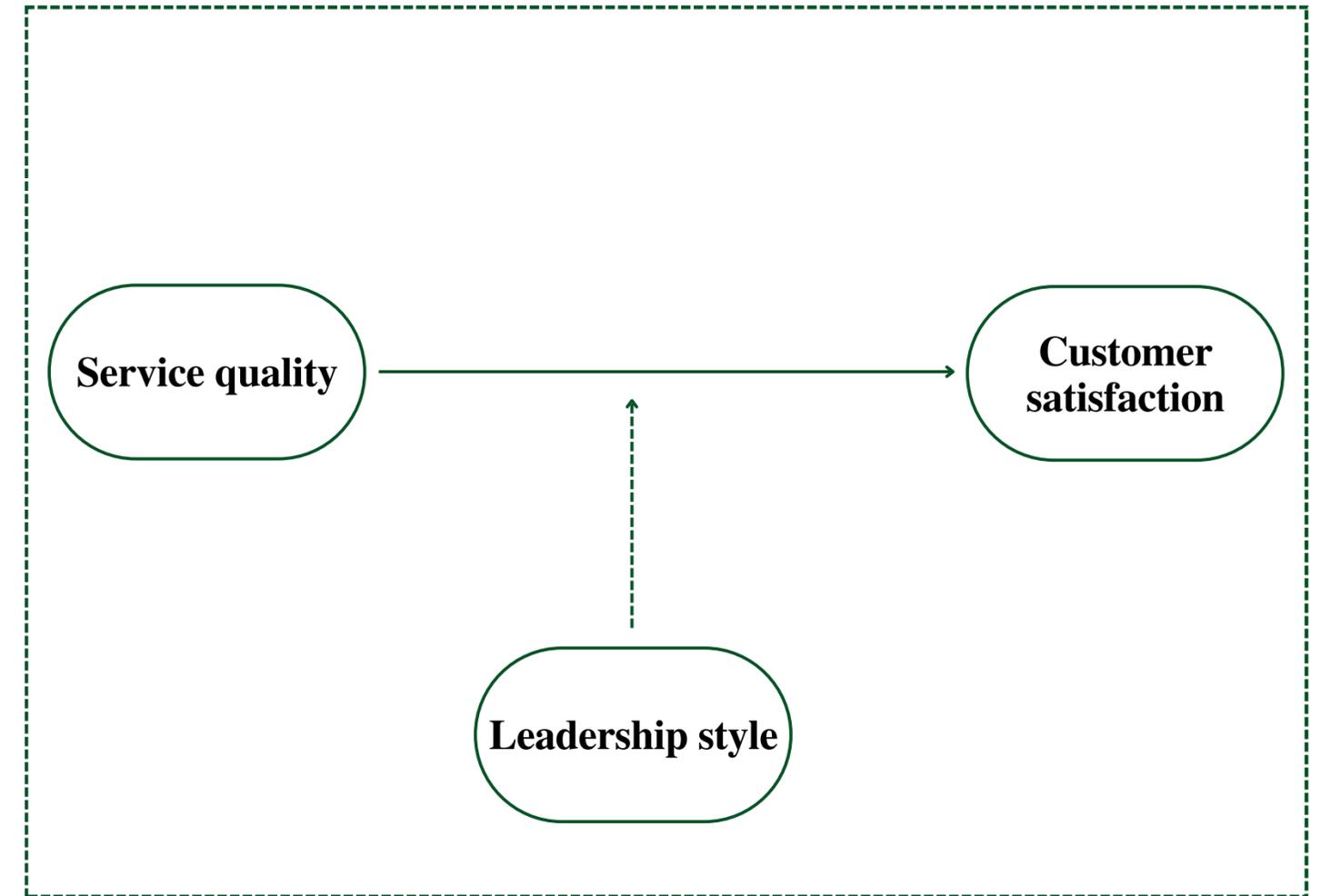


Figure 2.6. Conceptual Framework with Hypotheses Development between Service Quality Dimensions and Customer Satisfaction (Leadership style is the moderate variable)

Source: Pantouvakis, A., & Patsiouras, C. (2016)

RELATED MODEL

Review several common **moderate variables** in research models.

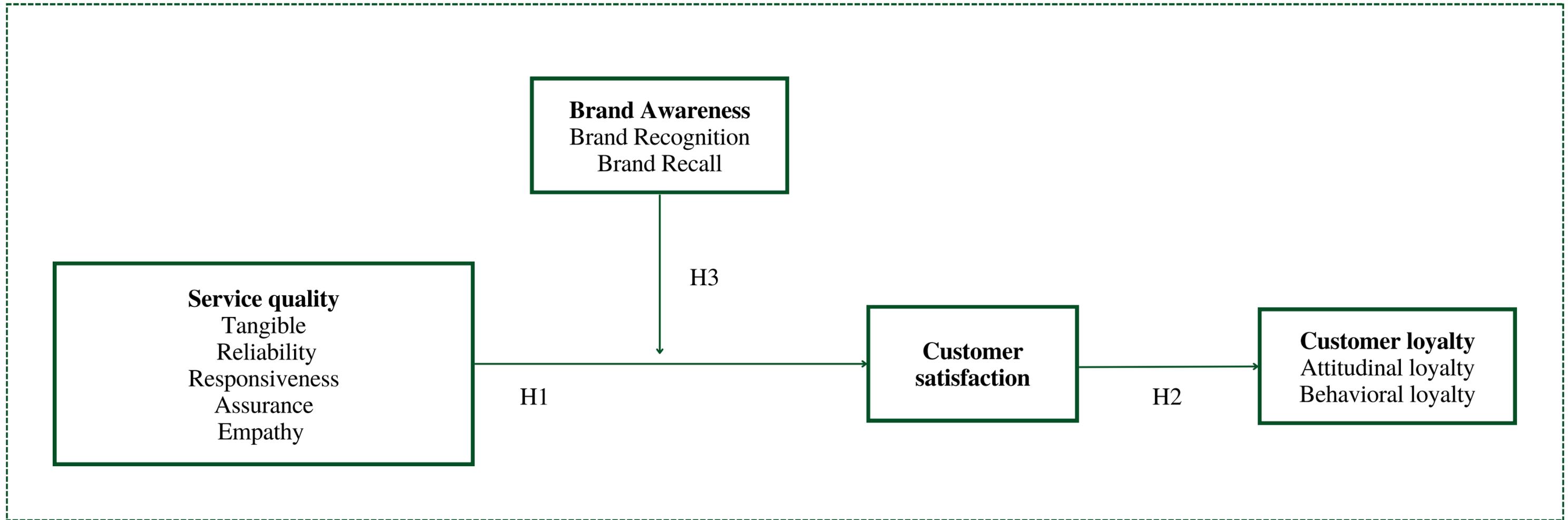


Figure 2.7: Research framework and hypotheses (Brand Awareness is moderate variable)

Source: Ping-Lung Huang, Bruce C.Y. Lee & Ching-Chin Chen (2019)

2.6. LITERATURE GAP



Few famous studies on the service quality of Halal certification.



No prior study on service quality and customer satisfaction related to Halal certification in Vietnam.

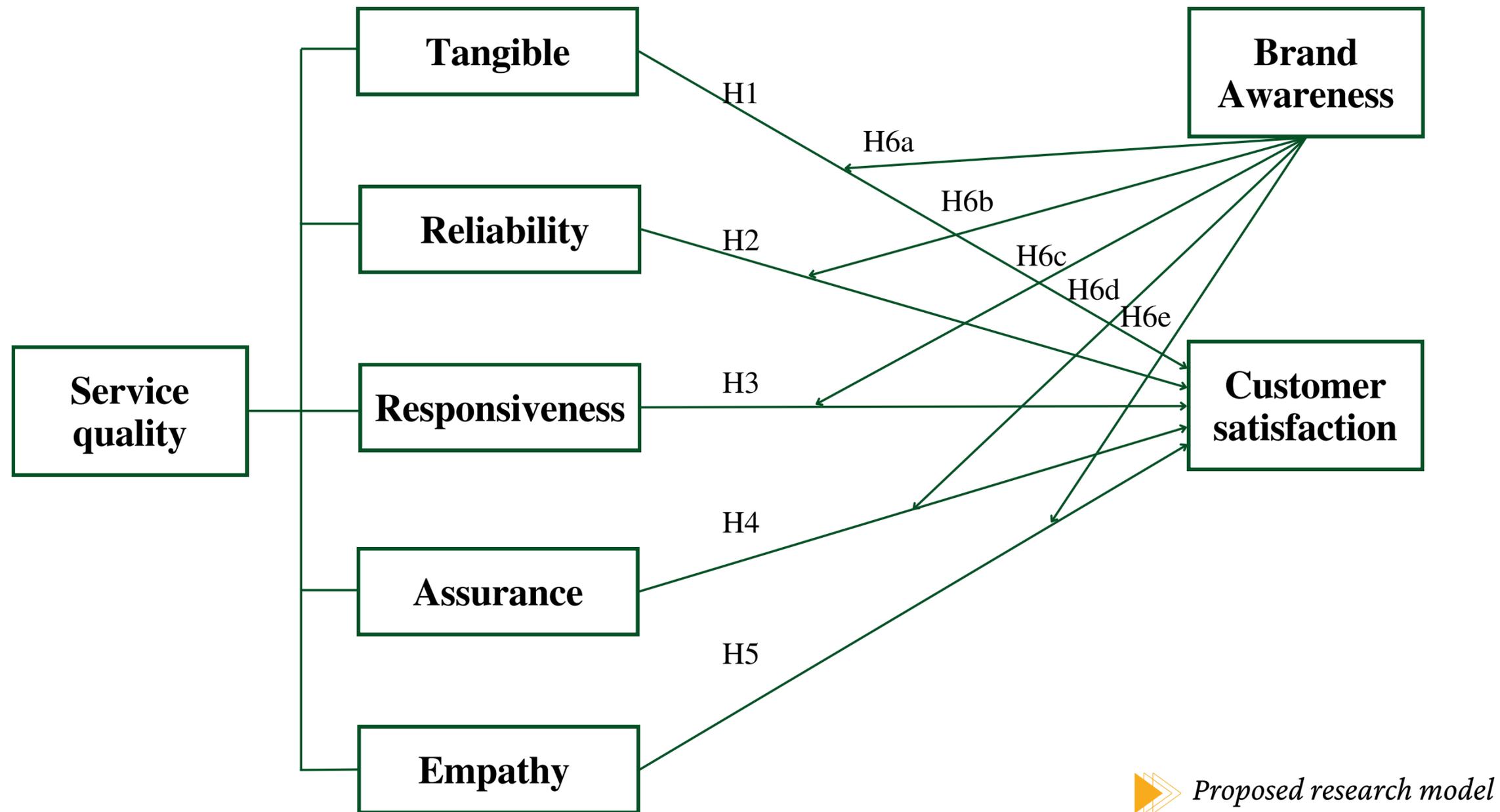


Little previous research has examined the topic of Halal certification in Vietnam.



