

UNIVERSITI TEKNOLOGI MARA

**CONSUMER ACCEPTANCE ON
HALAL E-INSPECTION**

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IT Project submitted in partial fulfillment
of the requirements for the degree of
Master of Science in Information Technology


Faculty of Computer and Mathematical Sciences

July 2016

AUTHOR'S DECLARATION

I declare that the work in this report was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This IT Project has not been submitted to any other academic institution or non-academic institution for any other degree of qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Halal e-Inspection is a new innovation in *Halal* certification process that could simplify and enhance the current tedious and time-consuming certification process. Advances in technology have created novel ways of handling daily affairs. As technology advances the certification process will have to adapt to fit current technology changes to be applied on the current manual inspection process. Past studies have shown the common research on the acceptance of e-services and on how they accept or not if *Halal* e-Inspection being implemented as the new approach in the *Halal* certification process. To address *Halal* e-Inspection in the light of the theoretical framework, Extension of Technology acceptance model (ETAM), the current manual *Halal* inspection current process is leveraged into the online setting. On the basis of an interview with *Halal* expert, ETAM literatures, the research model is developed to indicate e-Inspection acceptance among targeted respondents namely *Halal* consumers from Food and Beverages services sector, *Halal* consumers from Food and Beverages manufacturing sector and *Halal* consumers from interested parties (e.g. Home Bakers). The model was tested with a survey sample 86. It contains of 17 questions excluding the demographic profile of the desired respondents. The findings of the study indicate that Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Amount of Information, Perceived Security, and Trust were the main factors influencing *Halal* consumers' acceptance on the usage of e-Inspection in the *Halal* certification process.

ACKNOWLEDGEMENT

Alhamdulillah, in the name of Allah the Almighty and Merciful. First and foremost, my deepest gratitude of all shall be bestowed to Allah S.W.T. for His guidance and blessing. Without His blessing and consent, I might not have enough courage and determination to complete this project. All my thanks and appreciation will be lay upon Him.

My deepest gratitude is extended to Dr. Nurulhuda Noordin, for all assistance, advise, guidance, encouragement, ideas contribution, and invaluable support given as my project supervisor. Thank you for being such a great mentor. I also would like to express my gratitude and sincere appreciation to examiner for his/her invaluable knowledge, comment and recommendation on how to improve my project.

Not forgetting, Prof. Dr. Nor Laila Md Noor and Assoc. Prof. Dr. Zainal Samicho for their assistance and guidance. Million thank you to all participants who take part in this study. Special thanks to all lecturers, friends and colleague of Master of Science in Information Technology for their support and encouragement during the process of completing this project.

Finally, I would like to express my deepest gratitude to my beloved wife, Nurul Filzah Binti Ahmad Jais, all my family members for their support and understanding towards my success. Without their personal sacrifices and being constant source of encouragement, especially during final stage, this thesis would not have been possible.

To everyone whom directly or indirectly has helped me in this research, I thank you very much. Your effort and contribution has made this research possible.

Thank You.

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