

Hakcipta © tesis ini adalah milik pengarang dan/atau pemilik hakcipta lain. Salinan boleh dimuat turun untuk kegunaan penyelidikan bukan komersil ataupun pembelajaran individu tanpa kebenaran terlebih dahulu ataupun caj. Tesis ini tidak boleh dihasilkan semula ataupun dipetik secara menyeluruh tanpa memperolehi kebenaran bertulis daripada pemilik hakcipta. Kandungannya tidak boleh diubah dalam format lain tanpa kebenaran rasmi pemilik hakcipta.



**CAMPURAN PEMASARAN DAN EKUITI JENAMA HALAL
KESELURUHAN**



AHMAD SABRI BIN YUSUFF

UUM

Universiti Utara Malaysia

**DOKTOR PENTADBIRAN PERNIAGAAN
UNIVERSITI UTARA MALAYSIA
JANUARI 2017**

**CAMPURAN PEMASARAN DAN EKUITI JENAMA HALAL
KESELURUHAN**



Oleh
AHMAD SABRI BIN YUSUFF

UUM
Universiti Utara Malaysia

Disertasi dikemukakan kepada
Othman Yeop Abdullah, Graduate School of Business
Universiti Utara Malaysia
Bagi Memenuhi Sebahagian Syarat Ijazah Doktor Pentadbiran Perniagaan



**OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS
UNIVERSITI UTARA MALAYSIA**

PERAKUAN KERJA TESIS / DISERTASI
(Certification of thesis / dissertation)

Kami, yang bertandatangan, memperakukan bahawa
(We, the undersigned, certify that)

AHMAD SABRI BIN YUSUFF (93913)

calon untuk Ijazah **DOCTOR OF BUSINESS ADMINISTRATION**
(candidate for the degree of)

telah mengemukakan tesis / disertasi yang bertajuk:
(has presented his/her thesis / dissertation of the following title):

CAMPURAN PEMASARAN DAN EKUITI JENAMA HALAL KESELURUHAN

seperti yang tercatat di muka surat tajuk dan kulit tesis / disertasi.
(as it appears on the title page and front cover of the thesis / dissertation).

Bahawa tesis/disertasi tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan, sebagaimana yang ditunjukkan oleh calon dalam ujian lisan yang diadakan pada:
30 Jun 2016.

(That the said thesis/dissertation is acceptable in form and content and displays a satisfactory knowledge of the field of study as demonstrated by the candidate through an oral examination held on:
30 June 2016.

Pengerusi Viva : **Prof. Dr. Kalsom bt. Kayat**
(Chairman for Viva)

Tandatangan
(Signature)

Pemeriksa Luar : **Assoc. Prof. Dr. Nik Ramli bin Nik Abdul Rashid**
(External Examiner)

Tandatangan
(Signature)

Pemeriksa Dalam : **Prof. Dr. Abdullah Hj. Abd Ghani**
(Internal Examiner)

Tandatangan
(Signature)

Tarikh: **30 June 2016**
(Date)

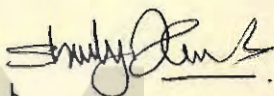
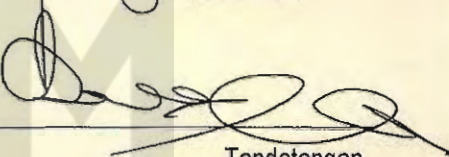
Nama Pelajar
(Name of Student) : Ahmad Sabri binYusuff

Tajuk Tesis / Disertasi
(Title of the Thesis / Dissertation) : Campuran Pemasaran dan Ekuiti Jenama Halal Keseluruhan

Program Pengajian
(Programme of Study) : Doctor of Business Administration

Nama Penyelia/Penyelia-penyelia
(Name of Supervisor/Supervisors) : Dr. Shuhymee bin Ahmad

Prof. Dr. Rosli Mahmood



Tandatangan
(Signature)



Universiti Utara Malaysia

KEBENARAN MERUJUK

Dalam membentangkan disertasi ini sebagai memenuhi sebahagian daripada keperluan untuk Ijazah pasca-siswazah dari Universiti Utara Malaysia, saya bersetuju bahawa Perpustakaan Universiti bebas pemeriksaan. Saya juga bersetuju bahawa kebenaran untuk menyalin disertasi ini dalam apa-apa cara, secara keseluruhan atau sebahagiannya, bagi tujuan ilmiah boleh diberikan oleh penyelia saya atau semasa ketiadaannya oleh Dekan daripada Othman Yeop Abdullah sekolah siswazah perniagaan. Perlu difahamkan bahawa sebarang penyalinan atau penerbitan atau penggunaan disertasi ini atau sebahagian daripadanya bagi tujuan mendapat keuntungan kewangan adalah tidak dibenarkan tanpa kebenaran bertulis dari pengarang. Hal ini juga perlu difahami bahawa pengiktirafan hendaklah diberi kepada pengarang dan Universiti Utara Malaysia untuk sebarang kegunaan keserjanaan terhadap sebarang petikan daripada disertasi ini.

Kebeneran untuk menyalin atau penggunaan bahan-bahan disertasi ini, secara keseluruhan atau sebahagiannya boleh diajukan kepada:

Dekan Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman

ABSTRACT

The main objective of this study was to examine and identify the factors that affect halal brand equity through the marketing lens. This study investigated factors such as advertising, pricing, company reputation, environmental turbulence with brand equity dimensions which are halal brand association, brand loyalty, perceived quality and halal brand equity which have not been given much research attention. In particular, the goal of this study was to determine how marketing efforts such as marketing elements, namely advertising, price, company reputation and environmental turbulence affect halal brand equity dimensions and how they affect or develop the overall halal brand equity. This was a quantitative study where a survey methodology was employed to collect the data. Individual consumers, were chosen as the sample for this study. The systematic sampling technique and intercept procedure were used to select respondents from individuals who shopped at four Hyper markets in the Klang Valley. Twenty- four main hypotheses were proposed to influence halal brand equity, but only ten hypothesis were supported. Structured questionnaires comprising 65 items were used to measure the variables; halal brand equity, marketing mix, company reputation and environmental turbulence were adopted in this study. The findings revealed that significant relationships exist among the variables (marketing mix; advertising, company reputation, environmental turbulence and halal brand equity) with halal brand equity. The findings also revealed that environmental turbulence moderated the relationships between perceived quality and halal brand equity, and perceived quality mediated fully the relationship between advertisement and halal brand equity. In conclusion, this study enhances the theories and models introduced such as the tawhidic paradigm, customer- based brand equity, the brand equity creation process model, service-dominant logic and the contingency theory put together.

Keywords: Halal brand equity, marketing mix, advertising, price, company reputation, environmental turbulence.

.

ABSTRAK

Objektif utama kajian ini adalah untuk menganalisis dan mengenal pasti faktor yang mempengaruhi ekuiti jenama halal dari perspektif bidang pemasaran. Kajian ini meneliti faktor seperti pengiklanan, harga, reputasi syarikat, pergolakan persekitaran dengan dimensi ekuiti jenama, iaitu asosiasi jenama halal, kesetiaan jenama, kualiti tanggapan dan ekuiti jenama halal yang masih kurang dikaji. Secara khususnya, matlamat kajian ini adalah untuk menentukan cara usaha pemasaran seperti elemen pemasaran, iaitu pengiklanan, harga, reputasi syarikat dan pergolakan persekitaran mempengaruhi dimensi ekuiti jenama halal dan seterusnya cara ia mempengaruhi atau membangunkan ekuiti jenama halal secara keseluruhan. Kajian berbentuk kuantitatif ini menggunakan kaedah tinjauan untuk mengutip data. Sampel kajian terdiri daripada pengguna perseorangan. Teknik pensampelan sistematik dan prosedur pintasan telah digunakan untuk memilih responden yang membeli belah di empat pasar raya besar di Lembah Kelang. Dua puluh empat hipotesis utama dicadangkan sebagai berupaya untuk mempengaruhi ekuiti jenama halal, tetapi hanya sepuluh hipotesis sahaja yang disokong. Kaji selidik berstruktur yang terdiri daripada 65 item telah digunakan untuk mengukur pemboleh ubah kajian, iaitu elemen pemasaran, pengiklanan, harga, reputasi syarikat, pergolakan persekitaran dan ekuiti jenama halal. Dapatan kajian menunjukkan terdapat hubungan yang signifikan antara pemboleh ubah (elemen pemasaran, pengiklanan, reputasi syarikat, pergolakan persekitaran dan ekuiti jenama halal) dengan ekuiti jenama halal. Hasil kajian juga memperlihatkan bahawa pergolakan persekitaran menjadi penyederhana hubungan antara kualiti tanggapan dengan ekuiti jenama halal. Kualiti tanggapan didapati bertindak sebagai pengantara penuh hubungan antara pengiklanan dengan ekuiti jenama halal. Kesimpulannya, kajian ini mengukuhkan kefahaman terhadap teori dan model yang diperkenalkan seperti paradigma tauhid, teori ekuiti jenama berasaskan pelanggan, model proses penciptaan ekuiti jenama, teori logik servis-dominan dan teori kontingensi.

Kata Kunci: Ekuiti jenama halal, campuran pemasaran, pengiklanan, harga, reputasi syarikat, pergolakan persekitaran.

PENGHARGAAN

Alhamdulillah, dengan setinggi-tinggi kesyukuran kepada Allah s.w.t, yang maha pemurah lagi maha mengasihani yang memberi saya kekuatan, semangat dan ketabahan bagi menyiapkan tesis ini.

Pertamanya, saya ingin mengucapkan terima kasih kepada setiap orang yang telah datang ke dalam hidup saya yang memberi ilham, menyentuh perasaan dan menerangi hidup saya melalui kehadiran mereka termasuklah kepada penyelia saya, Profesor Dr. Rosli Mahmood dan Dr. Suhaimi Ahmad dan ingin saya merakamkan penghargaan kepada mereka yang menjadi sumber inspirasi pengajaran, komen, panduan dan kesabaran sepanjang program. Kerja-kerja ini tidak akan dapat disempurnakan tanpa input yang tidak ternilai harganya dan juga kepakaran mereka.

Terima kasih yang tidak terhingga serta penghargaan ikhlas saya tujukan kepada rakan saya yang paling menakjubkan, Dr Azmi atas sokongan, motivasi, inspirasi, galakan dan bantuan sepanjang proses pengajian DBA saya. Tidak lupa juga kepada Dr Saadiah dan rakan-rakan DBA dan PhD saya, Nik Hzman, Amir, Dr Anis, Kak Ta, Mai, Azmi dan Faiz yang bersemangat dan memberi sokongan yang menggalakan dalam kerja saya.

Saya juga ingin mengucapkan terima kasih kepada Dato' Dr Tengku Rethwan Tengku Mansor dan Prof. Datuk Dr. Roziah Omar yang amat mengerti nilai projek ini. Saya juga ingin mengucapkan terima kasih kepada Dato' Alias Bakar, Hj Hassan dan Maimunah atas sokongan dan bantuan mereka dan ramai lagi rakan-rakan dan terutama keluarga saya, iaitu dari ayahanda Allahyarham Cikgu Hj. Yusuff bin Puteh, Kekanda Allahyarham Sabri Affendi yang tidak sempat meraikan kejayaan ini semoga Allah mencucuri rahmat keatas roh mereka berdua dan tidak ketinggalan juga adinda saya Suhaimi, Norbayah, Norlela, Badrul Hisham dan Norashikin, adik Ipar saya Nita "reporter" yang sentiasa memberi semangat. Terlalu banyak nama untuk diingati, yang tidak syak lagi 'penat' untuk bertanya dan mendengar tentang "DBA", walau bagaimanapun terima kasih atas sokongan anda.

Akhir sekali, penghargaan terbesar saya tujukan kepada ibu tercinta Hajah Ramlah, isteri tercinta Siti Sarimah dan anak-anak, Ahmad Azrie, Ahmad Faez, Ahmad Amsyar, Ahmad Amzar, Razreena Sari dan Razeeq Aiman berkat kesabaran, dan kasih sayang mereka terhadap saya. Terlalu banyak cabaran yang dihadapi sepanjang kursus pengajian ini tetapi mereka sentiasa membuat tiap-tiap hari buruk menjadi baik. Saya berharap membawa contoh yang baik bagi membantu anak-anak saya membesar dan suka belajar. Terima kasih atas sokongan anda semua memberi semangat dari mula ke garisan penamat. Tanpa sokongan mereka, tidak mungkin apa-apa dapat dicapai.

KANDUNGAN

Muka Surat

Tajuk Muka	i
Kebenaran Merujuk.....	ii
Abstract	iii
Abstrak	iv
Penghargaan	v
Kandungan	vi
Senarai Jadual.....	xii
Senarai Rajah	xiv
BAB 1 : PENDAHULUAN	1
1.1 Latar Belakang Kajian.....	1
1.2 Industri Halal Di Malaysia	6
1.3 Pernyataan Masalah.....	10
1.4 Soalan Penyelidikan	18
1.5 Objektif Penyelidikan.....	18
1.6 Signifikan Kajian.....	19
1.7 Skop Kajian	20
1.8 Definisi Istilah	20
1.8.1 Ekuiti Jenama Halal.....	20
1.8.2 Ekuiti Jenama Halal Keseluruhan	21
1.8.3 Kesedaran Jenama Halal.....	21
1.8.4 Assosiasi Jenama Halal	21
1.8.5 Kesetiaan Jenama	22

1.8.6	Tanggapan Kualiti	23
1.8.7	Campuran Pemasaran (Pengiklanan, Harga & Reputasi Syarikat) ...	23
1.8.8	Pergolakan Persekitaran	25
1.8.9	Produk Halal	25
1.9	Organisasi Disertasi.....	25
BAB 2	SOROTAN LITERATUR	27
2.1	Pengenalan	27
2.1.1	Ibadah Dalam Islam.....	27
2.1.2	Syariah: Undang-undang Islam	28
2.1.3	Maqasid al Shariah: Tujuan Pensyariatan	30
2.2	Halal	32
2.2.1	Pemasaran Halal	35
2.3	Ekuiti Jenama	37
2.3.1	Jenama	38
2.3.2	Definisi Ekuiti Jenama.	39
2.3.3	Definisi Ekuiti Jenama Islam/ Halal.....	42
2.4	Ekuiti Jenama Halal Keseluruhan (<i>Halal Overall Brand Equity</i>).....	50
2.4.1	Ekuiti Jenama Halal Keseluruhan Sebagai “Aset Pencipta Nilai”	51
2.4.2	Hubungan antara Ekuiti Jenama dengan Assosiasi Jenama, Kesetiaan, dan Tanggapan Kualiti	53
2.4.3	Assosiasi Jenama Halal	55
2.4.4	Kesetiaan Jenama	58
2.4.5	Tanggapan Kualiti	60
2.5	Campuran Pemasaran	65
2.5.1	Pengiklanan	67

2.5.2	Harga	69
2.5.3	Reputasi Syarikat.....	70
2.6	Pergolakan Persekitaran	72
2.6.1	Perkembangan Teknologi.....	73
2.6.2	Pergolakan Teknologi.....	73
2.6.3	Pergolakan Pasaran.....	74
2.7	Teori Tunjangan (Underpinning Theory).....	77
2.7.1	Asas Sistem Perniagaan Islam.....	78
2.7.2	Paradigma Tawhid.....	78
2.7.3	Perkhidmatan Dominan Logik (Service Dominant logic, S-D)	84
2.7.4	Teori Ekuiti Jenama Berasaskan Pelanggan (CBBE).....	85
2.7.5	Model Proses Perciptaan Ekuiti Jenama (BECPM)	93
2.7.6	Teori Kontingensi Terhadap Pergolakan Persekitaran	95
2.7.7	Justifikasi Integrasi Teori	97
2.7.8	Kesimpulan Fungsi Perhubungan Teori-Teori Asas	98
2.8	Kerangka Teoritik.....	100
2.9	Ringkasan	102
BAB 3: METODOLOGI		104
3.1	Pengenalan	104
3.2	Pendekatan Kajian.....	104
3.3	Reka Bentuk Kajian	105
3.3.1	Reka Bentuk Strategi Penyelidikan	106
3.3.2	Paradigma Penyelidikan	108
3.3.3	Justifikasi Menggunakan Kaedah Tinjauan.....	109
3.3.4	Soalselidik Tadbiran Kendiri.....	111

3.3.5	Memilih Format Maklum Balas	111
3.3.6	Justifikasi Menggunakan Skala Likert	113
3.3.7	Dimensi Masa.....	114
3.3.8	Unit Analisis.....	114
3.4	Persampelan	115
3.4.1	Menentukan Kecukupan Saiz Sampel	116
3.5	Rekabentuk Borang Soalselidik	120
3.5.1	Perkataan pada Soalan-Soalan.....	120
3.5.2	Tatabahasa Borang Soal Selidik.....	120
3.5.3	Jenis dan Format Borang Soal Selidik.....	121
3.6	Mengoperasikan Pengukuran	121
3.6.1	Campuran Pemasaran	122
3.6.2	Asosiasi Jenama halal.....	124
3.6.3	Tanggapan Kualiti	127
3.6.4	Kesetiaan Jenama	128
3.6.5	Ekuiti Jenama Halal Keseluruhan	129
3.6.6	Pergolakan persekitaran.....	130
3.6.7	Data Demografik	131
3.6.8	Skala Pengukuran	135
3.6.9	Pentadbiran Soal Selidik.....	135
3.7	Pengumpulan Data	136
3.7.1	Cara Pengumpulan Data	136
3.7.2	Justifikasi Pemilihan Responden Dilembah Kelang.....	137
3.7.4	Cara Mengakses Populasi.....	139
3.7.5	Pelan Persampelan dan <i>Setting</i>	141

3.8	Kesahan Dan Kebolehppercayaan Instrumen.....	150
3.9	Pra Ujian Dan Kajian Rintis.....	152
3.9.1	Pra Ujian.....	152
3.9.2	Kajian Rintis.....	153
3.10	Ujian Bagi Pelanggaran Andaian	155
3.10.1	Penyediaan Data dan Saringan	156
3.10.2	Data yang Hilang.....	156
3.10.3	Penilaian <i>Outliers</i>	157
3.10.4	Analisis Normaliti	158
3.10.5	Lineariti	161
3.10.6	Homoscedasticiti	161
3.10.7	Multicollineariti.....	162
3.11	Teknik Menganalisis Data.....	163
3.11.1	Analisis Deskriptif.....	163
3.11.2	Analisis Inferens.....	164
3.11.3	Korelasi.....	164
3.11.4	Laluan Model Anggaran (<i>Path Model Estimation</i>).....	167
3.11.5	Model Ukuran (Measurement of Model)	167
3.11.6	Justifikasi Menggunakan Teknik PLS (Justification Using Partial Least Squares (PLS) Technique).....	169
3.12	Ringkasan	173
BAB 4: DATA ANALISIS DAN DAPATAN		174
4.1	Pengenalan	174
4.2	Pra-Analisis Data.....	174
4.2.1	Ujian Ralat Tiada Respon (Non Respon Bias).....	175