Lacking of moderating factor that affects the relationship between service quality and customer satisfaction for Halal certification bodies.

2.7. PROPOSED RESEARCH MODEL AND HYPOTHESIS DEVELOPMENT





MODEL EXPLANATION

Five factors of Service Quality

1



Tangibles include physical proof of the service, such as physical facilities, equipment, staff appearance, and physical representations of the service.

2



Reliability entails both performance consistency and dependability. It indicates that the company delivers on its commitments.

3



Responsiveness is concerned with the willingness, attitude, and timeliness with which customers express requests, inquiries, complaints, and difficulties.

4



Assurance refers to the “knowledge and courtesy of employees and their ability to inspire trust and confidence”.

5



Empathy has both cognitive and emotional components, is the capacity to recognize, interpret, and react to the thoughts, feelings, behaviors, and experiences of others.

HYPOTHESIS



H1

HCAV's Tangible positively affects exporting companies' satisfaction.



H2

HCAV's Reliability positively affects exporting companies' satisfaction.



H3

HCAV's Responsiveness positively affects exporting companies' satisfaction.



H4

HCAV's Assurance positively affects exporting companies' satisfaction.



H5

HCAV's Empathy positively affects exporting companies' satisfaction.





MODEL EXPLANATION

Brand Awareness & Hypothesis



Brand Awareness (moderator variable) is defined by Keller (2003) is the sum of all descriptive and evaluative knowledge about a brand that has been stored in the memory of the consumer.

HYPOTHESIS

H6a

Brand Awareness of HCAV positively moderates the relationship between Tangibles and exporting companies' satisfaction.

H6c

Brand Awareness of HCAV positively moderates the relationship between Responsiveness and exporting companies' satisfaction.

H6e

Brand Awareness of HCAV positively moderates the relationship between Empathy and exporting companies' satisfaction.

H6b

Brand Awareness of HCAV positively moderates the relationship between Reliability and exporting companies' satisfaction.

H6d

Brand awareness of HCAV positively moderates the relationship between Assurance and exporting companies' satisfaction.



2.8

CONCLUSION



Chapter

3

METHODOLOGY

3.1. Introduction

3.2. Measurement scale

3.3. Data sources & collection method

3.4. Data analysis method

3.5. Ethical Consideration



3.1

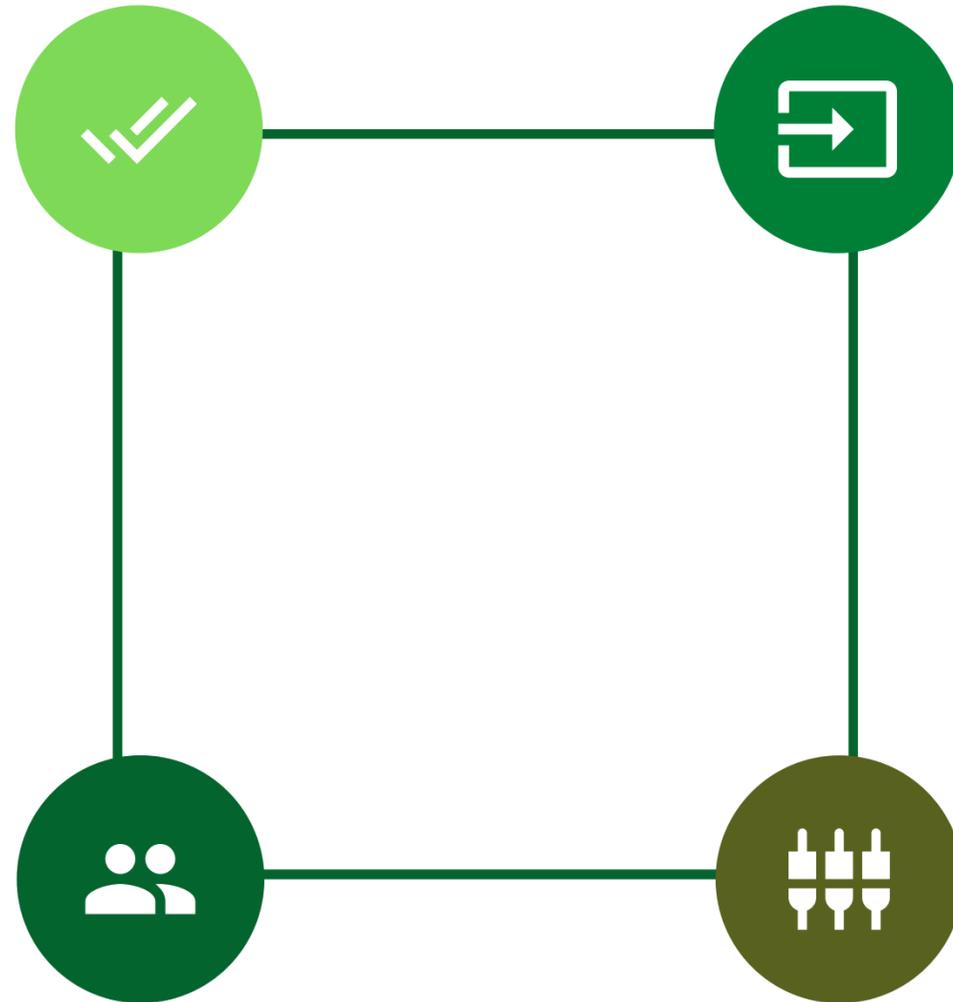
INTRODUCTION



RESEARCH PHILOSOPHY

The term "*research philosophy*" describes a **set of presumptions** and **attitudes** towards the **growth of knowledge**.

There are **five main research philosophies** that are relevant to business and management: *positivism, critical realism, interpretivism, postmodernism, and pragmatism*.



The theory serves as a **guide for the researcher** as they execute the steps involved in **research design, research strategy, questionnaire design, and sampling**

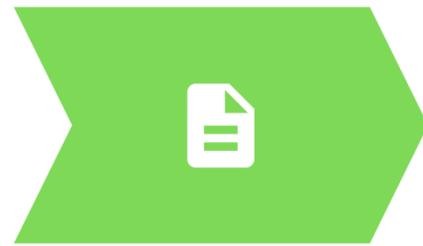
As applying the reasoning of pragmatism enables researchers to make use of a valuable source of data, the scribbled, spontaneous comments, **the philosophy of this research is pragmatism.**



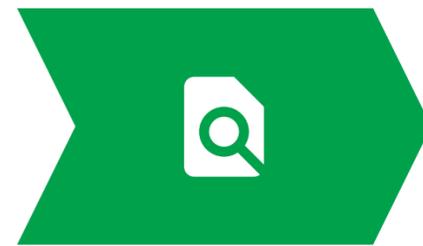
RESEARCH PROCESS



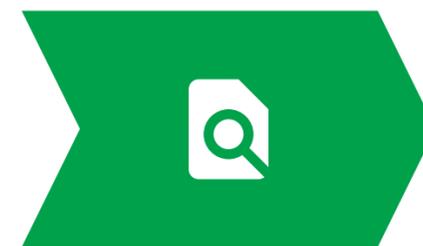
Define research problems and objectives



Literature Review



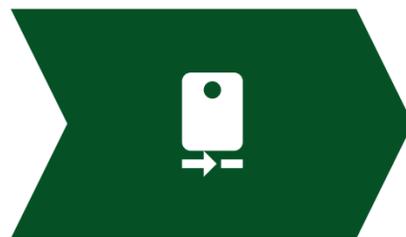
Formulate research questions



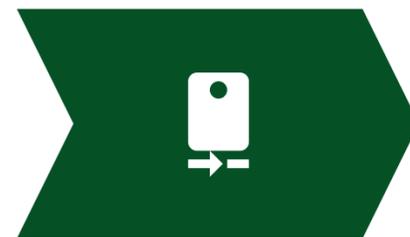
Develop conceptual model



Identify methodology



Data collection



Data analysis



Finding & Discussion



Recommendation, implications and conclusion



RESEARCH APPROACH

3 TYPES OF APPROACHES

Deductive

Inductive

Abductive



This study apply the deductive approach to define the factors affecting exporting companies' satisfaction on Halal certification service quality of HCAV.



Qualitative method



Quantitative method



3.2. MEASUREMENT SCALE

SERVICE QUALITY



Applying the scale SERVPERF of Cronin & Taylor (1992) and 25-item questionnaire of Putri et al. (2021).

CUSTOMER SATISFACTION



Applying four-item questionnaire from Molinari et al. (2008), which measures Customer Satisfaction in a business-to-business context.

BRAND AWARENESS



Measuring Brand Awareness (BA) by the following Huang et al., (2019), and there are six questions in the measurement scale.

MEASUREMENT SCALE



Adopting a Likert scale from 1 (strongly disagree) to 5 (strongly agree) for the measuring scale.



3.3

DATA SOURCES & COLLECTION METHOD



01

PRIMARY DATA

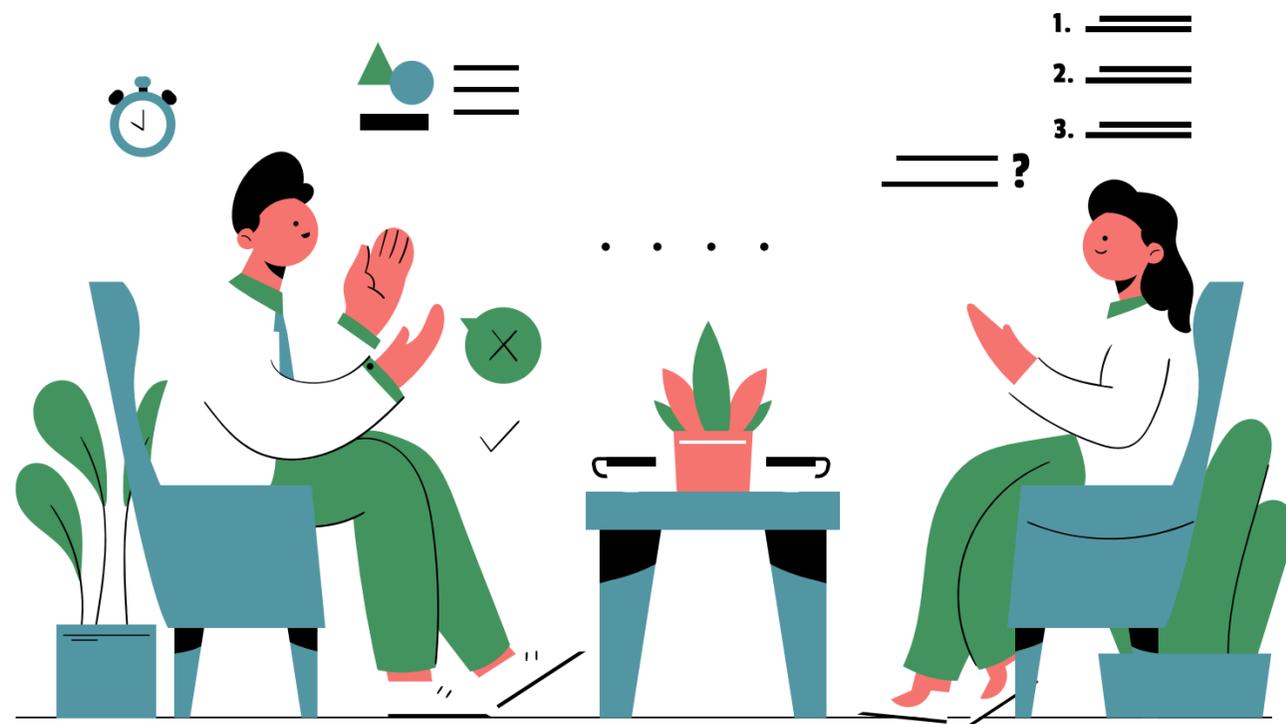
Primary data is data that is not yet available, collected for the first time and collected by the researchers.

