



**A study on muslim customer satisfaction towards halal
certificate issue at kopitiam (oldtown white coffee
outlet in (SEBERANG JAY A, SEBERANG PERAI, PENANG))**

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DECLARATION OF ORIGINAL WORK



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ABSTRACT

The purpose of this study was to investigate the acceptance of A Study On Muslim Customer Satisfaction Towards Halal Issue At Kopitiam (Oldtown White Coffee Outlet In Seberang Jaya, Seberang Perai, Penang) customers with different cultural backgrounds were used as respondents in this study. The sample size of 687 customers to answer questionnaires were distributed but 100 were returned . Respondents were asked to rate their evaluations on themselves towards awareness of satisfaction towards halal certificate in Kopitiam Oldtown White Coffee Outlet In Seberang Jaya, Seberang Perai, Penang which were written in English language and Bahasa Melayu. Various data tools have been used to analyze the data such as Frequency Analysis, Reliability Analysis, Pearson's Correlation and Multiple Regression Analysis. As a whole, trust, security and education level was found to be significantly related on customer acceptance on Halal Certificate in Oldtown White Coffee. This study will helps Oldtown White Coffee to understanding of customer acceptance towards Halal Certificate.