



CONSUMER'S CONFIDENCE LEVEL TOWARD HALAL FOOD
PRODUCTS: A STUDY IN UNIVERSITI TEKNOLOGI
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Your sincerely,

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ABSTRACT

This study was conducted to get a better insight on how factors such as halal knowledge, the uses of halal labeling, and attitude & perception towards halal foods can affect consumer confidence level towards halal food products. By identifying the factors, the researcher also could identify which factor has the most influence to the confidence level.

In addition, this study is a descriptive and exploratory research which the respondents for this study were the people in UiTM Sabah. A total 185 respondents were interviewed by using simple random sampling that have advantages in terms of time, money, and have the least bias. In this study, the researcher used questionnaires to gather all data necessary and the findings were analyzed using SPSS Statistics Data Editor. Finally, the discussion derived from the findings suggested several recommendations and suggestions for future research.