02

SECONDARY DATA

Secondary data is data that is already available, not collected by oneself and has been widely published, so it is easy to collect and does not take much time and cost.

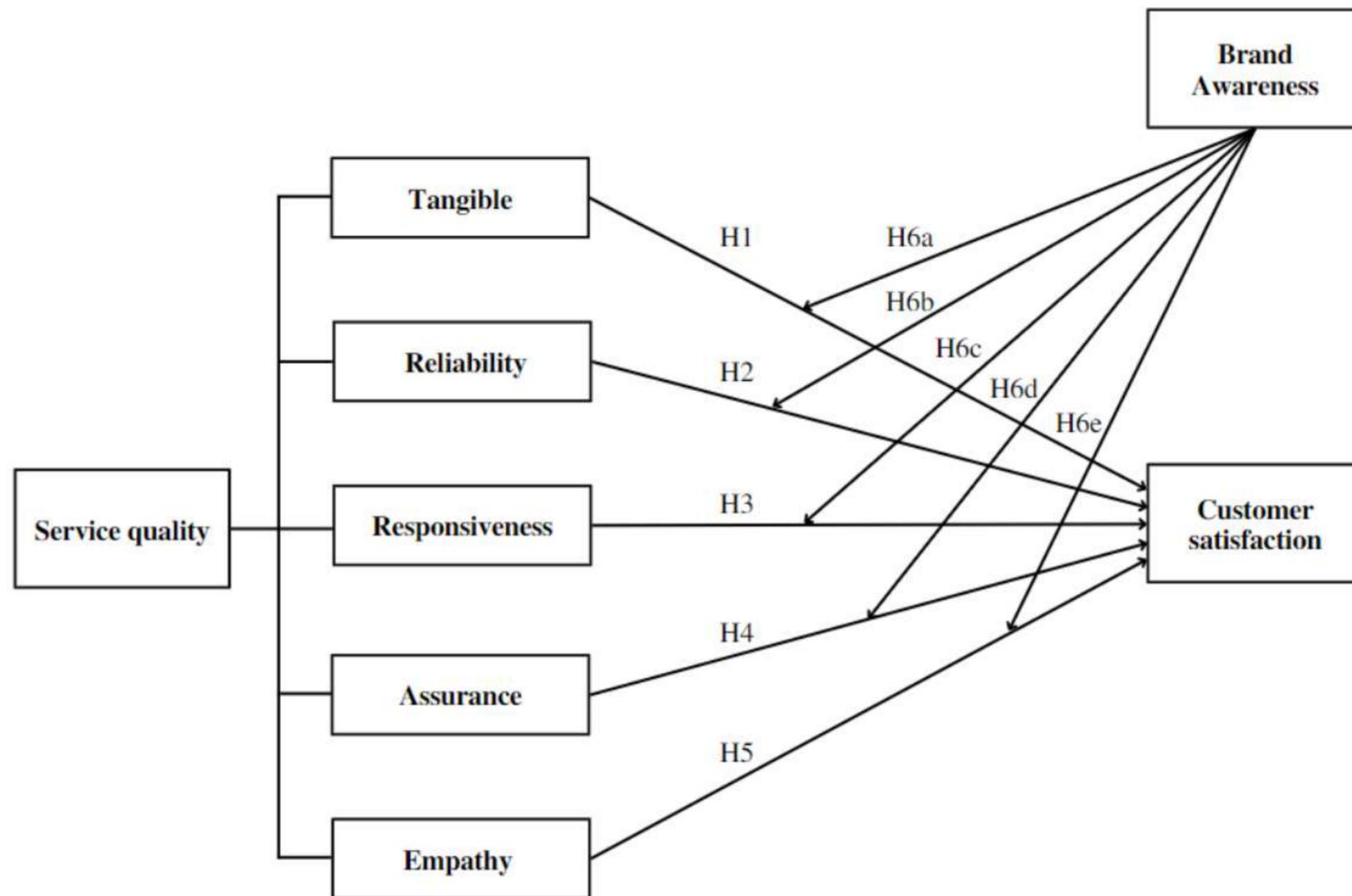
DATA COLLECTION METHOD



In-depth Interview (qualitative method)

- *Interviewee:* 7 experts from HCAV and exporting companies
- *Purpose:* Experts evaluate and comment on the factors, proposed model and questionnaire

Final proposed model



In-depth Interview

- *Result:*
 - 3/7 experts suggest that **Reliability** is the most important factor .
 - 2/7 suggest that **Responsiveness** is the most important.
 - The other two experts suggest that **Assurance** should be the dominant factor.
 - All of the experts agree that **Brand Awareness** could be a possible moderator for the model.
 - *Measurement Scale:*
 - Experts suggested to delete two items about physical facilities, add two items about HCAV's staffs (Tangible) and, mentioned about HCAV certification's value in R1, R2 (Reliability).
- We deleted 2 items, added 2 new items (T4, T5) and updated items R1, R2*



DATA COLLECTION METHOD

Final Questionnaires

Service quality				
No	Dimension	Question	Code	Source
1	Tangibles	"HCAV has facilities and equipment with the latest technology"	T1	Putri, H. M., Dachyar, M., & Nurcahyo, R. (2021)
2	Tangibles	"Physical facilities at the HCAV office are clean and comfortable"	T2	
3	Tangibles	"HCAV has information media such as information counters, instructions, info boxes, information monitors, brochures, suggestion boxes, and others"	T3	
4	Tangibles	"HCAV staff have a neat attire and clean appearance"	T4	Qualitative results
5	Tangibles	"HCAV staff have a professional attitude"	T5	
6	Reliability	"HCAV can provide service that exactly meet customers' need"	R1	
7	Reliability	"HCAV is committed to customers in terms of the value of Halal certification provided"	R2	Putri, H. M., Dachyar, M., & Nurcahyo, R. (2021)
8	Reliability	"HCAV is able to issue Halal certification at the promised time"	R3	
9	Reliability	"HCAV can solve problems experienced by customers"	R4	
10	Reliability	"HCAV is a reliable agency"	R5	
11	Reliability	"The cost of Halal certification issued by HCAV is within a reasonable range"	R6	
12	Responsiveness	"HCAV can provide fast response to customer requests"	RS1	
13	Responsiveness	"HCAV is always willing to provide assistance to customers"	RS2	
14	Responsiveness	"HCAV informs customers about service availability"	RS3	
15	Responsiveness	"HCAV provides assurance to customers regarding the service time of Halal certification"	RS4	
16	Responsiveness	"The speed of the Halal certification service officer in facing the request of the applicant"	RS5	
17	Assurance	"HCAV employees have extensive knowledge of the services provided"	A1	Putri, H. M., Dachyar, M., & Nurcahyo, R. (2021)
18	Assurance	"HCAV employees behave politely towards their customers"	A2	
19	Assurance	"Information regarding customer data is kept confidential and securely stored by HCAV"	A3	
20	Assurance	"HCAV provides a sense of security and comfort to its customers during the Halal certification process"	A4	
21	Assurance	"HCAV is always ready to serve customers when needed"	A5	
22	Empathy	"HCAV understands and can provide services for special / specific needs desired by customers"	E1	
23	Empathy	"HCAV employees respect and treat their customers well"	E2	
24	Empathy	"HCAV cares about the problems experienced by its customers and tries to understand the customers"	E3	

DATA COLLECTION METHOD

Final Questionnaires



Customer satisfaction				
No	Dimension	Question	Code	Source
1	Customer satisfaction	“The service provided was of superior quality”	CS1	Molinari, L. K., Abratt, R., & Dion, P. (2008)
2	Customer satisfaction	“The service provided was excellent”	CS2	
3	Customer satisfaction	“My experience was as good as it was supposed to be”	CS3	
4	Customer satisfaction	“The service was done right the first time”	CS4	
Brand Awareness				
No	Dimension	Question	Code	Source
1	Brand Awareness	“Among many Halal certification agencies, when compared, you will prioritize to consider HCAV”	B1	Ping-Lung Huang, Bruce C.Y. Lee & Ching-Chin Chen (2019)
2	Brand Awareness	“HCAV service office is more than other agencies/companies”	B2	
3	Brand Awareness	“HCAV service market share is more than other agencies/companies”	B3	
4	Brand Awareness	“You are familiar with HCAV”	B4	
5	Brand Awareness	“When you think about the Halal certification service in Vietnam, you will first think of HCAV”	B5	
6	Brand Awareness	“Halal Certification Agency Vietnam, the name of HCAV is easy to remember”	B6	



DATA COLLECTION METHOD

DESIGN QUESTIONNAIRES

- Part 1: Included are questions designed to get information about interviewees as well as general business knowledge.
- Part 2: Contain questions about the assessment of exporting companies on variables affecting their satisfaction on Halal certification service quality.

COLLECT DATA

- Type of survey: Indirect survey (through Microsoft Form)
- Respondent: Exporting companies in Vietnam
- Targeted respondent: Exporting companies in Vietnam that use the Halal certification service at HCAV.



