Universiti Utara Malaysia

WILLINGNESS TO PAY HALAL LOGISTICS AMONG NON-MUSLIM CONSUMERS IN UNIVERSITI UTARA MALAYSIA

DG KU ZUNAIDAH BINTI AG MAJID

MASTER OF SCIENCE MANAGEMENT

UNIVERSITI UTARA MALAYSIA

MAY 2018

WILLINGNESS TO PAY HALAL LOGISTICS AMONG
NON-MUSLIM CONSUMERS IN UNIVERSITI UTARA MALAYSIA

BY

DG KU ZUNAIDAH BINTI AG MAJID

Thesis submitted to

School of Business Management

Universiti Utara Malaysia

In Partial Fulfilment of the Requirement for the

Master of Science (Management)

Pusat Pengajlan Pengurusan Pernlagaan

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

PERAKUAN KERJA KERTAS PENYELIDIKAN
(Certification of Research Paper)

Saya, mengaku bertandatangan, memperakukan bahawa
(I, the undersigned, certified that)
DG KU ZUNAIDAH BINTI AG MAJID (820896)

Calon untuk Ijazah Sarjana
(Candidate for the degree of)
MASTER OF SCIENCE (MANAGEMENT)

telah mengemukakan kertas penyelidikan yang bertajuk
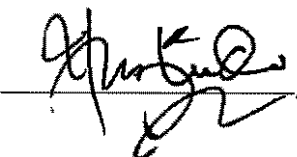*(has presented his/her research paper of the following title)*

**WILLINGNESS TO PAY HALAL LOGISTICS AMONG NON-MUSLIM CONSUMERS
IN UNIVERSITI UTARA MALAYSIA**

Seperti yang tercatat di muka surat tajuk dan kulit kertas penyelidikan
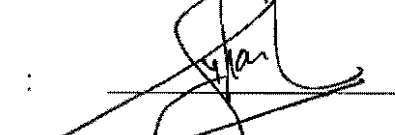*(as it appears on the title page and front cover of the research paper)*

Bahawa kertas penyelidikan tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan.
(that the research paper acceptable in the form and content and that a satisfactory knowledge of the field is covered by the research paper).

Nama Penyelia Pertama	:	**DR. HAZLINDA BT. HASSAN**
(Name of 1st Supervisor)		
Tandatangan	:	
(Signature)		
Nama Penyelia Kedua	:	**DR. SUHAILA BT. ABDUL HANAN**
(Name of 2nd Supervisor)		
Tandatangan	:	
(Signature)		
Tarikh	:	**16 MEI 2018**
(Date)		

PERMISSION TO USE

Presenting this research paper is to fulfil the requirement for Postgraduate study from Universiti Utara Malaysia (UUM). Therefore, I give my permission if Universiti Utara Malaysia (UUM) library want to freely expose my research paper and I agree for the copyright my research paper in any manner, part or whole and scholar purpose but with permission my supervisor/co-supervisor/Dean of Othman Yeop Abdullah Graduate School of Business where I make my research. Thus, a recognition shall give to Universiti Utara Malaysia (UUM) and me if any scholar wants to use any material in my research paper. However, any publication or copying this research paper for financial gain shall not allowed without my permission.

Hence, a request for permission to use my paper in any manner, part or whole and scholar purpose can address to:

Dean of School of Business Management
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman.

ABSTRACT

Food companies in Malaysia facing serious problems to meet Halal logistics requirements because majority of Halal logistics companies in Malaysia are still reluctant to adopt Halal logistics to their business operation. The amount of logistics companies in Malaysia was 36,000 units but only 85 logistics companies implement Halal logistics. Hence, this research will help to overcome these issues by getting the information about the demand of Halal logistics. Moreover, examine whether consumers willing to pay for Halal logistics is important because logistics cost was transferred to them. Guided by Theory of Planned Behaviour (TPB), the purpose of this research is to examine the relationship of concern on Halal, perception on Halal logistics, awareness on Halal logistics and knowledge on Halal with willingness to pay Halal logistics among Non-Muslim consumers in Kedah. The survey of 300 Non-Muslim students in University Utara Malaysia (UUM) was analyzed using SPSS Software to indicate the model is well accepted with reliable and valid instruments. The finding revealed that only concern on Halal and perception on Halal logistics influence consumers' willingness to pay Halal logistics. Meanwhile, awareness on Halal logistics and knowledge on Halal were found not to have a significant influence on willingness to pay Halal logistics. The result indicates that the Non-Muslim consumers' willing to pay Halal logistics because they have positive perception toward Halal logistics and they believe products that have Halal tag/label was manufactured with cleanliness and quality. The study contributed to the future investment, beneficial for manufacturers/ logistics service provider and quality of life. In addition, the findings of the study show that willingness to pay Halal logistics is differ among religion and state. However, gender does not show a significant different. This finding indicates that gender willingness to pay Halal logistics is highly dependent on one's self.

Keywords: TPB, willingness to pay Halal logistics, Non-Muslim, consumers, concern on Halal, perception on Halal logistics, awareness on Halal logistics, knowledge on Halal.

ABSTRAK

Syarikat makanan di Malaysia menghadapi masalah serius untuk memenuhi keperluan menggunakan perkhidmatan Halal logistik kerana majoriti syarikat Halal logistik di Malaysia masih tidak mahu menggunakan Halal logistik bagi operasi perniagaan mereka. Jumlah syarikat logistik di Malaysia adalah 36,000 unit tetapi hanya 85 syarikat logistik melaksanakan logistik Halal. Oleh itu, kajian ini akan membantu mengatasi isu-isu ini dengan mendapatkan maklumat mengenai permintaan Halal logistik. Tambahan, mengetahui sama ada pengguna bersedia untuk membayar Halal logistik adalah penting kerana kos logistik dipindahkan kepada mereka. Dipandu oleh Teori Perancangan Yang Dirancang (TPB), tujuan kajian ini adalah untuk mengkaji hubungan antara keprihatinan terhadap Halal, persepsi mengenai Halal logistik, kesedaran mengenai Halal logistik dan pengetahuan mengenai Halal dengan kesediaan membayar Halal logistik di kalangan pelanggan bukan Islam di Kedah. Tinjauan terhadap 300 pelajar Non-Muslim di Universiti Utara Malaysia (UUM) dianalisis menggunakan Perisian SPSS untuk menunjukkan model itu diterima dengan baik dengan instrumen yang boleh dipercayai dan sah. Hasil kajian menunjukkan bahawa hanya keprihatinan terhadap Halal dan persepsi mengenai Halal logistik mempengaruhi kesediaan pengguna untuk membayar Halal logistik. Sementara itu, kesedaran mengenai Halal logistik dan pengetahuan mengenai Halal didapati tidak menpengaruhi kesediaan membayar Halal logistik. Hasil kajian menunjukkan bahawa kesediaan pengguna bukan Islam sanggup untuk membayar Halal logistik adalah kerana mereka mempunyai persepsi positif terhadap Halal logistic dan mereka percaya bahawa produk yang mempunyai tag/label Halal dihasilkan dengan bersih dan berkualiti. Kajian ini menyumbang kepada pelaburan masa depan, memberi manfaat kepada pengeluar / penyedia perkhidmatan logistik dan kualiti hidup. Di samping itu, penemuan kajian menunjukkan bahawa kesediaan untuk membayar logistik Halal adalah berbeza di kalangan agama dan negeri. Walau bagaimanapun, jantina tidak menunjukkan perbezaan yang signifikan. Hasil kajian menunjukkan kesediaan jantina untuk membayar logistik Halal bergantung kepada diri mereka sendiri.

Kata kunci: TPB, Kesediaan untuk membayar Halal logistik, Bukan Islam, Keprihatinan, terhadap Halal, persepsi mengenai Halal logistik, kesedaran mengenai Halal logistik, pengetahuan mengenai Halal.

AKNOWLEDGEMENT

TABLE OF CONTENTS

CHAPTER THREE: METHODOLOGY

CHAPTER FOUR: DATA ANALYSIS AND FINDINGS

CHAPTER FIVE: DISCUSSION AND CONCLUSION

LIST OF TABLES

Universiti Utara Malaysia

LIST OF FIGURES

LIST OF ABBREVIATIONS

Abbreviations	Descriptions
AOHL	Awareness on Halal logistics
BKNS	Biasiswa Kerajaan Negeri Sabah
COH	Concern on Halal
JAKIM	Jabatan Kemajuan Islam Malaysia
JAKOA	Jabatan Kemajuan Orang Asli
JPA	Jabatan Perkhidmatan Awam
KOHL	Knowledge on Halal
MARA	Majlis Amanah Rakyat
POHL	Perception on Halal logistics
PLS	Partial Least Square
PTPTN	Perbadanan Tabung Pendidikan Tinggi Nasional
SPSS	Statistical Package for the Social Sciences
TPB	Theory of Planned Behaviour
UUM	Universiti Utara Malaysia
WTP	Willingness to Pay
WTPH	Willingness to Pay Halal
WTPHL	Willingness to Pay Halal Logistics
YBR	Yayasan Bank Rakyat

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter discusses the background, problem statement, research questions, research objectives, scope of the study, significant of study, definition of the terms and organization of the study.

