



**TO STUDY THE FACTORS OF FOOD RETAILERS'
AWARENESS TOWARDS HALAL FOOD AND PRODUCTS IN
PUTRAJAYA**

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ABSTRACT

This study is implemented to examine the factors of food retailers' awareness towards Halal food and products in Putrajaya. This research aimed to identify the main factor that influences Halal awareness among food retailers such as Halal exposure, religious belief, certification of Halal logo and health reasons. The study was done at Putrajaya.

The study was conducted at Putrajaya where nearby with researcher did the internship. The sample size for this study is 70 of respondents who working or owning restaurants or foodcourts in Putrajaya area. Respondents been asked to answer the questionnaire that contain the factors of awareness towards Halal food and products. Data were analyzed by using Reliability Test, Chart and Frequency Table through SPSS Program.

The sampling technique that has been used in this study is non-probability sampling which is convenience sampling. The result shows that health reason is the most influencing factor in Halal awareness.