Survey (Questionnaires)

- Including demographic questions and variables covering 7 groups of factors
- Minimum sample size: 170

$$N=5*m$$

(Hair et al, 1998)

- *N is the sample size*
- *m is the number of measurement variables participating in EFA*



DATA ANALYSIS METHODS



DESCRIPTIVE ANALYSIS

The data are described

- (a) individual or group narratives of life stories or specific life events
- (b) the conditions or contextual factors supporting the story
- (c) the relationship between the individual

measured by measures of central tendency (mean, median, mode, standard deviation) and/or reported as frequencies and percentages



RELIABILITY ANALYSIS (CRONBACH'S ALPHA TEST)

The Cronbach Alpha Reliability classification occurs as follows: Very low ($\alpha \leq 0.30$); Low ($0.30 < \alpha \leq 0.60$); Moderate ($0.60 < \alpha \leq 0.75$); High ($0.75 < \alpha \leq 0.90$) and Very high ($\alpha > 0.90$) (Gottens, 2018).



DATA ANALYSIS METHODS



EXPLORATORY FACTOR ANALYSIS

- The KMO (Kaiser-Meyer-Olkin) value must be greater than 0.5.
- The significance of Barlett's test must be lower than 0.05.



REGRESSION ANALYSIS

- Acquire data, fit a model, and then evaluate the fit using statistical indices such as t, F, and R^2 .
- Evaluate factors affecting exporting companies' satisfaction on Halal certification service quality in HCAV.



CORRELATION COEFFICIENT ANALYSIS

The link (or correlation) between the two factors is symbolized by the letter "r" and quantified by a value ranging from -1 to +1.



MODERATED MULTIPLE REGRESSION ANALYSIS

The strength of the relationship between an independent and dependent factor varies depending on the value of the moderator factor.



ETHICAL CONSIDERATION

Minimizing the Risk of Harm

Obtaining Informed Consent

Protecting Anonymity and Confidentiality

Providing the Right to Withdraw



Chapter

4

FINDINGS & ANALYSIS

4.1. Survey analysis

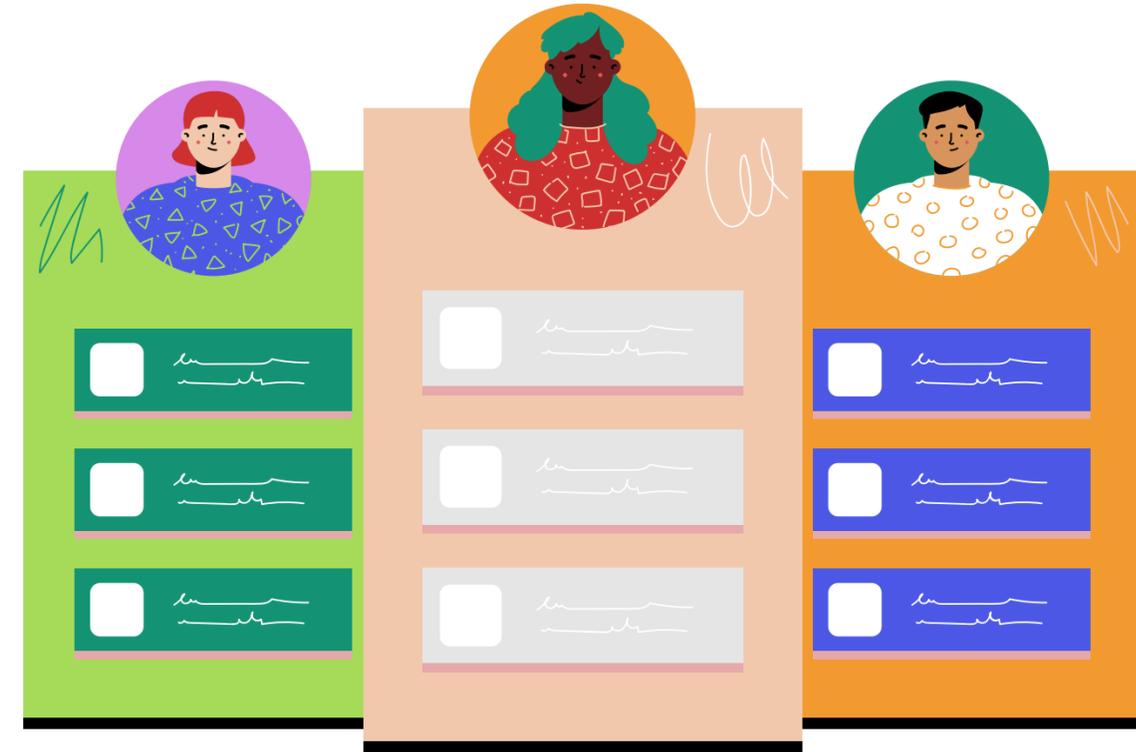
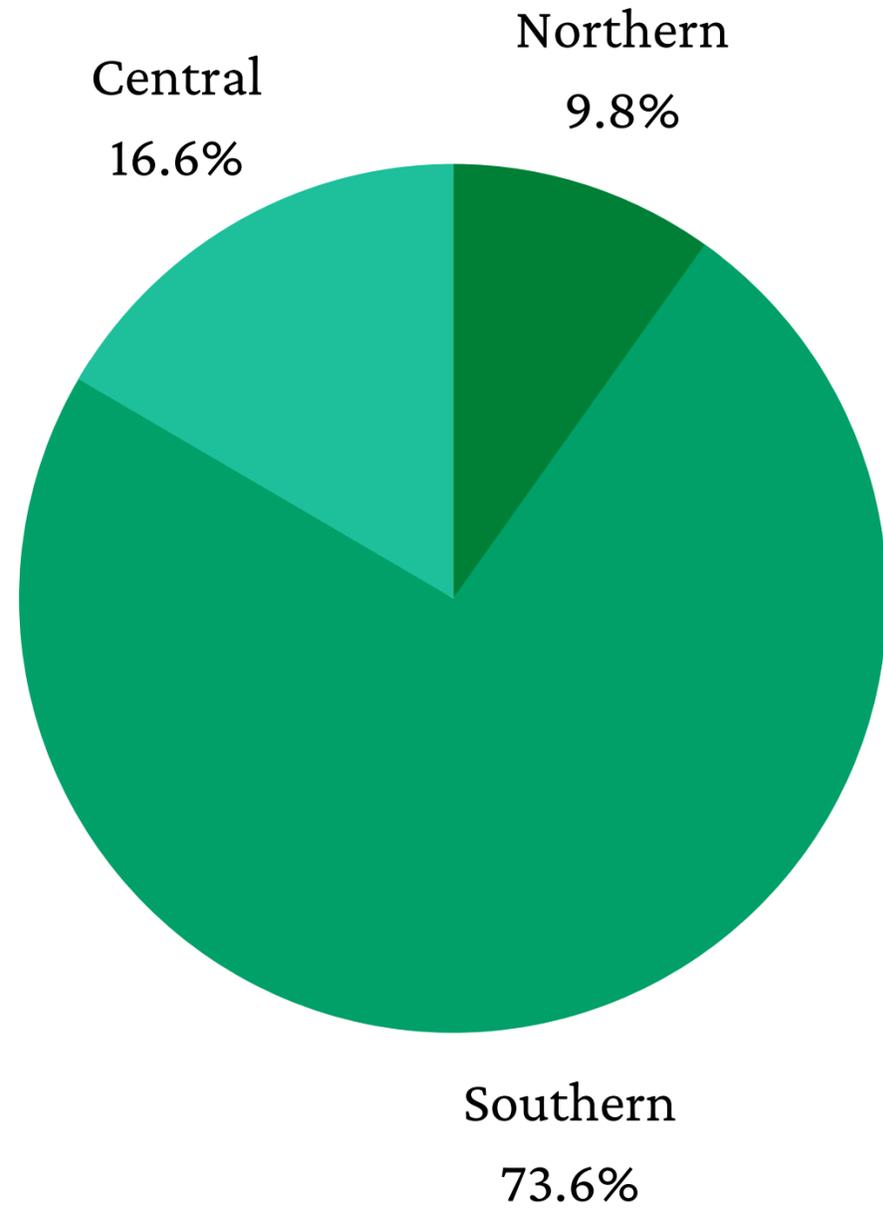
4.2. Finding and discussion



SURVEY ANALYSIS

**Date of data collection: from
October 16 to November 20
311 responses - 193 valid responses**

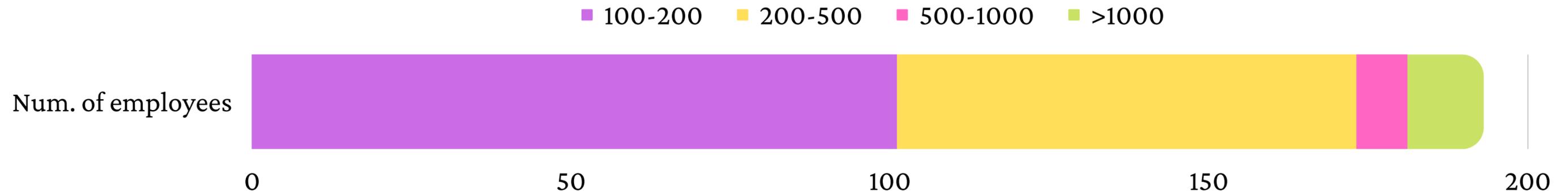
RESPONDENTS' PROFILE



- 142 companies located in the Southern region = 73.6 %
- 32 companies located in the Central region = 16.6%
- 19 companies located in the Northern region = 9.8%