4.2.2	Ujian-Normaliti	176
4.3	Analisa Pls-Sem	180
4.3.1	Pengesahan Pada Dimensi-Dimensi Asosiasi Jenama Halal.....	181
4.3.2	Penilaian Model: Pengukuran hasil model (<i>Measurement Model</i>) ..	185
4.3.3	Penemuan (<i>Findings</i>).....	198
4.3.4	Model Hypothesised	198
4.3.5	Model Generated	199
4.3.6	Model Re-Specified.....	206
4.3.7	Penilaian Model: Keputusan Model <i>Structural</i>	209
4.4	Ringkasan	209
BAB 5: PERBINCANGAN DAN KESIMPULAN		215
5.1	Pengenalan	215
5.2	Perbincangan Pada Persoalan-Persoalan Kajian.	215
5.3	Implikasi.....	221
5.3.1	Implikasi kepada pengetahuan teoritikal	221
5.3.2	Implikasi kepada pengamal	224
5.3.3	Implikasi kepada penggubal polisi	228
5.4	Batasan Kajian.....	231
5.5	Cadangan Kajian Pada Masa Hadapan.....	233
5.6	Rumusan.....	235
RUJUKAN		239

SENARAI JADUAL

Perkara	Muka Surat
Jadual 1.1: Unjuran Populasi Dunia dan Muslim, 2012- 2050	2
Jadual 1.2: Potensi industri Halal dunia	2
Jadual 1.3: Nilai Potensi Pasaran Halal mengikut Kelompok.....	4
Jadual 2.1: Definisi konsep ekuiti jenama yang terpilih	40
Jadual 3.1: Soalan Perbelanjaan Pengiklanan	123
Jadual 3.2: Harga.....	124
Jadual 3.3: Reputasi syarikat.....	124
Jadual 3.4: Assosiasi jenama halal	126
Jadual 3.5: Tanggapan Kualiti	128
Jadual 3.6: Kesyukuran Jenama.....	129
Jadual 3.7: Keseluruhan Ekuiti Jenama halal.....	130
Jadual 3.8: Pergolakan persekitaran.....	131
Jadual 3.9: Ringkasan item untuk kajian ini	132
Jadual 3.10: Ringkasan skala dan ukuran.	134
Jadual 3.11: Taburan of pasaraya besar pada tiap tiap hari biasa dan tiap-tiap hari minggu dan juga purata setiap minggu	141
Jadual 3.12: Pensampelan pelan proportionate pelanggan membeli-belah di empat pasar raya besar untuk mendapatkan pilihan sampel N = 500.....	147
Jadual 3.13: Waktu operasi setiap hari hari biasa dan hari hujung minggu	148
Jadual 3.14: Pengiraan K untuk pensampelan sistematik di setiap pasaraya besar bagi kajian memintas hari hari biasa dan hari hujung minggu	150
Jadual 3.15: Cronbach's alpha pada ujian rintis.....	154
Jadual 3.16: Hubungan antara variabel dan nilai r	165
Jadual 3.17: Hubungan antara variabel dan nilai r (Cohen).....	166

Jadual 4.1: Maklumbalas dan kadar yang boleh digunakan.....	177
Jadual 4.2: Profil Responden.....	178
Jadual 4.3: Deskriptif Statistik Pada Konstruk Kajian.....	179
Jadual 4.4: Peringkat Penilaian (Hair,2014)	180
Jadual 4.5: Kebolehpercayaan dan kesahan menumpu asosiasi jenama halal	182
Jadual 4.6: Kolerasi Varibel Pendam dan Kolerasi ²	183
Jadual 4.7: Kesahan Disriminant Kesahihan Jenama Halal	184
Jadual 4.8: Gambaran keseluruhan kriteria kualiti.....	187
Jadual 4.9: Kebolehpercayaan Dan Kesahan Menumpu.....	188
Jadual 4.10: Kolerasi Variabel Pendam Dan Kolerasi ²	191
Jadual 4.11: Kesahan Discriminant.....	192
Jadual 4.12: Item-Item Pengukuran Terakhir.....	195
Jadual 4.13: Ringkasan Prediktor terbaik (H1-H9).....	200
Jadual 4.14: Ringkasan Asosiasi Jenama Halal, Kesetiaan Jenama Dan Tanggapan Kualiti Sebagai Pengantara.	204
Jadual 4.15: Keputusan Ujian Hipotesis	209
Jadual 4.16: Synchronisasi kajian.....	211

SENARAI RAJAH

Perkara	Muka Surat
Rajah 1.1: Taburan Penduduk Islam dunia	2
Rajah 2.1: Piramid organisasi ekuiti jenama Islam	83
Rajah 2.2: Islam, Shariah	84
Rajah 2.3: Model proses penciptaan ekuiti jenama (BECPM)	95
Rajah 2.4: Model proses penciptaan ekuiti jenama (BECPM)	95
Rajah 2.5: Ilustrasi kedudukan Teori yang berkaitan.....	99
Rajah 2.6: Kerangka Teoritikal	101
Rajah 3.1: Reka bentuk Strategi Kajian	107
Rajah 3.2: Rangka kajian dan tatacara analisa data	108
Rajah 3.3: Total sample G-power	145
Rajah 3.4: X-Y Plot kuasa kesan sederhana.....	146
Rajah 4.1: Second order CFA pada Asosiasi Jenama Halal.....	181
Rajah 4.2: Model Hypothesised	198
Rajah 4.3: Model generated	199
Rajah 4.4: Model generated	200
Rajah 4.5: Pengantara (Hair, 2014).....	203
Rajah 4.6: Model Re-specific.....	206
Rajah 4.7: Penyederhana Interaction Effect by Barron and Kenny; Kenny and Jade (1995).....	207
Rajah 4.8: Model Re-specific.....	207
Rajah 5.1: Model Sabri	220
Rajah 5.2: Keseluruhan ekuiti jenama halal sebagai sumber operan	223

AKRONIM

GHSC Buku panduan, 2013. One Touch Point

HDC Halal Development council

IMP3 *Third Industry Malaysia Plan,*

JAKIM Jabatan Kemajuan Islam Malaysia

KDNK Keluaran dalam negeri kasar

MITI Ministry of International Trade and Industry

MNC Multi National Corporation

MSI Marketing Science Institute

PKS Perindustrian Kecil dan Sederhana

BAB 1

PENDAHULUAN

1.1 Latar Belakang Kajian

Bancian terhadap penduduk mengikut anutan agama tidak boleh didapati dalam mana-mana negara kerana ianya adalah sukar, atau sama sekali mustahil, untuk memastikan ketepatannya (Pasim, 2010). Oleh itu, anggaran jumlah penduduk Islam dikira berdasarkan beberapa pangkalan data agensi-agensi multinasional (Pasim, 2010) dan juga pelbagai sumber melalui analisis sejarah yang mendalam. Penduduk Islam dunia dijangkakan akan bertambah dengan kadar 35 peratus pada 20 tahun akan datang di mana peningkatan dari 1.6 billion pada tahun 2010 kepada 2.2 billion pada tahun 2030, atau pun meningkat sebanyak 26.4 peratus daripada jumlah anggaran 8.3 billion penduduk di dunia dan pada tahun 2050 adalah dianggarkan penduduk Islam boleh mencapai jumlah 2.6 billion dan akan mewakili hampir 30 peratus dari anggaran keseluruhan penduduk dunia (Fleishman-Hillard Majlis, 2012) seperti yang ditunjukkan di jadual 1.1. Manakala taburan penduduk Islam dunia tertinggi terletak di timur tengah dan Afrika utara seperti yang ditunjukkan di rajah 1.1 di mana memiliki peratusan yang tinggi di antara 90 peratus hingga ke 100 peratus.

The contents of
the thesis is for
internal user
only

RUJUKAN

- Al Quran, www.alquran-melayu.com diterjemahkan oleh terjemahan ar Rahman oleh Skeikh Abdullah Basmeih, Updated: 03:52/ 12.05.2014
- Aaker, D.A. (1991). *Managing Brand Equity*. New York, NY: The Free Press.
- Aaker, D. (1991), *Building Strong Brands*. Free Press, New York, NY
- Aaker, D.A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38 - 3, 102-120
- Aaker, D.A. (2007). Innovation: Brand it or lose it. *California Management Review*, 50(1), 8-24.
- Aaker, D.A., & Keller, K.L. (1990). Consumer evaluations of brand extensions, *Journal of Marketing*, 54(1), 27-41.
- Aaker, D. A. (2003). The power of the branded differentiato. *Sloan Management Review*, fall, pp. 83-7.
- Aaker, D. A., & Equity, M. B. (1991). *Capitalizing on the Value of a Brand Name*. New York. The Free Press. .
- Aasker, D.A., Kumar, V., & Day, G.S. (2001). *Marketing Research*. (7th. edn.). New York John Wiley and Sons.
- Ahmad Budiman Husain (2009), *Mydin Mohamed Holding Bhd*, Unpublished DBA consultation report, Universiti Utara Malaysia.
- Ahamad Kameel, Mydin Myra & Dzuljastri, Abdul Razak (2005). Islamic hohe financing through musharakah and al-bay' bithaman ajil contracts, A comparative analysisi, *Review of Islamic Economics*, 9(2), 5-30.

- Ahmad Budiman., & Halim Hamim (2009). Personal komunikasi, Ketua Akademi Mydin Mohd Holding Bhd, Hypermarket Subang, 22nd November, 2015
- Ahmed, H. (2006). Islamic Law, adaptability and financial development. *Islamic Economic Studies*, 13(2):79-101
- Agarwal, M.K., & Roa, V.A.R.(1996). An Empirical comparison of consumer-based measures of brand equity. *Marketing Letters*, 7(3), 237-247.
- Ailawadi, Kusum, L., & Keller, K.L. (2004). Understanding Retail Branding: Conceptual Insights and Research Priorities. *Journal of Retailing*, 80(4), 331-42
- Ainin, A., Kamarulzaman, Y., Farinda, A.G., & Azmi, A.C. (2010, September 16-17). Business and Entrepreneur Characteristics influence on Business Performance of Professional Small Medium Enterprises. *Proceedings of ECIE 2010 the 5th European Conference on Entrepreneurship and Innovation*. Greece: University of Athens
- Al Ajmi, J., Hussein, H.A., & Al-Saleh, N. (2009). Client of conventional and Islamic banks in Bahrain: How they chose which bank to patronize. *International Journal of Social Economics*, 36(11), 1086-1112.
- Al Bouraey, M (1990). Management & Administration in Islam. *King Fahd University of Petroleum*.
- Aldrich, H.E., & Fiol, C.M. (1994). Fools rush in ? the institutional context of industry creation. *Academy Of Management Review*, 19 (4), 645-670.

- Allaway, A.W., Huddleston, P., Whipple, J. & Ellinger, A.E. (2011). Customer-based brand equity, equity drivers and customer loyalty in the supermarket industry, *Journal of Product & Brand Management*, 20 (3), 190-204
- Alserhan, B.A. (2010). On Islamic Branding: Brands as good deeds. *Journal of Islamic Marketing*, 1(2), 101-106.
- Alvarez, S., & Barney, J. (2000). *Entrepreneurial capabilities: a resource based view*. Thousands Oaks, CA: Sage.
- Ambler, T. (1995). Building brand relationships. *Financial Times Mastering Management*, 6, 8-11.
- Ambler, T., & Styles, C. (1996). Brand development versus new product development: towards a process model of extension decision. *Marketing Intelligence and Planning*, 14(7), 10-19.
- Ambler, T., Bhattachaya, C.B., Edell, K., Keller, K.L., Lemon, K.N., & Mittal, V. (2002). Relating brand and customer perspective on marketing management. *Journal of Service Research*, 5(1) 13-25
- American Marketing Association (1960). *Marketing Definition: A Glossary of Marketing terms*. American Marketing Association Chicago, IL.
- Anctil, E.J (2008). *Selling higher education: Marketing and advertising America's colleges and universities*. Jossey-Bass Inc. Publication.
- Antonio, M. S. (2007), Muhammad SAW: The Super Leader Super Manager. *Prophetic Leadership and Management Centre*. Jakarta.

- Armstrong, J. S & Overton, T.S.(1977). Estimating non response bias in mail survey, *Journal of Marketing Research*, 14(3) 457-462.
- Arnett, D.B., Leveries, D.A., & Meiers, A.(2003). Developing parsimonious retailer equity indexes using partial least squares analysis: a method and application. *Journal of retailing*, 79, 161-179.
- Arnold, S.J., Handelman, J., & Tigert, D.J (1996). Organizational legitimacy and retail store patronage. *Journal Of Business Research*, 35,229-239.
- Arokiasamy, Ismail, Ahmad dan Othman (2011). Predictors of academics' career advancement at Malaysian private universities", *Journal of European Industrial Training*, Vol. 35 Iss: 6, pp.589 - 605
- Askari, H., Iqbal, Z., & Mirakhor, A (2010). *Globalization and Islamic finance convergene, Prospects and challenges*. Singapore; John Wiley & Sons (Asia) Pte. Ltd.
- Asutay, M. (2007). Conceptualisation of the second best solution in overcoming the social failure of Islamic Banking and finance: Examining the overpowering of homoislamicus by homoeconomicus. *IIUM Journal of Economic and management*, 15(2) 167-196
- Asyraf Wajdi, Dusuki (2008a). What does Islam say about corporate social responsibility? *Review of Islamic Economics*, 12(1) 5-28
- Asyraf Wajdi, Dusuki (2008b). Understanding the objective of Islamic banking: a survey of stakeholders' perspectives. *International Journal of Islamic and Middle Eastern Finance and Management*, 1(2), 132-148

- Asyraf Wajdi, Dusuki, & Abdulazeem Abozaid. (2007). A critical appraisal on the challenges of realizing Makasid al syariah in Islamic Banking and Finance. *IIUM Journal of economics and Management*, 15(2) 143-166.
- Asyraf Wajdi, Dusuki, & Nurdianawati Irwani, Abdullah. (2007). Why do Malaysian customers patronize Islamic banks? *International Journal of Bank Marketing*. 25(3) 142-160.
- Atilgan Eda, Safak Aksoy, and Serkan Akinci (2005). Determinants of the Brand Equity: A Verification Approach in the Beverage Industry in Turkey. *Marketing Intelligence & Planning*, 23(2/3), 237-248
- Azizi, H. (2009) *Pengaruh Kompetensi Keusahawanan, Struktur Organisasi dan Persekitaran Luar Terhadap Prestasi Perusahaan Kecil dan Sederhana. Unpublished Doctoral (DBA) dissertation.* Universiti Utara Malaysia
Universiti Utara Malaysia
- Baalbaki, R. (1992). *Al Mawrid: A Morden Arabic-English Dictionary*. Beirut: Dar El-Ilm LilMalayin.
- Babakus, E., Eroglu, S., & Yavas, U. (2004). Modeling consumers' choice behaviour: an application in banking. *Journal of Service Marketing*, 18(6) 462-470
- Babbie, E. (1990). *Survey research methods* (2nd Ed.). Belmont, Calif.: Wadsworth.
- Bachhaus, K., & Tikoo, S. (2005). Conceptualising and researching employer branding. *Career Development International*. 9(5) 501-517.

- Bagozzi, R. P. (2011). Measurement and Meaning in Information Systems and Organizational Research: Methodological and Philosophical Foundations. *MIS Quarterly*, 35(2), 261-292.
- Baldauf, A., Cravens, K., & Binder, G. (2003). Performance consequences of brand equity management: evidence from organizations in the value chain. *Journal of Product & Brand Management*, 12(4), 220-236.
- Baldauf, A., Cravens, K.S., Diamantopoulos, A., & Zeugner-Roth, K. P. (2009). The impact of product-country image and marketing efforts on retailer- perceived brand equity: An empirical analysis. *Journal of Retailing*, 85(4), 437-452.
- Banbury, C. M., & Mitchell, W. (1995). The effect of introducing important innovations on market share and business survival, *Strategic Management Journal*. Wiley Online Library
- Bank Dunia (2004), Bank Pembangunan Islam & Bangsa-Bangsa Bersatu, 2004
- Bauer, H.H., Sauer, N.E., & Schmitt, P. (2005). Customer-based brand equity in the team sport industry: Operationalisation and impact on the economicsuccess of sport teams. *European Journal of Marketing*, 39(5/6):496-513
- Bauer, R. (1967). *Consumer behavior as risk taking*. In: Cox, D. (ed.) *Risk Taking and Information Handling in Consumer Behavior*. Harvard University Press, Cambridge. 82–264.

- Baum, J Calabrese, T. & Silverman, B.(2000). Don't go it alone: Alliance network composition and start ups' performance in Canadian Biotechnology. *Strategic management Journal*. 21(3) 267-275.
- Baron, R. M., & Kenny, D.A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic and statistical consideration. *Journal of Personality and Social Psychology*. 51, 1173-1182.
- Bartlett, M. S. (1954). A note on multiplying factors for various chi-squared approximations. *Journal of the Royal Statistical Society*, 16, 296-298.
- Bartlett, C.A. & Ghoshal, S. (1993). Beyond the M-Form: Toward a Managerial Theory of the Firm. *Strategic Management Journal*, 23-46.
- Beatty, S.E., & Kahle, L. R. (1988). Alternative hierarchies of the attitude- behavior relationship: the impact of brand commitment and habit. *Journal of Academic Marketing Science*.
- Becker, J. M., Klein, K., & Wetzels, M., (2012). Hierarchical latent variable models in PLS-SEM: guidelines for using reflective-formative type models. *Long Range Planning*, 45 (5/6), 359-394. DOI: 10.1016/j.lrp.2012.10.001
- Beekun, R.I., & Badawi, J.A. (2005).Balancing ethical responsibility among multiple organizational stakeholders: The Islamic perspective. *Journal of Business ethics*. 60. 131-145.
- Beins, B. C., & McCarthy, M. A. (2012). *Research Methods and Statistics*. USA: Pearson Education.

