

Customer's Perception on the Safety and Hygiene Level of Keropok Lekor and Keropok Keping at Kampung Losong, Terengganu

Nurul Latifah Amaliah Ab Rahman¹, Raden Mohd Farhan Helmy Raden Ismail^{1*}, Mohd Akmal Rohiat¹

¹Faculty of Technical and Vocational Education,
Universiti Tun Hussein Onn Malaysia, Batu Pahat, 86400, Johor, MALAYSIA

*Corresponding Author Designation

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Abstract: Safety and hygiene in the handling and preparation of food is one of the key factors in ensuring that the food provided is safe to eat. Therefore, this study was conducted to determine the customer's perception on the safety and hygiene of the keropok lekor and keropok keping process in Kampung Losong, Terengganu. In this study, the researchers focused on several aspects, namely the safety of the premises and the safety of the food operator and the hygiene of the workers. For data analysis the researcher has chosen to use the questionnaire form method. The findings of this study were analyzed using Statistical Package for The Social Science (SPSS) version 25. Computer analysis data showed a mean value of 3.94 for the safety of the premises and food operators. Meanwhile, 3.92 (High) for personal hygiene of employees.

Keywords: Food Safety, Food Hygiene

1. Introduction

Safe foods are foods that are prepared or processed with satisfactory hygiene standards while foods provided without hygiene are one of the leading causes of foodborne illness (Ana et al. 2009). Foodborne illness is commonly referred to as food poisoning based on short incubation rates, acute and similar clinical symptoms (Labib & Talal 2010). Data from the Ministry of Health Malaysia recorded an incidence of food poisoning of 177.87 per 100,000 populations during 2006 through 2009 (MOH 2009). Foodborne illnesses are caused by food consumed containing toxic or infectious agents (WHO 2011). Foodborne illness is a serious issue in developing and developed countries. Food safety refers to the handling, preparation and storage of food in safe ways and ways to prevent food contamination and prevent foodborne illness. These are some of the routines to follow to avoid serious health hazards. Among the steps towards food safety are food labeling, food hygiene, control of food additives, the use of pesticides, biotechnology policies and guidelines in managing food import and export and food certification. In the focus of this study, researchers have outlined a number of issues that are relevant to

*Corresponding author: raden@uthm.edu.my

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the topic of research related to safety and hygiene practices during keropok lekor and keropok keping processing. In chapter 2, researchers have focused on these safety and hygiene practices that cover three areas of priority: personal safety, environmental and premises safety and operating safety. These three aspects are important to ensure the food provided is safe. In addition, the researcher also elaborated on previous studies that had previous studies that related to the titles of the researchers. According to Reyes (1996), the objective of food processing is to provide consumers the same product with fresh ingredients while at the same time ensuring the safety of the food and maintaining its nutritional content and sensory quality of the product. Food safety means prevention of diseases caused by infectious diseases (Linton, 2002). Food quality can be achieved when all of the predefined features associated with safe food characteristics can be met by the manufacturers or operators of food products (Inteaz Alli, 2000). Given the ethnic disparities in the food processing sector, there is certainly a difference between practice and awareness of food hygiene and safety. These safety and hygiene practices cover three aspects: personal safety, equipment safety and environmental safety. The uninformed food operators are not convinced that their bad actions and practices can harm consumers. Food handlers must be wise in selecting food packaging that is suitable for food properties whether in liquid, solid, damp, dry and easily decomposed or damaged.

2. Methodology

This study was carried out as quantitative research using questionnaire as an instrument because according to Ary & Jacobs (1990), he argues that the advantage of using the questionnaire method is that it involves more, more and more comprehensive respondents. The sample you wish to study can be determined by a batch sampling method.

This study was conducted around a shop keropok in Kampung Losong. The target population of the researcher for this study is local customers. The researcher has used a purposive sampling method by selecting a sample of 132 customer samples at Kampung Losong keropok shop. Purposive sampling method is one of the non-random sampling techniques in which researchers determine the sampling method by specifying specific characteristics that are relevant to the purpose of the study so that it is hoped to solve the research problem. The data collected will be analyzed using the Statistical Package for the Social Science (SPSS) version 25.0 software. Based on the questionnaire, the data received will be collected and analyzed. The data collected will also be presented in a table format so that it can be easily interpreted. From the collected data will also be analyzed to know the mean score. Using the mean propensity level of (Konting, 2004) the mean score obtained will be interpreted.

Table 1: Mean score interpretation scale (Konting, 2004)

Mean Score	Interpretation phase
1.00 – 2.33	Lowest
2.34 – 3.66	Moderate
3.67 – 5.00	Higher

3. Results and Discussion

The data were processed using Statical Package for The Social Science (SPSS) version 25.0 computer software. This data uses only frequency and percentage. In this data analysis, the questionnaire consisted of three sections: Part A (Demographics), Part B (Food Safety and Asset Management), and Part C (Employee hygiene). Section A covers the analysis of data on the respondents' background, while sections B and C address the research questions. In addition, to analyze the data the researcher has selected Landell's Min Score (1997).

