

CHAPTER 1

INTRODUCTION

1.1. Background of Research

The development of the times, science and technology is growing, including how to process food. Now a lot of food making is complicated, and the food is made from ingredients which are not all halal (Syifa, 2013). In Qur'an Surat al-Maidah [3]: 88 Allah Almighty commands Muslims to consume Halal and Good food.

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا ۗ وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ

“ And eat of what Allah has provided for you [which is] lawful and good. And fear Allah, in whom you are believers. (QS. Almaidah: 88).

Indonesia is the country with the largest population of Muslims in the world according to The Pew Forum on Religion and Public Life in Indonesia with 209.1 million people or 87.2 per cent of the population (The Pew Forum on Religion and Public Life, 2010). As a country with the largest Muslim population, of course, there is an interest in the circulation of products that are safe and halal standard (Hidayat, 2015). According to Article 8 Paragraph 1 of UU, it is fitting that domestic consumers obtain protection in obtaining certainty about the halal nature of circulating food products. According to UU No. 33 of 2014 concerning Guaranteed Halal Products, among others, article 4 states that products that enter, circulate and trade in Indonesia must be Halal certified (President of the Republic of Indonesia, 2014).

Halal food is a religious obligation that is worth worship, giving goodness to life in the world, hereafter and manifestation of gratitude to God for all His blessings (Faidah, 2017). Halal food is food that achieve the Islamic Shari'a in terms of raw materials, additional ingredients used and

production methods so that the food can be consumed by Muslims without sin (Muchtar, 2013).

Data from State of The Global Islamic Economy 2014-2015 states that halal business trend indicators seen in five industrial fields continue to show progress, including Islamic financial services, halal food, Muslim clothing, halal media and recreation, and pharmaceuticals and cosmetics halal (Sholeh, 2015). Hope and expectations about sharia-based health services that continue to flow from time to time are very relevant to the message of Islam which explains that all segments of life including hospital management must be based on Islamic sharia (Sulistiadi, 2016). As the word of God:

ثُمَّ جَعَلْنَاكَ عَلَىٰ شَرِيعَةٍ مِّنَ الْأَمْرِ فَاتَّبِعْهَا وَلَا تَتَّبِعْ أَهْوَاءَ الَّذِينَ لَا يَعْلَمُونَ

“Then We put you, [O Muhammad], on an ordained way concerning the matter [of religion]; so follow it and do not follow the inclinations of those who do not know”. (Surah Al-Jatsiyah: 18).

Satisfying and quality service will shape patient/customer loyalty, and satisfaction is closely related to “word of mouth”, then satisfactory service will also bring in new customers (Kuntoro, 2017). Consumer satisfaction can be influenced by several factors, including the diversity of products, quality products, quality of service, satisfying facilities, location, and price, halal labels (Wahyunita, 2016).

Sultan Agung Islamic Hospital is a hospital that implements a system of Halal Food Assistance. Sultan Agung Islamic Hospital has the motto “Loving Allah and Loving others” from the motto underlying Sultan Agung Islamic Hospital to be far more developed towards better. Sultan Agung Islamic Hospital received a halal certification at the Nutrition Installation section of the Central Java Institute of Food Medicine and Cosmetics-Ulema Council (LPPOM-MUI). According to the Chief Director of Sultan Agung Semarang Islamic Hospital, the Interest of the Halal Assurance System HAS 23000 and halal certification for the Nutrition Installation for

Hospitals with sharia concept make patients safe and comfortable when consuming food in the hospital. Food is one of the nutritional therapies that support the patient's recovery process. For sharia-compliant hospitals, it is obligatory to guarantee halal, hygiene and its (good) thayyib (Masyhudi, 2016). Semarang City has two hospitals that have Islamic identities, namely Sultan Agung Hospital and Roemani Hospital, both of which have the purpose of preaching and the development of Islam. However, Roemani Muhammadiyah Semarang Hospital does not certification have a halal, especially for the nutrition installation section. From this background, the researchers wanted to examine the differences in eating satisfaction levels of patients in hospital with halal certified and non-certified.