- Bell, R.L., & Martin, J.S. (2012). The relevance of scientific management and equity theory in everyday managerial communication situations. *Journal of Management Policy and Practice*, 13(3), 106-115.
- Bendixen, M., Bukasa, K. A., & Abratt, R. (2004). Brand equity in business-to-business market. *Industrial Marketing Management*, 33:371-380.
- Berenson, M. L., Levine, D. M. & Krehbiel T. C. (2004) *Basic business statistics: concepts and applications*. Ninth Edition. Upper Saddle River, NJ: Prentice Hall.
- Berry, L.L (2000). Relationship Marketing of Services Perspectives from 1983 and 2000. *Journal of Relationship Marketing*. Taylor & Francis, 1(1).
- Berry, A. J., Sweeting, R., & Goto, J. (1990). The effect of business advisers on the performance of SMEs. *Journal of Small Business and Enterprise Development*, 13(1).33-47
- Berry, D. (1990). Marketing mix for the '90s adds an S and 2Cs to 4Ps. *Marketing News*. American Marketing Association.
- Berry, L. L., & Yadav, M. S. (1996). Capture and communicate value in the pricing of services. *Sloan Management Review*, 41-51.
- Berry, L. L., & Seltman, K. D. (2007). Building a strong services brand: Lessons from Mayo Clinic. *Business Horizons*, 50(3), 199-209.

- Binsardi, A. & Ekwulugo, F. (2003). International marketing of British education: research on the students' perception and the UK market penetration. *Marketing Intelligence & Planning*, 21 (5) 318-27.
- Biemer, P.P., & Lyberg, L. E. (2003). *Introduction to survey quality: Wiley series in survey methodology*. Hoboken: Wiley.
- Blattberg, R.C., & Wisniewski, K.J. (1989). Priced induced patterns of competition. *Marketing Science*. 8, 291-309.
- al-Bukhori, No. *Hadith: 50 dan Muslim*, No. Hadith: 2996
- Bohari, A.M., Cheng W.H., & Fuad, N (2013). An analysis on the competitiveness of halal food industry in Malaysia: an approach of SWOT and ICT strategy, *Malaysian Journal of Marketing.UKM*.
- Bogdan R.C., & Biklen S.K (1998). *Data analysis; Qualitative research for education*. Boston Allyn and Bacon.
- Boo, S., Busserr, J. & Baloglu, S. (2009). A model of customer-based brand equity and its application to multiple destinations. *Tourism Management*. 30, 219-231
- Boulding, W., Lee, E., & Staelin, R. (1994). Mastering the Mix: Do advertising, promotion, and sales force activities lead to differentiation? *Journal of marketing Research*.31(2), 159-173.

- Boulding, W., & Kirmani A. (1993). A consumer-side experimental examination of signaling theory: do consumers perceive warranties as signals of quality? *Journal of Consumer Research*. - JSTOR
- Bourke, A. (2000). A model of the determinants of international trade in higher education. *Service Industries Journal*, 20(1), 110-138.
- Borden, N.H. (1964). The Concept of Marketing Mix, *Harvard Business School, Journal of Advertising Research*.
- Boyer, P (2003). Religious thought and behaviour as by-products of brain function. *Trends in cognitive sciences*. Elsevier
- Brodie, R.J., & Glynn, M.S. (2010) Brand equity and the value of Marketing assets in the Baker& Saren (ed.). *Marketing Theory*, 379-395, London: Sage Publications.
- Brodie, R. J., & Glynn, M.N., & Little V (2006). The service brand and service dominant logic: missing fundamental premise or the need for stronger theory, *Marketing Theory*, 363-379.
- Brown, S.L & Eisenhardt, K.M. (1998). *Competing on the edge: Startegy as Structured Chaos*. Harvard Business School Press, M.M: Boston
- Broyles, S.A., Schumann, D.W., & Leingpibul, T. (2009). Examining Brand Equity Antecedent/ Consequence Relationships. *Journal of Marketing Theory and Practice*, 17(2), 145-161.
- Bryman, A., & Bell, E. (2003). The Ethics of Management Research: An Exploratory Content Analysis. *British Journal of Management*, 18(1), 63–77,

- Buchanan, L., Simmons, C.J., & Bickart, B.A. (1999). Brandequity dilution. Retailer display and context brand effects. *Journal of Marketing Research*, 26, 345-355.
- Buil, I., Martínez, E., & de Chernatony, L. (2013). The influence of brand equity on consumer responses. *Journal of consumer marketing*, 30 (1), 62-74.
- Burns, P. (2008). *Corporate Entrepreneurship – Building the Entrepreneurial Organisation, Second Edition*. Palgrave Macmillan, 15-22.
- Burns, R. (2000). *Introduction to Research Methods (4th Ed.)*. New South Wales: Longman
- Burns, A.C., & Bush, R.F. (2000). *Marketing Research*. Prentice Hall. New Jersey
- Burns, R.B. (1997); *Introduction to research methods*. Addison Wesley. Longman
- Byrne, B.M. (2010). *Structural Equation Modelling with AMOS: Basic Concepts, Applications and Programming*. New York: Taylor and Francis Group, LLC.
- Calantone, R., Garsia, R., & Droge, C. (2003). The Effects of Environmental Turbulence on New Product Development Strategy Planning. *Journal of Product Innovation Management* 20 (2) 90–103,
- Calder, B. J., Philips, L.W., & Tybout, A.M. (1982). The concept of external validity. *Journal Of Consumer Research*, 9,240-244.
- Cardy, R.L.Miller, J.S & Ellis, A.D. (2007). Employee equity: toward of external validity. *Journal of Consumer research*, 9, 240-244.
- Cavana, R.Y., Delahaye, B. L., & Sekaran, U. (2001). *Applied Business Research, Qualitative and Quantitative Methods*. Milton, Australia: Wiley.

- Chakravarty, S., Widdows, R., & Feinberg, R. (1996). How moments of truth define bankcustomer relationships. *Journal of Retail Banking Services*, 18(1), 29-34.
- Chakravathy, B.S. (1986). Measuring strategic performance. *Strategic management Journal*, 7(5), 437-458.
- Chaudhuri, A., & Holbrook, M.B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, 65 (April), 81-93.
- Chapleo, C. (2011). Exploring rationales for branding a university: Should we be seeking to measure branding in UK universities? *Journal of Brand Management*, 18(6), 411-422. doi:10.1057/bm.2010.53
- Chapra, M. U. (1985) *Towards a Just Monetary System*. Leicester: The Islamic Foundation.
- Chattopadhyay, T., Shivani, S., & Krishnan, M. (2010). *Marketing Mix Elements Influencing Brand Equity and Brand Choice*, Vikalpa, 67- 84.
- Chay, R., Tellis.G. (1991). Role of Communication and Service in Building and Maintaining Brand Equity . In Managing Brand Equity. Report No. 91-110. Ed. Eliot Maltz. Cambridge, MA: *Marketing Science Institute*.
- Chebat, J.C., Hedhli, K.E., & Sirgy, M.J. (2009). How does shopper based mall equity generate mail loyalty? A conceptual model and empirical evident. *Journal of Retailing and Consumer Services*, 16, 50-60

- Chen, H.C. (2007). *Customers' perception of the marketing mix and the effect on Taiwan Hypermarkets' Brand Equity*. Unpublished Doctoral (PhD) dissertation. Lynn University, UMI dissertation services.
- Chin, W.W (2010). How to write up and report PLS analyses in Vinzi, V.E., Chin, W.W., Henseler, J., & Wang, H. (ed). *Handbook of partial least squares: concepts, Methods and Applications*, (655-690), Springer Heidelberg Dordrecht London New York, Springer.
- Chiou, J.s., & Droge, C (2006).Service quality, trust, specific asset investment and expertise: direct and indirect effects in a satisfaction-loyalty framework. *Journal of the Academy of Marketing Science*, 34(4), 613-627.
- Christoudulides, G., de Chertony, L., Furrer, O., Shiu, E., & Abimbola, T. (2006). Conceptualising and measuring the equity of online brands. *Journal of Marketing Management*, 22 (799-825)
- Churchill, G.A. (1995). *Marketing Research: Methodological Foundations*, (6th. edn.), The Dryden Press, Chicago.
- Churchill, G.A., & Surprenant, C. (1982). An Investigation into the Determinants of Consumer Satisfaction. *Journal of Marketing Research*, 19(4), 491-504.
- Churchill, G. A. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing Research*, 16, 64-73.
- Coakes, S.J. & Ong, C. (2011). *SPSS: analysis without anguish: version 18.0 for Windows*. Milton, Qld: John Wiley & Sons.

- Coakes, S. J., & Steed, L. G. (2003). *SPSS: Analysis without anguish*. Sydney: John Wiley & Sons.
- Coakes, S.J., Steed, L., & Dzidic, P. (2006). *SPSS version 13.0 for windows: Analysis without anguish*. Milton, Australia: John Wiley & Sons.
- Cobb-Walgren, C. J., Cynthia A. R., & Naveen, D. (1995). Brand Equity, Brand Preference, and Purchase Intent. *Journal of Advertising*, 24 (Fall), 25-41.
- Cobb-Walgren, C.J., Ruble, C.A. & Donthu, N. (1995). Brand equity, brand preference, and purchase intent. *Journal of Advertising*, 24, 25-40.
- Cohen, J. (1977). *Statistical power analysis for the behavioral sciences*. New York: Academic Press.
- Cohen, F. (1984). Coping In Matarazzo, J.D., Heard, J.A. Miller, N.E., & Weiss S.M. (Eds) *Behaviour Health: A Handbook of Health Enhancement and Disease Prevention*. New York: Wiley.
- Cohen, J., & Cohen, P. (1983). *Applied multiple regression/correlation analysis for behavioural science* (2nded.). Erlbaum.
- Cohen, L.; Manion, L. & Morrison, K. (2008). *Research methods in education* (6th Ed.). London & New York: Routledge Taylor & Francis Group.
- Collins, C.J. & Stevens, C.K. (2002). The relationship between early recruitment-related activities and the application decisions of new labor-market entrants: A brand equity approach to recruitment. *Journal of Applied Psychology*, 87(6), 1121-1133
- Comrey, A. L. & Lee, H. B. (1992). *A first course in factor analysis*. Hillsdale, NJ: Erlbaum.

- Connelly, B.L., Certo, S.T., Ireland, R.D., & Reutzel, C.R. (2014). Signaling Theory: A Review and Assessment. *Journal Citation Reports*. Thomson Reuters.
- Constantinides, P.(2006).Large-Scale ICT Innovation, Power, and Organizational Change, The Case of a Regional Health Information Network. *Journal of Applied Behavioral Science*. 42(1), 76-90.
- Constantinides, E. (2006). The marketing mix revisited: towards the 21st century marketing. *Journal of Marketing Management*, 22, 407-438.
- Cooper, D.R., & Schindler, P. S. (2001). *Business Research Methods*. New York, McGraw-Hill/Irwin.
- Cooper, D. R., & Schindler, P. S. (2006). *Business research methods* (9thed.). New York: McGraw Hill. Salkind, N. J.
- Cravens, D. W., Piercy, N. F., & Prentice, A. (2000). Developing market-driven product strategies. *Journal of Product and Brand Management*, 9(6), 369-388.
- Creswell, J. W. (2008). *Educational research: Planning, conducting and evaluating quantitative and qualitative research*. (3rd Ed.). University of Nebraska, Pearson Educational International. Retrieved from <http://arevalodeleon.com/focim/Bodega/lecturas/>
- Creswell, J. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches* (3rd Ed.). Sage Publications Ltd.
- Cronbach, L. J., Meehl, P.E. (1955). Construct validity in psychological tests. *Psychological Bulletin*. 52 (281-302).

- Czellar, S. (2003). Consumer attitude toward brand extensions: an integrative model and research propositions. *International Journal of Research in Marketing*, 20 (p. 97).
- Danaher, P.J., & Roland, T.R. (1996). Indirect financial benefits from service quality. *Quality Management Journal*, 3(2). (63–75)
- Dawar, Niraj (1998). Product-Harm Crises and the Signaling Ability of Brands. *International Studies of Management & Organization*, 28 (3). (109–119)
- Dawar, N., & Parker, P. (1994). Marketing universals: consumers' use of brand name, price, physical appearance, and retailer reputation as signals of product quality. *Journal of Marketing*, 58, 81-95.
- Dawes, J. (1999). The relationship between subjective and objective company performance measures in market orientation research: further empirical evidence. *Marketing Bulletin*, 10, 65-75.
- Davis, D. F., Golicic, S. L., & Marquardt, A. (2009). Measuring brand equity for logistics services. *The International Journal of Logistics Management*, 20(2), 201-212.
- Davis, J. (1971). *Elementary Survey analysis*. Eaglewood, New Jersey: Prentice Hall.
- Davis, D., & Cosenza, R.M. (1998). *Business research for decision making (2nd Edition)*. Boston: PWS: Kent Publishing House.
- Davis, D.F., & Mentzer, J.T (2008). Relational resources in inter organizational exchange: the effects of trade equity and brand equity. *Journal of Retailing*, 84 (4), 435-448.

- Davis, J. C. (2007). A conceptual view of branding for services. *Innovative Marketing*, 3(1), 7-14.
- Davis, S.M. (2000). *Brand Asset Management: Driving Profitable Growth through Your Brands*, Jossey- Bass & San Francisco, CA.
- De Chernatony, L., & Cottam, S (2006). Internal brand factors driving successful services brands. *European Journal Of Marketing*, 40 (56), 611-633.
- De Chernatony & Donald (2003). *Creating Powerful Brands*, 3rd ed. Elsevier Butterworth Heinemann, Oxford.
- De Chernatony, L., & Harris, F. (2000). The challenge of financial services branding: majoring on category or brand values? *29th European Academy of Marketing Conference*, Rotterdam, Netherlands.
- De Chaernatony, L. (1997). Integrated brand building using brand taxonomies. *Journal of Product & Brand Management*, 6 (1), 56-63.
- Delassus, V.P., & Descotes, R.M. (2012). Brand substitution and brand equity transfer. *Journal of Product & Brand Management*, 21(2), 117-125.
- Didonet, S., Simmons, G., Villavicencio, G., & Palmer, M. (2012). The relationship between small business market orientation and environmental uncertainty. *Marketing Intelligence & Planning*, 30(7), 757-779.
- Dillman, D. A. (2007). *Mail and internet surveys*. Hoboken, NJ: Wiley.
- Delgado-Ballester, E & Munuera-Alleman, J.L. (2005). Does brand trust matter to brandequity? *Journal of Product and Brand Management*, 4(3), 187-196
- Dess G.G., & Beard, D.W.(1984). Dimensions of organizational task environments. *Administrative science quarterly*. JSTOR

- Ding, L., Velicer, W.F., & Harlow, L.L. (1995). Effects of Estimation Methods, Number of Indicators Per Factor, and Improper Solutions on SEM Fit Indices. *Structural Equation Modeling* 2, 119–4
- Dodds, W.R., Monroe, K.B., & Grewal, D. (1991). Effect of price, brand, and store information on buyers' product evaluation. *Journal of Marketing Research*, 28(August), 307-319.
- Dopico, D.C., & Porral, C.C. (2012). Sources of equity in fashion markets. *Journal of Product & Brand management*, 21(6): 391-403.
- Dwivedi, Y. K. (2007). *Consumer Adoption and Usage of Broadband*. Hershey, PA: IRM Press-IGI Global.
- El Gamal, M.A. (2000). *A Basic Guide to contemporary Islamic Banking and Finance*. Houston:Rice University
- Elo, S., & Kynga, H. (2007). The Qualitative Content Analysis Process. *Journal of Advanced Nursing*, 62 (1), 107–115.
- Emory, C.W., & Cooper, D.R. (1991). *Business Research Methods*. Irwin Homewood
- Erdem, T., & Swait, J. (1998). Brand equity as a signaling phenomenon. *Journal of Consumer Psychology*, 7(2), 131-157.
- Ernst & Young (2013). The world Islamic banking competitiveness report 2012-2013.<http://www.mifc.com/index.php?ch=28&pg=72&a=21&bb=upload.pdf>.

- Faircloth, J.B., Capella, L.M., & Alford, B.L. (2001). The effect of brand attitude and brand image on brand equity. *Journal of Marketing Theory and Practice*, 9 (3), 61-75.
- Farquhar, P.H. (1989). Managing Brand Equity. *Marketing Research*, 1(3), 24-33.
- Faul, F., Erdfelder, E., Lang, A. G., & Buchner, A. (2007). G*Power 3: a flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, 39, 175-191.
- Fauziah Mohd Nor (2013). *The importance of Halal in Islamic Law and Muslim Life, Halal: All you need to Know*. Institute Terjemahan & Buku Malaysia, INHART, IIUM
- Field, A. (2009). *Discovering Statistics Using SPSS*. (3rd Ed.). Los Angeles: SAGE.
- Franzen, G., & Bouwman, M. (2001). *The Mental World of Brands – Mind, Memory and Brand Success*. NTC, Melbourne
- Freling, T.H. & Forbes, L.P. (2005). An empirical analysis of the brand personality effect. *Journal of Product & Brand Management*, (14)7, 404-13.
- Fodor, J.A. (1998). *Concepts: Where Cognitive Sciences Went Wrong*. Oxford University Press. Oxford
- Fombrun, C. J. (1996). *Reputation: Realizing value from the corporate Image*. Cambridge, MA: Harvard Business School Press.
- Fornell, C., & Larkers, D. F (1981). Evaluating Structural Equation Models With Unobservable Variables And Measurement Error. *Journal of Marketing Research*, 18,39-50.

- Frost, R. (2007). *Where Are The Muslim Brands*, http://www.brandchannel.com/features_effect.asp?pf_id=370 #, accessed 21 January 2010
- Gait, A., & Worthington, A (2008). An empirical syvey of individual consumer, business firm and financial institution attitudes towards Islamic method of finance. *International Journal of Social Economics*, 35(11),783-808.
- Garcia, R., & Calantone, R. (2002). A critical look at technological innovation typology and innovativeness terminology: a literature review. *The Journal of Product Innovation Management*, 19, 110-132.
- Garvin, D. A., (1987). Competing on the Eight Dimensions of Quality. *Harvard Business Review*, 65, 101-108.
- Gay, L. R. (1992). *Educational Research Competencies for Analysis and Application*, (4th. edn.). New York: Macmillan.
- Gerbing, D.W., & Anderson, J.C. (1988). An updated paradigm for scale development incorporating unidimensionality and its assessment. *Journal of Marketing Research*, 186-92.
- GHSC satu Touch Point buku panduan (2013). Halal Industry Development Corporation.<http://www.hdcglobal.com/publisher/about#sthash.zHFlu2Q9.dpuf>
- Gil, R. B., Andres, E. F., & Salinas, E. M. (2007). Family as a source of consumer-based brand equity. *Journal of Product & Brand Management*, 16(3), 188-199.

