UNIVERSITI TEKNOLOGI MARA

THE INFLUENCE FACTORS OF USING HALAL KIT DETECTION

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ABSTRACT

Halal is an Arabic term which means permissible or lawful in Islam. It is the Islamic dietary standard, as prescribed in the *Shari'ah* (Islamic Law). In Malaysia, the Department of Islamic Development (JAKIM) applied two principles of *Halal* which are *Halal* (allowable/permissible) and *Thoyyibban* (wholesome) that are taken from Al-Quran, verse 168 Surah Al-Baqarah. Halal industry in Malaysia faced lots of halal issues due to the fake halal logo. This being highlighted in several research that lots of fake halal logo are being used in order to gain consumers trust on their products. In order to overcome the issue one of the laboratory industry company takes the initiative to develop a *Halal* Kit detection as known as porcine detection kit (PDK). PDK is a kit that identifies non-halal ingredients such as pig and alchohol. The aim of this study is to identify the factors that influence intention to use *halal* kit among consumers. The Theory of Planned Behaviour (TPB) has been adopted in this study. There are four hypotheses developed at the early stage of this study. There are four construct have been identified in this study which are trust, attitude, cost and social culture. This study had conducted a survey with 121 respondents among professional worker. The findings of this study conclude that there are three constructs which are trust, cost and social culture that influence intention to use *halal* kit.

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