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FACULTY OF HOTEL AND TOURISM MANAGEMENT

**A STUDY OF MODIFIED OF THEORY PLANNED BEHAVIOR AMONG UITM
MELAKA CITY CAMPUS STUDENT IN PURCHASING HALAL FOOD**

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ABSTRACT

This study aims to determine the level of behavioural intention in purchasing halal food, to study the relationship between independent variables and dependent variable, and lastly to determine the most significant factors that influence behavioural intention in purchasing halal food of generation Y which is UiTM Melaka City Campus students intentions in purchasing halal food in Melaka. Modified Azjen's Theory of Planned Behavior is used as a theoretical framework consists of five components which are attitude, subjective norms, perceived behavioral control, religiosity and government initiatives. Data were collected from 280 respondents from semester 1 until semester 5 through questionnaires by using convenience sampling method. The respondents were between 19 to 30 years old students at UiTM Melaka City Campus. Frequency Analysis, Reliability Analysis, Descriptive Analysis, Pearson Correlation Analysis, and Multiple Regression Analysis were used to analyse the findings. The results of the findings indicated that attitude and religiosity determinants of students are the most determinants that influencing their intention in purchasing halal food. This study contributes knowledge to the government, religion, country and individual regarding the importance of halal food industry.