

**UNIVERSITI TEKNOLOGI MARA**

**FACTOR INFLUENCING IN  
CHOOSING FOOD PRODUCTS  
WITH HALAL LOGO IN KUCHING  
SARAWAK**

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## **ABSTRACT**

Halal awareness among Muslims is derived from the fundamental source, the Quran, as well as the direction of Prophet Muhammad SAW. As time has passed, Halal has grown into a global concept; it is no longer restricted to the slaughter of animals, but now encompasses high-quality products and services that meet customers' growing awareness and expectations in a competitive global market. In 2022, there are many reasons for Muslim consumer to purchase foods with halal logo. The factor of purchase includes religious factor, family factor, media and educational factor. To achieve the most influential factor, this study uses quantitative approach which is analysis-based research that is more practical and centered on the end result. Statistical Package for Social Science (SPSS) were also used to analyze the data in this study. The analysis performed on the collected data involved frequency, mean, standard deviation and regression. At the end of the study, the findings shown that there is awareness toward halal among the people in Kuching Sarawak area. Other than that, the findings show that the most significant factor toward purchasing halal is media factor. This shows how powerful the influence of media to nowadays generation.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

The food standards specified for Muslim to consume are referred to as halal in the Quran, which means lawful or permitted. The Quran defines halal as "all clean foods except those clearly designated as haram and prohibited or unlawful" (Alam and Sayuti, 2011). In the beginning, Halal awareness toward Muslim is obtained from the primary source which is Al-Quran along with the guidance prophet Muhammad SAW. As the time pass, Halal has evolved into a worldwide idea; it is no longer limited to the slaughtering of animals, but also embraces high-quality products and services that satisfy the expanding awareness and expectations of customers in a competitive global market.

The percentage of Muslims consumers can be reached 25% based on the world's population, and this amount keeps increasing year to year (Simpfendorfer, 2015). Moreover, the demand for halal products has also increased over the past few years in the world, and at the same time, the halal industry has also been progressing and growing at a rapid pace. To be clear, the halal industry is not just about food products; it also includes many types of services offered towards the Muslims population (Basir et al, 2018). The example of halal certification schemes is, food product, beverages, food supplement, and more. (JAKIM, 2014)

The Halal certification and play a role to inform and guarantee customers that the goods were both Halal and Shariah compliant. Muslim consumers in Malaysia seek the authentic Halal certification granted by the Malaysia Department of Islamic Development (JAKIM). JAKIM has been conducting Halal food certification in Malaysia since 1974. The board is also in charge of encouraging industry players to apply for Halal certification and ensuring that they do so effectively. Nowadays, regardless of whether organization or country issues the Halal mark, the Halal logo becomes a signal or an important source before Muslim customers wish to eat the food or drink product. According to Shafie and Osman (2002) and Ambali and Bakar (2014), Muslim Malaysian consumers prefer or will look for the authentic Halal logo