- Gliem, J.A. & Gliem, R. R. (2003). Calculating, interpreting, and reporting Cronbach's Alpha Reliability Coefficient for Likert-Type Scales. Paper presented at the Midwest *Research-to-Practice Conference in Adult, Continuing, and Community Education*, Ohio State University, Columbus, OH. Retrieved on 1 September, 2012 from http://www.alumni-osu.org/midwest/Midwest%20papers/Gliem%20&%20Gliem_Done.pdf.
- Gounaris, S., & Stathakopoulus, V., (2004). Antecedent and consequences of brand loyalty: An empirical study. *Brand management*, 11(4), 283-306.
- Graziano, A. M. & Raulin, M. L. (2000). *Research Methods: A Process of Inquiry*. 4th edition. Needham Heights: Allyn & Bacon.
- Gremler, D.D., & Brown, S.W. (1999). The loyalty ripple effect: appreciating the full value of customers, *International Journal of Service Industry Management*, 10(3), 271-291.
- Grönroos, C. (1994). Quo vadis marketing? Toward a relationship marketing. *Journal of Marketing Management*, 10(5).
- Gray, J. (1992). *Benchmark Handbook: For Data Base And Transaction Processing Systems*. Morgan Kaufmann Publishers. San Francisco. CA, USA.
- Green, S.B. (1991). How many subjects does it takes to do a regression analysis? *Multivariate Behaviour Research*, 26(3), 499-510.
- Guba, E. G., & Lincoln, Y. S. (1994). *Competing paradigms in qualitative research*. Handbook Of Qualitative Research, 2, 163-194

- Gutman, J., & Miaoulis, G. (2003). Communicating a quality position in service delivery: an application in higher education. *Managing Service Quality*, 13(2), 105-111.
- Hair, J. F., Jr., Black, W. C., Babin, H. J., & Anderson, R. E. (2010). *Multivariate data analysis (7th Ed.)*. New Jersey: Prentice Hall.
- Hair, J. F., Jr., Black, W. C., Babin, B. J., & Anderson R. E. (2014). *Multivariate Data Analysis (7th Ed.)*. England, Essex: Pearson Education Limited.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Thousand Oaks, CA: Sage.
- Hair, J. F., Jr., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: rigorous applications, better results and higher acceptance. *Long Range Planning*, 46(1-2), 1-12. Doi: 10.1016/j.lrp.2013.01.001
- Hair, J. F., Jr., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): an emerging tool in business research. *European Business Review*, 26(2), 106-121. DOI: 10.1108/EBR-10-2013-0128
- Hair, J. F., Jr., Sarstedt, M., Pieper, T., & Ringle, C.M., (2012). The use of partial least squares structural equation modeling in strategic management research: a review of past practices and recommendations for future

applications. *Long Range Planning*, 45, 320-340. DOI: 10.1016/j.lrp.2012.09.008

Hair, J. F., Jr., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *J. of the Acad. Mark. Sci.* 40, 414–433. DOI: 10.1007/s11747-011-0261-6

Hair, J. F., Black, W. C., Babin, B. J. & Anderson, R. E. (2010). *Multivariate Data Analysis: A Global Perspective*. (7th Ed.). London: Pearson.

Hair, J.F., Black, B., Babin, B., Anderson, R.E., & Tatham, R.L. (2006). *Multivariate data analysis*. Upper Saddle River, NJ: Pearson Prentice Hall.

Hair, J.F., Money, A.H., Samouel, P. & Page, M. (2007). *Research Methods for Business*. Chichester, UK: John Wiley & Sons.

Hall, C. (2002). *Profile of SMEs and SME Issue in APEC 1999-2000*: APEC SME Ministerial Meeting, Mexico.

Hakansson, H., & Waluszewski, A. (2005). *Rethinking Marketing: Developing a New Understanding of Markets* - books.google.com

Handelman, J.M., & Arnold, S.J (1999). The role of marketing actions with social dimensions: appeals to the institutional environment. *Journal of Marketing*, 63,33-48.

- Hanudin Amin, Mohamad Rizal Abdul Hamid, Suddin Ladda & Ricardo Baba. (2009). Cluster analysis for bank customers' selection of Islamic morgagages in Eastern Malaysia: An empirical investigation. *International Journal of Islamic and Middle Eastern Finance and Management*, 2(3), 213-234.
- Harsha, P.P., & Shah, S. (2011). Creating Brand Value of Higher Education Institution, *International Journal of Management and Tourism*, 19(2)
- Hashim, N. A. B., Abdullateef, A. O., & Sarkindaji, B. D. (2015). The Moderating Influence of Trust on the Relationship between Institutional Image/Reputation, Perceived Value on Student Loyalty in Higher Education Institution. *International Review of Management and Marketing*, 5(3), 122-128.
- Hashim, N., & Hamzah, M. I. (2014). 7P's: a literature review of Islamic marketing and contemporary marketing mix. *Procedia - Social and Behavioral Sciences*, 130, 155-159. DOI: 10.1016/j.sbspro.2014.04.019
- Hashim, M.K. (2000). SMEs in Malaysia: Past, present and future. *Malaysian Management Review*, 22-30.
- Hassanuddeen Abdul Aziz., & Muhamad Irwan Ariffin. (2007). Towards the realization of devine objectives and moral principles in Islamic Finance in Nafis Alam & Shanmugam, B. (eds), 21-42, *Islamic Finance: The Challenges Ahead*, Serdang: Universiti Putra Malaysia Press.

- Hayes, A. F. (2009). Beyond Baron & Kenny: statistical mediation analysis in the new millennium. *Communication Monographs*, 76(4), 408-420. DOI: 10.1080/03637750903310360
- Hayes, B., Alford, B.L., Silver, L. & York, R.P. (2006). Looks matter in developing consumer-brand relationships. *Journal of Product & Brand Management*, 15(5), 306-15.
- HDC. (2008). About HDC. From <http://www.hdcglobal.com/publisher/about>.
- HalalIndustryDevelopmentCorporation,2012<https://www.google.com/search?rct=j&q=%28HDC%29%20Halal%20Industry%20Development%20Corporation%2C%202012>
- HDC. (2008). About HDC. From <http://www.hdcglobal.com/publisher/about>.
- Hilmi, M.F., & Ramayah, T. (2008). Market innovativeness of Malaysian SMEs. *Asian Social Science*, 4(12), 42-49.
- Heskett, J.L. (2002). Beyond Customer Loyalty. *Managing Service Quality*. 12(6), 355-357.
- Hoeffler, S., & Keller, K.L. (2003). The Marketing Advantages of Strong Brands. *Journal of Brand Management*, 10(6), 421-445.
- Hoyer, W.D., & Brown, S.P. (1990). Effects of brand awareness on choice for a common, repeat-purchase product. *J. Consum. Res.* 17(2), 141–148
- Ibrahim Abu Bakar, (2013). *Medium Filth (Najis Mutaawassitah) Indicator in Halal Food. Halal: All you need to Know*. Institute terjemahan & Buku Malaysia. INHART, IIUM

Industrial Malaysian Plan 3 (IMP3) (2006-2020).

Islam, M., Yang, Y. F., Hu, Y. J., & Hsu, C. S. (2013). Marketing mix and service quality .

Ismah Osman (2011). *The impact of corporate image on customer loyalty of Islamic banks in Malaysia: integrating resource based and institutional theory*. PhD Thesis. International Islamic University Malaysia.

Ismah Osman, Husniyati, Anizah Zainudin, Wan Edura Wan Rashid & Kamaruzzaman Jusoff (2009). Customer satisfaction in Malaysian Islamic banking. *International Journal of economic and finance*, 1(1), 197-202.

Irwandi Jaswir. (2013). *General guidelines for Halal food preparation. Halal: All you need to Know*. Institute terjemahan & Buku Malaysia, Inhart, Iium

Ivy, J. (2008). A new higher education marketing mix: the 7Ps for MBA marketing. *International Journal of Educational Management*, 22(4), 288-299.

Ivy, J.P. (2001), Higher education institution image: a correspondence analysis approach. *The International Journal of Educational Management*, 15(6), 276-282.

Iyer, K. (2011). Demand chain collaboration and operational performance: Role of IT analytic capability and environmental uncertainty. *Journal of Business & Industrial Marketing*, 26(2), 81-91. <http://dx.doi.org/10.1108/08858621111112267>

Jabatan Perangkaan Malaysia (2010). <https://www.statistics.gov.my>

Jabatan Standard Malaysia (2016). www.standardsmalaysia.gov.my

- Jahanzeb, S., Fatima, T., & Butt, M. M. (2011). How service quality influences brand equity: The dual mediating role of perceived value and corporate credibility. *International Journal of Bank Marketing*, 31(2), 126-141. DOI 10.1108/02652321311298735
- Jafri Abdullah (2006), Product Malaysia hab Pengeluaran Halal: Potensi dan Cabaran, *Jurnal Halal, Jabatan Kemajuan Islam Malaysia (Jabatan Kemajuan Islam Malaysia*, 1, 1823-9684.
- Jap, S. D.(1999) Pie-expansion efforts: collaboration processes in buyer-supplier relationships. *Journal of marketing Research*. JSTOR
- Jarvis, C.B., Mackenzie, S.B., & Podsakoff, P.M. (2003). A critical review of construct indicators and measurement model misspecification in marketing and consumer research, *Journal of Brand Management*, 30, 199-218.
- Jevons, C. (2005). Names, brand, branding: beyond the signs, symbols, products and services. *Journal of Product & Brand Management*, 14(2), 117-118.
- Johannesson, J., & Palona, I. (2010). Environmental turbulence and success of firm's intelligence strategy: Development of research instruments. *International Journal of Management*, 27(3), 448-458.
- Johannessen, J., Olsen, B., & Lumpkin, G.T. (2001). Innovation as newness: what is new, how new, and new to whom? *European Journal of Innovation Management*, 4(1), 20-31.
- Johnson, M.D. (1984). Comparability and Hierarchical processing multialternative choice. *Journal of Consumer Research*, 15 (3)

- Jorgensen, D. (1989). *Participant Observation*. Newbury Park, CA. Sage.
- Jones, R. (2005). Finding sources of brand value: developing a stakeholder model of brand equity. *The Journal of Brand Management*, 13(1),10-13
- Jones, T., & Taylor, S.F (2007). The conceptual domain of service loyalty: How many dimensions? *Journal of Service marketing*,21(1),36-51.
- Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999). Green marketing and Ajzen's theory of planned behaviour: A crossmarket examination. *Journal of Consumer Marketing*, 16(5), 441–460.
- Kamakura, W.A., & Russell, G. J. (1993). Measuring brand value with scanner data. *International Journal of Research in Marketing*, 10, 9-22.
- Kamali, M.H. (1998). *Principles of Islamic Jurisprudence*, 2nd Revised Edition. Petaling Jaya: Iimiah Publishers Sdn Bhd
- Kanapathy, K., & Jabnoun, N. (1998). Are ISO 9000 and TQM Programs Paying off for Malaysiaan Manufacturing Companies? *Malaysian Management Review*, 33(2), 40-46.
- Kannan, P (2013). SME Development in Malaysia – Challenges and Solutions. Malaysia Cover Story, 22-5-2013, available at <http://www.sharesinv.com/articles/2013/05/22/sme-development-in-malaysia/> access 20 July 2013-07-21
- Kayaman, R. & Arasli, H. (2007). Customer based brand equity, evidence from the hotel industry. *Managing Service Quality*, 17(1), 92-109.

- Keller, K. L., & Lehmann, D.R. (2006). Brands and branding: research findings and future priorities. *Marketing Science*, 25 (6), 740–759.
- Keller, Kevin L. & Donald R. Lehmann (2003). How do Brands Create Value. *Marketing Management*, 12, May-June, 26-31.
- Keller, K.L. (1993). Conceptualising, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- Keller, K.L. (2001). Building customer-based brand equity: a blueprint for creating strong brands. *Marketing Management*, 10, 15-19.
- Kim, W.G., Jin-Sun, B., & Kim, H.J. (2008). Multi dimensional customer-based brand equity and its consequences in midpiced hotel. *Journal of Hospitality and tourism research*, 32(2), 235-254
- Kim, W. G., & Kim, H. J. (2007). Determinants of Mid-scale Hotel Brand Equity, *FIU Hospitality and Tourism Review*, 25(1), 61-69.
- Kim, H., & Kim, W. (2005). The relationship between brand equity and firms' performance in luxury hotels and chain restaurants. *Tourism Management*, 26, 549-560.
- Kimpackorn, N., & Tocquer, G. (2010). Service brand equity and employee brand commitment. *Journal of Services Marketing*, 24(5), 378-388.
- Kirca, A. H., Jayachandran, S., & Bearden W.O. (2005). Market orientation: A Meta-Analytic Review and Assessment of Its Antecedent and Impact on Performance. *Journal of Marketing*, 69(2), 24-41.

- Kirmani, A., & Wright, P. (1989). Money Talks: Perceived Advertising Expense and Expected Product Quality, *Journal of Consumer Research*, 16(3), 344-353
- Kline, R.B. (2005). *Principles and practices of structural equation modeling*. (2nd Ed.). New York: Guilford.
- Khan, F. (2010). How “Islamic is Islamic bank”? *Journal of Economic Behaviour & Organization*, 76,805-820.
- Kohli, A. K. & Jaworski, B. J. (1990). Market orientation: the construct, research propositions, and managerial implications. *Journal of Marketing*, 54 (April), 1-18.
- Konechik, M., & Gartner, W. (2007). Customer based brand equity for a destination. *Annals of Tourism Research*, 34 (2), 400-421
- Kotler, P., Keller, K.L., Brandy, M., Goodman, M. & Hansen, T. (2009). *Marketing Management*. Essex (UK) Bennett, P.D. Pearson Education Limited.
- Kotler, P., & Armstrong, G. (2003). *Principles of Marketing*. Teora, Bucharest, 4.
- Kotler, P. (2003). *Marketing management: an Asian perspective* (5th Ed.). lavoisier.fr
- Kotler, P. (2001). *Marketing Management*. Boston. Pearson Custom Publishing.
- Kotler, P. (1996). *Marketing management. Analysis, planning, implementation, and control* (8th Ed.). Englewood Cliffs, NJ: Prentice-Hall.
- Kotler, P., & Armstrong, G. (1993). *Marketing: An Introduction*. Englewood Cliffs, NJ. Prentice-Hall.

- Krake, F.B.G.J.M. (2005). Successful brand management in SMEs: a new theory and practical hints. *Journal of Product & Brand Management*, 228-238.
- Krejcie, R. V., & Morgan, D.W. (1970). Determining Sample Size for Research Activities, *Educational and Psychological Measurement*, 30, 607-610.
- Krishnan, B. C., & Hartline, M. D. (2001). Brand equity: is it more important in services? *Journal of Services Marketing*, 15(5), 328-342.
- Krishnan, H.S. (1996). Characteristics of memory associations: A consumer- based brand equity perspective. *International Journal of research in Marketing*, 13, 389-405.
- Kuhn, K.-A.L., Alpert, F. & Pope, N.K.L.I (2008). An application of Keller's brand equity model in a B2B context. *Qualitative Market Research: An International Journal*, 11 (1), 40-58.
- Kuhn, T. S. (2012). *The structure of scientific revolutions*. Chicago. University of Chicago press.
- Kunnan, A. J. (1998). *An Introduction to Structural Equation Modelling For Language Assessment Research*. *Language Testing*, 15, 295-332.
- Kumar, R.S., Satyabushan, & Purwar, P.C. (2013). The nature and antecedents of brand equity and its dimensions. *Marketing Intelligence and Planning*, 31(2), 141-159.
- Kumar, R. (1996). *Research methodology: A step by step guide for beginners*. New York .NY.Longman.
- Laldin, M. A (2008). Islamic Financial System, the Malaysian experience and the way forward. *Humanomics*, 24(3), 217-238.

- Lamboy, J. V. (2011). *Implications of Branding Initiatives in Higher Education among*. California. Trademarked Institutions.
- Landrum, R.E., Turrisi, R. & Harless, C. (1998). University image: the benefits of assessment and modelling. *Journal of Marketing Higher Education*, 9, 53-68
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring customer based brand equity. *Journal of Consumer Marketing*, 12(4), 11-19
- Lazim, M.Z., Faizuniah, P., & Siti, Z. O.(2013) Investigating the Influence of Transformational Leadership and Ergonomic Safety on Intention to Stay. *International Journal of Humanities and Management Sciences (IJHMS)* 1 (3), 4036-4044
- Leone, R.P., Roa, V. R., Keller, K.L., Luo, A.M., Mc Allister, L., & Srivastava, R. (2006). Linking brand equity to customer equity. *Journal of Service Research*, 9(2), 125-138.
- Lindsay, B.G. (1989). Multivariate Normal Mixtures: A Fast Consistent Method of Moments. *Journal of the American Statistical Association*, 88(422).
- Likert, G. (1961). *New Patterns of Management*. New York: McGraw-Hill
- Lim, Y.S., Omar, A., & Thurasamy, R., (2015). Online Purchase: A Study of Generation Y in Malaysia. *International Journal of Business*.
- Lindstrom, M. (2005). *Brand Sense: How to Build Powerful Through Touch, Taste, Smell, Sight and Sound*. London: Kogan Page.
- Loo, M. (2010). Attitudes and perceptions towards Islamic banking among Muslims and non-Muslims in Malaysia: Implication for marketing to baby boomers

and X- generations. *International Journal of Arts and Services*, 3(13), 453-485.

Lowe, B., Lowe, J., & Lynch, D. (2010). A case study and some propositions about marketing in a fast growth SME: Is entrepreneurial marketing different? *Journal of Strategic Management Education*, 6(4), 283-292

Lumpkin. G.T. & Dess G.G. (1996). Clarifying the entrepreneurial orientation construct and linking it to performance. *Academy of Management Review*, 21 (1), 135-172.