▶▶ *Distribution of exporting enterprises in Vietnam*

RESPONDENTS' PROFILE



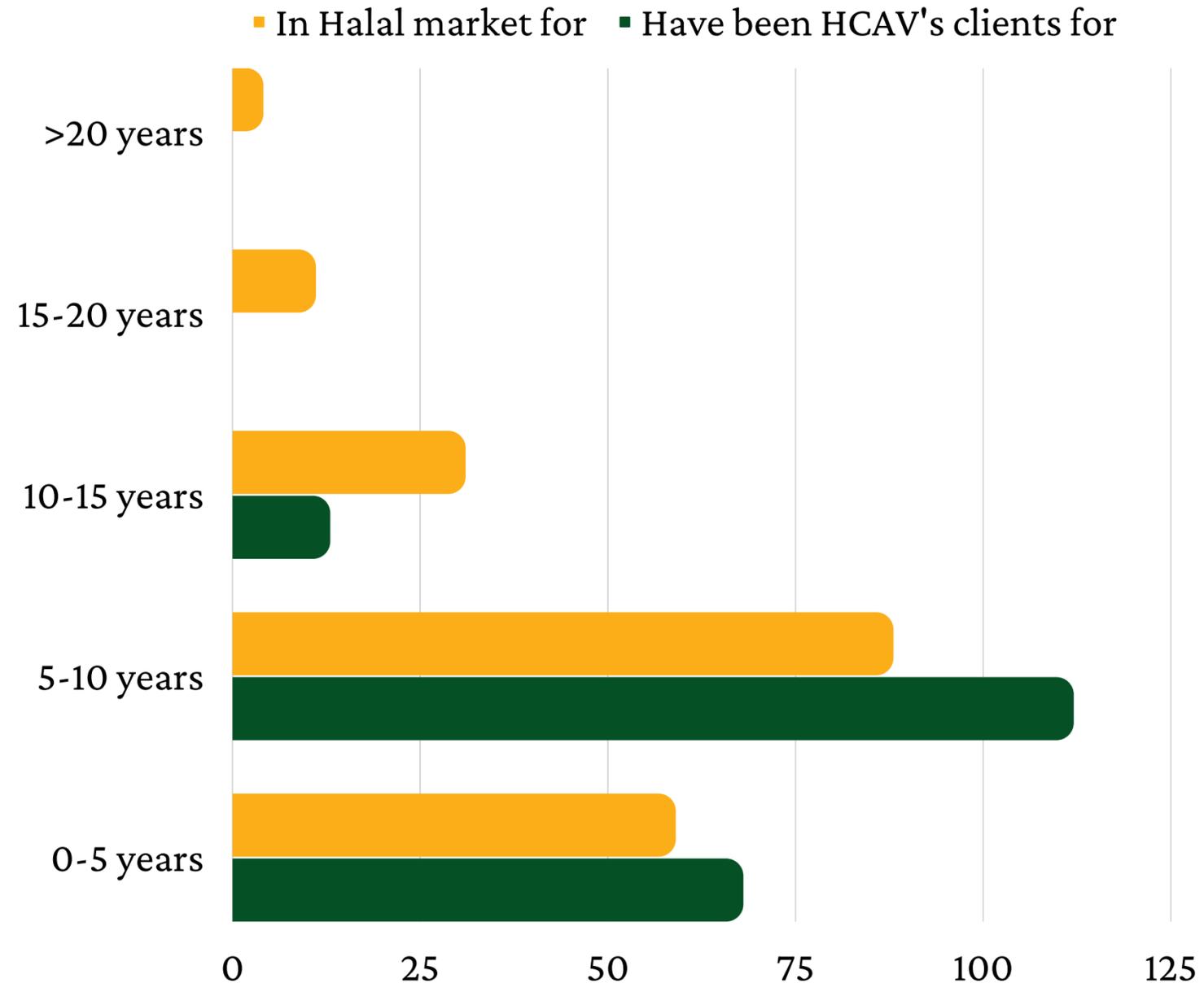
▶▶ Number of employees in exporting enterprises

- 52.3%: having less than 200 employees.
- 37.3%: having 200-500 employees.
- 4.1%: having 500-1000 employees.
- 6.3%: having more than 1000 employees.





RESPONDENTS' PROFILE



Years of exporting enterprises in the Halal product exporting business and time of them being HCAV's customers.

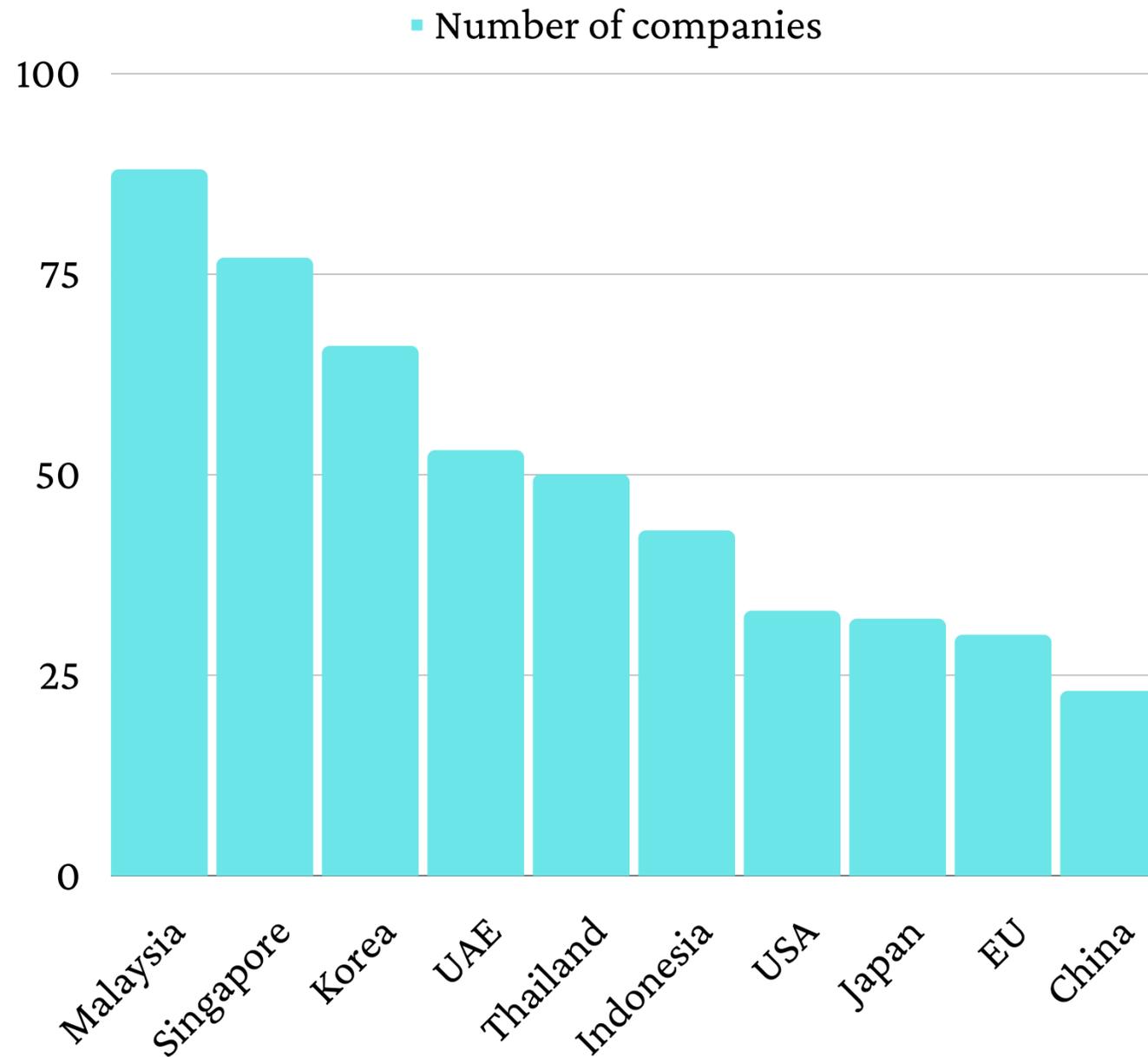
Years in Halal market

- 88/193 companies : 5-10 years experiences.
- 59/193 companies: 0-5 year experiences.
- 31/193 companies : 10-15 year experiences.
- 11/193 companies: 15-20 years experiences.
- 4/193 companies: more than 20 years experiences.

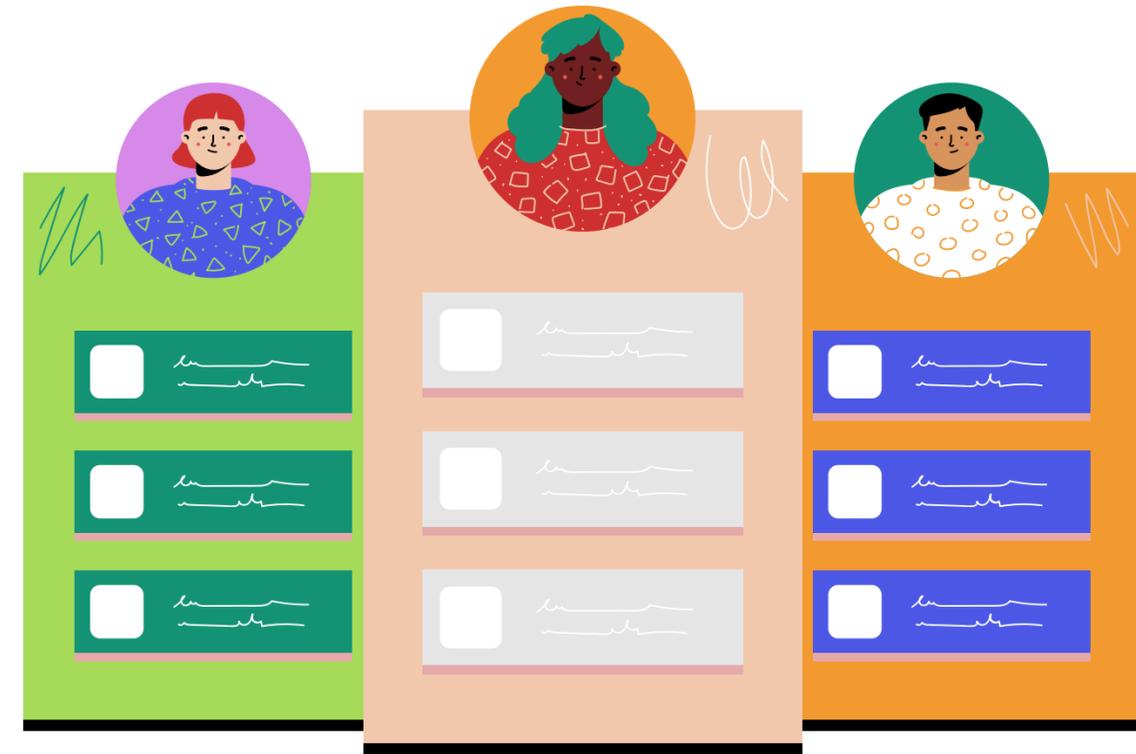
Years of being HCAV's client

- 112 (58.03%) : customers of HCA Vietnam for 5-10 years.
- 68 (35.23%): customers of HCA Vietnam for 0-5 years
- 13 (6.74%) : customers of HCA Vietnam for over 10 years.

