

UNIVERSITI TEKNOLOGI MARA

**[THE AWARENESS OF HALAL
PRODUCTS AND SERVICES AMONG
MUSLIM CONSUMER IN KLANG,
SELANGOR]**

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Academic writing submitted in partial fulfilment of the
requirements for the degree of
Diploma in Muamalat

Academy of Contemporary Islamic Studies

February 2022

ABSTRACT

The preference of *halal* products and services is an important aspect of every Muslim consumer's life that must be taken seriously. As explained in the *Qur'an* and the *Sunnah*, Islam has established clear guidelines and rules about *halal* and *haram*. In Islam, a Muslim must have a thorough understanding of *halal* in order to ensure that their products are used in a *halal* and ethical way. In Malaysia, the *halal* industry is handled by JAKIM and assisted by other organizations. However, there are some issues or challenges arise that have a negative impact on the development of the *halal* industry in Malaysia. For example, there are doubts among Muslim consumers about the *halal* status of products. In other words, Muslim consumers are increasingly exposed to various products that are suspected of being mixed with elements that are prohibited under Islamic law. Therefore, this study was conducted to find out the awareness of *halal* products and services among Muslim consumer in Klang, Selangor. There are two objectives in this study. First, to study the awareness level of Muslim consumer among Klang residents about *halal* products and services. Secondly, to identify the factors influencing Muslim consumer in buying *halal* products and services among Klang residents. The method that has been applied in this study is quantitative method where questionnaires have been distributed to 133 Muslim consumers in Klang, Selangor. The results have been analysed using the descriptive statistics to know the value of frequency, mean, standard deviation and percentage. The result from this analysis also used the IBM SPSS statistics version 20 program. The finding in this study shows that, Muslim consumers in Klang have good knowledge about *halal* and positive behaviour when choosing *halal* goods and services, where the mean score for the majority items show the highest mean value. The implication of the study is to see the level of awareness of Muslim consumers about *halal* products and services. I hope that this research will contributes to the development of *halal* industry in Malaysia and became the new economic growth in the future.

ACKNOWLEDGEMENT

Firstly, I wish to thank God for giving me the opportunity to embark on my Diploma and for completing this long and challenging journey successfully. My gratitude and thanks go to my supervisor Dr. Salimah Yahaya. Thank you for the support, patience and ideas in assisting me with this project. I also would like to express my gratitude to the Muslim consumers in Klang, Selangor especially for helping me in answering the questionnaires given. Special thanks to my colleagues and friends for helping me with this project.

Finally, this thesis is dedicated to both of my parents that have support me physically and mentally to educate me and helping me in finishing this academic writing. This piece of victory is dedicated to both of you. *Alhamdulillah*.

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