

UNIVERSITI TEKNOLOGI MARA

**FACTORS AFFECTING HALAL FOOD
PURCHASE INTENTION IN KUANTAN, PAHANG**

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Final Year Project Paper submitted in fulfillment
of the requirements for the degree of
**Bachelor of Business Administration
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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.

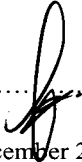
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ABSTRACT

According to the Department of Statistics Malaysia, percentage for the Muslim in Malaysia are the largest which are up to 61.3% compared to other religion which is took more than half of the population in Malaysia country. Meanwhile for Buddhism 19.8%, Christianity 9.2% and lastly Hinduism 6.3. Nevertheless, Malaysia is one of the country that have large and growing food retail market supplied by local and imported products. This study will focus on the aspects and reasoning that affect Halal food purchase intention among Muslim people in Kuantan, Pahang. The data is collected within one month through the survey approach. The respondent chosen are 190 people to answer the questionnaire that using the technique of Likert Scale. The data receive is analysed the descriptive and multiple regression analysis by using the SPSS Statistics VV22.0 program. The dependent variables for this study is intention to purchase Halal food products. Meanwhile, for the independent variables are Halal awareness, personal societal perception, Halal marketing, Halal certification and religious belief. The findings for this study is there is significant relationship between the dependent and independent variable. This study can be a new guideline to the entrepreneur before their emerging into the food market segment in the future.

Keywords: Halal Awareness, Halal certificates, Halal Food, Intention

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