



**A STUDY ON LEVEL AWARENESS OF THE  
IMPORTANT OF HALAL LOGO BY MUSLIM  
CONSUMERS IN FEDERAL TERRITORY OF LABUAN**

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## **ABSTRACT**

The aim of this research is to measure the level awareness of the important of Halal Logo by Muslim Consumers in Federal Territory of Labuan. In this research, Halal Logo made as gauge as the assurance of Halal status of product and services. According to researcher knowledge, this is the first time study like this carried out in Federal Territory of Labuan. It encompasses knowledge level and recognition respondent on Halal Logo itself. A structured questionnaire was used to obtain responses from 104 Muslim Consumers from different level of gender, age and education background concentrate in Federal Territory of Labuan. A structured of questionnaires containing 20 questions were distributed and data analysed descriptively by using Statistical Package for Social Science (SPSS) Version 19 for windows to obtain frequency and percentage.

Overall, result of analysis show that the respondents have good perception towards Halal Logo. As a conclusion, Muslim Consumers in Federal Territory of Labuan have the high awareness of the Halal Logo although Federal Territory of Labuan declared as tax-free island. At the end of the study, researcher forward some suggestions to certain parties to be given attention on problem studied.