



**UNIVERSITI TEKNOLOGI MARA**

**MUSLIM CONSUMER PERCEPTION TOWARDS HALAL  
FOOD PRODUCTS IN KOTA KINABALU, SABAH**

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**BACHELOR OF BUSINESS ADMINISTRATION**

**HONS (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

**JULY 2014**

**“MUSLIM CONSUMER PERCEPTION TOWARDS HALAL FOOD PRODUCTS IN  
KOTA KINABALU, SABAH”**

**ZULYNDA NURAIN BINTI ZAMANI**

**2011889176**

**Submitted in Partial Fulfillment Of the Requirement For the Bachelor of Business  
Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT**

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## **“DECLARATION OF ORIGINAL WORK”**

I,

Zulynda Nurain Zamani, (I/C Number: 910913-12-5434)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or internationally and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:... *zulynda*

Date: june 4, 2014

## **LETTER OF SUBMISSION**

**4 June 2014**

**Geetha A/P Muthusamy**

**Bachelor of Business Administration (Hons) Marketing**

**Faculty of Business Management**

**Universiti Teknologi MARA**

**110 Off Jalan Hang Tuah**

**75300, Melaka**

Dear Miss,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “MUSLIM CONSUMER PERCEPTION TOWARDS HALAL FOOD PRODUCTS IN KOTA KINABALU , SABAH” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours sincerely,

**ZULYND A NURAIN BINTI ZAMANI**

2011889176

**Bachelor of Business Administration**

**(Hons) Marketing**

## **ABSTRACT**

The title of this research is “Muslim Consumer Perception Towards Halal Food Product in Kota Kinabalu, Sabah”. The first purpose of this research is to examine the perception towards halal food product among Muslim in more detail especially in Kota Kinabalu, Sabah. There are four independent variables involved in this research which are Safety, Religious Values, Health and Exclusivity. In order to completing this research, the hypothesis was been constructed and focused on the objective to determine whether there has significant relationship between those independent variables with customer perception. A total of 50 peoples have participated in this study as respondents. The methodology used for the research was primary data collection. For primary data, the researcher was used the method of questionnaire to obtained and collect the information. Thus, the result was been obtained through the analyzing and interpret data of result. The reliability test, frequency analysis, descriptive testing and Pearson’s correlation coefficient testing was used for data analysis. From correlation testing, the result shows that one of the independent variables which is religious values have a strong relationship with customer perception while relationship with the dependent variable with health and safety are moderate and low relationship respectively. For hypothesis, there are clearly shown that all of the hypothesis including safety, religious values and health are supported.