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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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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
ABSTRAK


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

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<table>
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<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>HACCP</td>
<td>Hazard Analysis, Critical control Points</td>
</tr>
<tr>
<td>ISO</td>
<td>International Organisation for Standardisation</td>
</tr>
<tr>
<td>GHP</td>
<td>Good Hygiene Practices</td>
</tr>
<tr>
<td>GMP</td>
<td>Good Manufacturing Practice</td>
</tr>
<tr>
<td>MS1500:2009</td>
<td>Malaysian Standard for <em>Halal</em> Food-Production, Preparation, and Storage</td>
</tr>
<tr>
<td>NRAEF</td>
<td>National Restaurant Association Educational Foundation</td>
</tr>
<tr>
<td>QA</td>
<td>Quality Assurance</td>
</tr>
<tr>
<td>QMS</td>
<td>Quality Management System</td>
</tr>
<tr>
<td>UUM</td>
<td>Universiti Utara Malaysia</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for Social Science</td>
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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).
The contents of the thesis is for internal user only
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