1.1 Background of the Research

Halal industry is a set of procedures and processes that ensures the "Halal-ness" of a particular action or items, including wellness, commerce, logistics, tourism, leisure and dining. Nowadays, Halal industry becoming a lifestyle, not just for billions of Muslim societies living around the world, but also to Non-Muslim, who have acknowledged the quality standard of Halal (Halal Trade Zone, 2015). Halal industry around the world is worth USD45.3 Billion a year with an annual rate increase of 20% in 2016. The Halal industry worldwide is expected to reach USD58.3 Billion in 2020 (Global Market Value of Halal Products, 2018). According to State of Global Islamic Economy Report 2016/2017 (2017), Halal markets is the new trend and future of Halal industry. On "World Halal Week 2018" conference in Kuala Lumpur, launched by the Prime Minister of Malaysia, YAB Dato' Sri Mohd Najib bin Tun Abdul Razak said Malaysia total Halal export was RM43.39 billion in 2017 with the increasing of RM1.2 Billion in 2016. The profits generated by multinational companies (RM38 Billion), small and medium enterprise (RM3.8 Billion) and small industries (RM1.5 Billion). The theme for the conference was "Building for the future" and the event included more than 1,000

1

The contents of the thesis is for internal user only

References

Ahmed, Z. U., Ghingold, M., & Dahari, Z. (2007). Malaysian shopping mall behavior: an exploratory study. *Asia Pacific Journal of Marketing and Logistics, 19*(4), 331–348. https://doi.org/10.1108/13555850710827841

Aidaros, H. (2015). Proper Application of Halal Slaughter. *World Organisation for Animal Health (Oie). 4(12), 23-26.* Retrieved on 18 April, 2018 from https://www.lyAAW4EHaGQvQSw1Lb4Aw&q=aidaros+2015+halal&oq=aidaros+2015+halalslaughter

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behaviour and Human Decision Processes, 50*(2), 179-211. https://doi:10.1016/0749-5978(91)9002T

Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior.* Prentice-Hall, Eaglewood Cliffs, NJ.

Ali, M. H., Tan, K. H., Makhbul, Z. M., & Ngah, A. H. (2016). Augmenting halal food integrity through supply chain integration. *Jurnal Pengurusan, 48*(3). 34-40. https://doi.org/10.7232/iems.2014.13.2.154

Ambali, A. R., & Bakar, A. N. (2013). Halāl food and products in Malaysia: People's awareness and policy implications. *Intellectual Discourse, 21*(1), 7–32.

Armitage, C. J., & Conner, M. (2001). Efficacy of the Theory of Planned Behaviour: A meta-analytic review. *British Journal of Social Psychology, 40 (5),* 471–499. https://doi.org/10.1348/014466601164939

Armstrong & Robert (1987). The midpoint on a Five-Point Likert-Type Scale. *Perceptual and Motor Skills. 64* (2): 359–362. doi:10.2466/pms.1987.64.2.359.

Asgary, A., Willis, K., Taghvaei, A., & Rafeian, M. (2004). Estimating rural households? Willingness to pay for health insurance. *The European Journal of Health Economics, Formerly: HEPAC, 5*(3), 209-215. http://dx.doi.org/10.1007/s10198-004-0233-6

Aziz, Y. A., Vui, C. N., Yuhanis, A. A., & Chok, N. V. (2012). The role of Halal Awareness and Halal Certification in influencing non-Muslims' purchase intention. *In Proceedings of the 3rd International Conference on Business and Economic Research,* 1819–1830. https://doi.org/10.1017/CBO9781107415324.004

Babatunde, R., Oyedeji, O., Omoniwa, A., & Adenuga, A. (2016). Willingness-to-pay for community-based health insurance by farming households: A case study of Hygeia community health plan in Kwara State, Nigeria. *Trakia Journal of Science, 14*(3), 281-286. http://dx.doi.org/10.15547/tjs.2016.03.014

Bakar, A., Hamid, A., Syazwan, M., & Talib, A. (2014). Halal Logistics: A Marketing Mix Perspective. *Intellectual Discourse, 22*(2), 191–214.

Basaza, R. Alier P, K. Kirabiri, P. Ogubi, D. & Lako R.L.L (2017). Willingness to pay for National Health Insurance among Public Servants in Juba City, South Sudan: A Contingent evaluation. *International Journal for Equity in Health, 16*(1), 158. Doi: 10.1186/s12939-017-0650-7

Bohari, A. M., Hin, C. W., & Fuad, N. (2013). The Competitiveness of Halal Food Industry in Malaysia: A SWOT-ICT Analysis. *Geografia Malaysian Journal of Society and Space, 9*(1), 1–9. https://doi.org/10.5539/ass.v5n7P44

Bradley, E. H., Curry, L. A., & Devers, K. J. (2007). Qualitative data analysis for health services research: Developing taxonomy, themes, and theory. *Health Services Research, 42*(4), 1758–1772. https://doi.org/10.1111/j.1475-6773.2006.00684.x

Breidert, C., Hahsler, M., & Reutterer, T. (2006). A Review of Methods for Measuring Willingness to pay. Journal *Innovative Marketing, 1*(3), 12-20. https://doi.org/10.3111/13696998.2011.644408

Creswell, J. W. (2003). Research design: Qualitative, quantitative, and mixed methods approaches (2nd Ed.). *Thousand Oaks*, CA: Sage.

Daily Halal market news commentary & analysis. (2018) Retrieved on April 16, 2018 from https://halalfocus.net/malaysia-world-halal-week-2018-to-reinforcehalal-industry-into-an-islamic-economic-pillar/

Dali, N. R. S. M., Nooh, M. N., Nawai, N., & Mohammad, H. (2009). Is Halal Products are more expensive as Perceived by the Consumers? Muslimpreneurs Challenges and Opportunities in Establishing a Blue Ocean Playing Field. *Journal of Management and Muamalah, 2,* 39–62.

Dornyei, Z. (2007). *Research Methods in Applied Linguistics*. New York: Oxford University. Press.

Elias E, M., Othman S, N., Yaacob N, A., & Saifudin A, M. (2016). A Study of Halal Awareness and Knowledge among Entrepreneur Undergraduates. *International Journal of Supply Chain Management, 5*(3), 147–152.

Fathi, E., Zailani, S., Iranmanesh, M., & Kanapathy, K. (2016). Drivers of consumers' willingness to pay for halal logistics. *British Food Journal, 118*(2), 464-479. http://dx.doi.org/10.1108/bfj-06-2015-0212

Fatihah, S. N, & Rahim, A. A. (2017). The willingness to pay of Air Travel Passengers to offset their Carbon Dioxide (Co2) Emission: A Putrajaya Resident Case Study. *Journal of Tourism, Hospitality and Environment Management, 2*(5), 18-32.

Food Navigator Asia (2018. Retrieved on 16 May, 2018 from https://www.foodnavigator- asia.com/Headlines/Markets

Giese, J. L., & Cote, J. a. (2009). Defining Consumer Satisfaction. *Academy of Marketing Science Review,* *1*(3), 272–278. https://doi.org/10.1111/j.1365-2850.2008.01371.x

Global Market Value of Halal Products (2018). Retrieved April 16, 2018 from https://www.statista.com/statistics/562857/market-value-of-halal-products-worldwide

Godek, J., & Murray, K. (2008). Willingness to Pay for Advice: The Role of Rational and Experiential Processing. *Organizational Behavior and Human Decision Processes,* *106*(1), 77-87. http://dx.doi.org/10.1016/j.obhdp.2007.10.002

Golnaz, R., Zainalabidin, M., Mad Nasir, S., & Eddie Chiew, F. C. (2010). Non-muslims' awareness of Halal principles and related food products in Malaysia. *International* *Food* *Research* *Journal,* *17*(3), 667–674. https://doi.org/10.1108/JIMA-04-2014-0033

Grim, B. J., & Karim, M. S. (2011). The future of the global Muslim population. Projections for 2010-2030. *Population Space and Place,* *13*(1), 1–221. https://doi.org/10.1021/ic0611948

Grunert, K. G. (2005). Food Quality and Safety: Consumer Perception and Demand. *European* *Review* *of* *Agricultural* *Economics,* *32*(3), 369–391. https://doi.org/10.1093/eurrag/jbi011.

Halal focus, Daily Halal market news commentary and Analysis. (2018). Retrieved on April 25, 2018 from https://halalfocus.net/malaysia-world-halal-week-2018-to-reinforce-halal-industry-into-an-islamic-economic-pillar/

Halal Industry Development Corporation. (2012). Retrieved on April 25, 2018 from https://www.statista.com/statistics/562857/market-value-of-halal-products-worldwide/

Halal Industry Development Corporation. (2017). Retrieved on April 16, 2018 from https://halalfocus.net/malaysia-world-halal-week-2018-to-reinforce-halal-industry-into-an-islamic-economic-pillar/

Halal Malaysia Directory. (2018). Retrieved on April 25, 2018 from http://www.halal.gov.my/v4/index.php?data=ZGlyZWN0b3J5L2luZGV4X2RpcmVjdG9yeTs7Ozs=&negeri=&category=&cari=

Halal Trade Zone. (2015). Retrieved on May 22, 2018 from https://halaltradezone.com/Knowledgebase/index.php/2015/11/30/what-is-halal-industry/

Hasan H. (2016). A Study on Awareness and Perception towards Halal Foods among Muslim Students in Kota Kinabalu, Sabah. *Proceedings of the Australia-Middle East Conference on Business and Social Sciences.* Retrieved from https://www.aabss.org.au/system/files/published/001263-published-amecbss-2016-dubai.pdf

Heikal, M., Khaddafi, M., & Lhokseumawe, M. (2014). The Intention to Pay Zakat Commercial: An Application of Revised Theory of Planned Behavior. *Journal of Economics and Behavioral Studies,* 6(9), 727–734. https://doi.org/10.1108/JAOC-07-2012-0059.

Heo, C. Y., & Hyun, S. S. (2015). Do luxury room amenities affect guests' willingness to pay?. *International Journal of Hospitality Management, 46*(3), 161–168. https://doi.org/10.1016/j.ijhm.2014.10.002

Hu, J., Zhang, X., Moga, L. M., & Neculita, M. (2013). Modeling and implementation of the vegetable supply chain traceability system. *Food Control, 30*(1), 341–353. https://doi.org/10.1016/j.foodcont.2012.06.037

108

Husny Z, J, M, B, I., Hussein, M. Z. S. B. & Illyas Tan, M. I. B (2017). Service Innovation: Halal Logistics Intention Adoption Model. *International Journal of Supply Chain*. 6 (1), 2050-7399

Husny, Z, J, M. B. I, Hussein, M. Z. S. B. & Illyas Tan, M. I. B. (2016) Factors that influence the intention to adopt halal logistics services among Malaysian SMEs: formation of hypotheses and research model. *Asian Social Science, 12*(7), 151-158.

