



**CONSUMER PERCEPTION ON HALAL FOOD TOWARD PURCHASE INTENTION  
OF MUSLIM TOURIST IN MELAKA**

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**DECLARATION OF ORIGINAL WORK**



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**“DECLARATION OF ORIGINAL WORK”**

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- This work has not previously been accepted in substance for any degree, locally or overseas, and not being concurrently submitted for this degree or any other degrees.
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- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

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## **ABSTRACT**

The objective of this study was to examine the consumer perception on halal food toward purchase intention of Muslim tourist in Melaka. The technology acceptance model and the theory of reasoned action were employed to develop the conceptual framework. Four factors, attitude, religious belief, perceived behavioral control and knowledge were tested. Data were gathered from 100 respondent local Muslim tourist at Banda Hilir, Melaka using convenient sampling method and multiple regression analysis was conducted to analyse the data. The result revealed the consumer perception on halal food toward purchase intention of Muslim tourist in Melaka. The practical implication of this study were discussed.

## TABLE OF CONTENT

CONTENT	PAGE
TITTLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	viii
LIST OF TABLE	ix
ABSTRACT	x
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Introduction	1-3
1.2 Background Of Study	4
1.3 Problem Statement	5-6
1.4 Research Objective	6
1.5 Research Question	7
1.6 Scope Of Study	7
1.7 Significance Of Study	8-9
1.8 Limitation Of Study	9
1.9 Definition Of Term	10
<b>CHAPTER 2 : LITERATURE REVIEW</b>	
2.1 Introduction	10