RESPONDENTS' PROFILE

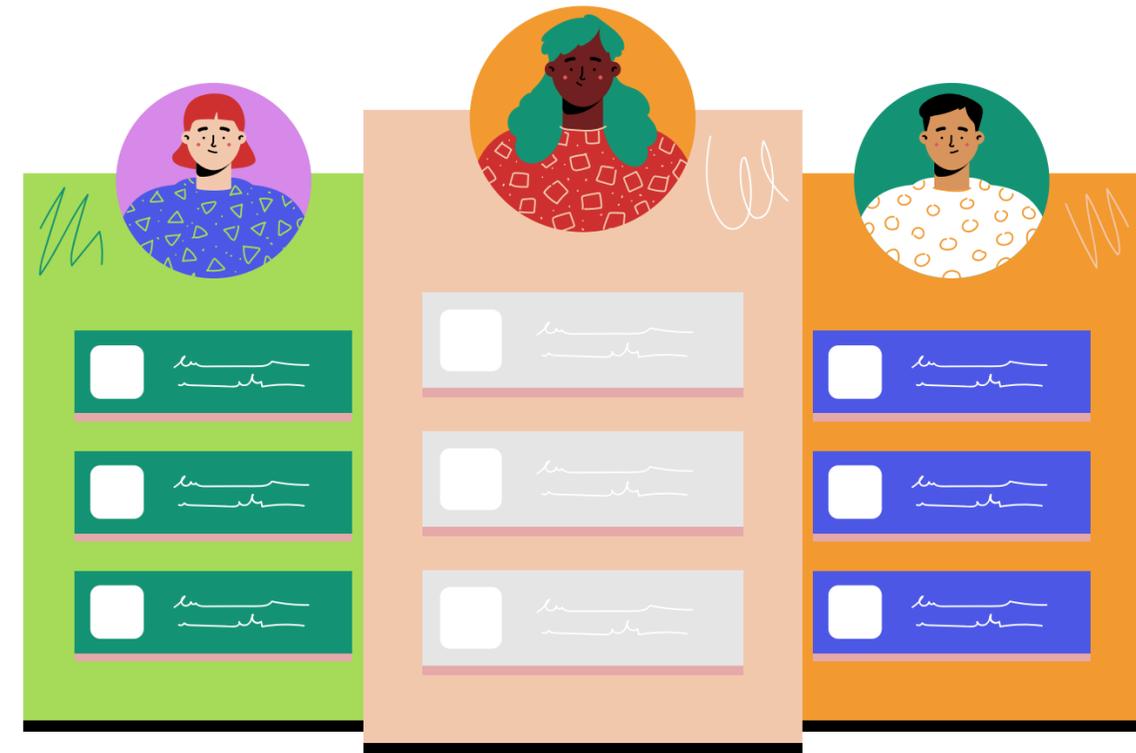
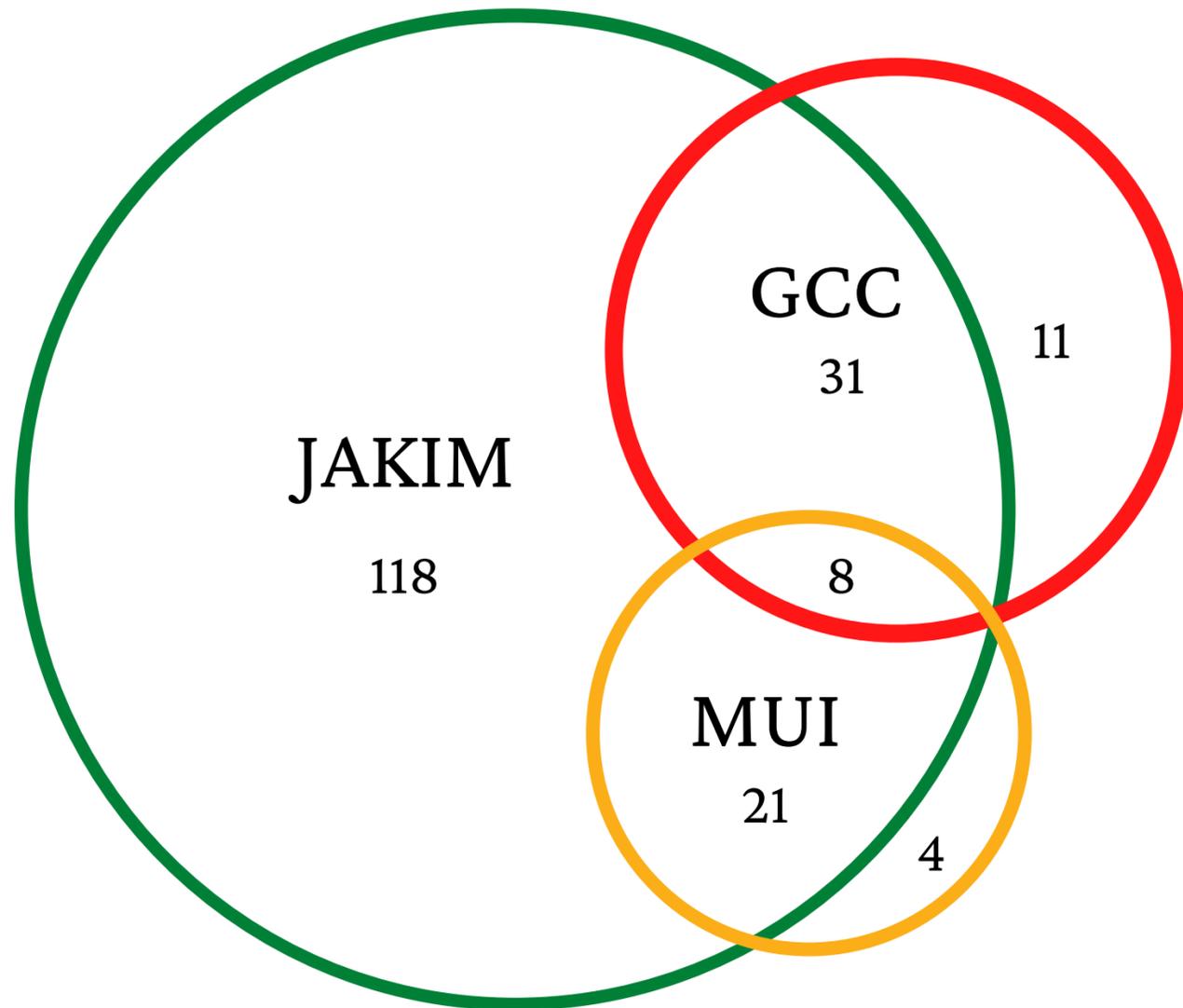


Exporting enterprises main export market



- The largest proportion is Malaysia, the main exporting market of 88 (45.6%) respondents.

RESPONDENTS' PROFILE



HCAV provides 3 Halal certification programs:

- Jakim Certification program
- GCC (Gulf Cooperation Council) program
- Halal MUI certification program

Exporting enterprises using three types of Halal Certification in HCAV

DESCRIPTIVE STATISTICS

- Sample size (N) = 193
- Mean: around 3 and 4



	N	Minimum	Maximum	Mean	Std. Deviation	Variance
T1	193	1	5	3.19	0.872	0.760
T2	193	1	5	3.08	0.810	0.655
T3	193	1	5	3.19	0.748	0.559
T4	193	1	5	3.65	0.796	0.634
T5	193	1	5	4.04	0.785	0.617
R1	193	1	5	4.06	0.923	0.852
R2	193	1	5	3.94	0.939	0.882
R3	193	1	5	3.95	0.897	0.805
R4	193	1	5	3.85	0.975	0.951
R5	193	1	5	3.94	0.855	0.731
R6	193	1	5	3.89	1.163	1.352
RES1	193	1	5	3.75	0.890	0.792
RES2	193	1	5	3.68	0.984	0.969
RES3	193	1	5	3.58	1.044	1.089
RES4	193	1	5	3.61	0.994	0.989
RES5	193	1	5	3.52	1.041	1.084
A1	193	1	5	3.98	0.832	0.692
A2	193	1	5	3.69	0.938	0.880
A3	193	1	5	4.04	0.962	0.925
A4	193	1	5	3.89	0.981	0.962
A5	193	1	5	3.67	1.023	1.046
E1	193	1	5	3.44	0.929	0.862
E2	193	1	5	3.36	0.817	0.667
E3	193	1	5	3.41	0.964	0.929



Descriptive statistic part 1

DESCRIPTIVE STATISTICS

- Sample size (N) = 193
- Mean: around 3 and 4



	N	Minimum	Maximum	Mean	Std. Deviation	Variance
CS1	193	1	5	3.59	0.976	0.952
CS2	193	1	5	3.84	0.950	0.903
CS3	193	1	5	3.75	0.968	0.938
CS4	193	1	5	3.94	0.798	0.637
B1	193	1	5	3.41	0.938	0.879
B2	193	1	5	3.56	0.917	0.841
B3	193	1	5	3.63	0.977	0.954
B4	193	1	5	3.52	0.860	0.740
B5	193	1	5	3.42	0.893	0.798
B6	193	1	5	3.65	0.963	0.927
Valid N (listwise)	193					



Descriptive statistic part 2

SCALE'S RELIABILITY

▶▶ The reliability of the measurement scales through Cronbach's Alpha Index.

Tangibles		
Cronbach's Alpha	.867	
Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
T1	.801	.810
T2	.677	.843
T3	.741	.829
T4	.615	.857
T5	.626	.855

Cronbach's Alpha = .867



Reliability analysis result of independent factors (Tangible)

SCALE'S RELIABILITY

▶▶ The reliability of the measurement scales through Cronbach's Alpha Index

Reliability		
Cronbach's Alpha	.903	
Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
R1	.745	.884
R2	.629	.901
R3	.749	.884
R4	.731	.886
R5	.786	.879
R6	.789	.879

Cronbach's Alpha = .903



Reliability analysis result of independent factors (Reliability)

SCALE'S RELIABILITY

▶▶ The reliability of the measurement scales through Cronbach's Alpha Index

Responsiveness		
Cronbach's Alpha	.884	
Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RES1	.661	.872
RES2	.718	.859
RES3	.731	.856
RES4	.679	.868
RES5	.815	.835

Cronbach's Alpha = .884



Reliability analysis result of independent factors (Responsiveness)

SCALE'S RELIABILITY

▶▶ The reliability of the measurement scales through Cronbach's Alpha Index

Assurance		
Cronbach's Alpha	.891	
Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A1	.717	.873
A2	.702	.875
A3	.745	.865
A4	.720	.871
A5	.799	.853

Cronbach's Alpha = .891



Reliability analysis result of independent factors (Assurance)

SCALE'S RELIABILITY

▶▶ The reliability of the measurement scales through Cronbach's Alpha Index

Empathy		
Cronbach's Alpha	.834	
Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
E1	.653	.814
E2	.794	.687
E3	.654	.811

Cronbach's Alpha = .834

Reliability analysis result of independent factors (Empathy)



SCALE'S RELIABILITY

▶▶ The reliability of the measurement scales through Cronbach's Alpha Index

Customer Satisfaction		
Cronbach's Alpha	.904	
Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CS1	.831	.868
CS2	.835	.865
CS3	.806	.876
CS4	.734	.900

Cronbach's Alpha = .904



Reliability analysis result of dependent factors (Customer Satisfaction)

SCALE'S RELIABILITY

▶▶ The reliability of the measurement scales through Cronbach's Alpha Index

Brand Awareness		
Cronbach's Alpha	.907	
Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
B1	.747	.893
B2	.754	.892
B3	.758	.892
B4	.736	.896
B5	.788	.888
B6	.810	.884

Cronbach's Alpha = .907



Reliability analysis result of moderator factors (Brand Awareness)

Cronbach's Alpha Summary	
Tangible	.867
Reliability	.903
Responsiveness	.884
Assurance	.891
Empathy	.834
Customer Satisfaction	.904
Brand Awareness	.907

The Cronbach's Alpha Summary



Conclusion: All of the factors have Cronbach's Alpha around **0.834 to 0.907**, which indicates a highly reliable measurement scale.