Ireland, J., & Abdollah Rajabzadeh, S. (2011). UAE consumer concerns about halal products. *Journal of Islamic Marketing, 2*(3), 274–283. https://doi.org/10.1108/17590831111164796

Iskandar, M., Tan, I., Razali, R. N., & Husny, Z. J. (2012). The Adoption of Halal Transportations Technologies for Halal Logistics Service Providers in Malaysia. *International Journal of Mechanical, Industrial Science and Engineering, 6*(3), 10–17.

Jaafar, H.S., Endut, I.R., Faisol, N., & Omar, E.N. (2011). Innovation in Logistics Services – Halal Logistics. *Proceedings of the 16th International Symposium on Logistics (ISL), Berlin, Germany, 10*(13), 844-851.

Kamaruddin, R., Iberahim, H., & Shabudin, A. (2012). Willingness to Pay for Halal Logistics: The Lifestyle Choice. *Procedia - Social and Behavioral Sciences, 3*(50), 722-729. http://dx.doi.org/10.1016/j.sbspro.2012.08.075

Kang, K., Stein, L., Heo, C., & Lee, S. (2012). Consumers' Willingness to Pay for Green Initiatives of the Hotel Industry. *International Journal of Hospitality Management, 31*(2), 564-572. http://dx.doi.org/10.1016/j.ijhm.2011.08.001

Karijin, B., Iris, V., Florence, B. B., & Wim, V. (2007). Determinants of Halal Meat Consumption in France. *British Food Journal, 109*(5), 367-86.

Kenayathulla, H., & Tengyue, Z. (2017). Student Loans in Malaysia and China: Equity, Efficiency and Adequacy. *MOJEM: Malaysian Online Journal of Educational Management, 4*(1), 64-85. doi: 10.22452/mojem.vol4no1.5

Krejcie, R. V, & Morgan, D. W. (1970). Determining Sample Size for Research Activities Robert. *Educational and Psychological Measurement, 38(*1), 607–610. https://doi.org/10.1177/001316447003000308

Krystallis, A., & Chryssohoidis, G. (2005). Consumers' willingness to pay for organic food. *British Food Journal, 107*(5), 320-343. http://dx.doi.org/10.1108/00070700510596901

Lada, S., Tanakinjal, G. H., & Amin, H. (2009). Predicting intention to choose halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management, 2*(1), 66–76. https://doi.org/10.1108/17538390910946276

Latif, I. A., Mohamed, Z., Sharifuddin, J., Abdullah, A. M., & Ismail, M. M. (2014). A Comparative Analysis of Global Halal Certification Requirements. *Journal of Food Products Marketing, 20(3),* 85–101. https://doi.org/10.1080/10454446.2014.921869

Lewis, S., Popp, J., English, L., & Odetola, T. (2017). Willingness to Pay for Riparian Zones in an Ozark Watershed. *Journal of Water Resources Planning and Management, 143* (5), 04017006. http://dx.doi.org/10.1061/(asce)wr.1943-5452.0000740

Lin, T., Hsu, J., & Chen, H. (2013). Customer willingness to pay for online Music: the role of free mentality. *Journal of Electronic Commerce Research, 104*(4), 315–333. Retrieved from http://web.csulb.edu/journals/jecr/issues/20134/Paper3

Lu, J. L., & Shon, Z. Y. (2012). Exploring airline passengers' willingness to pay for carbon offsets. *Transportation Research Part D: Transport and Environment, 17*(2), 124–128. https://doi.org/10.1016/j.trd.2011.10.002

Mahidin, N., Othman, S. N., & Saifudin, A. M. (2016). Halal Logistics Issues among the Food Industry Companies: A Preliminary Study. *Journal of Global Business and Social Entrepreneurship (GBSE), 2*(1), 34–40.

Marzuki, Z, S., Hall, C. M., & Ballantine, P. W. (2012). Restaurant managers' perspectives on halal certification. *Journal of Islamic Marketing, 3*(1), 47–58. https://doi.org/10.1108/17590831211206581

Mathew, V. N., Abdullah, A. M. R. A., & Ismail, S. N. M. (2014). Acceptance on Halal Food among Non-Muslim Consumers. *Procedia - Social and Behavioral Sciences, 12*(1), 262–271. https://doi.org/10.1016/j.sbspro.2014.01.1127

Mooi, E., & Sarstedt, M. (2011). *The process, data, and methods using IBM SPSS Statistics.* New York: Springer.

Muniady, R., Mamun, A., Permarupan, P.Y., & Noor, R.B.Z. (2014). Factors Influencing Consumer Behavior: A Study among University Students in Malaysia. *Asian Social Science, 3*(2), 21 – 39, http://dx.doi.org/10.5539/ass.v10n9p18

Ngah, A. H., Zainuddin, Y., & Thurasamy, R. (2010). Modelling of Halal Warehouse Adoption Using Partial Least Squares. *International Journal of Contemporary Business Management, 1*(1), 71–86. https://doi.org/10.13140/RG.2.2.36373.52962

Nik Muhammad, N. M., Isa, F. M., & Kifli, B. C. (2009). Positioning Malaysia as Halal-Hub: Integration Role of Supply Chain Strategy and Halal Assurance System. *Asian Social Science, 5*(7). 45-68. https://doi.org/10.5539/ass.v5n7p44

Nor, M. R. M., Latif, K., Ismail, M. N., & Nor, M. N. M. (2016). Critical Success Factors of Halal Supply Chain Management from the Perspective of Malaysian Halal Food Manufacturers. *Arabian Journal of Business and Management Review, 1*(1), 1–23. https://doi.org/10.12816/0031515

Nurse Rainbolt, G., Onozaka, Y., & McFadden, D. T. (2012). Consumer Motivations and Buying Behavior: The Case of the Local Food System Movement. *Journal of Food Products Marketing,* *18*(5), 385–396. https://doi.org/10.1080/10454446.2012.685031

Nunnaly, Jj. O. (1978). *Psychometric Theory.* New York: McGraw-Hill.

Omar, E. N., Jaafar, H. S., & Osman, M. R. (2013). Halalan Toyyiban Supply Chain of the Food Industry. *Journal of Emerging Economies and Islamic Research, 1*(3), 1–12.

Owusu, V., & Anifori, M. O. (2013). Consumer willingness to pay a premium for organic fruit and vegetable in Ghana. *International Food and Agribusiness Management Review, 16*(1), 67–86.

Pahim, K. M. Bin, Jemali, S., & Mohamad, S. J. A. N. S. (2012). An empirical research on relationship between demand, people and awareness towards training needs: A case study in Malaysia Halal logistics industry. In BEIAC 2012 - 2012 IEEE Business, Engineering and Industrial Applications Colloquium (pp. 246–251). https://doi.org/10.1109/BEIAC.2012.6226062

Putri, W., Samsudin, M., Rianto, E., & Susilowati, I. (2017). Consumers' Willingness to Pay for Halal Labelled Chicken Meat. *Jurnal Dinamika Manajemen, 8*(1), 246-261. Retrieved from https://journal.unnes.ac.id/nju/index.php/jdm/article/view/10416/6447

Quantaniah N, A., Noreina & Syakinah N. (2013). Selecting Halal Food: A Comparative Study of the Muslim and Non-Muslim Malaysian Student Consumer. *Second International Conference on Technology Management, Business and Entrepreneurship,* (pp. 439-443)

Ratanamaneichat, C., & Rakkarn, S. (2013). Quality Assurance Development of Halal Food Products for Export to Indonesia. *Procedia - Social and Behavioral Sciences, 88*(4), 134– 141. https://doi.org/10.1016/j.sbspro.2013.08.488

112

Razak M, I, M., Alias Z, Samad I, H, A., Naseri R, N, N., Ahmad N, Z, A., & Baharuddin F, N. (2015). Overview of Halal Products and Services in Malaysia and Global Market. *International Journal of Economics, Commerce and Management United Kingdom. 3* (3), 1–9. https://doi.org/10.1007/978-981-287-429-0

Rezai, G., Kit Teng, P., Mohamed, Z., & Shamsudin, M. N. (2013). Consumer Willingness to Pay for Green Food in Malaysia. *Journal of International Food and Agribusiness Marketing, 25*(1), 1–18. https://doi.org/10.1080/08974438.2013.798754

Rezai, G., Mohamed, Z., & Shamsudin, M. N. (2012). Assessment of Consumers' confidence on Halal labelled manufactured food in Malaysia. *Pertanika Journal of Social Science and Humanities, 20*(1), 33–42.

Roslan, N.F. & Rahman, F.A. & Ahmad, Faradina & Ngadiman, N. I. (2016). Halal logistics certificate in Malaysia: Challenges and practices. *Journal of Halal Management, 5*(8), 142-146.

Sadeeqa, S., Sarriff, A., Masood, I., Atif, M., & Farooqi, M. (2013). Knowledge, attitude, and perception regarding Halal pharmaceuticals, among academicians in various universities in Malaysia. *Archives of Pharmacy Practice, 4*(4), 139. https://doi.org/10.4103/2045-080X.123209

Saifah, E. (2010). Halal Food Industry in Thailand: History, Prospects, and Challenges. *Journal of Halal Management, 2*(1), 122-138. Retrieved from https://www.researchgate.net/publication/319531544_Halal_Food_Industry_in_Thailand_History_Prospects_and_Challenges

Sedgwick, P. (2013). Convenience sampling. *British Medical Journal* 34(2), 304–304. Retrieved from https://doi.org/10.1136/bmj.f6304

Sekaran, U. (2003). *Research Methods for Business.* Chichester. John Wiley & Sons Ltd.