Lumpkin, G., Cogliser, C., & Scheneider, D. (2009). Understanding and measuring autonomy: An entrepreneurial orientation perspective. *Entrepreneurship Theory and Practice*, 33(1), 47-69. <http://dx.doi.org/10.1111/j.1540-6520.2008.00280.x>

MacCallum, R. C., Widaman, K. F., Zhang, S. & Hong, S. (1999). Sample size in factor analysis. *Psychological Methods*, 4, 84-99.

Mackay, M.M. (2001a). Application of brand equity measures in service markets, *Journal of Service Marketing*, 15(3), 210-221

Mackay, M.M. (2001b). Evaluation of Brand equity measures: further empirical results. *Journal of product and brand management*, 10(1), 38-51.

MacKay, K.J., & Fesenmaier, D.R. (1997). Pictorial Element of Destination in Image Formation. *Annals of Tourism Research*, 24(3), 537-563.

Mahajan, V., Rao V.R., & Srivastava (1994). An approach to assess the importance of brand equity in acquisition decisions. *Journal of Product*. Wiley Online Library

Malaysia Ministry of Federal Territories (2014). *Official Website of Greater Kuala Lumpur /Klang Valley*. Retrieved from <http://app.kwpkb.gov.my/greaterklkv/>

Malaysia Ministry of Finance, Economic Report (2013/2014). *Malaysia's economy*. Retrieved from http://www.treasury.gov.my/index.php?option=com_content&view=article&id=2735:economic-report-2013-2014&catid=262&lang=en&Itemid=2478

Malaysia. (2004). *Laporan Ekonomi 2004/2005, Kementerian Kewangan Malaysia*. Kuala Lumpur: Percetakan Nasional Malaysia Berhad.

Malhotra, N.K. (1996). The impact of the academy of marketing science on marketing scholarship: An analysis of the research published in JAMS. *Journal of the Academy of Marketing Science*, 24(4), 291-298.

Maxwell, S.E.(1989). Longitudinal designs in randomized group comparisons: When will intermediate observations increase statistical power? *Psychological Methods*. psycnet.apa.org

Mazzarol, T. & Soutar, G. (2008). *The Global Market for Higher Education: Sustainable Competitive Strategies for the New Millennium*. Cheltenham: Edward Elgar Publishing.

- Mccrum-gardner, E. (2010). Sample size and power calculations made simple. *International Journal of Therapy and Rehabilitation*, 17(1), 10-14.
- McIntosh, A. (1991). The Impact of Environmental Issues on Marketing and Politics in the 1990s. *Journal of the Market Research Society* 33(3), 205–217
- McKinnon, D.P., Warsi, G., & Dwyer, J.H. (1995). A simulation study of mediated effect measures. *Multivariate Behavioral Research*, 30(1), 41-62.
- Md. Abd. Momen, (2015). *Configuring Integrated Marketing Communication towards Brand Image and Brand Equity of Malaysian Higher Educational Institutions* (Unpublished Doctoral theses). International Islamic University of Malaysia.
- Merchant, A., Rose, G. M., Moody, G., & Mathews, L. (2015). Effect of university heritage and reputation on attitudes of prospective students. *International Journal of Nonprofit and Voluntary Sector Marketing*, 20(1), 25-37.
- Mertens, D. M. (2014). *Research and evaluation in education and psychology: Integrating diversity with quantitative, qualitative, and mixed methods*. books.google.com
- Merz, M. A., He, Y., & Vargo, S.L. (2009). The evolving brand logic, a service-dominant logic perspective. *Journal of the Academy Marketing Science*, doi,10.1007/s11747-009-0143-3.
- Meyer, J.W., & Rowan, B (1977). Institutionalised organizations: Formal structure as myth and ceremony. *The American Journal Of Sociology*, 83(2), 344-363.
- Milgrom, Paul, & Roberts, J. (1986). Price and Advertising Signals of Product quality. *Journal of Political Economy*, 55(August), 10-25.

- Miller, R. (2007). *Management: Theory and Practice. 21st Century Psychology: A Reference Handbook*. SAGE Publications. 12 May. 2011. <http://www.sageereference.com>
- Miller, D. (1995). *Consumption as the vanguard of history: a polemic by way of an introduction*, in Miller, D. (Ed.), *Acknowledging Consumption: A Review of New Studies*. London, Routledge.
- Miller, D. (1983). The correlates of entrepreneurship in three types of firms. *Management science*, 29(7), 770-791.
- Miller, D., & Friesen, P. (1978). Archetypes of strategy formulation. *Management Science*, 24(9), 921-933. <http://dx.doi.org/10.1287/mnsc.24.9.921>
- Mitchell, V.W. (1999). Consumer perceived risk: conceptualizations and models *European Journal Marketing*, 33(1), 163–195
- Mitchell, V.W. (1995). Organizational risk perception and reduction: a literature review. *British Journal of Management*, 6(2), 115–133
- Ministry of International Trade and Industry, 'MITI' (2005). The Third Industrial Master Plan (IMP3). <http://www.miti.gov.my/miti-imp3.html>. Retrieved on 20-7-13. [Http // www.miti.gov.my/speech-20mac03.html](http://www.miti.gov.my/speech-20mac03.html)).
- Mohamed Elwathig, (2013). *Halal food analysis. Halal: All you need to Know*. INHART. IIUM. Institute terjemahan & Buku Malaysia.
- Mohammad Noorizzuddin Nooh, N Nawai, Dali, N.R.S.M., Mohammad, H (2007). *An exploratory study on halal branding among consumers in Malaysia: factor analysis technique*. ddms.usim.edu.my

- Mohd. Masum Billah. (2007). Islamic Banking and the growth of Takaful in M.K. & Lewis, M.K. (Ed). *Handbook of Islamic Banking*. Cheltenham: Edward Elgar Publishing, 401-432,
- Momen, A., Haque, A., Omar, A., & Sultana, S. (2014). Exploring the Brand Image of an Islamic Higher Educational Institution: A Qualitative Approach. *Middle East Journal of Business*, 9(2).
- Moore, G.C., & Benbasat, I. (1991). Development of an Instrument to Measure the Perceptions of Adopting an Information Technology Innovation. *Information systems research*, pubsonline.informs.org
- Morton, K.W., & Richtmyer, R.D (1994). *Difference methods for initial-value problems*. Krieger Publishing. adsabs.harvard.edu
- Mostafa, R. H. (2015). The Impact of country of origin and country of manufacture of a brand on Overall Brand Equity. *International Journal of Marketing Studies*, 7(2), 70.
- Mourad, M. (2010). Internationalisation: a new positioning strategy in the higher education market. *International Journal of Management in Education*, 4(2), 185-200.
- Mourad, M. (2011). Role of brand related factors in influencing students' choice in Higher Education (HE) market. *International Journal Management In Education*, 5 (2/3), 258-270.

- Mourad, Maha, Ennew, Christine, & Kortam, Wael, (2011). Brand Equity in Higher Education. *Marketing Intelligence and Planning*, 29 (4) 403-420.
- Mowle, J., & Merrilees, B. (2005). A Functional And Symbolic Perspective To Branding SME Wineries. *Journal of Product & Brand Management*, 14(4), 220-227.
- Mukhtar, S. (2009). *Sijil halal jakim*. Kosmo, 54, 1500
- Mulyaningsih, E. (2004). *Legalitas label halal dan tingkat kepedulian konsumen di Jakarta terhadap label halal produk olahan*. (Unpublished Skripsi) Institut Pertanian Bogor.
- Murjan, A. (2012). *The Relationship Between Market Orientation, Innovation and Performance of SMEs and Mediating Role of Brand*. UUM proseedng.
- Murjan, A. (2012). *The influence of Market Orientation, Innovation and Brand Equity on SME Performance*. Unpublished Doctoral (DBA) dissertation. Universiti Utara Malaysia Universiti Utara Malaysia
- Murjan, A., & Salleh, S. (2012). The influence of Market Orientation, Brand Equity on SMEs Performances. *Knowlegde Management international Conference*, 399-404.
- Muslim, Amin, Zaidi, Isa & Fontaine, R. (2013). Islamic banks: Contrasting the drivers of customer satisfaction on image, trust and loyalty of Muslim and non-Muslim customers in Malaysia. *International Journal of Bank Marketing*, 31(2), 79-97.

- Muslim Amin & Zaidi Isa. (2008). An Examination of the relationship between service quality perception and customer satisfaction: A SEM approach towards Malaysia Islamic banking. *International Journal of Islamic and Middle Eastern Finance and Management*. 1(3), 191-209.
- Mustafa, L. M., Yunus, N. K. Y., & Azman, M. N.A. (2014). An Overview of Private Preschool in Malaysia: Marketing Strategies and Challenges. *Procedia - Social and Behavioral Sciences*, 130, 105-113. Doi: 10.1016/j.sbspro.2014.04.013
- Nahar Tajri, (2010). Malaysia terajuai Ekosistem halal dalam Ekonomi, *Berita harian online*.
<http://www.bharian.com.my/bharian/articles/Malaysiaterajuiekosistemhalal/Article/index-html>.(Dilayari pada 25Jun 2012).
- Narver, J., & Slater, S. (1990). The effect of a market orientation on business profitability. *Journal of Marketing*, 54, 20-35.
- Narver, J., & Slater, S. (1993). Market orientation and customer service: The implications for business performance. *European Advances in Consumer Research*, 1, 317-321.
- Nasser, K., & Moutinho, L. (1997). Startegic Marketing Management: The case of Islamic Banks. *International Journal of Bank of Marketing*, 15 (6) 187-203
- Neter, J., William, W., & Michael H. K., (1985). *Applied linear statistical models*. Homewood, IL: Richard D. Irwin.c

- Netemeyer, Pullig, Wang, Yagsi, Dean, Ricks, & Wirth (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), 209-224
- Neuman, W.L. (2006). *Social research methods: Qualitative and quantitative approaches* (6th Ed.). Toronto: Pearson.
- Ngah, R., & Ibrahim, A.R (2009). The relationship between knowledge management and trust: Malaysian perspective. *International Business Information Management Association (IBIMA)*, 4
- Nor Aini Ali, Wan Marhaini Wan Ahmad, Azizi Che Seman & Asmak Ab Rahman (2008). Religiosity and choice of banking in Malaysia. http://eprints.um.edu.my/915/1/C_7_08.pdf.
- Nor Asiah, Omar (2008). *The antecedent and consequences of relationship quality of retail loyalty programme*. (Unpublished Doctoral Thesis). University Teknologi Mara.
- Nor Asiah, Omar & Rosidah, Musa (2011). Measuring service quality in retail loyalty programmes (LPSQual) Implications for retailers' retention strategies. *International Journal of Retail & Distribution Management*, 39(10), 759-784.
- Noordin & Jusoff (2010). EcL lecturer's voice on tell me more, Studies in literature and language. *Faculty Of Education*. Universiti kebangsaan Malaysia, 1(1), 69-84.

Ramli, (2013). *Halal Audit. Halal: All you need to Know*. INHART. IIUM Institute terjemahan & Buku Malaysia.

Norzalita Abd. Aziz & Norjaya Mohd. Yasin (2010). Analyzing the brand equity and resonance of banking services: Malaysian consumer perspective. *International Journal of Marketing Studies*, 2(2), 180-189.

Norzalita Abd. Aziz, Norjaya Mohd. Yasin & NorulhudaTajuddin. (2009). Antecedents of customer loyalty in the mobile telecommunications services market in Malaysia in Aliah Hanim Mohd Salleh, Mohd Azmi Mohd Ariffin, June M.L. Poon & Aini Aman (eds): 325-260. *Services Management and Marketing: Studies in Malaysia*, Bangi, UKM-GSB.

Md Dahlal (2015), *Pengurusan Kualiti makanan Halal*. Kuala Lumpur: Dewan Bahasa dan Pustaka.

Noor Hasni Juhdni & Aliah Hanim Mohd Salleh 2009, Chapter 7 – Brand awareness and brand meaning in cultivating service brand equity for Malaysian higher education. In Aliah Hanim Mohd. Salleh, Ahmad Azmi M. Ariffin, June M.L. Poon & Aini Aman (Eds.). *Services Management and Marketing Studies in Malaysia*: UKM-Graduate School of Business. Kuala Lumpur: Universiti Kebangsaan Malaysia,141-159.

Norjaya, M.Y. (2004). *Marketing and Non-Marketing Mix Factors and Brand Equity: The Case of Malaysian Household Electrical Appliances*. (Unpublished Doctoral Thesis), Universiti Sains Malaysia.

Norjaya, M.Y., Nasser, M.N., & Osman, M. (2007). Does image of country of origin matter to brand equity? *Journal of Product & Brand Management*, 16(1), 38-48.

Norusis, M. J. (1999). *Guide to data analysis*. New Jersey: Prentice Hall.

Nunnally, J.C. (1978). *Psychometric Methods*. New York: McGraw-Hill.

Nunéz, E., & Lynn, G. (2012). The impact of adding improvisation to sequential NPD processes on cost: The moderating effect of turbulence. *Academy of Marketing Studies Journal*, 16(1), 1-17.

Odom, L.R. & Henson, R.K. (2002). *Data Screening: Essential Techniques for Data Review and Preparation*. Paper presented at the Annual Meeting of the Southwest Educational Research Association (Austin, TX, February 14-16, 2002).

Official Website of Greater Kuala Lumpur/Klang Valley. Ministry of Federal Territories. Retrieved from <http://app.kwpkb.gov.my/greaterklkv>

OIC Today, (2013) *Business & Investment magazines*.

Ojasalo, J., Natti, S., & Olkkonen, R. (2008). Brand building in software SMEs: an empirical study. *Journal of Product & Brand Management*, 17(2), 92-107.

O'Leary, Z (2004). *The essential guide to doing research*. books.google.com

Oliver, R. L. (1997). *Satisfaction: a behavioural perspective on the consumer*. New York, NY: McGraw Hill.

- Oliver, R.L., & Bearden, W.O. (1985). Crossover effects in the theory of reasoned action: A moderating influence attempt, *Journal of Consumer Research*. JSTOR.
- Olsen, S. O. (2002). Comparative evaluation and the relationship between quality, satisfaction, and repurchase loyalty. *Journal of the Academy of Marketing Science*, 30 (3), 240-249.
- Olson, J.C. (1977). Theories of information encoding and storage: Implications for consumer research. *Pennsylvania State University*,
- Osman Salleh, (2000). *Pengurusan Islam*. (Unpublished Doctoral Theses). IIUM
- Ostrom, A. L., Bitner, M. J., Brown, S.W., Bukhard, K.A., Goul, M., Smith-Daniels, Vicki, Demirkan, H., & Rabinovich, E. (2010). Moving Forward and Making a Difference: Research priorities for the science of service. *Journal of Service Research*, 13(1), 4-36
- Ostrom, A. & Iacobucci, D. (1995). Consumer trade-offs and the evaluation of services. *Journal of Marketing*, 59, 17-28.
- Othman, A., & Owen, L. (2002). The multidimensionality of CARTER model to measure customer service quality (SQ) in Islamic banking industry: A study in Kuwait Finance House. *International Journal of Islamic Financial Services*, 3(4), 1-12.
- Pahrol, M.J. (2010). *Mukmin professional, Celik mata hati*. Kuala Lumpur: Fitrah Perkasa/ Telaga Biru sdn. Bhd.

- Pallant, J. (2011). *A step by step guide to data analysis using SPSS (4th Ed.)*. Australia: Allen & Unwin.
- Pallant, J. (2010). *SPSS Survival Manual*. (4th edition). Sydney: Mc Graw Hill.
- Pallant, J. (2005). *SPSS Survival Manual*. Sydney: Allen & Unwin.
- Pappu, R., & Quester, G.P. (2008). Does brand equity vary between department stores and clothing stores? Results of an empirical investigation. *Journal of Product & Brand Management*, 17 (7), 425 – 435.
- Pappu, R., Quester, G. P., & Cooksey, W.R. (2005). Consumer based brand equity: improving the measurement-empirical evidence. *The Journal of Product and Brand Management*, 14 (2/3), 143-154.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-Qual: a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213-233.
- Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: A research agenda. *Journal of the academy of Marketing sciences*, 28(1), 168-174.
- Parasuraman, A., Berry, L.L. & Zeithaml, V.A. (1991), Refinement and reassessment of the SERVQUAL scale. *Journal of Retailing*, 67(4), 420-450.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: a multiple item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 14-40.

- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49, 41-50.
- Parven Jamal, (2013). *The Islamic Perspective of Halal Chocolates, Halal: All you need to Know*. INHART, IIUM: Institute terjemahan & Buku Malaysia.
- Pasim (2010). Halal Report. *Laporan Kementerian Sains dan Teknologi*. MOSTI
- Pelham, A.M. (1997). Mediating influences on the relationships between market orientation and profitability in small industries firms. *Journal of Marketing Theory and Practice*, 5, 55-76.
- Peng, L., & Sang, G. (2011). Bridging Western management theories and Japanese management practices: Case of the Toyota Way model. *Emerald Emerging Case Studies*, 1(1), 1-20.
- Perbadanan Pembangunan Industri Halal, HDC (2012).
- Pew Research Center. (2009). *Mapping the Global Muslim population: A report on the size and distribution of the world's Muslim population*.
<http://www.pewforum.org/uploadedfiles/Orphan-migrated-content/Muslimpopulatio.pdf>.{6 october 2011}
- Pfeffer, J., & Salancik, G.R (1978). *The external control of organizations. A resources Dependence Perspective*. New York: Harper & Row Publisher inc.
- Pinar, M., Trapp, P., Girard, T., & Boyt, T. E. (2011). Utilizing the brand ecosystem framework in designing branding strategies for higher education. *International Journal of Educational Management*, 25(7), 724-739.

- Pitta, D. A., & Katsanis, L.P. (1995). Understanding brand equity for successful brand extension. *Journal of Consumer Marketing*, 12 (4), 51-64.
- Porter, M.E. (1980). *Competitive Strategy*. New York : Free Press.
- Porter, M.E. (1996). What is Strategy? *Harvard Business Review* (Nov-Dec), 61-78
- Power, C. (2008). Halal goes global. *New Statesman*: 137 (4900),18.
- Power, C. & Gatsiounis, I. (2007). Meeting the halal test. *Asia : Forbes*, 3 (6), 38 – 40.
- Power, C. & Abdullah, S. (2009). *Buying Muslim*. Time South Pacific (Australia/New Zealand Edition), 173 (20), 31 – 34.
- Prabowo, Azmawi, Suhaimi, Asnarukhadi & Nurrulhidayah (2014). *Persijilan Halal: Cabaran Pengiat Industri Halal Sejagat. Isu Halal Kontemporari*. Kuala Lumpur: Penerbitan Universiti Putra Malaysia.
- Preacher, K. J., & Hayes, A. F. (2004). SPSS and SAS procedures for estimating indirect effects in simple mediation models. *Behavior Research Methods, Instruments, and Computers*, 36, 717–731.
- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 40, 879–891.
- Pretorius, L.(2007). *The Impact of Branding and Brand Equity on the Tshwane University of Technology*. South Africa.

