



PROJEK

**CONSUMER INTENTION TO PURCHASE TOWARD HALAL PRODUCT
“ A STUDY ON NON-MUSLIM CONSUMER INTENTION TO PURCHASE
TOWARD CHICKEN HALAL PRODUCT”**

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ABSTRACT

The prime objective of this study is to examine the dimensionality of price satisfaction. A total of 174 consumers from Putatan, Sabah were taken as respondents. The results as analyzed by frequency distribution, descriptive statistic and validity and trustworthiness. The findings indicated that consumers' intention to purchase Halal product toward non-Muslim have statistically significant effect on buying behavior. The study revealed that attitude as an important variable that influenced consumers' intent to purchase. This research also using Chi Square cross tabulation to measure the relationship between each independent variable toward dependent variable. In the findings shows that the most significant on independent variable in which consumer intention is attitude. In a future suggestion, the researcher would like to analyse the factor influences consumer non-Muslim on buying Halal Product toward non-Muslims.

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