Sekaran, U. (2006). *Research Methods for Business.* Chichester. John Wiley & Sons Ltd.

Sekaran, U., & Bougie, R. (2009). *Research Methods for Business: A Skill-Building Approach.* Hoboken, NJ: John Wiley & Sons Ltd

Sekaran, U., & Bougie, R. (2013). *Research Methods for Business: A Skill-Building Approach.* Hoboken, NJ: John Wiley & Sons Ltd

Services Statistics Transportation and Storage. (2016). Retrieved on 20 May 2018 from https://www.dosm.gov.my/v1/index.php?r=column/pdfPrev&id=SXZTSnRm RitEcW9jaTNjdkhUWTE4dz09

Shafiq, A., Haque, A. K. M., & Omar, A. (2015). Multiple halal logos and Malays' beliefs: A case of mixed signals. *International Food Research Journal, 22*(4), 1727–1735.

Sham, R., Rasi, R. Z., Abdamia, N., Mohamed, S., & Thahira B. T. K. M. (2017). Halal Logistics Implementation in Malaysia: A Practical View. In IOP Conference Series: Materials Science and Engineering (Vol. 226). https://doi.org/10.1088/1757-899X/226/1/012040

Shang, Z., Che, Y., Yang, K., & Jiang, Y. (2012). Assessing Local Communities' Willingness to Pay for River Network Protection: A Contingent Valuation Study of Shanghai, China. *International Journal of Environmental Research and Public Health, 9*(12), 3866-3882. http://dx.doi.org/10.3390/ijerph9113866

Shin, S., Fowler, D., & Lee, J. (2013). Teens and College Students' Purchasing Decision Factors of Denim Jeans in the United States. *Fashion & Textile Research Journal 2*(3), 12-18. https://doi.org/ 10.5805/SFTI.2013.15.6.971

Smith, N. (2012). New Globalism, New Urbanism: Gentrification as Global Urban Strategy. *Journal of Urban 37*(4), 80–103. https://doi.org/10.1002/9781444397499.ch4

114

Soon, J. M., Chandia, M., & Regenstein, J. Mac. (2017). Halal integrity in the food supply chain. *British Food Journal, 119*(1), 39–51. https://doi.org/10.1108/BFJ-04-2016-0150

State of Global Islamic Economy Report 2016/2017 (2017). Retrieved on 16 April 2018 from https://ceif.iba.edu.pk/pdf/ThomsonReutersstateoftheGlobalIslamic Economy Report201617.pdf

Stranieri S., Ricci E., & Banterle A. (2016). The Theory of Planned Behaviour and Food Choices: The Case of Sustainable pre-packed Salad. *Proceedings in System Dynamics and Innovation in Food Networks, 54*(7), 209- 212. Retrieved from https://ageconsearch.umn.edu/bitstream/244475/2/23

Talib, M. S. A., Hamid, A. B. A., Zulfakar, M. H., & Chin, T. A. (2015). Barriers to Halal logistics operation: views from Malaysian logistics experts. *International Journal of Logistics Systems and Management. 3*(45), 12-25. https://doi.org/10.1504/IJLSM.2015.071545

Talib, M. S. A., Hamid, A. B. A., Zulfakar, M. H., & Jeeva, A. S. (2014). Halal logistics PEST Analysis: The Malaysia perspectives. *Asian Social Science, 10*(14), 119–131. https://doi.org/10.5539/ass.v10n14p119

Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal, 107*(11), 808–822. https://doi.org/10.1108/00070700510629760

Teh S, A, A., Ibrahim S, A., Yahya N, & Jali E, E, A. (2016). Enhancement Halal Sustainability on Customer Goods. In: Symposium on Technology Management & Logistics (STML–Go Green) 2016, 6th - 7th December 2016, Universiti Utara Malaysia, Sintok, Malaysia. (pg. 395 -398)

Tieman, M., & Ghazali, M. C. (2014). Halal Control Activities and Assurance Activities in Halal Food Logistics. *Procedia-Social and Behavioral Sciences, 12(1)*, 44–57. https://doi.org/10.1016/j.sbspro.2014.01.1107

115

Tieman, M., Che Ghazali, M., & van der Vorst, J. G. A. J. (2013). Consumer perception on halal meat logistics. *British Food Journal, 115*(8), 1112–1129. https://doi.org/10.1108/BFJ-10/2011-0265

Varian, R. H. (1992). *Microeconomic Analysis*. New York: W.W. Norton.

Verbeke, W., Rutsaert, P., Bonne, K., & Vermeir, I. (2013). Credence quality coordination and consumers' willingness-to-pay for certified halal labelled meat. *Meat Science, 95*(4), 790–797. https://doi.org/10.1016/j.meatsci.2013.04.042

Voon, J. P., Sing, K., & Agrawal, A. (2011). Determinants of Willingness to Purchase Organic Food: An Exploratory Study Using Structural Equation Modeling. *International Food and Agribusiness Management Review, 14*(2), 103–120.

Yih-Tong Sun, P., & Scott, J. L. (2005). An investigation of barriers to knowledge transfer. *Journal of Knowledge Management, 9*(2), 75–90. https://doi.org/10.1108/13673270510590236

Yusuf A.H., Shukor, S.A., & Bustaman, U.S.A. (2016). Halal Certification vs Business Growth of Food Industry in Malaysia. *Journal of Economics, Business and Management, 4*(3), 247–251. https://doi.org/10.7763/JOEBM.2016.V4.399

Zailani S., Iranmanesh M., Aziz A, A., & Kanapathy K (2017). Halal logistics opportunities and challenges. *Journal of Islamic Marketing, 8*(1), 127-139. https://doi.org/10.1108/JIMA-04-2015-0028

Zailani, S., Kanapathy, K., Iranmanesh, M., & Tieman, M. (2015). Drivers of halal orientation strategy among halal food firms. *British Food Journal, 117*(8), 2143–2160. https://doi.org/10.1108/BFJ-01-2015-0027

Zikmund, W.G. (2003). *Business Research Methods (7th Ed)*. Ohio: Thomson South Western.

Zorić, J., & Hrovatin, N. (2012). Household willingness to pay for green electricity in Slovenia. *Energy Policy*, *4*(7), 180–187. https://doi.org/10.1016/j.enpol.2012.04.055

APPENDIX A:
LETTER REQUESTING DATA NON-MUSLIM STUDENTS IN UUM

Dg Ku Zunaidah binti Ag Majid (820896)
Postgraduate Student of MSc Management

Encik Mohd Zamri Bin Ahmad
Pengarah Jabatan Hal Ehwal Akademik
Universiti Utara Malaysia, 06010,
UUM sintok, Kedah Darul Aman   27 Mac
2018

Tuan/Puan,

Permohonan Statistik Semasa Pelajar siswazah yang bukan beragama Islam (Non-Muslim)

Berhubung dengan perkara di atas, saya, Dg Ku Zunaidah binti Ag Majid, No. Matrik 820896 ingin memohon statistik semasa pelajar siswazah yang bukan beragama Islam (Non-Muslim) bagi keseluruhan pelajar (undergraduate dan postgraduate) di bawah pengurusan pihak tuan/puan.

2. Statistik tersebut akan diguna pakai dalam tugasan khusus bagi Research Paper (BPMZ 69912) saya yang bertajuk "Willingness to pay Halal logistics among Non-Muslim Consumers in UUM".

3. Keperluan statistik adalah seperti berikut. Jumlah semasa pelajar siswazah: -
   • Keseluruhan pelajar UUM
   • Jumlah keseluruhan pelajar Non-Muslim UUM

4. Diharapkan agar permohonan kami ini dapat dipertimbangkan untuk kami melengkapkan tugasan khusus pada semester ini. Kami berharap pihak HEA dapat memberikan jawapan secepat mungkin memandangkan kami perlu membuat tugasan khusus dengan secepat mungkin.
Kerjasama daripada pihak HEA amatlah dihargai.

Sekian, Terima Kasih.
Yang Benar,
Dg Ku Zunaidah binti Ag Majid (820896)
Student of MSc Management, UUM (011-14151459)

UUM

Universiti Utara Malaysia

SCHOOL OF BUSINESS MANAGEMENT
UNIVERSITI UTARA MALAYSIA
MASTER OF SCIENCE MANAGEMENT

"WILLINGNESS TO PAY HALAL LOGISTICS AMONG NON-MUSLIM CONSUMERS IN UUM"

Dear sir/madam,

You are invited to participate in my study regarding "Willingness to Pay Halal Logistics among Non-Muslim Consumers in UUM". I am student from School of Business Management, Universiti Utara Malaysia at Sintok, Kedah, Malaysia. This questionnaire only distributes to UUM Non-Muslim students and it contains 28 questions related to the study.

Therefore, we could very much appreciate if you could kindly respond to the attached questionnaire which consists of five sections, i.e Section A, B, C, D, E and F. Your survey responses will be maintained strictly confidential and data from this research will be report only in the aggregate. Your information will code and will remain confidential. If you have any inquiries, please contact or email me at:

Zunaidah591@gmail.com (011-14151459)

Thank you in advance for your kind attention and full cooperation.

Researchers:
(820896)   Dg Ku Zunaidah Binti Ag Majid

"WILLINGNESS TO PAY HALAL LOGISTICS AMONG NON-MUSLIM CONSUMERS IN UUM"

Please tick (/) in the space provided for statements relating to yourself. For open answer, **write your answers on the spaces** provided correctly and clearly.

