

UNIVERSITI TEKNOLOGI MARA

**DRIVERS OF CONSUMERS WILLINGNESS TO
PAY FOR HALAL LOGISTICS: THE CASE OF
MUSLIM COMMUNITY IN SERI MANJUNG**

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of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged 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 Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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ABSTRACT

Muslim are supposed to use halal food and eschew from halal ones. Most sections of food supply chain which is farming, manufacturing food, restaurant policies and retail marketing. However, are managed by non-Muslim business and county. Halal logistics has to do with the procedure of managing the purchase, transferring, storing and controlling livestock, material component, partially completed or completed inventory of non-consumable and consumable product. They also deal with relevant certification and data services in supply chain and the business to ensure their compliance with the general rules of Shariah. This research is aim to study the factors that drivers the consumer's willingness to pay for halal logistics in Seri Manjung , Perak such as consumer's perception on halal logistics, their concern about halal, media coverage and service capability. This research is based on questionnaire survey and the data were collected from 250 respondents. The data was analysed by descriptive analysis, reliability and validity test and regression analysis by using SSPS version 23.0. The finding result show the perception of usefulness of halal logistic have positively affected with customer's willingness to pay for halal logistic among Muslim community in Seri Manjung, Perak.

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