EXPLORATORY FACTOR ANALYSIS (EFA)

▶▶ Exploratory factor analysis results for independent factors

KMO and Bartlett's Test for independent factors						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.						.626
Bartlett's Test of Sphericity				Sig.		.000
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.972	33.217	33.217	7.972	33.217	33.217
2	3.394	14.141	47.358	3.394	14.141	47.358
3	2.535	10.564	57.922	2.535	10.564	57.922
4	2.381	9.920	67.842	2.381	9.920	67.842
5	1.340	5.584	73.425	1.340	5.584	73.425
6	.963	4.011	77.436			
7	.804	3.350	80.786			

→ KMO index = **0.626** ($0.626 > 0.5$)

→ Bartlett's test significance = **0.000** ($0.000 < 0.05$)



Conclusion: Suitable for EFA model



EXPLORATORY FACTOR ANALYSIS (EFA)

▶▶ Exploratory factor analysis results for independent factors

KMO and Bartlett's Test for independent factors						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.					.626	
Bartlett's Test of Sphericity				Sig.		.000
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.972	33.217	33.217	7.972	33.217	33.217
2	3.394	14.141	47.358	3.394	14.141	47.358
3	2.535	10.564	57.922	2.535	10.564	57.922
4	2.381	9.920	67.842	2.381	9.920	67.842
5	1.340	5.584	73.425	1.340	5.584	73.425
6	.963	4.011	77.436			
7	.804	3.350	80.786			



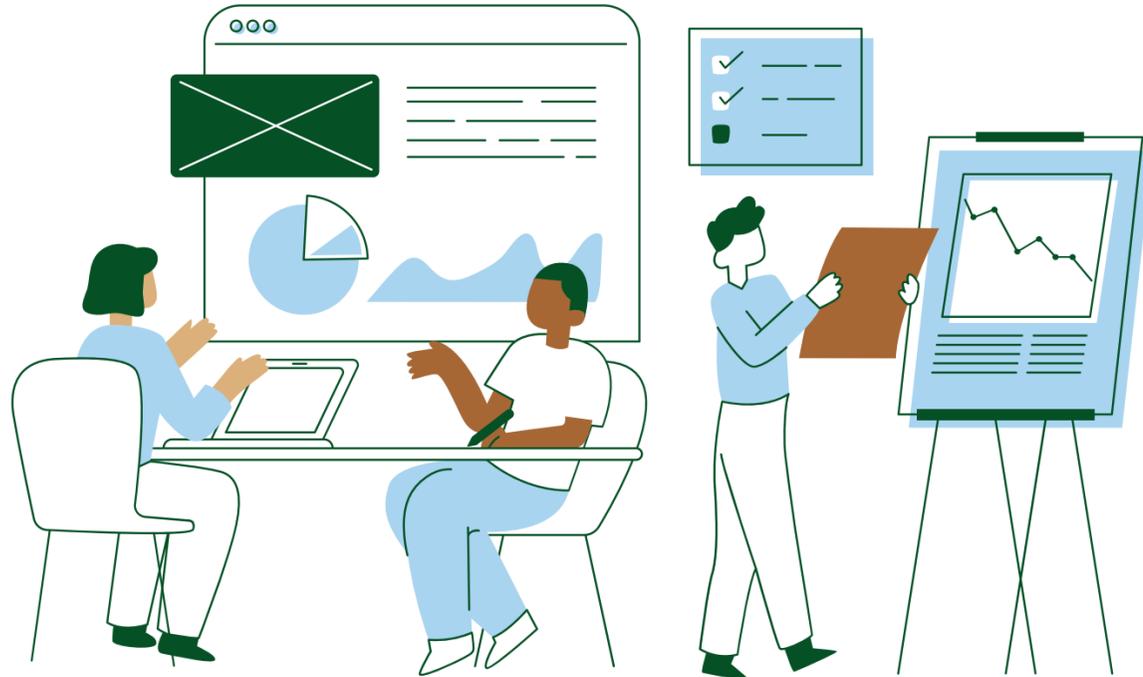
Conclusion: The **EFA model** is **suitable**



EXPLORATORY FACTOR ANALYSIS (EFA)



- Exploratory factor analysis results for independent factors.
- The rotation matrix shows that all 24 factors are grouped into **5 factors**, with all **factor loading >0.5**.



Rotated Component Matrix					
	Component				
	1	2	3	4	5
R1	.793				
R4	.787				
R5	.739				
R6	.731				
R2	.714				
R3	.692				
A4		.780			
A5		.776			
A3		.721			
A2		.714			
A1		.628			
T1			.874		
T3			.834		
T2			.732		
T5			.687		
T4			.649		
RES5				.850	
RES2				.692	
RES3				.681	
RES4				.626	
RES1				.565	
E2					.944
E1					.742
E3					.717

EXPLORATORY FACTOR ANALYSIS (EFA)

▶▶ Exploratory factor analysis results for dependent factor (Customer Satisfaction)

KMO and Bartlett's Test for dependent factor						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.						.783
Bartlett's Test of Sphericity				Sig.		.000
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.181	79.516	79.516	3.181	79.516	79.516
2	0.430	10.762	90.278			
3	0.238	5.954	96.232			
4	0.151	3.768	100.000			

Component Matrix	
	Component
	1
CS1	.893
CS2	.884
CS3	.857
CS4	.775



Conclusion: Suitable for EFA

EXPLORATORY FACTOR ANALYSIS (EFA)

▶▶ Exploratory factor analysis results for moderating factors (Brand Awareness)

KMO and Bartlett's Test for moderating factor						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.						.833
Bartlett's Test of Sphericity					Sig.	.000
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.258	70.960	70.960	4.258	70.960	70.960
2	0.472	7.863	78.823			
3	0.452	7.531	86.354			
4	0.390	6.504	92.858			
5	0.279	4.654	97.512			
6	0.149	2.488	100.000			

Component Matrix	
	Component
	1
B6	.824
B5	.822
B3	.817
B2	.799
B1	.795
B4	.787



Conclusion: Suitable for EFA



CORRELATION ANALYSIS



Correlation coefficient analysis result.



- The results show that all the independent factors have a correlation with dependent factors.
- Factor **Reliability** has the strongest correlation with Customer Satisfaction.
- Empathy shows a weakest correlation with Customer Satisfaction among the 5 factors.

The relationship between Brand Awareness and Customer Satisfaction is weak, with $r = 0.179$

		Correlations						
		TAN	REL	RES	ASS	EMP	CUS	BA
TAN	Pearson Correlation	1	.139	.263**	.181*	.011	.212**	.047
	Sig. (2-tailed)		.054	.000	.012	.883	.003	.514
	N	193	193	193	193	193	193	193
REL	Pearson Correlation	.139	1	.463**	.452**	.158*	.688**	.278**
	Sig. (2-tailed)	.054		.000	.000	.028	.000	.000
	N	193	193	193	193	193	193	193
RES	Pearson Correlation	.263**	.463**	1	.623**	.229**	.673**	.085
	Sig. (2-tailed)	.000	.000		.000	.001	.000	.238
	N	193	193	193	193	193	193	193
ASS	Pearson Correlation	.181*	.452**	.623**	1	.036	.622**	.197**
	Sig. (2-tailed)	.012	.000	.000		.616	.000	.006
	N	193	193	193	193	193	193	193
EMP	Pearson Correlation	.011	.158*	.229**	.036	1	.194**	.323**
	Sig. (2-tailed)	.883	.028	.001	.616		.007	.000
	N	193	193	193	193	193	193	193
CUS	Pearson Correlation	.212**	.688**	.673**	.622**	.194**	1	.179*
	Sig. (2-tailed)	.003	.000	.000	.000	.007		.013
	N	193	193	193	193	193	193	193
BA	Pearson Correlation	.047	.278**	.085	.197**	.323**	.179*	1
	Sig. (2-tailed)	.514	.000	.238	.006	.000	.013	
	N	193	193	193	193	193	193	193

** . Correlation is significant at the 0.01 level (2-tailed). * . Correlation is significant at the 0.05 level (2-tailed).



REGRESSION ANALYSIS

- Method: simple linear regression
- Testing hypotheses 1, 2, 3, 4, and 5
- The multicollinearity indicator will also be measured using the VIF index.

a Dependent Variable: CUS

b Predictors: (Constant), EMP, TAN, ASS, REL, RES

a Predictors: (Constant), EMP, TAN, ASS, REL, RES

b Dependent Variable: CUS

Model 1 Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.814 ^a	.662	.652	.51188	2.030

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	96.003	5	19.201	73.279	.000 ^b
	Residual	48.998	187	.262		
	Total	145.001	192			

Model 1 summary and ANOVA results of SPSS Analysis

REGRESSION ANALYSIS

a Predictors: (Constant), EMP, TAN, ASS, REL, RES

b Dependent Variable: CUS



Model 1 Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.814 ^a	.662	.652	.51188	2.030

• Durbin-Watson index = 2.030 (1.5 < 2.030 < 2.5)
=> there is no autocorrelation in the sample.

• Adjusted R-square = 0.652

Model 1 summary results of SPSS Analysis

a Dependent Variable: CUS

b Predictors: (Constant), EMP, TAN, ASS, REL, RES

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.003	5	19.201	73.279	.000 ^b
	Residual	48.998	187	.262		
	Total	145.001	192			

Model 1 ANOVA results of SPSS Analysis

- The significance of the F-test = $0.000 < 0.05$
- The independent factors can explain the dependent factor.



REGRESSION ANALYSIS

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	-.513	.291		-1.764	.079		
	TAN	.036	.057	.028	.630	.529	.928	1.078
	REL	.468	.054	.429	8.644	.000	.735	1.361
	RES	.335	.062	.318	5.390	.000	.519	1.925
	ASS	.246	.062	.223	3.942	.000	.563	1.775
	EMP	.049	.048	.045	1.016	.311	.918	1.089

a. Dependent Variable: CUS

 Regression analysis results for independent factors



- Three factors: **Reliability, Responsiveness, and Assurance** affect exporting companies' satisfaction.
- **Tangible** and **Empathy** *do not* significantly affect exporting companies' satisfaction.
- Multicollinearity will not happen because the VIF values of the factors are lower than 2.