	Section A: Demographic Data				
1	Gender		Male		Female
2	Age		18 – 21 years old		22 – 23 years old
			26 – 29 years old		30 and above
3	Religions		Christianity		Buddhism
			Hinduism		Others:
4	Origin		Pahang		Terengganu
			Johor		Melaka
			Selangor		Penang
			Sabah		Negeri Sembilan
			Kuala Lumpur		Sarawak
			Kelantan		Perlis
			Perak		Other:
			Kedah		
5	Marital Status		Single		Married
			Separated		Widowed
6	Program of Study		Doctoral Degree		Master Degree
			Bachelor Degree		Foundation
			Others:		
7	Mode of Study		Full-time		Part-time
8	Occupation		Public Sector		Private Sector
			Unemployed		Others:
9	Income (RM)		1 - 2000		2001 - 3000
			3001 – 4000		4001 - 5000
			5001 - 6000		6001 - 7000
			7001 - 8000		Others:
10	Scholarship/Sponsorship/ Study Funding		PTPTN		MARA
			JPA		Others:

For section B, C, D, E and F Please circle (O) in the space provided for statements relating to yourself.

Direction: Please read each statement carefully and select one answer from the scale below.

Section B: Willingness to Pay Halal Logistics						
No.	Items	1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am willing to pay extra cost for halal products.	1	2	3	4	5
2	I believe paying extra cost could help to ensure the halal products is healthy to consume	1	2	3	4	5
3	I believe paying extra cost could help to ensure the halal products is safety to consume	1	2	3	4	5
4	I am willing to pay more to make sure the halal product is transported without any contamination	1	2	3	4	5
5	I am willing to pay more for halal logistics service in order to purchase 100% halal product	1	2	3	4	5

Section C: Concern on Halal						
No.	Items	1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I have plan to consume food that is Halal	1	2	3	4	5
2	I am confident with Halal product I consume	1	2	3	4	5
3	I will make an effort to check on the ingredients of the product	1	2	3	4	5

121

Section D: Perception on Halal Logistics						
No.	Items	1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Halal logistics is important for me and my family in preserving the halal status of products	1	2	3	4	5
2	Halal logistics is important for me and my family to avoid the cross-contamination during transportation	1	2	3	4	5
3	Halal logistics is important for me and my family to avoid the cross-contamination during storage	1	2	3	4	5

Section E: Awareness on Halal Logistics						
No.	Items	1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Halal logistics is important to ensure consumer get hygiene, quality, healthy and safe products	1	2	3	4	5
2	It is important for me the product store in place that hygiene, quality and safe	1	2	3	4	5
3	It is important for me the logistics service provider transport the product with honest and ethical attitude	1	2	3	4	5

Section F: Knowledge on Halal						
No.	Items	1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am knowledgeable about haram and halal issue	1	2	3	4	5
2	I can recognize halal logo	1	2	3	4	5
3	I am confident that the halal products with halal logistics are clean, hygiene and safe to be consume or use.	1	2	3	4	5

Thank you for cooperation.

Universiti Utara Malaysia

Normal Q-Q Plot of MEANIV1

IV1 - Knowledge on Halal

Normal Q-Q Plot of MEANIV2

IV2 - Perception on Halal logistics

Normal Q-Q Plot of MEANIV3
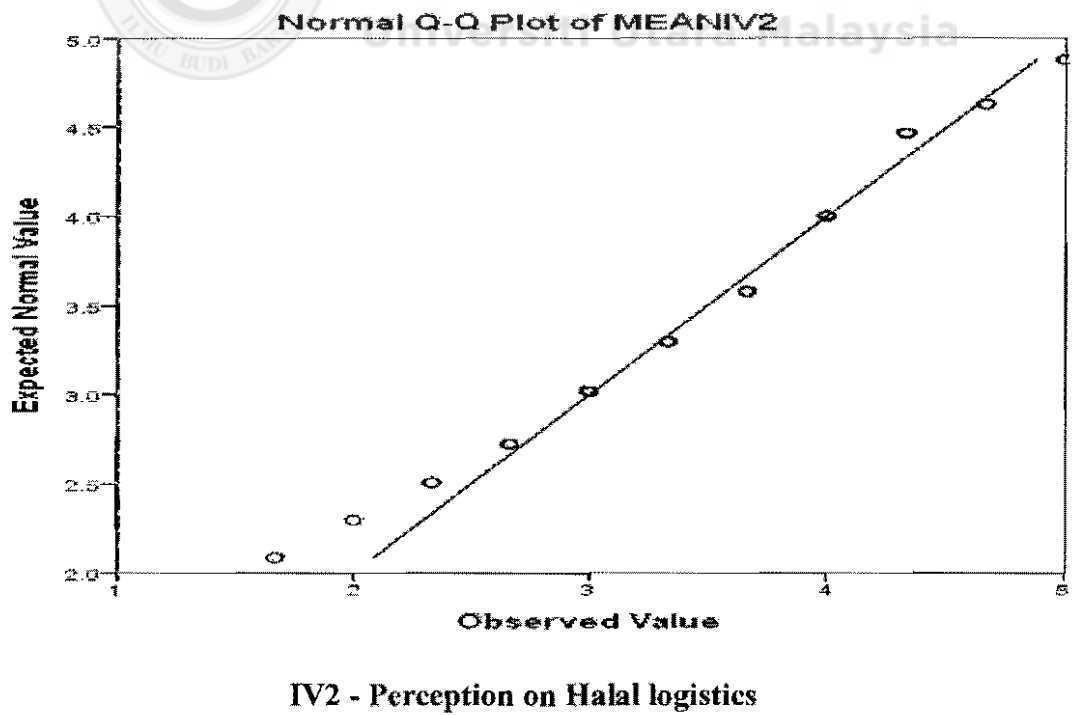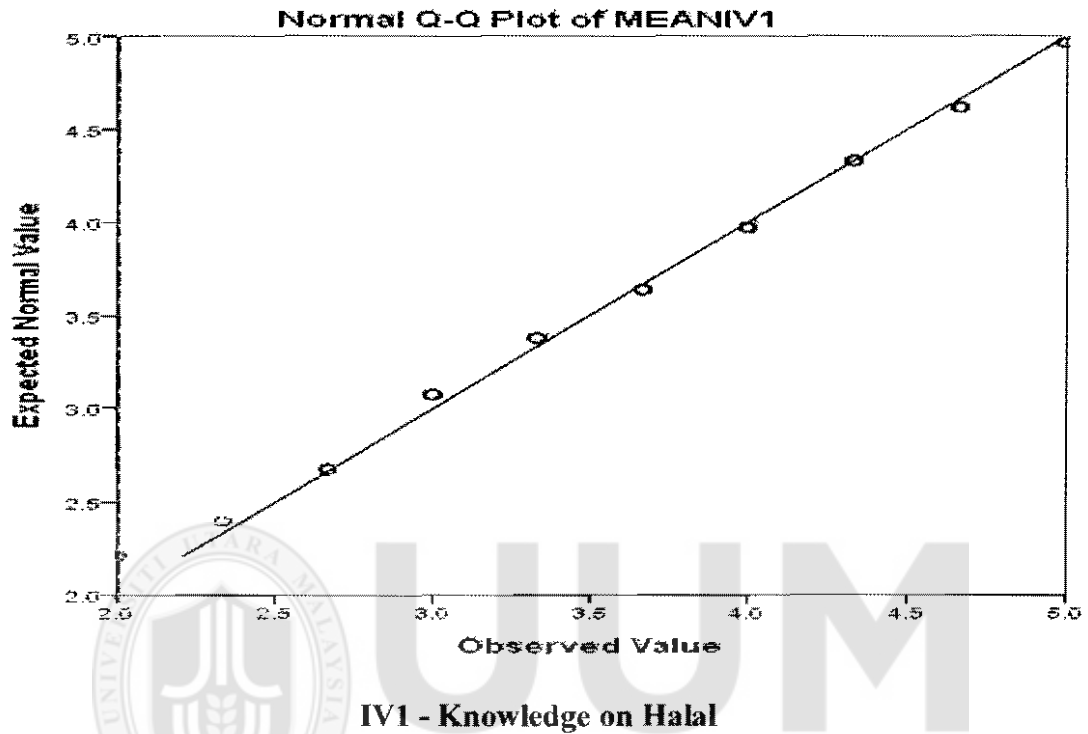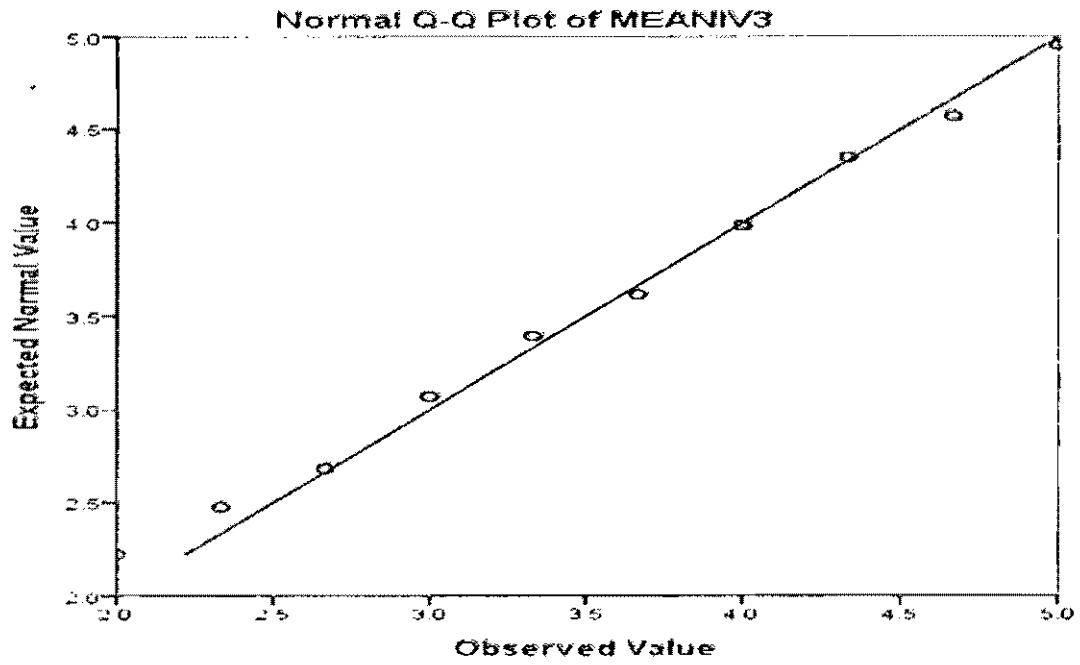
IV3 - Awareness on Halal logistics

