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Nutritional Food and Friendly Service: A Conceptual Framework for Toyyib Food Outlet

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ABSTRACT

This paper presents a conceptual framework for toyyib food outlets, focusing on the key aspects of nutritional food and friendly service which employed a qualitative method using secondary data. The availability of nutritious food options and friendly service in food outlets is crucial for promoting healthier choices and enhancing customer satisfaction. Nutritional food involves consuming a balanced diet that provides essential nutrients, considering factors like portion control, food safety, sustainability, and cultural preferences. Friendly service encompasses creating a welcoming environment, delivering attentive customer interactions, and ensuring efficient service. Toyyib food outlets adhere to Islamic principles, emphasizing wholesomeness, cleanliness, and ethical practices. By incorporating these principles, food outlets can offer nutritious and safe food options, prioritize cleanliness and hygiene, and provide courteous and respectful service. This holistic approach promotes healthier food choices, prevents diet-related diseases, and contributes to the overall well-being of individuals and communities.

Keywords: Nutritional food, Friendly service, Toyyib, Food outlet

1 Introduction

Food outlets face several issues related to providing nutritious food and friendly services. One of the key concerns is the availability of nutritious food options. The accessibility and variety of nutritious foods can vary in different neighborhoods and communities, influencing food choices and diet-related chronic diseases. Assessing the presence of unhealthy fast-food outlets and promoting healthier alternatives is crucial [1][2]. Unhealthy food environments contribute to the prevalence of unhealthy diets, characterized by high salt and sugar-sweetened beverage consumption and low intake of whole grains, fruits, and vegetables. Restaurants, cafes, fast-food chains, and takeaways play a significant role in promoting such unhealthy food choices [3]. Ensuring the availability and promotion of toyyib food, which is halal, wholesome, safe, and of high quality, is important for consumers, especially Muslim. Limited availability of healthy options in many food outlets, particularly independent ones, poses a challenge. Interventions targeting these outlets to promote healthier food choices are necessary to improve diets and prevent diet-related diseases. To address these issues, it is important to promote healthier food options, prioritize cleanliness and friendly services in



food outlets, ultimately supporting nutritional food choices and enhancing customer satisfaction.

This paper explores the concept of implementation toyyib food outlets, with a specific focus on two vital aspects: nutritional food and friendly service which employed a qualitative method using secondary data. Toyyib food outlets serve as exemplary models by incorporating nutrient-dense ingredients while minimizing processed foods. Alongside providing nutritious food, these outlets prioritize delivering friendly service, creating a welcoming environment that considers customers' needs and preferences. Overall, toyyib food outlets encompass a holistic approach that promotes nutritional food, friendly service, and customer education to positively impact dietary habits and enhance the well-being of individuals and the community.

2 The Concept of Nutritional Food

The concept of nutritional food refers to a balanced diet and adequate nutrition requirement. It encompasses the concept of consuming a diet that provides essential nutrients, vitamins, and minerals necessary for optimal health and well-being. It involves making informed choices about the foods we eat to ensure that our bodies receive the proper nourishment. A well-balanced diet typically includes a variety of food groups, such as fruits, vegetables, whole grains, lean proteins, and healthy fats. These foods offer a range of nutrients, including carbohydrates, proteins, healthy fats, vitamins, minerals, and dietary fiber. Each nutrient plays a vital role in the body's functioning, supporting various physiological processes and promoting good health.

Understanding the concept of nutritional food involves recognizing the importance of nutrient balance, portion control, and the quality of food choices. It's crucial to consume a diverse range of foods to ensure an adequate intake of essential nutrients. Nowadays, sugar plays a significant role in what we eat. It is cherished and consumed in a variety of ways, including as a tasty snack, to sweeten coffee or tea, as a meal-complementing or meal-interrupting sugar-sweetened beverage (SSB), and frequently practically unintentionally in the form of hidden sugars in many processed foods. Nevertheless, excessive dietary intake of sugar is a serious public health issue [4]. Sugars that have been added during food processing or preparation are referred to as "added sugars." Cordials, carbonated soft drinks, flavoured mineral waters, energy drinks, sports drinks, fortified waters, and fruit and vegetable drinks (water-based beverages that contained some fruit and vegetable juice in addition to added sugars) were all considered SSBs.