1.2. Formulation of Research Problem

Are there differences in eating satisfaction levels of patients in hospital with halal certified and non-certified?

1.3. Objectives of Research

1.3.1. General Objective

The purpose of this study is to know differences in eating satisfaction levels of patients in hospital with halal certified and non-certified.

1.3.2. Specific Objective

- a. Knowing the differences of eating satisfaction of patients in hospital with halal-certified and non-certified.
- b. Knowing the differences of eating satisfaction levels of a patient from several aspects (meal time, the appearance of food, a taste of food, the hospitality of the waiter, cleanliness of tools and food, and variations in food) in a hospital with halal certified and non-certified.

1.4. Benefits of Research

- a. For hospitals

The results of this study can provide information about the level of patient satisfaction in the management of food in hospital with halal certified and non-certified.

b. For the University of Darussalam Gontor

This research is expected to contribute to the addition of knowledge and can be a reference for other students.

c. For researchers

This research is a media for researchers to add experience in the field of study and increase understanding of the themes that are the focus of research.

1.5. Previous Research

Table 1. The authenticity of The Research

No	Researcher	Title	Methods and Results	Difference
1	Amanda Nurqisthy, Merryana Ariani, Lailatul Muniroh (2016)	The Relationship of Food Service Satisfaction with the Sufficiency of Energy and Protein Levels of Patients at Airlangga University Hospital Surabaya	Interview method and Comstock visual estimation method. There is a relationship between the satisfaction of food service with the adequacy of energy and protein of patients (p = 0.017 and p = 0.031)	The chi-square test processed the population subjects of all hospital meal services and the level of the energy and protein adequacy with the nutritional status of patients. The variables used were satisfaction with hospital food services and the level of energy and protein adequacy of patients.

No	Researcher	Title	Methods and Results	Difference
2	Naufal Ikhsan (2016)	Food Delivery System and Level of Satisfaction and Consumer Acceptance of Soto Uncu Padang	This research is a case study that uses descriptive analysis. Budget planning is done every day, not doing a menu cycle because it uses the same menu (static) every day.	The subjects of this study were consumers who were visiting a restaurant. The variables used in this study are the process of organising food, hygiene and sanitation, consumer characteristics, level of customer satisfaction, a contribution of energy and nutrients.
3	Siti Eka Mustafa (2018)	Food Remaining Analysts Based on the Level of Satisfaction of General Patients Inpatient Class 3 in Prof Dr Mental Hospital Soerojo Magelang	The study used observational with a cross-sectional approach. There is no relationship between the remaining food of the patient with the level of satisfaction proved by p value > 0.05 and a very weak correlation $r = -0.04$	The subjects of this study were class 3 inpatients at Prof. Hospital. Dr Soerojo Magelang. Variables used by food scraps, satisfaction levels, food colour, food taste, food aroma, food form.

No	Researcher	Title	Methods and Results	Difference
4	Afita Maudine Nabila (2018)	Food Organizing System and the Relationship Between Receiving and Nutrition Status Misawa at the Bina Grahita Social Rehabilitation Center “Kartini” Temanggung Central Java	Type of analytic observation research with cross-sectional study design Food delivery system applied is a combination. Ten-day menu cycle. Procurement of tender and auctioned wet and dry food materials. FIFO and FIFO system storage.	The subjects of this study were BBB students who lived in dormitories. The variables in this study are the food delivery system, food acceptance and nutritional status of students.

No	Researcher	Title	Method and Result	Difference
5	Rosma Aliffianti (2015)	Level of patient satisfaction in food service at Aisyiyah Purworejo Hospital	This research uses survey research methods. Satisfaction of the responsiveness aspects of levels A, B, C does not represent, squared D 100%. Assurance aspect squares A and C satisfaction did not represent, B quadrant 66.67%, quadrant D 33.33%. The empathy aspect satisfaction of the A and C quadrants did not serve, quadrant B 66.67%, quadrant D 33.33%.	The population in this study were class 3 RSIA inpatients 'Aisyiyah Purworejo, amounting to 100 people, standing to 100 people drawn from 1-year patient data. The variables in this study were patient satisfaction and food service.