

**THE CONFIDENCE LEVEL OF
PURCHASING PRODUCT WITH
HALAL LOGO AMONG CONSUMERS**

BY

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UNIVERSITI UTARA MALAYSIA

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PRODUCT WITH HALAL LOGO AMONG CONSUMERS**

BY

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ABSTRACT (BAHASA MELAYU)

Penyelidikan ini adalah tentang kajian terhadap keyakinan kepada produk makanan berlogo Halal di Malaysia terutama di kalangan guru di sekitar Changlon, Kedah. Di zaman moden ini, gaya hidup pelanggan telah menunjukkan keadaan dalam sikap dan norma subjektif terhadap pengambilan produk makanan yang mempunyai sijil halal dan logo halal. Situasi ini berlaku kerana orang ramai mula menyedari pentingnya pengambilan dan membeli makanan yang sihat serta jaminan keselamatan dalam kehidupan seharian. Sesebuah makanan yang bersih, selamat dan makanan yang sihat serta baik adalah penting kerana terdapat banyak makanan yang kebiasaannya ditulis penggunaan bahan aditif yang tidak selamat, pengawet, perasa, dan pewarna. Penyelidikan ini bertujuan untuk mengenal pasti faktor seperti keagamaan, keselamatan makanan, kesedaran kesihatan, pengetahuan, persepsi nilai, dan kesannya terhadap keyakinan pelanggan makanan yang berlogo Halal. Kajian menggunakan frekuensi kolerasi dan regresi untuk analisis. Sebanyak 200 soalan kaji selidik diedar dan 148 soalan yang dipulangkan. Hasil kajian menunjukkan bahawa daripada lima faktor iaitu keselamatan makanan, keagamaan, dan kesedaran kesihatan mempengaruhi keyakinan pelanggan terhadap makanan yang berlogo Halal. Manakala faktor pengetahuan dan rasa penilaian tidak mempunyai hubungan yang kuat terhadap pengaruh pembelian produk makanan berlogo halal.

ABSTRACT (ENGLISH)

This study is about the discoveries on the confidence intention on food product with the Halal logo in Malaysia especially toward teacher in the area Changlun, Kedah. In today's modern world, consumer's lifestyle has emerged especially in attitude and subjective norm of consuming food product with Halal certification and Halal logo. This situation has occurred because people are beginning to be aware of the importance of consuming and purchasing healthy and food safety in their daily life. A naturally clean, food safety and good healthy food is important as there are a lot of the ordinary foods that are mostly prepared with the use of unsafe additives, preservatives, flavor, and coloring. The study aims to identify factor such as religious, safety food, health consciousness, knowledge, perceived value, and its impact towards the customer confidence intention. The study uses correlation and regression frequency of analysis. A total of 200 questionnaires were distributed and just 148 questioners returned. The finding of the study indicated that out of five factors (religiousness, health consciousness, perceived value, food safety and, knowledge), three factors (food safety, religiousness, and health consciousness) influenced the customer confidence intention. While the factors of knowledge and perceived value does not have a strong relationship to influence the purchase of food products with the halal logo.

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LIST OF ABBREVIATION/ NATION

JAKIM	: Jabatan Kemajuan Islam Malaysia
USD	: US Dollar
FMCG	: Fast Moving Consumer Goods
IFANCA	: Council of the American Food and Nutrition
BAHIES	: Bahagian Hal Ehwal Islam
HDC	: Industry Development Corporation
IFRC	: Islamic Food and Research Council
JAIN	: Jabatan Agama Islam Negeri
MAIN	: Majlis Agama Islam Negeri
HACCP	: Hazards Analysis and Critical Control Point
GMP	: Good Manufacturing Practices
TQM	: Total Quality Management
DSM	: Department of Standards Malaysia
ASEAN	: Association of Southeast Asian Nations
TORA	: Theory of Reasoned Action
MSG	: Monosodium Glutamate
SALM	: Skim Aktredasi Ladang Malaysia
SOM	: Skim Organik Malaysia
SPSS	: Statistical Package for the Social Sciences
OIC	: Organization Islamic Conference
CCAsia	: Codex Coordinating Committee for Asia

APD : Akta Pindaan Dagangan
FAO : Food and Agriculture Organization
NGO : Non Government Organization
WHC : World *Halal* Council

CHAPTER 1

INTRODUCTION

1.0 Introduction

The presence of Muslims on this earth are based on one true belief, which is Islam is the only true way of life. Islam is basically an *Ad-din*, a lifestyle and activities covering the whole human behavior; and relations, between their *Khilaq*, human beings and their environment. Thus, to ensure that it becomes a pure relationship, the limitations of *halal* and *haram* are to be taken seriously for the betterment of the *ummah*. Food and consumables are essential daily basis requirements for an individual, which will not escape the limitations of *halal* and *haram*. These boundary limitation prescribed by Islam is to ensure the building and development of a perfect human being (Mohamad. & Othman, 2009). In this case, Allah said in Quran:

يَتَأْتِيهَا النَّاسُ كُلُّوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ

عَدُوٌّ مُّبِينٌ

Mean: O ye people! Eat of what is on earth, Lawful and good; and do not follow the footsteps of the evil one, for he is to you an avowed enemy. (Surah Al-Baqarah: 168)

However, with today's phenomenon, the society did not put the issue of *Halal* and *Haram* as the main focus subject. The food is viewed using sensory points instead of just the mouth show the quality of *halal* and *haram*, and the main place in the healthy food choices. How we present the food plays an important role in influencing consumer's

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