

THE PERSPECTIVE OF CONSUMER TOWARDS
ISTIHALAH

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Table of Contents

CHAPTER 1

INTRODUCTION

Abstract	1
Background of the Study	2 - 3
Statement of the Problem	4 - 5
Research Objective	5
Research Question	5
Significance of the Study	6
Limitation of the Study	7
Definition of Terms	8 - 9

CHAPTER 2

LITERATURE REVIEW

Definition	10-17
The Awareness and Attitude of Consumer towards Istihalah.....	18-19
Knowledge of consumer and factor that contribute towards Istihalah concept	20
Conceptual Framework.....	21

CHAPTER 3

METHODOLOGY

Introduction	22
Research Design	22
Sampling Frame	23
Population	23
Stamping Technique	23
Sample Size	24
Unit of Analysis.....	24
Data Collection Procedure	24
Instrument	25
Validity of Instrument	25
Data Analysis	26

Reliability and Normality.....	27-29
Summary	30

CHAPTER 4

FINIDNG

Introduction	31
Rate of Survey Return	31
Descriptive Analysis	32
Demographic Profile	33-36
Awareness of Istihalah Towards Muslim Consumer.....	37-39
Muslim Consumer Towards Istihalah	40 – 42
Factor Contribute to Knowledge	43 - 44

CHAPTER 5

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

Introduction	45
Conclusions	46
Recommendation of the Study	47 - 48
Recommendation for Future Research.....	49
Summary	49

REFERENCES.....	50 - 52
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APPENDICES

Questionnaire.....	54-57
Mean and Standard Deviation for Awareness Towards Istihalah	58
Mean and Standard Deviation for Muslim Knowledge Towards Istihalah	59

ABSTRACT

The purpose of this study is to identify the perspective of consumer towards Istihalah. The research is conducted at Bank Rakyat JalanTangsi. Based on the literature, two variable of perspective are identified as the important factor; they are awareness and attitude towards Istihalah and muslim knowledge towards Istihalah. Self-administered survey questionnaires were used to collect the data and also the questionnaire was adopted from the previous research's questionnaires. The population of this study is the employee from Bank Rakyat JalanTangsi which consists of 140 people. The sample size needed is 104 respondents. 140 questionnaires were distributed to the employee with 100% return back all the questionnaire with fully answer the question. The data gathered were entered into Statistical Package for Social Science (SPSS) ver 20. And then analyzed first through descriptive statistic and then through Pearson's correlation statistic in order to answer the research question. From the finding, the researcher suggested few recommendations for policy and practice, and also for the future research.