Additionally, nutritional food choices consider factors such as food safety, sustainability, and cultural preferences. It is essential to prioritize food safety practices to prevent foodborne illnesses and ensure that the food consumed is free from contaminants. Sustainable food choices focus on selecting foods that have minimal environmental impact, supporting

practices that conserve natural resources and promote biodiversity. In summary, the concept of nutritional food revolves around making informed choices to create a well-balanced diet that meets the body's nutrient requirements. By selecting a variety of nutrient-dense foods and considering factors like portion sizes, food safety, sustainability, and cultural preferences, individuals can promote their overall health and well-being through nutrition.

3 The Concept of Friendly Service

The concept of friendly service is a vital component in the food and beverage industry, encompassing various aspects that contribute to a seamless and satisfying dining experience. These elements include menu planning, food preparation, service staff, restaurant ambiance, table setting, hygiene, food safety, customer service, timing, and efficiency [5]. In today's evolving dining landscape, customers seek innovative and enjoyable food and beverage services, coupled with appealing physical environments, encompassing good customer service, ambiance, table setting, and lighting [6]. Excellent customer service is a key focus within the food service industry, involving friendly and attentive interactions with customers, accurate order-taking, addressing special requests or concerns, and ensuring overall customer satisfaction [7]. Important aspects of good customer service include prompt and friendly greetings, knowledgeable staff, attentiveness, efficient service, personalization, problem resolution, cleanliness, ambiance, appreciation, farewell, and follow-up with guests. These factors leave a lasting impression and contribute to a positive customer experience. Therefore, the term "friendly services" reflects the behavior and approach of companies or service providers toward their clients, emphasizing the creation of a welcoming and valued atmosphere. The aim of friendly services is not only to meet basic needs but also to enhance the overall customer experience. Traits commonly associated with friendly services include a customer-centric approach that prioritizes understanding and fulfilling customer needs, maintaining a positive and friendly attitude, effective and clear communication, responsiveness and promptness in addressing customer concerns, empathy and understanding towards customer circumstances, and building long-lasting relationships based on trust and adaptability to changing customer requirements.

4 Discussion

A food outlet is a place where food is sold or served to customers, encompassing various establishments such as shops, restaurants, cafes, kiosks, and food trucks. These outlets offer different types of food and beverage services to cater to diverse consumer preferences. Fast food outlets, for example, have a limited menu and focus on quick service and take-out operations. Food outlets can be found in different locations, such as airports, shopping centers, or standalone establishments, and their characteristics and menus vary based on consumer demand and the context in which they operate.

Toyyib, a concept rooted in Islamic teachings, emphasizes wholesomeness, cleanliness, and ethical practices. The definition of toyyib food is "nutritious foods that can support physical growth and provide quality health," which means that it must be rich in a complete and balanced intake of nutrients, including carbohydrates, proteins, fats, vitamins, and minerals [9]. Meanwhile, Figure 1 presents the conceptual framework of nutritional food and friendly services.

