

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS OF HALAL FOOD PREFERENCES  
AMONG ACIS STUDENTS AT UITM PUNCAK  
ALAM**

**NUR SYAHIRA BINTI SUHAIMI**

Academic Writing submitted in partial fulfillment of the requirements for  
the degree of  
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## **AUTHOR'S DECLARATION**

I declare that the work in this thesis was carried out in accordance with the regulations of MARA University of Technology. It is original and is the result of my own effort, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Under Graduate, MARA University of Technology, regulating the conduct of my study and research.

Name of Student : Nur Syahira Binti Suhaimi  
Student I.D. No. : 2015166955  
Programme : Diploma in Muamalat  
Faculty : Academy of Contemporary Islamic Studies  
Academic Writing : Factors of Halal Food Preferences Among ACIS students  
Title : at UiTM Puncak Alam  
Signature of Student :  
Date : July 2018

## **ABSTRACT**

Malaysia is a country consisted of mixed population with three major ethnic groups and various religions. However, Islam is the official religion of the country. Hence, the issue of halal and haram is the great importance to food manufacturers and importers, as well as Muslim consumers. In fact, Muslims around the world are facing the same problem. Thus, the main objectives of this study are determines the factors of halal food preferences among ACIS students. This study applies qualitative approach with the use of in depth interview as the main instrument of data collection. This study consist of data collection method and data analysis. In collection method, it involved library research and interview while in data analysis, it used content analysis to complete this study. Five students were selected as respondents of this study. In general, finding of this study shows that the halal logo, religion, price, family and the cleanliness of each food are the most factors of halal food preferences among ACIS students.

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