- Priporas, C.V., & Kamenidou, I (2011). Perceptions of potential postgraduate Greek business students towards UK universities, brand and brand reputation. *Journal of Brand Management*. palgrave-journals.com
- Pullig, C., Simmons, C.J., & Netemeyer, R.G. (2006). Brand dilution: When do new brands hurt existing brands? *Journal of Marketing*, 70, 52-66.
- Putri RositaTahir, (2013). *Moderating role of environment on the lead success factors of halal small and medium enterprises in Pahang* (Unpublished Doctoral Theses). Kuala Lumpur: University Malaya.
- Qaradawi, Y (2010). *Introduction to know Islam*. Kuala Lumpur: Pustaka Al Shafa Sdn Bhd.
- Qaradawi, Y (1997). *The Lawful and the Prohibited In Islam*. El Falah.
- Qualls, W.J., & Rosa, J. (1995). Assessing industrial buyers' perceptions of quality and their effects on satisfaction. *Industrial Marketing Management*, 24(5), 359–368
- Rabiatul Nalawiyah Jusoh & Intan Suraya Halim, (2007). *Isu halal dan Haram*. Shah Alam Selangor: JRAS Corporation.
- Rafiuddin Shikoh, & Zain, M. (2007). Intra OIC. IMF's Direction of Trade Statistics and DinarStandard trade. Kuala Lumpur: *Dinar Standard Research Brief*.
- Ramayah, T., Yan, L.C., & Sulaiman, M. (2005). SME E-Readiness in Malaysia: Implications for Planning and Implementation. SASIN. *Journal of Management*, 11(1), 103 - 120.
- Rao, S.L. (2002). *The Impact of Online Use of Inter-Firm Relationships in Service Industries*. (Unpublised Doctoral thesis).Griffith University.

- Rauyruen, P., Miller, K.E., & Groth, M. (2009). B2B Services: linking service loyalty and brand equity. *Journal of Service Marketing*, 23(3), 175-186.
- Reid, R.S., Dunn, B., Cromie, S., & Adams, (1999). Family orientation in family firms: a model and some empirical evidence. *Journal of Small Business and Enterprise Development*, 6(1), 55 - 67.
- Ria Nelly Sari, Raja Azimah Ainuddin, & Tengku Akbar Tengku Abdullah, (2006). Kesan padanan antara perakaunan pengurusan strategik dengan strategi perniagaan terhadap prestasi firma. *Jurnal Pengurusan*, 25, 87-109.
- Richter, N. F., Cepeda, G., Roldán, J. L., & Ringle, C. M. (2015). European management research using Partial Least Squares Structural Equation Modeling (PLS-SEM). *European Management Journal*, 33, 1-3. DOI: 10.1016/j.emj.2014.12.001
- Rios, R.E., & Riquelme, H.E.(2010). Sources of brand equity for online companies. *Journal of Research in interactive Marketing*, 4(3), 214-240.
- Roa, A.R., & Monroe, K.B. (1989). The effect of price, brand name, and store name on buyers' perceptions of product quality: an integrated review. *Journal of Marketing Research*, 26(3), 351-357.
- Rao, R.C. (1984). Advertising decisions in oligopoly: An industry equilibrium analysis. *Optimal Control Applications and Methods*, 5(4), 331-344
- Roa, L., & Retamal, J.C. (2011). *Dissonance is required for assisted optimal state discrimination*. APS : Physical review letters.

- Rao, S.L. (2002). *The Impact of Online Use of Inter-Firm Relationships in Service Industries*. (Unpublished Doctoral Thesis). Griffith University.
- Roa, A.R., & Ruekert, R.W. (1999). Signaling unobservable product quality through a brand ally. *Journal of Marketing Research*, JSTOR
- Robbins, S.P., & Coulter, M. (2002). *Management*. New Delhi: Prentice Hall of India (Pvt) Ltd.
- Robertson, M., Collins, A., Medeira, N., & Slater, J. (2003). Barriers to start-up and their effect on aspirant entrepreneurs. *Education+ Training*, 45(6), 308-316.
- Roscoe, J.T. (1975). *Fundamental Research Statistics for Behavioral Science*, 2nd edition. New York: Holt Rinehart and Winston.
- Rowley, J., (2005). The four Cs of customer loyalty. *Marketing intelligence & Planning*, 23(6), 574-581.
- Roy, S.K., & Sekhar, V. (2010). Dimensional hierarchy of trustworthiness of financial service providers. *International Journal of Bank Marketing*, 28(1), 47-64.
- Rozhan, O. (1991). The effectiveness of Procurement Services Adopted in Manufacturing Sector. *Jurnal pengurusan*, 10, 59-74
- Rozita, A. L., Nor Zana, A. A., Khairulzaman, H., & Norlizah, A. H. (2014). Impact of sport complex services towards costumer behaviour in Terengganu. *Procedia - Social and Behavioral Sciences*, 153, 410-418. Doi: 10.1016/j.sbspro.2014.10.074

- Rozita Naina Mohammed & Norzaidi Mohd Daud (2012). The impact of religious sensitivity on brand trust, equity and values of fast food industry in Malaysia. *Business strategy series emerald group publishing*, 13(1), 21-30
- Ruekert, R.W., & Walker, O.C. (1987). Marketing's interaction with other functional units: a conceptual and empirical evidence. *Journal of Marketing*, 51, 1-19.
- Sahu, P. K. (2010). *Research Methodology: A Guide for Researchers in Agricultural Science, Social Science and Other Related Fields*. India: Springer. DOI 10.1007/978-81-322-1020-7_4
- Santhapparaj & Alam (2005) Job satisfaction among academic staff in private universities in Malaysia. *Journal of Social Sciences*, Science publication, Vol 1(2).
- Saracheck, B., & Aziz, A. H. (1983). A Survey of Malaysian Personal practices and Problems. *Jurnal Pengurusan*, 2, 61-79.
- Sarstedt, M., Ringle, C. M., Henseler, J., & Hair, J. F. (2014). On the Emancipation of PLS-SEM: A Commentary on Rigdon (2012). *Long Range Planning*, 47, 154-160. DOI: 10.1016/j.lrp.2014.02.007
- Sarstedt, M., Ringle, C., Smith, D., Reams, R., & Hair, J. (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of Family Business Strategy*, 5, 105-115. DOI: 10.1016/j.jfbs.2014.01.002
- Saunders, M.N.K., Lewis, P., & Thornhill, A. (2009). *Research Methods for Business Students*. 5th Edition, New York : FT Prentice Hall

- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students* (5th Ed.). England, Essex: Pearson Education Limited.
- Scott, W.R. (1987). The adolescence of institutional theory. *Administrative Science Quarterly*, 32(4),493-511.
- Sefnedi, S. (2007). *The relationship between market orientation and export performance: The mediation impact of export marketing management competency and the moderating effect of environmental factors*. (Unpublished Doctoral thesis). University Sains Malaysia.
- Sekaran, U., & Bougie, R. (2013). *Research methods for business: A skill building approach* (6th Ed). John Wiley & Son Ltd
- Sethela June & Rosli Mahmood (2011).The Relationship between Role Ambiguity, Competency and Person-Job Fit With the Job Performance of Employees in the Service Sector SMEs. *Malaysia Business Management Dynamics*, 1(2) 79-98
- Seth, N., Deshmukh, S.G., & Vrat, P. (2005). Service quality models: A review. *International Journal of Quality & Reliability Management*, 22(9), 913-949. DOI 10.1108/02656710510625211
- Sheikh Abdullah Basmeih (2014). *Terjemahan al-Quran pimpinan ar Rahman*
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: a theory of consumption values. *Journal of Business Research*, 22, 159-170.

- Shahidan, S. & Othman, M .N. (2006). Halal certification: An international marketing issues and challenges. http://www.ctw-congress.de/ifsam/download/track_13/pap00226.pdf, accessed 22 January 2010.
- Shahin, A, Kazemi, A., & Mahyari, H. (2012). How Consumer's Perception of Country of Origin Affects Brand Equity: A Case Study in Iran. *Journal of Basic and Applied Scientific Research*, 12 (6), 878-885,
- Shahin, A., Kazemi, A., & Mahyari, H. (2013). How Consumer's Perception of Country of Origin affects Brand Equity: A Case Study in Iran. *Journal of Basic and Applied Scientific Research*, 3(2), 1203-1210
- Shahin, A., Kazemi, A., & Mahyari, H. K. (2012). How consumer's perception of country of origin affects brand equity: a case study in Iran. *Middle-East Journal of Scientific Research*, 12(6), 878-885.
- Shahril, Shafie, Wan Nursofiza Wan Azmi & Sudin Haron (2004). Adopting and measuring customer service quality in Islamic banks. A case study of Bank Islam Malaysia Berhad. *Journal of Muaamalat and Islamic Finance Research*, 1(1),1-12.
- Sharifah Faridah, S.A., & Melewar, T.C.(2013). Branding in the Asian context: A Malaysian Perspective. *Asia Pasific Journal of Marketing and Logistic*, 25(2), 287-297
- Shapero, A. (1975). The Displaced, Uncomfortable Entrepreneur. *Psychology Today*, 9(6), 83-88

- Sheth, J.N. & Parvatiyar, A. (1995). Relationship marketing in consumer markets: antecedents and consequences. *Journal of the Academy of Marketing Science*, 23(4), 255-71.
- Shocker, A.D., Srivastava, R.K., & Ruekert, R.W. (1994). Challengers and opportunities facing brand management: an introduction to the special issue. *Journal of Marketing Research*, 31, May, 149-58.
- Siddiqui, M.N.(2004). *Keynote address delivered at the roundtable on Islamic Economics: Current state of Knowledge and development of the discipline. Islamic research and training Institute. Islamic Development bank, Jeddah & Arab Planning Institute, Kuwait, Jeddah:*
May.<http://www.siddiqi.com/mns/keynote-May2004-Jeddah.html>
[29september2011]
- Silverman, B.W., & Ramsay, J.O (2000). *Applied functional data analysis: Methods and case studies*. Springer
- Simon, C., & Sullivan, M. (1993). The measurement and determinants of brand equity: a financial approach. *Marketing Science*, 12, 28-52.
- Simons, R. (1994). How New Top Managers Use Control Systems as Levers of Strategic Renewal. *Strategic Management Journal*, 15(3), 169-19
- Singh, K. (2007). *Quantitative social research methods*. India, New Delhi: Sage Publications
- Slater, S.F., & Narver, J.C. (1995) Market Orientation and the Learning Organization. *Journal of Marketing*, 59(3), 63-74.

Slater, Stanley Narver, John, C. (1994). Does competitive environment moderate the MO-performance relationship. *Journal of marketing*, 58(1), 46.

Slater, S. F., & Narver, J. C. (1994). Market orientation, customer value, and superior performance. *Business Horizons*, 37, 22-28.

Slater, S.F., & Narver, J.C. (1994). Market orientation, customer value and superior performance. *Business Horizons*, 37, 1-8.

Smutkupt, P., Krairit.D. & Khang, D.B. (2012). Mobile marketing and consumer perceptions on brand equity. *Asia Pacific Journal of Marketing and Logistic*, 24(4), 539-560.

Solomon, M.R. (2007). *Consumer behavior: Buying, having and being*. Upper Saddle River, NJ: Pearson Prentice Hall.

Spence, M. (1974). *Market Signaling: Informational Transfer in Hiring and Related Screening Processes*. Cambridge : Harvard University Press.

Srivastava, R.K. (2012). The role of brand equity on mergers and acquisition in the pharmaceutical industry. When do firms learn from their merger and acquisition experience? *Journal of Strategy and Management*, 5(3), 266-283

Srivastava, R., & Shocker, A.D. (1991). Brand Equity: A perspective on its meaning and measurement. *Marketing Science Institute*, 91-124.

Steenkamp, J.E.M., Hofstede, F.T., & Wedel, M. (1999). A cross-national investigation into the individual and national cultural antecedents of consumer innovativeness. *J. Mark*, 7(1), 29-37.

- Stevens, J. P. (2002). Applied multivariate statistics for the social sciences (4th Ed.). Mahwah, NJ: LEA.
- Stoner, J. A.F. , Freeman, R.E. , & Gilbert. Jr, D.R (1997). *Management*. New Delhi: Prentice Hall of India (Pvt) Ltd.
- Straub, D., Boudreau, M., & Gefen, D. (2004). Validation guidelines for it positivist research. *Communications of the Association for information Systems*, 13(24), 380-427.
- Sudin Haron (2007). *The changing face of Islamic banking*. Working paper series 011 available at <http://www.klib.com.my>.
- Sudin Haron, Norafifah Ahmad & Plqnisek, S.L. (1994). Bank patronage factors of Muslim and non Muslim customers. *International Journal of Bank Marketing*, 12(1), 32-40.
- Suharni Maulan (2014). *The creation of Islamic bank's equity and loyalty to Islamic banking System*. (Unpublished Theses) Kulala Lumpur: UKM-GSB Malaysia.
- Suharni Maulan & Aliah hanim Mohd Salleh. (2009). Conceptualising and developing service employee brand resonance from internal branding perspective in Aliah Hanim Mohd Salleh, Mohd Azmi Nmohd Ariffin, June M.L. Poon & Aini Aman (eds). *Servives management and marketing: Studies in Malaysia*, Bangi :UKM-GSB, 185-212,
- Sula, M. S. & Kartajaya, H. (2006). *Shariah Marketing*. Bandung: Mizan

- Su, Z., Peng, J., Shen, H., & Xiao, T. (2013). Technological capability, marketing capability, and firm performance in turbulent conditions. *Management and Organization Review*, 9(01), 115-138.
- Syed Othman Al Habshi (1987). The role of ethic in economics and business. *Journal of Islamic Economics*, 1(1), 1-15.
- Syed, S. A., & Norjaya, M.Y. (2010). An investigation into the antecedent of customer satisfaction of online shopping. *Journal of Marketing Development and Competitiveness*, 5(1), 71-78.
- Tabachnick, B. G., & Fidell, L. S. (2013). *Using Multivariate Statistics* (6th Ed.). USA: Pearson Education.
- Tabachnick, B. G. & Fidell, L. S. (2001). *Using multivariate statistics*. Boston: Allyn and Bacon.
- Tabachnick, B. G. & Fidell, L. S. (2007). *Using multivariate statistics*. (5th Ed.). Boston: Allyn and Bacon.
- Tae Hyun Baek, King, K.W. (2011). Exploring the consequences of brand credibility in services. *Journal of Services Marketing*, 25(4), 260 - 272
- Tambunan, T.T.T. (2006). Development of SMEs in Indonesia from the Asia-Pacific Perspective. *Jakarta: LPFE-University of Trisakti*
- Tang Swee Mei; Khulida Kirana Yahya & Lim Kong Teong (2013). Hubungan antara Pengurusan Sumber Manusia dengan Prestasi Organisasi: Kajian Empirikal Terhadap Organisasi Pembuatan di Malaysia. *Jurnal Pengurusan*, 38,111

- Taylor, S. A., Hunter, G. L., & Lindberg, D.L. (2007). Understanding (customer-based) brand equity in financial services. *Journal of Services Marketing*, 21(4), 241-252.
- Taylor, S.A., Celuch, K., & Goodwin, S. (2004). The importance of brand equity to customer loyalty. *Journal of Product & Brand Management*, 13(4), 217-227
- Tellis, G. J. (1988). Advertising exposure, loyalty, and brand purchases: A two-stage model of choice. *Journal of Marketing research*, 35, 134-44
- Tellis, G. J. (1986). Beyond the many faces of price: an integration of pricing strategies. *Journal of Marketing*, 50, 146-50.
- Temporal, P. (2011). *Islamic Branding and Marketing: Creating a Global Business*. Singapore: Wiley & Sons (Asia) Pte.Ltd.
- Temporal, P. (2009). Islamic brands ready for takeoff. *Advertising and Society Review*, 10(4).
- Temporal, P. (2008). Islamic branding research project announced at Saïd Business School, <http://www.sbs.ox.ac.uk/news/media/Press+Releases/islamic+branding+research.htm>.
- The Star. Putting the best route forward. Article on press dated 24 September 2006.
- The Star Online. Car parks at malls to be rated. Retrieved from <http://thestar.com.my/news/story.asp?file=/2012/9/25/nation/12046733&sec=nation>
- The Star, 2012, KDN no: pp13739/04/2013 (032321) Vol 51/2014)

- Ticehurst, G.W., & Veal, A.J. (2000). *Business research methods*. Frenchs Forest, Australia: Longman, lavoisier.fr
- Till, B.D., Baack, D., & Waterman, B. (2011). Strategic brand association maps: Developing brand insight. *Journal of Product & Brand Management*, 20(2), 976-100.
- Tong, X. & Hawley, J. M. (2009). Creating brand equity in the Chinese clothing market. *Journal of Fashion Marketing and Management*, 13(4), 566-581.
- Turley, L.W. & Moore, P.A. (1995). Brand name strategies in the service sector. *The Journal of Consumer Marketing*, 12(4), 42-50.
- Trapp, Girard & Boyt (2011). Utilizing the brand ecosystem framework in designing branding strategies for higher education. *International Journal of Educational Management*, 25 (7), 724 - 739
- Trim, B. (2009). *Brilliant Entrepreneur Muhammad SAW*. Bandung: Salamadani Pustaka Semesta.
- Van Osselaer, S.M.J., & Alba J.W.(2003). Locus of equity and brand extension. *Journal of Consumer Research*, 29, 539-550
- Van Riel, A.C.R., de Morgages, C.P., & Streukens, S. (2005). Marketing antecedents of industrial brand equity: an empirical investigation in specialty chemicals. *Industrial marketing Management*, 34, 841-847.
- Vargo, S. L., & Lusch, R.F (2004). Evolving to a new dominant logic of marketing. *Journal of Marketing*, 68,1-17.