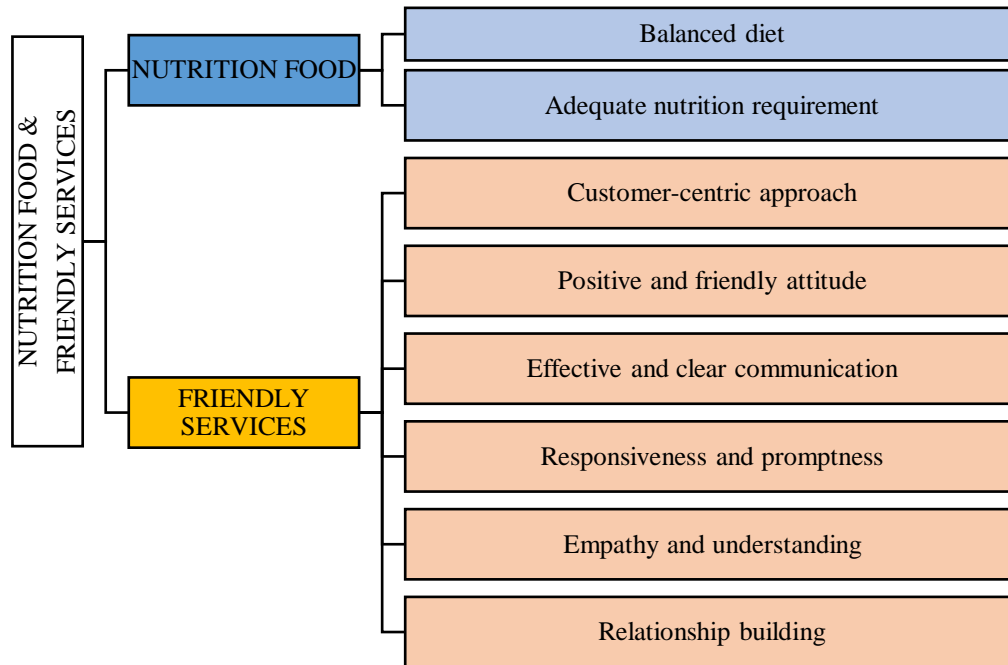


Figure 1: A conceptual framework of nutritional food and friendly services.

When applied to food outlets, it underscores the significance of offering food that is not only tasty but also prepared and served in accordance with ethical and hygienic standards. Food outlets adhering to toyyib principles prioritize the use of wholesome ingredients, such as fresh and high-quality produce, devoid of harmful additives or contamination. They strive to provide customers with nutritious and safe food options. Maintaining cleanliness and hygiene is paramount, ensuring that kitchens and food preparation areas are thoroughly sanitized, utensils and equipment are regularly cleaned, and staff follows proper hygiene protocols to prevent foodborne illnesses. Ethical sourcing is another important aspect, encouraging food outlets to consider fair trade, and environmentally sustainable practices when selecting ingredients. toyyib food outlets also prioritize honest and transparent practices, accurately labeling products with comprehensive information about ingredients, nutritional values, and potential allergens. This enables customers to make informed choices based on transparent information. Additionally, toyyib food outlets place great importance on providing courteous and respectful service. Staff members are trained to be polite, attentive, and helpful, ensuring a positive dining experience for customers. By incorporating the principles of toyyib into their operations, food outlets not only offer delicious food but also promote ethical, hygienic, and

wholesome practices. This approach enhances customer satisfaction and contributes to the overall well-being of individuals and communities who patronize these outlets.

5 Conclusions

In conclusion, promoting nutritional food and friendly service in food outlets is crucial for addressing the challenges associated with unhealthy food environments and improving overall customer satisfaction. The concept of nutritional food emphasizes the importance of consuming a balanced diet that provides essential nutrients, while considering factors such as portion control, food safety, sustainability, and cultural preferences. By making informed food choices, individuals can support their health and well-being. On the other hand, friendly service in food outlets involves creating a welcoming environment, delivering attentive and personalized customer interactions, and ensuring prompt and efficient service. Through the implementation of *toyyib* principles, which prioritize wholesomeness, cleanliness, and ethical practices, food outlets can contribute to improving dietary habits, preventing diet-related diseases, and enhancing the well-being of individuals and communities. By adopting a holistic approach that combines nutritional food options and friendly service, food outlets can promote healthier food choices, prevent diet-related diseases, and contribute to the overall well-being of individuals and communities.

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