MODERATOR ANALYSIS

	Model 1		Model 2		Model 3		Model 4		Model 5		Model 6		Model 7	
Adjusted R Square	.653		.652		.650		.658		.651		.659		.654	
	Beta	S.Error												
Independent Factors														
TAN	.029	.057	.029	.058	.028	.060	.035	.057	.026	.058	.039	.057	.020	.058
REL	.429**	.054	.437**	.055	.437**	.056	.427**	.055	.437**	.056	.439**	.055	.445**	.056
RES	.318**	.062	.309**	.064	.309**	.064	.296**	.063	.316**	.065	.304**	.063	.306**	.063
ASS	.223**	.062	.231**	.064	.231**	.064	.246**	.064	.229**	.064	.226**	.063	.233**	.063
EMP	.045	.048	.056	.051	.057	.052	.067	.051	.056	.051	.052	.051	.057	.051
Moderating Factor														
BA			-.034	.050	-.034	.050	-.023	.050	-.037	.051	-.002	.052	-.030	.050
Interaction term														
INT_TAN					-.004	.039								
INT_REL							.089*	.033						
INT_RES									-.026	.040				
INT_ASS											.097*	.040		
INT_EMP													.062	.038

Note: N=193, *p<0.05, **p<0.001 (two-tailed)

Regression results for moderating factor



MODERATOR ANALYSIS



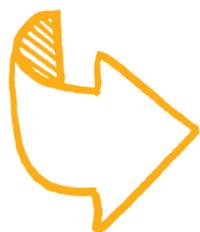
- **INT_REL** and **INT_ASS** have **significant moderating effects**.
- Brand awareness of HCAV positively moderates the relationship between
 - Reliability and Customer satisfaction, with $\beta = .089$ and $p \leq 0.05$,
 - Assurance and Customer satisfaction, with $\beta = .097$ and $p \leq 0.05$.



HYPOTHESIS CONCLUSION

Hypothesis	Code	Result
HCAV's tangibles positively affects exporting companies' satisfaction.	H1	Rejected
HCAV's reliability positively affects exporting companies' satisfaction.	H2	Accepted
HCAV's responsiveness positively affects exporting companies' satisfaction.	H3	Accepted
HCAV's assurance positively affects exporting companies' satisfaction.	H4	Accepted
HCAV's empathy positively affects exporting companies' satisfaction.	H5	Rejected
Brand Awareness of HCAV positively moderates the relationship between Tangible and exporting companies' satisfaction.	H6a	Rejected
Brand Awareness of HCAV positively moderates the relationship between Reliability and exporting companies' satisfaction.	H6b	Accepted
Brand Awareness of HCAV positively moderates the relationship between Responsiveness and exporting companies' satisfaction.	H6c	Rejected
Brand Awareness of HCAV positively moderates the relationship between Assurance and exporting companies' satisfaction.	H6d	Accepted
Brand Awareness of HCAV positively moderates the relationship between Empathy and exporting companies' satisfaction.	H6e	Rejected

 Hypothesis conclusion



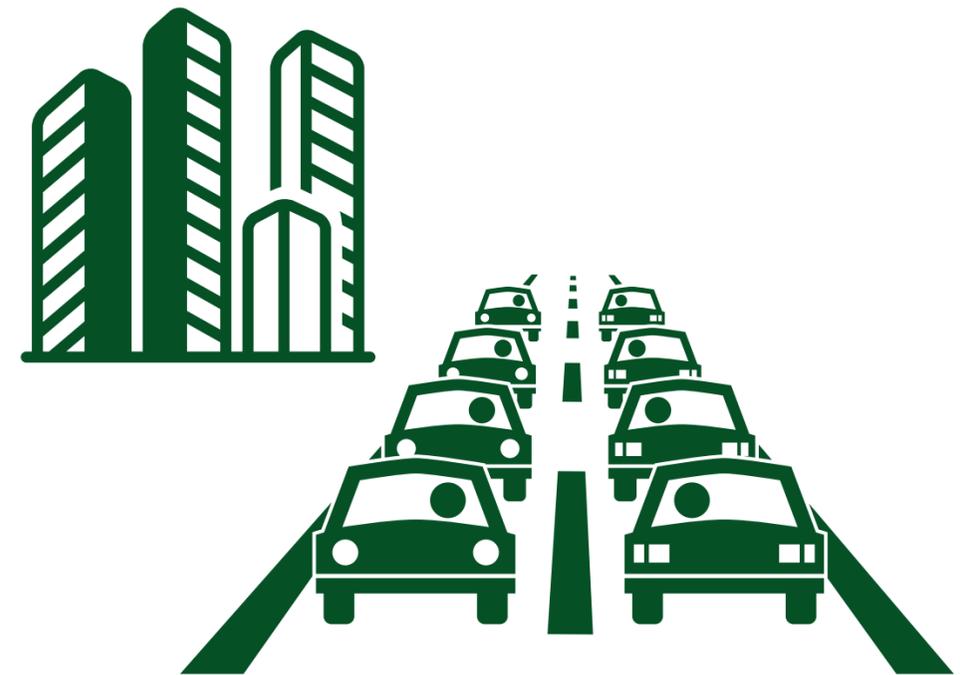
Conclusion: 5 of 10 hypotheses were accepted.

FINDING AND DISCUSSION

Tangibles ▶▶ Does not affect the exporting companies' satisfaction



Most of their clients would contact and work with the agency mostly through online channels.



HCAV's employees mainly arrive at the customer's workplace.

FINDING AND DISCUSSION

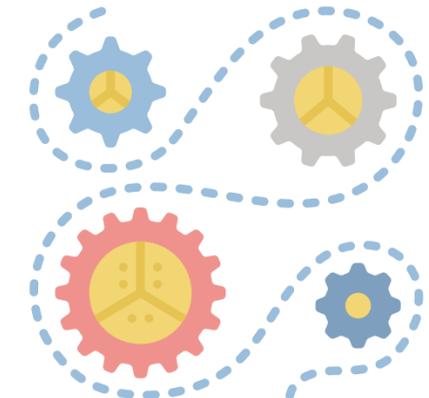
Empathy ➤ **Does not affect the exporting companies' satisfaction**



General requirements for Halal certification include strict rules regarding to the services that HCAV can provide.



HCA would take the necessary steps to halt and prevent any infractions if they are discovered.



The process must be independence, objectivity, and impartiality while adhering to national and international standards.

FINDING AND DISCUSSION

Reliability ►► **The most impact factor to the exporting companies' satisfaction**



HCAV has the ability to meet customers' needs.



HCAV is a reliable agency and provide customers with the best support.



HCAV has an acceptable price and customers are satisfied with it while using their service.

FINDING AND DISCUSSION

Responsiveness ➤ **The second impact factor to the exporting companies' satisfaction**



HCAV's staff always focus on their customers and support them in every corner.



The value and availability of Halal certification at HCA Vietnam are guaranteed.



Confirmation time for supplying Halal certification is mostly correct as promised by this agency.



HCA Vietnam respond to all client requests in the fastest and most appropriate way.

FINDING AND DISCUSSION

Assurance



The third impact factor to the exporting companies' satisfaction



All of the HCAV's employees are required to have at least a bachelor's degree in food technology.



HCAV customers believe that HCAV employees provide enough safety for them, by behaving politely.



When working with HCAV, most of the customers feel secured and safe due to the privacy of information.



Chapter

5

FINDINGS & ANALYSIS

5.1. Summary of findings

5.2. Recommendations

5.3. Limitations

5.4. Conclusions



SUMMARY OF FINDINGS - ANSWER THE RESEARCH QUESTIONS

SUMMARY OF FINDINGS



The final results show that 3/5 service quality factors have a significant impact on Exporting Companies' Satisfaction, namely **Reliability**, **Responsiveness**, and **Assurance**.



Brand Awareness positively moderates the relationship between **Reliability**, **Assurance** and Exporting Companies' Satisfaction.



SUMMARY OF FINDINGS - ANSWER THE RESEARCH QUESTIONS

ANSWER THE RESEARCH QUESTIONS



RQ1: What are the factors that influence exporting companies' satisfaction on HCAV's service quality and the extent of it?

Factor	Standardized Beta Coefficients	Sig.
Reliability	.429	.000
Responsiveness	.318	.000
Assurance	.223	.000

Factors affecting exporting companies' satisfaction



Reliability has the strongest effect on exporting companies satisfaction on HCAV's service quality, Responsiveness is the second strongest and Assurance is the weakest among the three.

SUMMARY OF FINDINGS - ANSWER THE RESEARCH QUESTIONS

ANSWER THE RESEARCH QUESTIONS



RQ2: What are the possible recommendations and implications for HCAV to improve its service quality and enhance customer satisfaction?



RECOMMENDATIONS

RELIABILITY

- ✓ Taking advantage to work with government departments to systematize the procedures and standards.
- ✓ Having more benefit policies in cost for loyal customers such as discounts or promotions.
- ✓ Considering a more competitive price range for new exporting companies.



RESPONSIVENESS

- ✓ Applying modern technologies to better serve its clients.
- ✓ Launching an office in the Central of Vietnam, which does not yet exist.
- ✓ Increasing HCAV's workforce if it wants to improve customer satisfaction and service speed.



RECOMMENDATIONS

ASSURANCE

- ✓ HCAV should enhance employees' knowledge and expertise and their customers' knowledge.
- ✓ Training employees to provide a sense of security to customers.
- ✓ Improving customer information privacy and protection.



RECOMMENDATIONS

TANGIBLES

- ✓ HCAV should build the workplace cleanly, comfortably, and modernly.
- ✓ Designing uniforms for the employees while they are auditing at customer sites.



RECOMMENDATIONS

EMPATHY

- ✓ HCAV can explicitly specify employees' capacity to perceive customers' emotions and expectations and respond appropriately, either on the part of the agency or on the part of HCAV employees.
- ✓ HCAV comprehends the variety of agency behaviors and selections that are likely to show (dis)respect for customers.
- ✓ Employees at HCAV may improve the agency's reputation and the perceived and real quality of service by rendering services with improved empathy.



RECOMMENDATIONS

BRAND AWARENESS

- ✓ HCAV should pay more attention to social media as an effective tool for the agency to approach more potential customers.
- ✓ HCAV can organize many conferences that have topic related to Halal certification, Halal standard, etc.
- ✓ Assuring the service quality to enhance HCAV reputation.
- ✓ HCAV should not rely only on the competitive advantage, which is the only organization in Vietnam that is recognized by many reliable international Halal organizations



LIMITATIONS

Due to the time constraint of this research (from September 2022 to early December 2022), the data collection still limited.

There are few prior studies related to the topic, especially in the context of one Vietnamese agency.

This study only focuses on one moderating factor, which might be improved by future research to find out more third-factor that affect the relationship between service quality and customer satisfaction.





CONCLUSIONS



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**THANK YOU
FOR WATCHING!**