3.1 Safety in handling food and premises.

In section B there are 11 questionnaires on safety in handling food and premises. Each of these items is constructed in accordance with the research questions to achieve the objectives of the study.

These items were analyzed to find out the mean of each answer provided by the respondents. For part B, the research question is

"What is the customer's perception of the safety level of keropok lekor and keropok keping processes?".

Table 2: Min value of people's perception of the level of safety in handling food and premises

No	Item	Mean	Standard Deviation	Level
1	The keropok premise has a good water flow system.	4.27	0.75	High
2	Cracking areas are in a safe condition that is within walking distance.	3.38	0.93	Medium
3	Workers and dealers keep the floor clean and dry	4.11	0.81	High
4	The lights in the business premises are in working condition.	4.05	0.54	High
5	Workers operate the machines well.	4.53	0.57	High
6	The machine used is in good condition.	4.58	0.51	High
7	The space between the appliances and the walls or floors is at an appropriate distance.	4.38	0.68	High
8	The keropok lekor and keropok keping are stored at the appropriate temperature.	4.66	0.48	High
9	Ready-to-use crackers and cracked crackers are always in closed condition.	4.08	0.92	High
10	Packaged keropok lekor and keropok keping have halal logos.	3.22	0.93	Medium
11	Ready-to-use crackers and cracked crackers are not covered by insects.	4.17	1.06	High
Total Mean		3.94	High	

Table 2 shows the customer's perception of the level of worker safety in handling food and premises, the overall mean value of 3.94 being high. This finding indicates that the public's perception of workers' safety in food handling and respondent's premises is high.

The highest mean value was 4.66 (High) on item 8 which is the c and the keropok lekor and keropok keping is kept at the appropriate temperature. Respondents argue that keropok lekor and keropok keping often scrape keropok to ensure keropok are not exposed to bacteria.

However, for the mean value at the mean mean value is 3.38 (Medium) in item 2 "the cracked fragment is in safe condition". Respondents found that there were workers and employers who maintained the safety of the keropok and that there were some who were not aware of the safety of the keropok to stay away from the access roads used by the villagers.

The low mean value of 3.22 (medium) on item 10 is "Packaged keropok lekor and keropok keping have a halal logo". Respondents found that not all keropok lekor and keropok keping had halal logos.

3.2 Personal hygiene

Section C there are 15 items on the question of employee hygiene in handling food and premises. Each of these items is constructed in accordance with the research questions to achieve the objectives of the study. These items were analyzed to find out the mean of each answer provided by the respondents. For part B, the research question is

"What is the customer's perception of the level of employee hygiene during the cracking and cracks of the molding process?"

Table 3: Min value of public perception of the level of personal hygiene during the cracking and cracking process?

No	Item	Mean	Standard Deviation	Level
1	Workers and traders wear neat, clean clothes.	4.61	0.58	High
2	Workers are in good health when handling food.	4.55	0.61	High
3	Workers do not smoke during the cracking and cracking process.	4.05	0.87	High
4	Worker's nails are in short and clean condition.	3.78	0.79	High
5	Workers wear an apron during the crackdown process	4.56	0.62	High
6	Worker's hair is short, neat and clean.	3.71	0.81	High
7	Workers wear comfortable, clean shoes	3.95	0.81	High
8	Workers wear gloves when handling food	4.55	0.61	High
9	Workers always wash their hands after doing something.	4.42	1.10	High
10	Workers do not wear jewelry such as bracelets and rings during the process of making keropok lekor and keropok keping.	4.41	1.10	High
11	Workers open the apron and head covering as they leave the kitchen.	3.22	0.68	Medium
12	Employees are always sensitive to the cleanliness of the premises.	4.55	0.53	High
13	Workers do not cough and sneeze while handling keropok lekor and keropok keping for avoid contaminated food.	4.42	0.73	High
14	Workers prioritize personal hygiene during the keropok process	4.44	0.56	High
15	Workers are taking typhoid injections.	4.21	0.84	High
	Total Mean	3.92		High

Table 3 shows the customer's perception of the level of personal hygiene during the keropok lekor and keropok keping process and the cracking of the overall average of the mean value is 3.92 which is at a high level. This finding shows that the community on the level of personal hygiene during the cracking and cracking process is at a high level

The highest mean value was 4.61 (High) in item 1 where "Workers and traders wore neat and clean clothing". Respondents agreed that workers and merchants wore neat and clean clothing when handling food.