Normal Q-Q Plot of MEANIV4
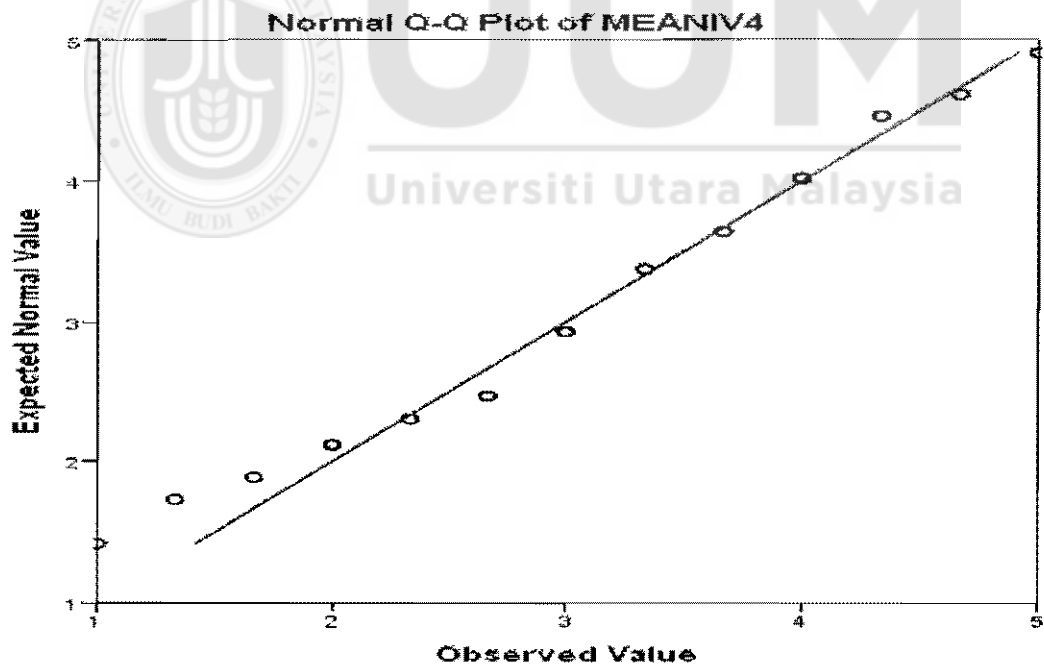
IV4 - Concern on Halal

Normal Q-Q Plot of MEANDV
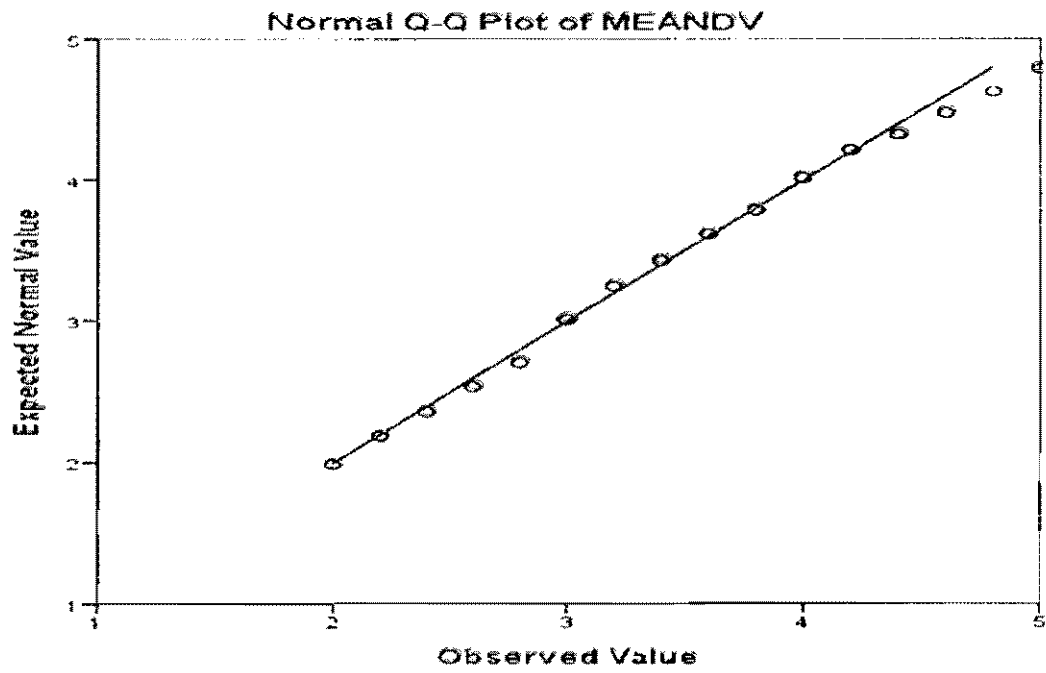
DV - Willingness to pay Halal logistics

APPENDIX D:

RELIABILITY TEST

a) Willingness to pay Halal logistics

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.821	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
WTPHL1	13.9033	5.338	.621	.784
WTPHL2	13.8567	5.688	.656	.775
WTPHL3	13.8733	5.583	.638	.778
WTPHL4	13.7867	5.680	.571	.798
WTPHL5	13.8600	5.546	.590	.793

b) Concern on Halal

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.866	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
COH1	6.4767	2.812	.716	.838
COH2	6.6100	2.734	.764	.795
COH3	6.5467	2.670	.756	.801

c) Perception on Halal logistics

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.793	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
POHL1	7.3767	1.674	.506	.854
POHL2	7.2933	1.412	.700	.647
POHL3	7.2767	1.498	.717	.636

129

d) Awareness on Halal logistics

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.790	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AWHL1	8.1500	1.787	.550	.804
AWHL2	7.9467	1.710	.660	.684
AWHL3	7.9633	1.681	.690	.653

e) Knowledge on Halal

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.674	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KOH1	7.9433	1.632	.458	.620
KOH2	7.6200	1.675	.514	.546
KOH3	7.9833	1.695	.491	.575

a) Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	90	30.0	30.0	30.0
	Female	210	70.0	70.0	100.0
	Total	300	100.0	100.0	

b) Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 -21 years old	10	3.3	3.3	3.3
	22 - 25 years old	265	88.3	88.3	91.7
	26 -29 years old	20	6.7	6.7	98.3
	30 and above	5	1.7	1.7	100.0
	Total	300	100.0	100.0	

c) Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Christianity	93	31.0	31.0	31.0
	Buddhism	154	51.3	51.3	82.3
	Hinduism	43	14.3	14.3	96.7
	Taoism	10	3.3	3.3	100.0
	Total	300	100.0	100.0	

d) Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pahang	25	8.3	8.3	8.3
	Johor	26	8.7	8.7	17.0
	Selangor	27	9.0	9.0	26.0
	Sabah	23	7.7	7.7	33.7
	Kuala Lumpur	48	16.0	16.0	49.7
	Kelantan	5	1.7	1.7	51.3
	Perak	24	8.0	8.0	59.3
	Kedah	31	10.3	10.3	69.7
	Melaka	16	5.3	5.3	75.0
	Penang	51	17.0	17.0	92.0
	Negeri Sembilan	13	4.3	4.3	96.3
	Sarawak	2	.7	.7	97.0
	Perlis	6	2.0	2.0	99.0
	Terengganu	3	1.0	1.0	100.0
	Total	300	100.0	100.0	

e) Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	293	97.7	97.7	97.7
	Married	7	2.3	2.3	100.0
	Total	300	100.0	100.0	

f) Program of Study

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Foundation	10	3.3	3.3	3.3
	Bachelor Degree	265	88.3	88.3	91.7
	Master Degree	20	6.7	6.7	98.3
	Doctoral Degree	5	1.7	1.7	100.0
	Total	300	100.0	100.0	

g) Mode of Study

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time	292	97.3	97.3	97.3
	Part-time	8	2.7	2.7	100.0
	Total	300	100.0	100.0	

h) Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public Sector	5	1.7	1.7	1.7
	Private Sector	9	3.0	3.0	4.7
	Student	286	95.3	95.3	100.0
	Total	300	100.0	100.0	

134

i) Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 2000	286	95.3	95.3	95.3
	2001 - 3000	5	1.7	1.7	97.0
	3001 - 4000	4	1.3	1.3	98.3
	4001- 5000	3	1.0	1.0	99.3
	> 5000	2	.7	.7	100.0
	Total	300	100.0	100.0	

