



**CONSUMER PERCEPTION ON HALAL FOOD TOWARD PURCHASE INTENTION  
OF MUSLIM TOURIST IN MELAKA**

**MUHAMMAD FIKRI BIN ISMAIL**

**2015408782**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

**JULY 2017**

## **ACKNOWLEDGEMENT**

**Assalamualaikum WBT,**

My deepest gratitude to the Almighty Allah SWT for his blessing and gave me good mind and health during my Industrial training and be able to finish u my research study on time. I would like to express my sincere thanks to my research advisor, Miss Siti Nazirah Binti Omar for her constant support and guidance. In addition, I am deeply grateful because of her insightful comment and constructive criticism in duration of my research progression. Not to forget, I would like to say thank you to Pn. Noraeffa Binti Md. Taib as my second examiner.

Special thanks are also dedicated to UiTM Kampus Bandaraya Melaka for allowing me to undergo my practical training there. Not to forget, my supervisor Dr. Fahmi bin Abdul Rahim because their encouragement and sharing of experiences about the real working experiences.

Last but not least, I would like to thanks to my family and friends for their unconditional love and delights during the project time. With encouragement and love from anyone of my colleagues, friends and family, I would not have been able to get where I were rights now. I will forever value the support and kindness that each of them shared in my accomplishment.

## **ABSTRACT**

The objective of this study was to examine the consumer perception on halal food toward purchase intention of Muslim tourist in Melaka. The technology acceptance model and the theory of reasoned action were employed to develop the conceptual framework. Four factors, attitude, religious belief, perceived behavioral control and knowledge were tested. Data were gathered from 100 respondent local Muslim tourist at Banda Hilir, Melaka using convenient sampling method and multiple regression analysis was conducted to analyse the data. The result revealed the consumer perception on halal food toward purchase intention of Muslim tourist in Melaka. The practical implication of this study were discussed.

## TABLE OF CONTENT

CONTENT	PAGE
TITTLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	viii
LIST OF TABLE	ix
ABSTRACT	x
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Introduction	1-3
1.2 Background Of Study	4
1.3 Problem Statement	5-6
1.4 Research Objective	6
1.5 Research Question	7
1.6 Scope Of Study	7
1.7 Significance Of Study	8-9
1.8 Limitation Of Study	9
1.9 Definition Of Term	10
<b>CHAPTER 2 : LITERATURE REVIEW</b>	
2.1 Introduction	10

2.2 Theory Planned Behavior	11
2.3 Purchase Intention	12-14
2.4 Attitude	14
2.5 Religious Belief	15-16
2.6 Perceived Behavioral Control	16-17
2.7 Knowledge	17
2.8 Theoretical Framework	18
2.9. Research Hypothesis	19-20
<b>CHAPTER 3 : RESEARCH METHODOLOGY</b>	
3.1 Introduction	20
3.2 Research Design	20-21
3.3 Sampling Design	
3.3.1 Population	21
3.3.2 Sampling Technique	21
3.3.3 Sampling Size	22
3.4 Data Collection Method	22
3.4.1 Primary Data	22-23
3.5 Questionnaire	23
3.6.1 Questionnaire Development	23-24
3.6.2 Structure Of Questionnaire	24
3.6 Data Analysis	25
3.6.1 Reliability Testing	25
3.6.2 Descriptive Analysis	25