

**INFLUENCE OF HALAL LOGO ON MUSLIM CONSUMER DECISION  
MAKING**

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## **ABSTRACT**

In recent years, halal logo has been a famous issue where Muslim consumers seem more concern with it. As lain out in the Quran, Halal described as lawful and permitted. However, due to the technology advancement, there are many issues raised regarding halal logo such as fake halal logo, the small size of halal logo on products' packaging, and also the recognition of halal logo that came from other countries such as China, Thailand and USA. This study has been conducted to identify the influence of halal logo on Muslim consumers decision making and to determine the importance of halal logo for Muslim consumers decision making. The respondents had been selected among Muslim employees of Operation Department at Petronas Gas Berhad, Kerteh, Terengganu. Based on the result analyzed, Muslim consumers are very concern and aware with the existence of halal logo on products' packaging. However, they do not really show their belief whereby they are still buying products that have no halal logo but commonly used. Thus, it can be said that halal logo is not the main factor that influence Muslim consumers decision making. More research should be conducted to identify what are the main factors that influence Muslim consumers in making decision in buying products.

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