

E-TRUST AND E-SERVICES FOR THE HALAL PRODUCT IN JAPAN

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Abstract

The aim of the research is to describe the halal product among Muslim communities in Japan. Japan provides many facilities to serve halal food in Japan to show enthusiasm become a world role model of halal products. The Muslim community in Japan practices online transactions between them and they bought halal products in e-commerce by word of mouth. Most of the halal products in Japan are imported from Muslim countries. For the Indonesian Muslim community in Japan, e-trust becomes an important instrument for deciding to buy online halal products. Descriptive qualitative research is conducted to describe the fact, conditions, and phenomena regarding the halal industry in Japan. The result shows that the Muslim community in Japan needs the availability of halal products and services. E-trust and e-services to a halal online store became an important role to influence the Muslim community in Japan in making transactions.

Keywords: halal products, e-trust, e-services, Muslim in Japan

INTRODUCTION

As a developed country in Asia, Japan has an excellent supportive education system in the world. Combining theoretical and practical knowledge, modern, stylish, clean, and law enforcement make Japan a comfortable study country. So many students from around the world have come to Japan, including from the Muslim-majority countries.

The number of international students in Japan in 2019 is 312214. Since the pandemic in 2020, their number is decreasing 10.4% to 279.257 (inaco.com). In 2018, Indonesian students in Japan that most of whom are Muslim were 6277 students. This number is lower than students from China or Vietnam (schoolynk.com). As the largest Muslim country globally, sure, the number of Indonesian Muslim students in Japan significantly contributes to the Muslim community in Japan.

Muslim who resides in Japan in 2019 is 0,2% (around 230.000 people) from all 126 million Japan's population. The native Japanese Muslims are 50 thousand, and most Muslims in Japan

are immigrant communities (Economist.com), primarily from Indonesia, Malaysia, Egypt, Pakistan, and Bangladesh.

According to the latest figures published by Crescent Rating, Muslim travelers to Japan are projected to more than triple by 2020. In 2013, an estimated 300,000 Muslim tourists visited Japan. This figure could reach 1,000,000 by 2020. Muslim visitor annual average growth rate from 2004 to 2013 was 7.2%. By the year 2012 saw the highest growth of 47%, followed by 29% in 2013. The following 7-year average annual growth rate is projected to be 18.7%, leading to 1,000,000 visitor arrivals in 2020. Southeast Asia will remain the key source market for Japan, accounting for 65% to 70% of Muslim visitors. In 2013, the top three source markets were Indonesian, Malaysia, and Singapore (crescentrating.com).

With the increasing Muslim community in Japan, the Japanese government seriously service Muslim students and travelers. Many international airports in Japan provide prayer rooms, although it is not designated only for Muslims. So, in many universities, they provide a particular room for praying to Muslim students. The largest chain supermarkets in Japan are Aeon, and Gyomu sells a variety of halal products.

The halal product has become a profitable business in Japan. Mainly to serve Muslim athletes at Tokyo Olympic 2020 that Japan welcomes and Muslim-friendly country. Japan which has enthusiasm as a world role model of halal products, provides many facilities to serve halal food to Muslim communities in Japan.

Along with the Japanese government, the giant retailers and commerce in Japan also provide halal food at their market. Most of the suppliers for halal products such as snacks, spices, chicken are from Malaysia, Pakistan, Thailand, and Indonesia. Surprisingly, the leading supplier for halal chickens is Brazil. Sadly, the volume and variation are limited.

Another way for the Muslim community in Japan to supply halal products is by transaction in a private online shop. The list of several halal online shops is shown in Table 1.

Table 1 Halal Online Shop In Japan

No	Store	Website address
1	Batic Room	baticroom.com
2	Ajinatori	http://shop.ajinatori-halal.jp/
3	Tokyo Camii Halal Mart	https://halalmarket.tokyocamii.org/
4	Amazon	https://amzn.to/2IL1WZT
5	Indonesia Store	https://toko-indonesia.org/
6	Al-flah Halal food shop	http://www.al-flah.com/

7	Kobe Halal Food	http://halal.shop-pro.jp/
8	Madina halal food	https://madinajp.ecwid.com/
9	Hanamaza Halal Bread	https://www.instagram.com/hanamazapan/
10	Shinjuku Halal Mart	https://shinjukuhalaalfood.com/
11	Nasco Halal Food	http://www.nascohalalfood.com/

Source: Author was accessed in November 2021

Besides online shops and supermarkets, halal food is also provided in a specific restaurants such as Japanese food restaurant Matsuri in Osaka, Sushiken Asakusa in Tokyo, halal ramen Naritaya Gion in Kyoto. Most mosques in Japan also provide halal products, such as Umar Bin Khattab Mosque in Kanazawa, Ishikawa prefecture. In this city also a halal online shop, namely 'Kanazawa Halal Food' and a designated halal shop named 'Warung Cilik'.