The mean value of the medium level is 3.71 (medium) as in item 6 "Hair in short, neat and clean". Respondents found that not all workers kept their hair neat, short and clean.

The low mean value of 3.22 (medium) on item 10 is "Workers do not wear jewelry such as bracelets and rings during the process of making keropok lekor and keropok keping." Respondents learned that there were businessmen and workers wearing jewelry such as bracelets and rings during the process of making crackers and scraping pieces.

3.3 Discussions

The overall mean level of safety in handling food and premises was 3.94 at a high level. This high average value indicates that respondents have a high knowledge of food safety and premises. This is because, the majority of respondents have worked as food handlers and know the things and aspects that need to be followed to work as food handlers. Based on the data analysis the highest mean value is

4.66 (High) in item 8 which is “keropok lekor and keropok keping are stored at the appropriate temperature”. This finding indicates that respondents strongly agree that the keropok lekor and keropok keping keep the crackers at the proper temperature. The production of keropok lekor and keropok keping requires the proper storage of food to ensure that the products produced are always in good condition and not damaged. In order to ensure that food is served properly, the storage temperature plays an important role. This is in agreement with David Meswane, Rue & Richard Linton (2010). According to him, when the food is ready to be processed, the food must be stored at the right temperature.

In addition, based on the data analysis showed a mean value of 3.38 (medium) on item number 2, “keropok keping spot is in safe condition”. This finding indicates that respondents were less inclined to believe that the fragment of the keropok keping fragment was in a safe condition. This is due to the fact that some workers are not aware of the safety conditions around the keropok keping. In addition, there are workers who dredge up keropok and disrupt the roads used by locals. Food security is an important aspect of producing safe, clean and quality food. A safe environment ensures that the risk of contamination or accidents is minimized (Walker, 2011). Low mean value of 3.22 (medium) on item number 10, “Packing keropok lekor and keropok keping have halal logo”. Every respondent knows that not all keropok lekor and keropok keping packaging have halal logo marks to market. Every entrepreneur must be aware of the importance of product packaging with a halal logo so that customers are confident of the product. This is to ensure that the food produced using the right ingredients and the products produced are in good condition. This is also true because employers are less knowledgeable about or about the process of applying for a halal certificate.

The study found that respondents responded positively to all items in terms of employee hygiene. This indicates that employees and operators of keropok lekor and keropok keping are aware of certain practices related to these employees' personal hygiene practices. This practice of personal hygiene is essential to ensure that the food produced is not exposed to the pollution caused by workers. Being a food handler is one of the main things to focus on is personal hygiene Based on the anesthesia of the data in chapter 4, the overall mean for the question of employee hygiene is 3.92 which is high. This high mean value indicates that respondents know that employees practice good hygiene when handling keropok. This practice of personal hygiene is important to ensure that the food provided is safe and clean (Kamal, Hashim & Adnan 2015). Occasionally workers neglect this personal hygiene and can cause bacterial reproduction in the body especially in the hands, nose and mouth area (Sun, 2012). The highest mean value was 4.61 (High) in item 1 where “workers and traders wore neat and clean clothing”. Respondents agreed that workers and merchants wore neat and clean clothing when handling food. Clean use shows that food workers and entrepreneurs know the basic knowledge of proper personal hygiene. This is in line with the opinion of Walker et al. (2003) stated that food handlers should have basic knowledge of personal hygiene. Knowledge of food handlers improves personal hygiene of food handlers (Acikel et al. 2008).

On the other hand, the mean value is 3.71 (medium) which is item 6 “Hair is in short, neat and clean” condition. Respondents found that not all workers kept their hair neat, short and clean. These negative practices are a bit alarming. As a food handler, you must adhere to the rules you set to keep your food safe. The practice of keeping short hair clean is very important because long and clean hair is easy to catch on a wide variety of bacteria and some are pathogenic (Andargie et al. 2008). Furthermore, the low mean value is 3.22 (moderate) in item 10, “Employees do not wear jewelry such as bracelets and rings during the process of making crackers and crackers.”. Respondents learned that there were businessmen and workers wearing jewelry such as bracelets and rings during the process of making crackers and scraping pieces. Use of jewelry is not allowed when handling food. This statement is supported by (Nea, 2016) who states that through these jewelry devices will catch dirt that can contaminate food during food preparation.

4. Conclusion

In conclusion, this study has met the objectives of the study, answered the research questions and fulfilled all the objectives of the study that were set at the beginning of the study. In summary, this section summarizes the results of the study based on the data analysis conducted by the researcher. Overall, it can be concluded that the majority of customers in Kampung Losong, Terengganu have a high level of understanding of the safety and hygiene aspects of keropok lekor and keropok keping in terms of safety in handling food and premises as well as aspects of personal hygiene.

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