

**THE PERCEPTION OF MUSLIM GOVERNMENT SERVANTS TOWARDS
HALAL FOOD LOGO AT RISDA BERA**

**Prepared For:
FAIZAN BINTI ABD JABAR**

**Prepared By:
SYANIZA ANISA BINTI ROSLI
BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.)**

**UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF BUSINESS MANAGEMENT**

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ABSTRACT

A study was conducted to identify *Muslim* government servant perception towards food products with *halal* logo at RISDA Bera, Pahang. It was also to comparing the demographic factor that influences the perception towards *halal* logo among *Muslim* government servant.

The research design of this study is descriptive research and the sampling frame is government servants. The sampling frame is 50 staff of RISDA Bera, Pahang and the sampling technique is simple random sampling. 50 of questionnaires were distributed to RISDA Bera, Pahang staffs and the return rate is hundred (100) per cents.

The findings showed the majority of respondents agreed that the perceptions towards *halal* logo are importance in order to choose the food product and most of them very concerned with the *halal* logo issue. Apart from the findings also showed that the staffs ranks the Malaysian *halal* logo at the first place and this proves that they very trusted with *halal* logo that issued by Malaysian country.

Some recommendations, needed to be applied and suggested to JAKIM to increase the level of consumer's satisfactions towards *halal* logo. JAKIM and State Department of Islam should be monitored frequently to food premises or any related business to make sure they get a valid *halal* logo.

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