

UNIVERSITI TEKNOLOGI MARA

**CUSTOMER EXPECTATION OF HALAL CERTIFICATION
AT KOPITIAM IN SHAH ALAM**

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CANDIDATE'S DECLARATION

We declare that the work in this thesis was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and is the result of our own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institution for any other degree or qualification.

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ABSTRACT

The importance of Halal food certification has increased as the number of Muslim populations boost. The use of halal certification is very important in helping customers especially Muslim in selecting the halal restaurant especially kopitiam. This study empirically investigates the halal certification attributes that associated with expectation among the customers at the Hailam Kopitiam, Pappa Rich Kopitiam and Killiney Kopitiam in Shah Alam, Selangor. Using the quantitative approach, the experiences of four hundred and eight (408) customers were tapped. Through a series of descriptive and inferential statistic some meaningful insights on the issues of interest were obtained. Findings clearly revealed that trust, food quality and hygiene and safety are recognized as contributory factors that influenced customer expectation. Among these, food quality dimensions were to be the most important thing in customer expectation compared to trust and hygiene and safety. The result of this study has given some implications not only for the customers, but also for the business and managers of the kopitiam as a whole.

Keywords: customer expectation, halal, halal certification, kopitiam

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