135

APPENDIX F:
DESCRIPTIVE (MEAN AND STANDARD DEVIATION)

a) Descriptive Statistics for Main Variables

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
COH	300	1.00	5.00	981.67	3.2722	.80109
POHL	300	1.67	5.00	1097.33	3.6578	.58844
AOHL	300	2.00	5.00	1203.00	4.0100	.62487
POH	300	2.00	5.00	1177.33	3.9244	.59871
WTPHL	300	2.00	5.00	1039.20	3.4640	.57707
Valid N (listwise)	300					

b) Descriptive Statistics for Concern on Halal

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
COH1	300	1.00	5.00	1002.00	3.3400	.89838
COH2	300	1.00	5.00	962.00	3.2067	.89066
COH3	300	1.00	5.00	981.00	3.2700	.91646
Valid N (listwise)	300					

c) Descriptive Statistics for Perception on Halal Logistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
POHL1	300	1.00	5.00	1079.00	3.5967	.71346
POHL2	300	1.00	5.00	1104.00	3.6800	.71599
POHL3	300	2.00	5.00	1109.00	3.6967	.66794
Valid N (listwise)	300					

d) Descriptive Statistics for Awareness on Halal Logistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
AWHL1	300	2.00	5.00	1164.00	3.8800	.77087
AWHL2	300	2.00	5.00	1225.00	4.0833	.73361
AWHL3	300	2.00	5.00	1220.00	4.0667	.72846
Valid N (listwise)	300					

e) Descriptive Statistics for Knowledge on Halal

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
KOH1	300	1.00	5.00	1149.00	3.8300	.80618
KOH2	300	2.00	5.00	1246.00	4.1533	.74723
KOH3	300	1.00	5.00	1137.00	3.7900	.75352
Valid N (listwise)	300					

f) Descriptive Statistics for Willingness to pay on Halal Logistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
WTPHL1	300	1.00	5.00	1025.00	3.4167	.81153
WTPHL2	300	1.00	5.00	1039.00	3.4633	.69059
WTPHL3	300	1.00	5.00	1034.00	3.4467	.73185
WTPHL4	300	1.00	5.00	1060.00	3.5333	.75992
WTPHL5	300	1.00	5.00	1038.00	3.4600	.78130
Valid N (listwise)	300					

INDEPENDENT SAMPLE T-TEST

a) Gender and Willingness to Pay Halal logistics

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
WTPHL	Male	90	3.4089	.54539	.05749
	Female	210	3.4876	.58982	.04070

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
WTPHL	Equal variances assumed	.829	.363	-1.083	298	.280	-.07873	.07268	-.22177	.06431
	Equal variances not assumed			-1.118	181.196	.265	-.07873	.07044	-.21772	.06025

138

APPENDIX H:

ONE-WAY ANOVA

a) Religion and Willingness to Pay Halal Logistics

Descriptive for Religion

(I) SA3R	(J) SA3R	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
Christianity	Buddhism	.35489*	.07304	.000	.1609	.5489
	Hinduism	.13538	.10257	1.000	-.1371	.4078
	Taoism	.41957	.18510	.145	-.0721	.9112
Buddhism	Christianity	-.35489*	.07304	.000	-.5489	-.1609
	Hinduism	-.21951	.09593	.137	-.4743	.0353
	Taoism	.06468	.18150	1.000	-.4174	.5468
Hinduism	Christianity	-.13538	.10257	1.000	-.4078	.1371
	Buddhism	.21951	.09593	.137	-.0353	.4743
	Taoism	.28419	.19527	.880	-.2345	.8028
Taoism	Christianity	-.41957	.18510	.145	-.9112	.0721
	Buddhism	-.06468	.18150	1.000	-.5468	.4174
	Hinduism	-.28419	.19527	.880	-.8028	.2345

*. The mean difference is significant at the 0.05 level.

ANOVA for Religion

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.004	3	2.668	8.624	.000
Within Groups	91.567	296	.309		
Total	99.571	299			

139

b) State and Willingness to Pay Halal Logistics

Multiple Comparisons

Dependent Variable: MEANDV

Bonferroni

(I) SA4OR	(J) SA4OR	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Pahang	Johor	-.09846	.15859	1.000	-.6527	.4558
	Selangor	-.07852	.15715	1.000	-.6277	.4707
	Sabah	-.27304	.16359	1.000	-.8448	.2987
	Kuala Lumpur	.04000	.13965	1.000	-.4480	.5280
	Kelantan	.00000	.27737	1.000	-.9694	.9694
	Perak	-.10167	.16180	1.000	-.6671	.4638
	Kedah	-.03742	.15219	1.000	-.5693	.4945
	Melaka	-.33500	.18127	1.000	-.9685	.2985
	Penang	.24392	.13823	1.000	-.2392	.7270
	Negeri Sembilan	-.11385	.19360	1.000	-.7905	.5628
	Sarawak	.44000	.41606	1.000	-1.0141	1.8941
	Perlis	-.06000	.25739	1.000	-.9596	.8396
	Terengganu	-.22667	.34594	1.000	-1.4357	.9824
Johor	Pahang	.09846	.15859	1.000	-.4558	.6527
	Selangor	.01994	.15557	1.000	-.5238	.5636
	Sabah	-.17458	.16207	1.000	-.7410	.3918
	Kuala Lumpur	.13846	.13787	1.000	-.3434	.6203
	Kelantan	.09846	.27648	1.000	-.8678	1.0647
	Perak	-.00321	.16027	1.000	-.5633	.5569
	Kedah	.06104	.15057	1.000	-.4652	.5873

140

	Melaka	-.23654	.17990	1.000	-.8653	.3922
	Penang	.34238	.13644	1.000	-.1344	.8192
	Negeri Sembilan	-.01538	.19232	1.000	-.6875	.6568
	Sarawak	.53846	.41546	1.000	-.9135	1.9905
	Perlis	.03846	.25643	1.000	-.8577	.9347
	Terengganu	-.12821	.34523	1.000	-1.3347	1.0783
Selangor	Pahang	.07852	.15715	1.000	-.4707	.6277
	Johor	-.01994	.15557	1.000	-.5636	.5238
	Sabah	-.19452	.16066	1.000	-.7560	.3670
	Kuala Lumpur	.11852	.13620	1.000	-.3575	.5945
	Kelantan	.07852	.27565	1.000	-.8849	1.0419
	Perak	-.02315	.15884	1.000	-.5783	.5320
	Kedah	.04110	.14904	1.000	-.4798	.5620
	Melaka	-.25648	.17863	1.000	-.8808	.3678
	Penang	.32244	.13475	1.000	-.1485	.7934
	Negeri Sembilan	-.03533	.19113	1.000	-.7033	.6327
	Sarawak	.51852	.41491	1.000	-.9316	1.9686
	Perlis	.01852	.25554	1.000	-.8746	.9116
	Terengganu	-.14815	.34457	1.000	-1.3524	1.0561
Sabah	Pahang	.27304	.16359	1.000	-.2987	.8448
	Johor	.17458	.16207	1.000	-.3918	.7410
	Selangor	.19452	.16066	1.000	-.3670	.7560
	Kuala Lumpur	.31304	.14358	1.000	-.1888	.8148
	Kelantan	.27304	.27937	1.000	-.7033	1.2494
	Perak	.17138	.16521	1.000	-.4060	.7488
	Kedah	.23562	.15581	1.000	-.3089	.7802

	Melaka	-.06196	.18432	1.000	-.7061	.5822
	Penang	.51697*	.14221	.030	.0200	1.0140
	Negeri Sembilan	.15920	.19646	1.000	-.5274	.8458
	Sarawak	.71304	.41740	1.000	-.7457	2.1718
	Perlis	.21304	.25955	1.000	-.6940	1.1201
	Terengganu	.04638	.34755	1.000	-1.1683	1.2610
Kuala Lumpur	Pahang	-.04000	.13965	1.000	-.5280	.4480
	Johor	-.13846	.13787	1.000	-.6203	.3434
	Selangor	-.11852	.13620	1.000	-.5945	.3575
	Sabah	-.31304	.14358	1.000	-.8148	.1888
	Kelantan	-.04000	.26607	1.000	-.9699	.8899
	Perak	-.14167	.14155	1.000	-.6364	.3530
	Kedah	-.07742	.13046	1.000	-.5334	.3785
	Melaka	-.37500	.16344	1.000	-.9462	.1962
	Penang	.20392	.11386	1.000	-.1940	.6018
	Negeri Sembilan	-.15385	.17702	1.000	-.7725	.4648
	Sarawak	.40000	.40861	1.000	-1.0280	1.8280
	Perlis	-.10000	.24516	1.000	-.9568	.7568
	Terengganu	-.26667	.33695	1.000	-1.4443	.9109
Kelantan	Pahang	.00000	.27737	1.000	-.9694	.9694
	Johor	-.09846	.27648	1.000	-1.0647	.8678
	Selangor	-.07852	.27565	1.000	-1.0419	.8849
	Sabah	-.27304	.27937	1.000	-1.2494	.7033
	Kuala Lumpur	.04000	.26607	1.000	-.8899	.9699
	Perak	-.10167	.27833	1.000	-1.0744	.8711
	Kedah	-.03742	.27286	1.000	-.9910	.9162

142

	Melaka	-.33500	.29008	1.000	-1.3488	.6788
	Penang	.24392	.26533	1.000	-.6834	1.1712
	Negeri Sembilan	-.11385	.29795	1.000	-1.1551	.9274
	Sarawak	.44000	.47370	1.000	-1.2155	2.0955
	Perlis	-.06000	.34284	1.000	-1.2582	1.1382
	Terengganu	-.22667	.41348	1.000	-1.6717	1.2184
Perak	Pahang	.10167	.16180	1.000	-.4638	.6671
	Johor	.00321	.16027	1.000	-.5569	.5633
	Selangor	.02315	.15884	1.000	-.5320	.5783
	Sabah	-.17138	.16521	1.000	-.7488	.4060
	Kuala Lumpur	.14167	.14155	1.000	-.3530	.6364
	Kelantan	.10167	.27833	1.000	-.8711	1.0744
	Kedah	.06425	.15394	1.000	-.4738	.6023
	Melaka	-.23333	.18273	1.000	-.8720	.4053
	Penang	.34559	.14015	1.000	-.1442	.8354
	Negeri Sembilan	-.01218	.19498	1.000	-.6936	.6692
	Sarawak	.54167	.41670	1.000	-.9147	1.9980
	Perlis	.04167	.25843	1.000	-.8615	.9448
	Terengganu	-.12500	.34671	1.000	-1.3367	1.0867
Kedah	Pahang	.03742	.15219	1.000	-.4945	.5693
	Johor	-.06104	.15057	1.000	-.5873	.4652
	Selangor	-.04110	.14904	1.000	-.5620	.4798
	Sabah	-.23562	.15581	1.000	-.7802	.3089
	Kuala Lumpur	.07742	.13046	1.000	-.3785	.5334
	Kelantan	.03742	.27286	1.000	-.9162	.9910
	Perak	-.06425	.15394	1.000	-.6023	.4738