- Vargo, S. L., & Lusch, R.F (2008). Service-dominant logic, contributing the evolution. *Journal Of The Academy Marketing Science*, 36, 1-10.
- Villarejo-Ramos, A.F., & Sanchez-Franco, M.J. (2005). The impact of marketing communication and price promotion on brand equity. *Brand Management*, 12(6), 431-444. Retrieved August 12, 2006, from proquest database.
- Wang, H., & Fang, S. (2012). The moderating effect of environmental uncertainty on the relationship between network structures and the innovative performance of a new venture. *Journal of Business & Industrial Marketing*, 27(4), 311-323.
- Wang, W., & Li, H. (2012). Factors influencing mobile services adoption: a brand equity perspective. *Internet research*, 22(2), 142-179
- Wang, Z., & Zhou, W. (2010). Current Situation and Improvement Strategy for Campus Parking in China. *International Conference on Intelligent Computation Technology and Automation*. Published in *IEEE computer society*, 1075-1078. DOI 10.1109/ICICTA.2010.214
- Wang, C. H., Hsu, I. C., & Fang, S.R (2009). Constructing a relationship-based brand equity model. *Service business article in Press*: 1-18
- Wang, H. Wei, Y., & Yu, C. (2008). Global brand equity model: combining customer-based with product-market outcome approaches. *Journal of product & Brand Management*, 17(5), 305-316.
- Wang, F., Head, M., & Archer, N. (2000). A relationship-building model for the web retail marketplace. *Internet Research: Electronic Networking Applications and Policy*, 10(5), 374-384.

- Warde, Ibrahim (2000). *Islamic finance in the global economy*. Edinburgh: University Press.
- Ward, P.T., & Duray, R.(2000). Manufacturing strategy in context: environment, competitive strategy and manufacturing strategy. *Journal of Operations Management*. Elsevier
- Weijters, B., Cabooter, E., & Schillewaert, N. (2010). The effect of rating scale format on response styles: The number of response categories and response category labels. *International Journal of Research in Marketing*, 27,236-247.
- West, G.P., & Meyer, G.D. (1998). To agree or not to agree? Consensus and performance in new ventures. *Journal of Business Venturing*, 13(5), 395-422.
- Wetzels, M. Odekerken S. G., & Van Oppen, C (2009). Using PLS path modeling for assessing hierarchical construct models, guidelines and empirical illustration. *MIS Quarterly*, 33(1), 177-195
- Wilson, J.A.J., Belk,R.W., Bamossy, G.J., Sandikci, O., Kartajaya, H., Sobh, R., Liu, J., & Scott, L. (2013). Crescent Marketing, Muslim geographies and brand Islam: Reflexion from the JIMA senior Advisory Board. *Journal of Islamic Marketing*, 4(1), 22-50
- Wilson, Jonathan Liu, (2010). Shaping the Halal into a brand? *Journal of Islamic Marketing*, 1(2),107 – 123
- Wilson, J.A.J. & Fan, Y. (2010). *Examining the role of external brand stakeholders – aclassificationthroughcommunicationmapping*. paper presented at 6th

Thought Leaders International Conference in Brand Management, 18-20 April 2010, Lugano, Switzerland.

Wilson, J. A. J. (2012). Looking at Islamic marketing, branding and Muslim consumer behavior beyond the 7P's. *Journal of Islamic Marketing*, 3, 212-216

Wilson, J.A.J. & Hollensen, S. (2010). Saipa Group, Iran – using strategic brand extensions to build relationships. *Journal of Islamic Marketing*, 1(2), 177-88

Wilson, J.A.J. & Liu, J. (2009). The Pinocchio Effect– when managing the brand creation process, across cultures. *TMC Academic Journal*, 4(1), 45-58

Wilson, J.A.J. & Liu, J. (2009). *The polytheism of branding: evaluating brands through their worship*. in Nafees, L., Krishnan, O. and Gore, T. (Eds). Brand Research. New Delhi :Macmillan, 207-29.

Wibisono, A., & Purnomo, D. (2007). Religion based positioning: Advantages and Limitations of Syariah bank positioning from the consumer point of view in Nafis Alam & Shanmugan, B. B.(eds). *Islamic Finance : The challenges Ahead, Serdang*: University Putra Malaysia Press. 43-58.

Wong, H.Y., & Merrilees, B. (2005). A brand orientation typology for SMEs: a case research approach. *Journal of Product and Brand Management*, 14(3), 155-162.

Wong, H. Y., & Merrilees, B. (2008). The performance benefits of being brand-oriented. *Journal of Product and Brand Management*, 17(6), 372-383.

World Population Review (2015) (<http://worldpopulationreview.com/world-cities/kuala-lumpur-population/>)

Xu, J.B., & Chan, A. (2010). A conceptual framework of hotel experience and customer-based brand equity: some research questions and implications. *International Journal of Contemporary Hospitality Management*, 22(2), 174-193.

Yalcinkaya, G., Calantone, R.J., & Griffith, D.A. (2007). An Examination of Exploration and Exploitation Capabilities: Implications for Product Innovation and Market Performance. *Journal of International Marketing*, 15(4), 63-93

Yasin, N.M., Noor, M.N., Mohamad, & O. (2007). Does image of country-of-origin matter to brand equity? *J. Prod. Brand Manag.* 16(1), 38–48

Yesil, Salih ; Sekkeli, Zumur Hatice ; Dogan, Ozkan, (2012). An Investigation into the Implications of Islamic Work Ethic (IWE) in the Workplace.

Economic journal and behaviour research, 4(11), 612-624.

Yoo,B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research* 52(1), 1–14

Yoo, B., & Donthu, N. (2001). Developing a scale to measure the perceived quality of an Internet shopping site (SITEQUAL). *Quarterly Journal of Electronic Commerce*, 2(1), 31-46.

- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28 (2), 195-211.
- Yoon, E., & Kijewski, V. (1995). The brand awareness to preference link in business-to business markets: A study of the semiconductor manufacturing industry. *Journal of Business-to- Business Marketing*, 2(4), 7-36.
- Yuan, K.H., & Bentler, P.M. (1999). Structural Equation Modeling with Small Samples: Test Statistics. *Multivariate Behavioral Research*. Taylor & Francis.
- Yumi Zuhani & Has-Yun Hashim (2013). *The beautiful Halal, Halal: All you need to Know*. INHART, IIUM : Institute terjemahan & Buku Malaysia,
- Yusniza, K., & Azian, M. (2013). Marketing Islamic Banking Product: Malaysian Perspective. *Business Strategy Series*, 14, 60-66.
- Yusuff, A. S. (2015). *Mediating role of Brand equity on relationship between Marketing mix, Innovation and SME performance*. (Unpublished PhD theses). Kuala Lumpur : Unkl Business School.
- Zaichkowsky, J.L., Parlee, M., & Hill, J. (2010). Managing industrial brand equity: Developing tangible benefits for intangible assets. *Industrial Marketing Management*, 39(5), 776–783.
- Zakiah Samori, Amal Hayati Ishak, & Nurul Himmah Kassan, (2014). Understanding the Development of Halal Food Standard: Suggestion for Future Research. *International Journal of Social Science and Humanity*, 4(6).

Zeithaml, V.A. (1988). Customer perceptions of price, quality and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 60, 31-46.

Zeynep Gürhan-Canli, Rajeev Batra (2004). When Corporate Image Affects Product Evaluations: The Moderating Role of Perceived Risk. *Journal of Marketing Research*, 41(2), 197-205.

Zhang, J., & Duan, Y. (2010). Empirical study on the impact of market orientation and innovation orientation on new product performance of Chinese manufacturers. *Nankai Business Review International*, 1(2), 214-231.

Zikmund, G.W. (2000). *Business Research Method*, (6th Ed). Forth Worth: The Dryden Press International Edition.



LAMPIRAN



UUM

Universiti Utara Malaysia



LAMPIRAN A

UUM

BORANG SOAL SELIDIK KAJIAN



**KAJI SELIDIK TENTANG CAMPURAN PEMASARAN DAN EKUITI
JENAMA HALAL KESELURUHAN**

Assalamualaikum

Tuan/Puan,

Kaji selidik ini memfokuskan pada persepsi rakyat Malaysia berkaitan dengan Ekuiti jenama Halal. Penekanan kajiselidik ini adalah terhadap faktor yang boleh mempengaruhi ekuiti jenama Halal iaitu hubungan perbelanjaan periklanan, harga, reputasi syarikat dan bagaimana ia di sederhana dengan pergolakan persekitaran. Dapatan dari kajian ini adalah pertimbangan signifikan untuk membantu organisasi perniagaan dalam mengenal pasti dan meningkatkan ekuiti jenama Halal ke arah kemampanan. Jesteru itu, sokongan dan respon anda terhadap penyelidikan ini adalah penting dan berfaedah terutamanya dalam menyediakan cadangan kepada pihak-pihak relevan yang berkenaan.

Dalam kajiselidik ini, saya amat berterima kasih, sekiranya anda dapat respon kepada soalan-soalan berkenaan persepsi anda berkaitan faktor-faktor yang menyumbang kepada ekuiti jenama Halal. Kajiselidik ini mengambil masa tidak lebih dari dua puluh lima minit (25 minit) untuk disiapkan. Respon anda adalah sulit dan dirahsiakan.

Terima kasih atas kerjasama, masa dan sokongan anda.

Ahmad Sabri bin Yusuff
Universiti Utara Malaysia
Sintok, 06010 Universiti Utara Malaysia,
Kedah, Malaysia
Tel: +60 4-928 4000



A SURVEY ON MARKETING MIX AND OVERALL HALAL BRAND EQUITY

Assalamualaikum

Dear Sir/Madam,

This survey focuses on the perception of Malaysian in relation to Halal Brand Equity. The emphasis of the survey is on factors that could have influenced the Halal brand equity i.e. relationship of advertising spending, price, company reputation and how these factors are further moderated by environmental turbulences (market and technology). The findings of this study are considerably significant for assisting business organization in identifying and enhancing the halal brand equity towards sustainability. Thus, your cooperation and responses to this survey are important and beneficial particularly in providing suggestions to the relevant parties involved.

In this survey, I would be grateful indeed, if you could kindly response to questions concerning on your perception in relation to factors that have contributed to Halal brand Equity. This survey should not take more than twenty five (25) minutes of your time to complete. Your survey responses will be treated as strictly confidential and remained anonymous.

Thank you very much for your cooperation, time and support.

Ahmad Sabri bin Yusuff
Universiti Utara Malaysia
Sintok, 06010 Universiti Utara Malaysia,
Kedah, Malaysia
Tel: +60 4-928 4000

Seksyen 1: PERBELANJAAN PENGIKLANAN

Section 1: ADVERTISING SPENDING

Bahagian soal selidik ini mengukur tentang pandangan anda mengenai perbelanjaan pengiklanan berhubung dengan ekuiti jenama. Sila tandakan (/) tahap persetujuan dengan pernyataan menggunakan Rating /skala berikut. Rating / skala adalah dari 1 = sangat tidak setuju 5 = sangat setuju.

(This part of questionnaire measures about your view on the advertising spending in relation to Brand Equity. Please tick (/) the level of agreement with the statements using the following ratings/scales. The ratings/ scales is from 1 = strongly disagree to 5 = strongly agree)

Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
AS1	X membelanjakan sejumlah besar wang dalam pengiklanan <i>X spends a great amount of money in advertising</i>	☐	☐	☐	☐	☐
AS2	Kempen Iklan untuk X yang sering dilihat <i>The Advertisement campaign for X seen frequently</i>	☐	☐	☐	☐	☐
AS3	X membelanjakan lebih banyak wang dalam pengiklanan daripada jenama yang bersaing <i>X spends more money in advertising than its competing brands</i>	☐	☐	☐	☐	☐

Adapted from Yoo et al., (2000)

Seksyen 2: HARGA

Section 2: PRICE

Bahagian soal selidik ini mengukur tentang pandangan anda mengenai harga berhubung dengan ekuiti jenama. Sila tandakan (/) tahap persetujuan dengan pernyataan menggunakan Rating / Skala berikut. Rating / skala adalah dari 1 = sangat tidak setuju 5 = sangat setuju

(This part of questionnaire measures about your view on the price in relation to Brand Equity. Please tick (/) the level of agreement with the statements using the following ratings/ scales. The ratings/ scales is from 1 = strongly disagree to 5 = strongly agree)

Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
PR1	Harga X adalah tinggi <i>The price of X is High</i>	☐	☐	☐	☐	☐
PR2	Jenama ini adalah murah berbanding dengan jenama yang bersaing <i>This brand is cheap in relation to its competing brand</i>	☐	☐	☐	☐	☐
PR3	X adalah mahal <i>X is expensive</i>	☐	☐	☐	☐	☐

Adapted from Yoo et al., (2000)

Seksyen 3: REPUTASI SYARIKAT
Section 3: COMPANY'S REPUTATION

Bahagian soal selidik ini mengukur tentang pandangan anda mengenai reputasi syarikat berhubung dengan ekuiti jenama. Sila tandakan (/) tahap persetujuan dengan pernyataan menggunakan Rating / skala berikut. Rating / skala adalah dari 1 = sangat tidak setuju 5 = sangat setuju

(This part of questionnaire measures about your view on the company reputation in relation to Brand Equity. Please tick (/) the level of agreement with the statements using the following ratings/ scales. The ratings/ scales is from 1 = strongly disagree to 5 = strongly agree)

Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
CR 1	Syarikat ini telah banyak pencapaiannya <i>This company has many achievements</i>	☐	☐	☐	☐	☐
CR 2	Syarikat ini menawarkan produk berkualiti yang baik <i>This company has a good quality of product offered</i>	☐	☐	☐	☐	☐
CR 3	Syarikat ini mempunyai piawaian pengeluaran yang tinggi <i>This company has high production standards</i>	☐	☐	☐	☐	☐
CR 4	Pengguna akan mempunyai pengalaman yang baik dari Syarikat ini	☐	☐	☐	☐	☐

	<i>Consumers will have a good experience in this company</i>					
--	--	--	--	--	--	--

Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
CR 5	Syarikat ini tertumpu kepada penjagaan dan kebajikan pelanggan sebagai prioriti utama <i>This company focuses on customer welfare and care as the top priority</i>	☐	☐	☐	☐	☐
CR 6	Syarikat ini diuruskan dengan baik <i>This company is well managed</i>	☐	☐	☐	☐	☐
CR 7	Syarikat ini mempunyai kewangan yang kukuh <i>This company is financially sound</i>	☐	☐	☐	☐	☐
CR 8	Syarikat ini mempunyai tanggungjawab sosial dan terlibat secara aktif dalam program yang melibatkan komuniti <i>This company is socially responsible and actively involved in community engagement programme</i>	☐	☐	☐	☐	☐

Adapted from journal written by: Merchant, Rose, Moody & Mathews, (2015)

SECTION 4: ASSOSIASI JENAMA HALAL

Section 4: HALAL BRAND ASSOCIATION

Bahagian soal selidik ini mengukur tentang pandangan anda mengenai assosiasi jenama halal pengguna.

Anda dikehendaki mengingatkan satu jenama produk Halal yang anda pernah atau selalu gunakan.

Sila tandakan (/) tahap persetujuan dengan pernyataan menggunakan Rating / skala berikut. Rating / skala adalah dari 1 = sangat tidak setuju 5 = sangat setuju

(This part of questionnaire measures about your view on consumer Halal brand association. You are required to remember one halal brand product which you have been used before or always.

Please tick (/) the level of agreement with the statements using the following ratings/ scales. The ratings/ scales is from 1 = strongly disagree to 5 = strongly agree)

Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
(i) ASSOSIASI SHARI'AH / SHARIA'H COMPLIANT ASSOCIATION						
PJH 1	Jenama XYZ dikendalikan mengikut undang-undang dan prinsip-prinsip Islam <i>Brand XYZ is operated on Islamic law and principles</i>	☐	☐	☐	☐	☐
PJH 2	Jenama XYZ tidak membayar atau mengambil faedah (riba) ke atas produk yang ditawarkan <i>Brand XYZ is neither paying nor taking interest (riba) on its product</i>	☐	☐	☐	☐	☐
PJH 3	jenama XYZ menawarkan produk dan perkhidmatan	☐	☐	☐	☐	☐

	Islam					
	<i>Brand XYZ offers Islamic products and services</i>					



UUM
Universiti Utara Malaysia

Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
PJH 4	Jenama XYZ menawarkan produk pelaburan perkongsian keuntungan <i>Brand XYZ offers profit-sharing investment products</i>	☐	☐	☐	☐	☐
PJH 5	Transaksi jenama XYZ adalah bebas daripada apa-apa ketidaktentuan pelaburan dan tidak terlibat dalam apa-apa perbuatan perjudian. <i>Brand XYZ transactions are free from any uncertainties investment and does not involve any act of gambling.</i>	☐	☐	☐	☐	☐
PJH 6	Jenama XYZ tidak terlibat dalam apa-apa produk yang tidak beretika. <i>Brand XYZ does not involve in any unethical produk</i>	☐	☐	☐	☐	☐
PJH 7	Jenama XYZ menyumbang beberapa bahagian daripada keuntungan untuk membayar zakat (sedekah) <i>Brand XYZ contributes some portions of its profits towards the payment of zakat (almsgiving)</i>	☐	☐	☐	☐	☐

Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
(ii) ASSOSIASI TAKWA / GOD-CONSCIOUSNESS ASSOCIATION						
PJH 8	Jenama XYZ boleh dipercayai <i>Brand XYZ is trustworthy</i>	☐	☐	☐	☐	☐
PJH 9	Pendekatan Jenama XYZ kelihatan alim (Islam) <i>Brand XYZ approach seems pious (Islamic)</i>	☐	☐	☐	☐	☐
PJH 10	Pendekatan Jenama XYZ kelihatan tawaddu' (merendah diri) <i>Brand XYZ approach seems tawaddu' (humble)</i>	☐	☐	☐	☐	☐
PJH 11	Jenama XYZ menjalankan transaksi secara adil <i>Brand XYZ conducts transactions fairly</i>	☐	☐	☐	☐	☐
PJH 12	Jenama XYZ melayan pelanggan secara adil <i>Brand XYZ treats its customers fairly</i>	☐	☐	☐	☐	☐
PJH 13	Jenama XYZ jujur dengan pelanggan <i>Brand XYZ is honest with its customer</i>	☐	☐	☐	☐	☐
PJH 14	Jenama XYZ menunjukkan integriti yang tinggi	☐	☐	☐	☐	☐

	<i>Brand XYZ shows high integrity</i>					
--	---------------------------------------	--	--	--	--	--

Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
PJH 15	Jenama XYZ menawarkan keselamatan dalam urusan niaga <i>Brand XYZ offers security in its business transaction</i>	☐	☐	☐	☐	☐
PJH 16	Jenama XYZ telus dalam transaksi <i>Brand XYZ transactions are transparent</i>	☐	☐	☐	☐	☐
PJH 17	Jenama XYZ tidak cuba untuk mengambil kesempatan daripada pelanggan <i>Brand XYZ does not try to take advantage of its customers</i>	☐	☐	☐	☐	☐
PJH 18	Jenama XYZ bertindak dengan niat yang baik ke arah pelanggan <i>Brand XYZ acts with good intention towards its customers</i>	☐	☐	☐	☐	☐
PJH 19	Jenama XYZ membina transaksi dengan etika yang baik <i>Brand XYZ constructs transactions with good ethics</i>	☐	☐	☐	☐	☐

Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
(iii) TANGGUNGJAWAB SOSIAL KORPORAT / CORPORATE SOCIAL RESPONSIBILITY (CSR)						
PJH 20	Jenama XYZ menyumbang kepada pembasmian kemiskinan <i>Brand XYZ contributes to the alleviation of poverty</i>	☐	☐	☐	☐	☐
PJH 21	Jenama XYZ menyumbang kepada kebajikan masyarakat <i>Brand XYZ contributes to social welfare</i>	☐	☐	☐	☐	☐
PJH 22	Jenama XYZ menggalakkan projek-projek pembangunan yang mampan <i>Brand XYZ promotes sustainable development projects</i>	☐	☐	☐	☐	☐
PJH 23	Jenama XYZ menggalakkan nilai-nilai Islam terhadap kakitangannya <i>Brand XYZ promotes Islamic values towards its staff</i>	☐	☐	☐	☐	☐
PJH 24	Jenama XYZ menggalakkan cara hidup terhadap kakitangannya <i>Brand XYZ promotes way of life towards its staff</i>	☐	☐	☐	☐	☐

Kod Code		Sangat Tidak Setuju	Tidak Setuju	Tidak Pasti	Setuju	Sangat Setuju
		<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Uncertain</i>	<i>Agree</i>	<i>Strongly Agree</i>
		(1)	(2)	(3)	(4)	(5)
PJH 25	Jenama XYZ menggalakkan nilai-nilai Islam kepada orang ramai <i>Brand XYZ promotes Islamic values towards general public</i>	☐	☐	☐	☐	☐
PJH 26	Jenama XYZ menggalakkan cara hidup kepada orang ramai <i>Brand XYZ promotes the way of life towards general public</i>	☐	☐	☐	☐	☐
PJH 27	Jenama XYZ adalah mesra alam sekitar <i>Brand XYZ is environmental friendly</i>	☐	☐	☐	☐	☐
PJH 28	Jenama XYZ menyumbang beberapa bahagian dari keuntungan ke arah sedekah (amal) <i>Brand XYZ contributes some portions of its profits towards sadaqah (charity)</i>	☐	☐	☐	☐	☐

SECTION 5: EKUITI JENAMA HALAL KESELURUHAN

Section 5: OVERALL HALAL BRAND EQUITY

Bahagian soal selidik ini mengukur tentang pandangan anda mengenai dimensi ekuiti jenama terhadap ekuiti jenama halal.

Anda dikehendaki mengingatkan satu jenama produk Halal yang anda pernah atau selalu gunakan.

Sila tandakan (/) tahap persetujuan dengan pernyataan menggunakan Rating / skala berikut. Rating / skala adalah dari 1 = sangat tidak setuju 5 = sangat setuju

(This part of questionnaire measures about your view on Dimension of Brand Equity towards Halal Brand Equity.

You are required to remember one halal brand product which you have been used before or always.

Please tick (/) the level of agreement with the statements using the following ratings/ scales. The ratings/ scales is from 1 = strongly disagree to 5 = strongly agree)

Kod		Sangat Tidak Setuju	Tidak Setuju	Tidak Pasti	Setuju	Sangat Setuju
Code		Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
		(1)	(2)	(3)	(4)	(5)
PQ 7	Kualiti produk jenama tersebut dianggap sebagai tanda aras terbaik berkaitan dengan keperihatinan halal <i>The quality of the brand's products is regarded as the best bench mark with respect to halal concern</i>	☐	☐	☐	☐	☐
PQ 8	Kualiti produk berjenama tersebut boleh dipercayai dari segi pertimbangan halal nya <i>The quality of the brand's products is reliable with respect to halal consideration</i>	☐	☐	☐	☐	☐
		☐	☐	☐	☐	☐

PQ 9	Kualiti produk berjenama tersebut adalah tahan lama dari segi prestasi halal nya <i>The quality of the brand's products is durable with respect to halal performance</i>					
PQ 10	Kualiti produk berjenama tersebut adalah cemerlang dari segi imej halal nya <i>The quality of the brand's products is excellent with respect to halal image</i>	☐	☐	☐	☐	☐
Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
PQ 11	Kualiti produk berjenama tersebut adalah profesional dari segi reputasi halal nya <i>The quality of the brand's products is professional with respect to halal reputation</i>	☐	☐	☐	☐	☐
PQ 12	Jenama halal pilihan saya tidak menyediakan kualiti yang sangat baik daripada produknya <i>My halal brand does not provide excellent quality of product</i>	☐	☐	☐	☐	☐
BL 13	Saya menganggap diri saya setia kepada jenama halal saya <i>I consider myself loyal to my halal brand</i>	☐	☐	☐	☐	☐
BL	Jenama halal saya akan	☐	☐	☐	☐	☐

14	sentiasa menjadi pilihan pertama saya berbanding produk-produk lain. <i>My halal brand would always be my first choice for products</i>					
BL 15	Saya akan mengesyorkan jenama halal ini kepada orang lain <i>I would recommend this halal brand to other people</i>	☐	☐	☐	☐	☐
BL 16	Jenama halal ini disyorkan oleh orang-orang yang terkenal yang anda kenal pasti. <i>This halal brand's products is recommended by famous people with whom you identify</i>	☐	☐	☐	☐	☐
Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
BL 17	Saya berpuas hati dengan produk yang ditawarkan oleh jenama halal ini <i>I am satisfied with the product offered by this brand</i>	☐	☐	☐	☐	☐

Adapted from; Pretorius, (2007)

SECTION 6: KESELURUHAN EKUITI JENAMA HALAL

Section 6: OVERALL HALAL BRAND EQUITY

Bahagian soal selidik ini mengukur tentang pandangan anda mengenai ekuiti jenama halal. Sila tandakan (/) tahap persetujuan dengan pernyataan menggunakan Rating /skala berikut. Rating / skala adalah dari 1 = sangat tidak setuju 5 = sangat setuju

(This part of questionnaire measures about your view on Halal Brand Equity. Please tick (/) the level of agreement with the statements using the following ratings/ scales. The ratings/ scales is from 1 = strongly disagree to 5 = strongly agree)

Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
(i) (a) Komitmen Halal / Halal Commitment						
HBE 1	Ia masuk akal untuk membeli jenama ini berbanding jenama lain kerana halal komitmen, walaupun mereka mempunyai matlamat yang sama <i>It makes sense to buy this brand instead of other brands because of its halal commitments, even if they are the same</i>	☐	☐	☐	☐	☐
(ii) (b) Asosiasi Jenama Halal / Halal Brand Association						
HBE 2	Walaupun jenama lain mempunyai ciri-ciri halal yang sama seperti jenama ini, anda lebih suka untuk membeli jenama ini <i>Even if another brand has the same halal features as this brand, you would prefer to buy this brand</i>	☐	☐	☐	☐	☐

Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
(iii) (c) Kesetiaan Jenama halal / <i>halal Brand Loyalty</i>						
HBE 3	Jika ada satu lagi jenama yang berprestasi halal yang baik seperti jenama ini, anda lebih suka untuk membeli jenama ini <i>If there is another brand's halal performance as good as this brand's, you prefer to buy this brand</i>	☐	☐	☐	☐	☐
(iv) (d) Tanggapan Kualiti halal/ <i>Halal Perceived Quality</i>						
HBE 4	Jika kebimbangan tentang jenama halal lain tidak berbeza daripada jenama ini dalam apa jua cara, ia seolah-olah lebih bijak untuk membeli jenama ini. <i>If the halal concern of another brand is not different from that of this brand in anyway, it seems smarter to purchase this brand</i>	☐	☐	☐	☐	☐

Adapted from Yoo et al (2000)

SECTION 7: PERGOLAKAN PERSEKITARAN – TEKNOLOGI DAN PASARAN**Section 7: ENVIRONMENTAL TURBULANCE - TECHNOLOGY AND MARKET**

Bahagian soal selidik ini mengukur tentang pandangan anda mengenai PENYERDERHANA (Teknologi/pasaran) berhubung dengan ekuiti jenama Halal. Sila tandakan (/) tahap persetujuan dengan pernyataan menggunakan Rating / skala berikut. Rating / skala adalah dari 1 = sangat tidak setuju 5 = sangat setuju

(This part of questionnaire measures your view on the mediating factors (environmental turbulence) on Halal Brand Equity. Please tick (/) the level of agreement with the statements using the following ratings/ scales. The ratings/ scales is from 1 = strongly disagree to 5 = strongly agree)

Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
TT 1	Perkembangan teknologi dalam produk/perkhidmatan syarikat berubah dengan pesat <i>The technological development in companies' product/services is changing rapidly</i>	☐	☐	☐	☐	☐
TT 2	Perubahan teknologi membawa peluang yang besar dalam produk / perkhidmatan sektor syarikat <i>Technological changes bring great opportunities in company's product/ services sectors</i>	☐	☐	☐	☐	☐
TT 3	Idea-idea baru siri Syarikat	☐	☐	☐	☐	☐

	telah dibuat melalui kemajuan teknologi <i>New on ideas company series have been made possible through technological breakthrough</i>					
Kod Code		Sangat Tidak Setuju <i>Strongly Disagree</i> (1)	Tidak Setuju <i>Disagree</i> (2)	Tidak Pasti <i>Uncertain</i> (3)	Setuju <i>Agree</i> (4)	Sangat Setuju <i>Strongly Agree</i> (5)
TT 4	Kemajuan teknologi dalam sektor kita adalah agak sedikit <i>The technological advances in our sector are relatively minor</i>	☐	☐	☐	☐	☐
TT 5	Dalam bidang kami, perubahan keutamaan pengguna adalah perlahan dalam tempoh masa yang lama. <i>In our sector, the consumers' preferences change slowly over a period of time</i>	☐	☐	☐	☐	☐
TT 6	Pengguna kami sentiasa cenderung untuk mencari produk/perkhidmatan baru <i>Our consumers always tend to seek new product/services</i>	☐	☐	☐	☐	☐
TT 7	Produk / perkhidmatan kami yang diminta oleh pengguna yang tidak pernah membeli sebelum ini. <i>Our product/ services are demanded by consumers who have never purchased them</i>	☐	☐	☐	☐	☐

	<i>before</i>					
TT 8	Pelanggan kami sekarang, ramainya adalah pelanggan kami dari dulu lagi. <i>Our present customers are, in the main, customers that we had in the past</i>	☐	☐	☐	☐	☐

SEKSYEN 8: PROFAIL DEMOGRAFI
SECTION 8: DEMOGRAPHIC PROFILE

<i>Please tick ✓ at the appropriate box/column / Sila tandakan ✓ di kotak / ruangan yang disediakan</i>	
1. Gender/Jantina ☐ Male/Lelaki ☐ Female/Perempuan	2. Work as/Bekerja sebagai ☐ Employer/Majikan ☐ Management/Pengurusan ☐ Worker/Pekerja Biasa ☐ Operator/Operator ☐ Unemployed/Tidak Bekerja ☐ Others/Lain-lain
3. Age (years)/Umur (tahun) ☐ 20 - 30 ☐ 31 - 40 ☐ 41 - 50 ☐ More than / lebih dari 50 tahun	4. Race/Bangsa ☐ Malay/Melayu ☐ Chinese/Cina ☐ Indian/India ☐ Other races / Lain-lain bangsa <i>Please state/Sila nyatakan</i> _____
5. Number of family members/Bilangan Ahli Keluarga	6. How long have your organization been set up/Berapa

☐ 1 member/orang ☐ 2 – 3 members/orang ☐ 4 – 5 members/orang ☐ 6 – 7 members/orang ☐ 8 – 9 members/orang ☐ More than 10 members/ lebih dari 10 orang	lama organisasi anda ditubuhkan ☐ Less than 2 years/kurang dari 2 tahun ☐ 2 – 4 years/2-4 tahun ☐ 5 – 7 years/5-7 tahun ☐ 8 – 10 years/8-10 tahun ☐ more than 10 years/lebih dari 120 tahun
7. Your highest education level/Tahap pendidikan tertinggi anda (Please state your area of study/Sila nyatakan bidang pengkhususan anda) ☐ SPM/STPM ☐ Certificate/Sijil ☐ Diploma ☐ Degree/Ijazah Sarjana Muda ☐ Master/Ijazah Sarjana ☐ Professional Qualification/Kelayakan Profesional ☐ Others/Lain-lain Please state/Sila nyatakan _____	8. Total household income (monthly)/Jumlah pendapatan keluarga/isirumah (bulanan): ☐ <RM2,000 ☐ RM2,001 – RM4,000 ☐ RM4,001 – RM6,000 ☐ RM6,001 – RM8,000 ☐ RM8,001 – RM10,000 ☐ RM10,001 – RM12,000 ☐ RM12,001 – 14,000 ☐ RM14,001 – 16,000 ☐ >RM16,000

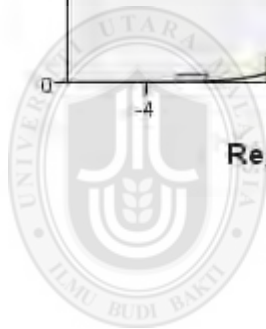
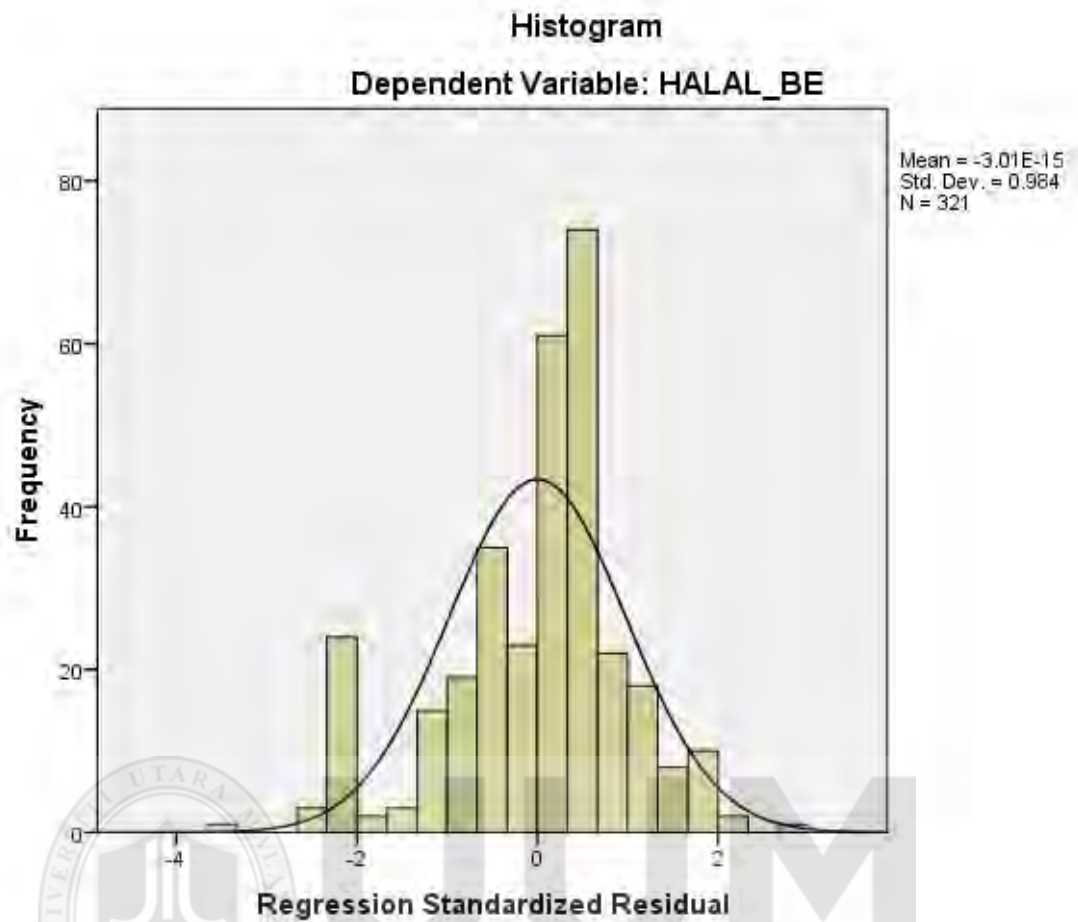
LAMPIRAN B

NORMALITY

ANOVA



UUM
Universiti Utara Malaysia



Universiti Utara Malaysia

UJIAN NORMALITI

UJIAN HOMOGENEITY

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
ADVERTISING	Between Groups	.390	3	.130	.306	.821
	Within Groups	134.747	317	.425		
	Total	135.137	320			
CO_REPUTATION	Between Groups	.397	3	.132	.299	.826
	Within Groups	140.346	317	.443		
	Total	140.743	320			
PJH_D1	Between Groups	.314	3	.105	.212	.888
	Within Groups	156.246	317	.493		
	Total	156.560	320			
PJH_D2	Between Groups	.767	3	.256	.779	.507
	Within Groups	104.063	317	.328		
	Total	104.830	320			
PJH_D3	Between Groups	.528	3	.176	.580	.628
	Within Groups	96.123	317	.303		
	Total	96.651	320			
PJHBA_D4	Between Groups	.451	3	.150	.626	.599
	Within Groups	76.180	317	.240		
	Total	76.632	320			
PERCEIVED_Q	Between Groups	.290	3	.097	.526	.665
	Within Groups	58.256	317	.184		
	Total	58.546	320			
BRAND_LOYALTY	Between Groups	.116	3	.039	.102	.959
	Within Groups	119.594	317	.377		
	Total	119.710	320			
HALAL_BE	Between Groups	.568	3	.189	.495	.686
	Within Groups	121.097	317	.382		
	Total	121.665	320			
TURBULENCE	Between Groups	.235	3	.078	.296	.828
	Within Groups	83.934	317	.265		
	Total	84.169	320			
PRICE	Between Groups	.434	3	.145	.263	.852
	Within Groups	174.364	317	.550		
	Total	174.798	320			