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**DETERMINANT FACTORS THAT INFLUENCES  
HALAL FOOD STANDARD PRACTICES: A CASE  
STUDY OF CAFETERIA'S OPERATORS AT  
UNIVERSITI UTARA MALAYSIA (UUM)**



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MALAYSIA (UUM)**



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**Thesis submitted to  
School of Business Management  
Universiti Utara Malaysia,  
in Partial Fulfilment of the Requirement for the  
Master of Sciences (Management)**

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## ABSTRACT

As a Muslim, it is compulsory to find halal food. This is because food is the main sources for spiritual and physical formation as a human. Thus products or foods that are produced in line with halal prescriptions are readily acceptable by Muslim consumers as well as consumers from other religions. For a Muslim consumer, halal foods and drinks means that the products have met the requirements laid down by the *Syariah* law whereas for a non-Muslim consumer, it represents the symbol of hygiene, quality and safety product when produced strictly under the Malaysian Standard of Halal Food (MS1500:2009). To ensure the food is halal and meet the standard made by Jakim, there are several factors that need to be emphasized. The study was carried out at cafeteria's operators at UUM Sintok. There are three factors that are believed to influences the standard of halal food in UUM, which are trustworthiness (Status Halal), food safety and personal and societal behaviour. This study is a quantitative research by using a questionnaire that involves the study sample consisted of 103 respondents. The methodology used in this research is statistical analysis descriptive and inferential that involves the use of frequencies and percentages for analysing the demographics of respondents, independent t-test samples, the test of one-way ANOVA, Pearson correlation analysis and multiple regression analysis. Overall, the findings based on the analysis of Multiple regression analysis test found that food safety and trustworthiness (Halal Status) are the most influences that effect the MS1500:2009.

**Key word:** Halal Food, Halal Food Standard (MS1500:2009), Trustworthiness (Halal Status), Food safety, Personal and Societal Behaviour

Universiti Utara Malaysia

## ABSTRAK

Sebagai seorang islam, mencari sumber makanan yang halal sangat dituntut dalam islam. Hal ini kerana makanan merupakan sumber utama pembentukkan rohani dan jasmani seseorang manusia itu. Oleh itu produk atau makanan yang dihasilkan sejajar dengan preskripsi halal sedia diterima oleh pengguna Islam dan juga pengguna daripada agama-agama lain. Bagi pengguna Muslim, makanan dan minuman yang halal bermakna bahawa produk tersebut telah memenuhi keperluan yang ditetapkan oleh undang-undang Syariah manakala bagi pengguna yang bukan Islam, ia mewakili simbol kebersihan, kualiti dan keselamatan produk apabila dihasilkan sepenuhnya di bawah jaminan Standard Malaysia Makanan Halal (MS1500:2009. Untuk memastikan makanan itu halal dan memenuhi piawaian yang telah ditetapkan oleh pihak Jakim, terdapat beberapa faktor yang perlu diberi penekanan. Kajian ini telah dijalankan keatas pengusaha kafeteria di UUM. Terdapat tiga faktor yang dipercayai mempengaruhi standard makanan halal di UUM, antaranya amanah (Status Halal), keselamatan makanan dan tingkah laku peribadi dan masyarakat. Kajian ini merupakan kajian jenis kuantitatif dengan menggunakan soal selidik yang melibatkan sampel kajian terdiri daripada 103 responden. Metodologi kajian yang digunakan dalam kajian ini adalah kaedah analisis statistik deskriptif dan inferensi yang melibatkan penggunaan kekerapan dan peratusan bagi menganalisis demografi responden, ujian sampel t-bebas, ujian hubungan satu hala ANOVA, analisis kolerasi Pearson dan analisis regrasi berganda. Keseluruhan hasil dapatan kajian berdasarkan analisis ujian Analisi Regresi Linear Berganda mendapati keselamatan makanan dan amanah (Status Halal) telah mempengaruhi Standard Malaysia Makanan Halal (MS1500:2009).

**Kata kunci:** Makanan Halal, MS1500:2009, Amanah (Status Halal), Keselamatan Makanan, Tingkah laku Peribadi dan Masyarakat

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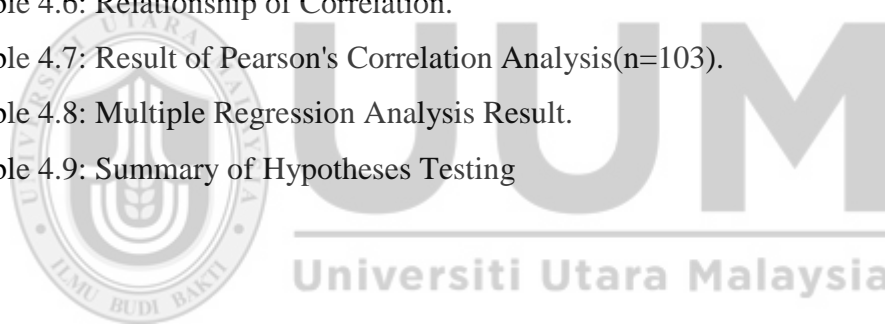
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## LIST OF ABBREVIATIONS

HACCP	Hazard Analysis, Critical control Points
ISO	International Organisation for Standardisation
GHP	Good Hygiene Practices
GMP	Good Manufacturing Practice
MS1500:2009	Malaysian Standard for <i>Halal</i> Food-Production, Preparation, and Storage
NRAEF	National Restaurant Association Educational Foundation
QA	Quality Assurance
QMS	Quality Management System
UUM	Universiti Utara Malaysia
SPSS	Statistical Package for Social Science



## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

This is a study on the relationship between determinant factors of MS15002009: trustworthiness (*Halal* status), food safety at personal and societal behaviour at cafeteria's operators in UUM. It is intended to examine which factor or component will have an impact on the standard of MS1500:2009.

All Muslims must ensure that whatever they eat, practice and buying are compliant to *syariah* because it gives them a sense of safety. Therefore, the industry in *halal* food is very important to Muslims around the world. The *halal* industry also gives many contributions to the growth of the economic and also to the development of society. The *halal* concept refers to the way of manufacturing goods and services that are accordance to the Islamic law or *syariah*. Therefore, the *halal* food industry is very important for Muslims in order for them to ensure that the foods they eat every day are compliant with *syariah*.

*Halal* is a unique Islamic concept. Based from Shafie and Othman (2006), the concept of *halal* is not just for food only but also an integral to the Islamic way of life. Besides that, the Islamic rules and manners also reflect the Islamic ideas and values by overseeing the individual Muslims (Al-Harran and Low, 2008). According to Chang (2006), the certification of *halal* as a benchmark for quality, hygiene, and safety. Moreover, it also follows the *Syariah* (Islamic law).

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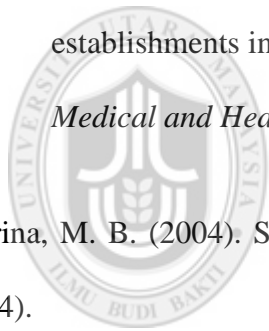
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