In Japan, most Muslim communities buy a halal product in an online store by word of mouth from another Muslim. After arriving in Japan, Muslims will ask and communicate with other Muslims, and they meet in mosques and give halal shop recommendations to each other.

LITERATURE REVIEW

E-Trust

For the Muslim community, e-trust and e-service have become the most instrument to buy halal products online. Chung and Shin (2010) study that e-trust significantly influences e-word of mouth on online retail. According to Yakin (2020), e-satisfaction is proven to influence e-word of mouth.

Muslims consume halal products because of their faith. How the product was processed was unknown. Muslims usually trust if the seller tells them this product is halal from the ingredient even though the process was not specified. E-trust describes as a trust that does not appear immediately, but the trust must exist from the beginning. This belief will trigger the compelling relationship between online shoppers and customers (Muchlis:2021).

According to Merrilees and Fry (2003), e-trust is an important issue for customers visiting the website since the customers can not directly interact with the seller.

E-Service

E-Service quality defines as how far the website facilitates customers in buying experience and shipping efficient and effectively. (Zeithaml, V., Parasuraman, A. and Malhotra, A., 2002). The quality service at the online store not only shows the product on the website but also serves transaction, shipping, and after-sale service.

RESEARCH METHODS

Descriptive qualitative research is conducted to describe the fact, conditions, and phenomena regarding the halal industry in Japan. Field observation of the Muslim community in Kanazawa City, the capital of Prefecture Ishikawa, from December 2016 until September 2020 became primary data in this research.

RESULTS AND DISCUSSION

The result shows that Muslims need the availability of halal products and services. E-trust and e-services to the halal online shop become essential factors influencing Japan's Muslim community in making transactions.

E-trust appears because of complete and transparent information regarding a product's halal status, and especially the product comes from the Muslim majority country. For example, a halal online store based in Tokyo called Indonesia Store (indonesia-store.org). This website is written in Bahasa Indonesia. For chatting or calling the seller also delivers in Bahasa Indonesia. That is why Indonesian origin Japan's Muslim become easier and more comfortable to buy. For meat products, the accredited halal label has been written on the website because not all products in this online halal store have halal certified.

Japan halal inspection institutions usually accredit halal certification for local products. For imported products such as from Indonesia, the Indonesian Halal Council (MUI) certification is admittedly. This finding supports the research by Yukichika Kawata (2017) that Japan's Muslims tend to choose halal products labeled with halal certification. Meat products (beef and chicken) packed as frozen foods usually bought online always have halal certification. The Gyomu supermarket sells halal frozen chicken meat imported from Brazil has a halal-certified from the origin country. The halal label in a product can write in Arabic, English, and Japanese language.

Some restaurants that provide a halal menu are easy to locate in the big city in Japan. Japanese government shows the opportunity in welcoming travelers from Middle east rich Muslim country and another neighbor Asian Muslim majority country. Muslim travelers easily get information for halal products in Japan by looking at the website or restaurant's brochure. Additionally, these restaurants have chefs or staff from Muslim countries.

Most Japanese food contains alcohol -usually provided in local liquor, Sake. Maintaining e-trust for the Muslim community gives a significant advantage for business in Japan. E-services from the online shop or halal restaurant will give customers satisfaction and e-trust. Risa Septiani (2020) studied that e-service will bring out word of mouth and e-trust. The Muslim community in Japan mainly receive halal product recommendation from other Muslim community.

When e-service well maintenance by halal online shop, e-trust from customers will be raised. Currently, e-service provided by the halal online shop and halal restaurants in Japan keeps at a high rank. The information regarding the halal status of the product is quite quick to get from the website.

CONCLUSION

The research describes the fact of the Muslim communities in Japan for their primary necessity on halal products. Since halal products are limited in the Japanese market, they conducted online buying on some halal online shops.

Having online transactions among Muslim communities shows that Muslims need the availability of halal products and services. E-trust and e-services on online halal products became an important role in deciding a halal product to buy.

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