143

|						
	Melaka	-.29758	.17429	1.000	-.9067	.3115
	Penang	.28134	.12894	1.000	-.1693	.7320
	Negeri Sembilan	-.07643	.18708	1.000	-.7303	.5774
	Sarawak	.47742	.41306	1.000	-.9662	1.9210
	Perlis	-.02258	.25252	1.000	-.9051	.8600
	Terengganu	-.18925	.34234	1.000	-1.3857	1.0072
Melaka	Pahang	.33500	.18127	1.000	-.2985	.9685
	Johor	.23654	.17990	1.000	-.3922	.8653
	Selangor	.25648	.17863	1.000	-.3678	.8808
	Sabah	.06196	.18432	1.000	-.5822	.7061
	Kuala Lumpur	.37500	.16344	1.000	-.1962	.9462
	Kelantan	.33500	.29008	1.000	-.6788	1.3488
	Perak	.23333	.18273	1.000	-.4053	.8720
	Kedah	.29758	.17429	1.000	-.3115	.9067
	Penang	.57892*	.16224	.038	.0119	1.1459
	Negeri Sembilan	.22115	.21141	1.000	-.5177	.9600
	Sarawak	.77500	.42464	1.000	-.7091	2.2591
	Perlis	.27500	.27104	1.000	-.6723	1.2223
	Terengganu	.10833	.35622	1.000	-1.1366	1.3533
Penang	Pahang	-.24392	.13823	1.000	-.7270	.2392
	Johor	-.34238	.13644	1.000	-.8192	.1344
	Selangor	-.32244	.13475	1.000	-.7934	.1485
	Sabah	-.51697*	.14221	.030	-1.0140	-.0200
	Kuala Lumpur	-.20392	.11386	1.000	-.6018	.1940
	Kelantan	-.24392	.26533	1.000	-1.1712	.6834
	Perak	-.34559	.14015	1.000	-.8354	.1442

144

	Kedah	-.28134	.12894	1.000	-.7320	.1693
	Melaka	-.57892*	.16224	.038	-1.1459	-.0119
	Negeri Sembilan	-.35777	.17591	1.000	-.9726	.2570
	Sarawak	.19608	.40813	1.000	-1.2303	1.6224
	Perlis	-.30392	.24436	1.000	-1.1579	.5501
	Terengganu	-.47059	.33636	1.000	-1.6461	.7050
Negeri Sembilan	Pahang	.11385	.19360	1.000	-.5628	.7905
	Johor	.01538	.19232	1.000	-.6568	.6875
	Selangor	.03533	.19113	1.000	-.6327	.7033
	Sabah	-.15920	.19646	1.000	-.8458	.5274
	Kuala Lumpur	.15385	.17702	1.000	-.4648	.7725
	Kelantan	.11385	.29795	1.000	-.9274	1.1551
	Perak	.01218	.19498	1.000	-.6692	.6936
	Kedah	.07643	.18708	1.000	-.5774	.7303
	Melaka	-.22115	.21141	1.000	-.9600	.5177
	Penang	.35777	.17591	1.000	-.2570	.9726
	Sarawak	.55385	.43005	1.000	-.9491	2.0568
	Perlis	.05385	.27944	1.000	-.9228	1.0305
	Terengganu	-.11282	.36265	1.000	-1.3802	1.1546
Sarawak	Pahang	-.44000	.41606	1.000	-1.8941	1.0141
	Johor	-.53846	.41546	1.000	-1.9905	.9135
	Selangor	-.51852	.41491	1.000	-1.9686	.9316
	Sabah	-.71304	.41740	1.000	-2.1718	.7457
	Kuala Lumpur	-.40000	.40861	1.000	-1.8280	1.0280
	Kelantan	-.44000	.47370	1.000	-2.0955	1.2155
	Perak	-.54167	.41670	1.000	-1.9980	.9147
	Kedah	-.47742	.41306	1.000	-1.9210	.9662

145

	Melaka	-.77500	.42464	1.000	-2.2591	.7091
	Penang	-.19608	.40813	1.000	-1.6224	1.2303
	Negeri Sembilan	-.55385	.43005	1.000	-2.0568	.9491
	Perlis	-.50000	.46229	1.000	-2.1156	1.1156
	Terengganu	-.66667	.51685	1.000	-2.4730	1.1397
Perlis	Pahang	.06000	.25739	1.000	-.8396	.9596
	Johor	-.03846	.25643	1.000	-.9347	.8577
	Selangor	-.01852	.25554	1.000	-.9116	.8746
	Sabah	-.21304	.25955	1.000	-1.1201	.6940
	Kuala Lumpur	.10000	.24516	1.000	-.7568	.9568
	Kelantan	.06000	.34284	1.000	-1.1382	1.2582
	Perak	-.04167	.25843	1.000	-.9448	.8615
	Kedah	.02258	.25252	1.000	-.8600	.9051
	Melaka	-.27500	.27104	1.000	-1.2223	.6723
	Penang	.30392	.24436	1.000	-.5501	1.1579
	Negeri Sembilan	-.05385	.27944	1.000	-1.0305	.9228
	Sarawak	.50000	.46229	1.000	-1.1156	2.1156
	Terengganu	-.16667	.40035	1.000	-1.5659	1.2325
Terengganu	Pahang	.22667	.34594	1.000	-.9824	1.4357
	Johor	.12821	.34523	1.000	-1.0783	1.3347
	Selangor	.14815	.34457	1.000	-1.0561	1.3524
	Sabah	-.04638	.34755	1.000	-1.2610	1.1683
	Kuala Lumpur	.26667	.33695	1.000	-.9109	1.4443
	Kelantan	.22667	.41348	1.000	-1.2184	1.6717
	Perak	.12500	.34671	1.000	-1.0867	1.3367
	Kedah	.18925	.34234	1.000	-1.0072	1.3857

146

Melaka	-.10833	.35622	1.000	-1.3533	1.1366
Penang	.47059	.33636	1.000	-.7050	1.6461
Negeri Sembilan	.11282	.36265	1.000	-1.1546	1.3802
Sarawak	.66667	.51685	1.000	-1.1397	2.4730
Perlis	.16667	.40035	1.000	-1.2325	1.5659

ANOVA for State

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.890	13	.607	1.893	.031
Within Groups	91.681	286	.321		
Total	99.571	299			

147
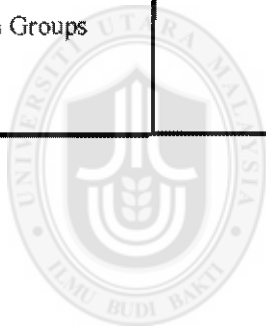
APPENDIX I:

PEARSON CORRELATION

a) Concern on Halal and Willingness to Pay Halal Logistics

		COH	WTPHL
COH	Pearson Correlation	1	.419**
	Sig. (2-tailed)		.000
	N	300	300
WTPHL	Pearson Correlation	.419**	1
	Sig. (2-tailed)	.000	
	N	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

b) Perception on Halal Logistics and Willingness to Pay Halal Logistics

		POHL	WTPHL
POHL	Pearson Correlation	1	.383**
	Sig. (2-tailed)		.000
	N	300	300
WTPHL	Pearson Correlation	.383**	1
	Sig. (2-tailed)	.000	
	N	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

c) Awareness on Halal Logistics and Willingness to Pay Halal Logistics

		AOHL	WTPHL
AOHL	Pearson Correlation	1	.200**
	Sig. (2-tailed)		.000
	N	300	300
WTPHL	Pearson Correlation	.200**	1
	Sig. (2-tailed)	.000	
	N	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

d) Knowledge on Halal and Willingness to Pay Halal Logistics

		KOH	WTPHL
KOH	Pearson Correlation	1	.261**
	Sig. (2-tailed)		.000
	N	300	300
WTPHL	Pearson Correlation	.261**	1
	Sig. (2-tailed)	.000	
	N	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

APPENDIX J:
MULTIPLE REGRESSION

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	COH, AOHL, POHL, KOH[b]	-	Enter

a. Dependent Variable: WTPHL

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.518[a]	.268	.259	.49689

a. Predictors: (Constant), COH, AOHL, KOH, POHL

b. Dependent Variable: KOHL

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.734	4	6.684	27.070	.000[b]
	Residual	72.837	295	.247		
	Total	99.571	299			

a. Dependent Variable: WTPHL

b. Predictors: (Constant), COH, AOHL, KOH, POHL

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.391	.246		5.654	.000
	KOH	.087	.054	.090	1.618	.107
	POHL	.277	.058	.283	4.752	.000
	AOHL	-.018	.054	-.020	-.340	.734
	COH	.242	.037	.337	6.495	.000

a. Dependent Variable: WTPHL

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.3161	4.3297	3.4640	.29902	300
Std. Predicted Value	-3.839	2.895	.000	1.000	300
Standard Error of Predicted Value	.029	.131	.061	.020	300
Adjusted Predicted Value	2.2087	4.3274	3.4643	.30067	300
Residual	-1.57352	1.50040	.00000	.49356	300
Std. Residual	-3.167	3.020	.000	.993	300
Stud. Residual	-3.190	3.093	.000	1.003	300
Deleted Residual	-1.59682	1.59132	-.00029	.50301	300
Stud. Deleted Residual	-3.241	3.139	.000	1.008	300
Mahal. Distance	.023	19.788	3.987	3.490	300
Cook's Distance	.000	.138	.004	.010	300
Centered Leverage Value	.000	.066	.013	.012	300

a. Dependent Variable: WTPHL

151