

UNIVERSITI TEKNOLOGI MARA

**PORK FREE RESTAURANTS ATTRIBUTES,
MUSLIM CUSTOMERS TRUST AND
SATISFACTION, RE- PATRONIZATION AND
DISSEMINATION OF INFORMATION**

MOHAMAD IZHAM BIN MOHAMAD HAROUN

Thesis submitted in fulfilment
of the requirements for the degree of
Master of Science

Faculty of Hotel and Tourism Management


November 2015

AUTHOR'S DECLARATION

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

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

Name of Student : Mohamad Izham Bin Mohamad Haroun
Student ID No : 2011771533
Programme : Master of Science (Foodservice Management)
Faculty : Faculty of Hotel and Tourism Management
Thesis Tittle : Pork Free Restaurants Attributes, Muslim Customers
Trust and Satisfaction, Re- Patronization and
Dissemination of Information

Signature of Student : 

Date : November 2015

ABSTRACT

Halal is not only term of religion but it governs cleanliness and purity and everything from the food that we consume to the business transactions that are performed in our daily lives. As products and services are closely associated with restaurant businesses therefore producing *Halal* foods, beverages, services and environment play an important role that influence feelings, decision making, behavior and expectation towards patronizing the restaurant among the Muslim customers. Seeing that Malay Muslim customers are the highest markets in Malaysia, the demand in ascertaining the products consumed are religiously fit or halal in the restaurants is obviously apparent and this is as indirect signal to primary target of Malaysian Muslim customers'. Nevertheless, owing to multi religious and multi ethnics of Malaysia, not all local restaurants are systematically *Halal* and with that a new 'Islamic' image known as Pork Free restaurants are rapidly emerging especially in the large cities. Pork Free status is in fact becoming a new marketing strategy in capturing the Muslim market. This scenario demands the understanding of how and to what extent that the pork free restaurant attributes influence Muslim customer attitudes, trust and satisfaction and subsequent their purchase behavior. This study is empirically examining the pork free restaurants attributes on Muslim customers' attitudes, trust and satisfaction and their re-patronization and dissemination of information. To integrate and entwined the findings both quantitative (customers point of view) and qualitative (restaurant operators) approaches were opted. Through a self-administered survey among the Pork free restaurants Muslim customers, 319 questionnaires were collected and 20 pork free restaurant operators were successfully interviewed. With the application of various statistical analyses ranging from descriptive and inferential statistics used to answer the objectives, research questions and hypotheses and pen portrait interpretation of the qualitative information, some useful insights pertaining to the issues investigated was significantly obtained. Of two types of Pork free restaurant investigated, the one that serving food without alcohol or PFNA has received more confident and closer among the Muslim customers heart either in terms of food offering, service render and ambience provided compared to the one that serving alcohol or PFWA. Their confident level is further strengthened with their positive trust and satisfaction therefore will always and more often to patronizing PFNA restaurants and no hesitation of sharing their good experience with other fellow Muslim families and friends and encourage them to patronize PFNA restaurants as opposed to slightly agree with PFWA. Despite this, information gathered from the interviewed provide evidences that some of the pork free restaurant either without alcohol (PNFA) or with alcohol served (PFWA) are not fully halal as no valid halal certification received and did not fully conform to the *halal* standards. The operators are only used Pork Free as their *Halal* symbol or camouflage to attract Muslims customers although in actual fact and not to exaggerate that some of the ingredients used are doubtful in term of it halalness. These scenario directly create varying consequences and implications for the Muslim customers itself, pork free restaurant operators as well the relevant authorities.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
LIST OF TABLES	xi
LIST OF FIGURES	xiv
CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1
1.2 Background of the Study	1
1.3 Problem Statement	3
1.4 Research Objectives	5
1.5 Research Questions	6
1.6 Conceptual Study Framework	7
1.7 Hypotheses	8
1.8 Significance of the Study	8
1.8.1 Academic Perspective	9
1.8.2 Practical Perspective	9
1.9 Scope of the Study	10
1.10 Definition of Key Terms	11
1.11 Organization of the Study	12
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	15
2.2 Islam and Food	15
2.3 Halal and Haram Concepts in Brief	17
2.4 Halal from World Perspectives	18
2.5 Halal from the Malaysia Perspective	20

2.6	Malaysia Halal Certification	22
2.7	Relevant Studies on Halal	24
2.8	Restaurants Scenario in Malaysia	27
2.8.1	Halal versus Pork Free Restaurant	29
2.9	Restaurant Attributes	31
2.9.1	Food	32
2.9.2	Service	34
2.9.3	Operating Environment and Other Factors	35
2.10	Customer Trust and Satisfaction	37
2.11	Intention to Re-patronization and Dissemination Information Behavior	41
2.12	Relevant Theoretical Approaches / Underpinning Theories	43
2.12.1	Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB)	44
CHAPTER THREE: RESEARCH METHODOLOGY		
3.1	Introduction	51
3.2	Research Paradigm	51
3.3	Research Sampling and Design	53
3.4	Research Instruments and Scale	57
3.4.1	Questions Used in Section A of the Questionnaires	60
3.4.2	Questions Used in Section B of the Questionnaire	60
3.4.3	Questions Used in Section C: Trust and Satisfaction	62
3.4.4	Questions Used in Section D of the Questionnaire: Re-Patronization and Dissemination of Information	63
3.5	Pilot Study	63
3.6	Qualitative Questions	64
3.7	Data Collection Processes	65
3.8	Data Analyses for Quantitative Results	67
3.8.1	Reliability Analysis	67
3.8.2	Factor Analysis	67
3.8.3	Descriptive Statistics	68
3.8.3.1	Frequency Analysis	69