

**CUSTOMER SATISFACTION TOWARDS HALAL RESTAURANT IN
SECTION 2 SHAH ALAM**

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ORIGINAL LITERATURE WORK DECLARATION

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ABSTRACT

The purpose of conducting this research is to identify the factors of customer satisfaction towards halal restaurant in Section 2, Shah Alam .Three Research question has been developed to attain the objective of this study. 291 set of the questionnaires have been distributed to the respondents in Section 2, Shah Alam to get an accurate data and information regarding the research. Meanwhile , all the related articles and journal from various sources have been collected and combined with the citation from their real author as one in this research to support this study . Besides, secondary data was used to extract more information regarding this research . The data was analyze by using Statistical Package for Social Science (SPSS) Version 20.0 in order to fit and adapt with Windows 8. From the SPSS, data can be analyzed and obtained . Next, all the from descriptive measurement to the reliability of the research can be seen. From here , all the results can be acknowledged .

1.0: INTRODUCTION

1.1: BACKGROUND OF STUDY

Customer and consumer is an important subject in marketing and business activities. They play an important role for determining the effectiveness and the success of the business activities. As a marketer or business person, they have to examine or to identify what customer wants and needs so that they can provide better products and services.

Based on this project paper, researcher is planning to research about customer satisfaction towards halal restaurant in section 2, Shah Alam. As we know, Malaysia is known as a huge halal food provider and distributor and most of Muslims from local and including foreign tourists are confident with our restaurant. The number of Muslims population in the world is more than 1.3 billion people, and trade in halal products is about 150 billion dollars (Widodo, 2013).

In the context of halal food, it can be defined as foods that are permitted under *shariah* law and fulfill a few conditions which are does not contain any parts or products of animals that are non-halal to Muslim or products of animals which are not slaughtered according to Shariah law. Secondly, the foods must not contain any ingredients that are *najs* according to Shariah law. Thirdly, the foods must be safe and not harmful and finally the food must not be prepared, processed or manufactured using equipment that is contaminated with things that are *najs* according to Shariah law (LATIF, 2006).

Malaysia is one of the Muslim countries in this world. This topic is important for us to concern of halal restaurant in Malaysia especially about the food that we consumed. Halal is the most important factor that became an issue when it comes to consumption of foods. The food industry grows each year, in line with increases in world population. One segment of the food