

UNIVERSITI TEKNOLOGI MARA

**A MODEL ON PERCEIVED
CONSUMERS' PERCEPTION
TOWARDS MOTIVATION TO
PROVIDE HALAL
TRANSPORTATION SERVICES**

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ABSTRACT

The definition of Halal has expanded from the basic of goods/products based, to the logistics services, supply chain management, premises/restaurants, cosmetics, pharmaceuticals, hotel, and even tourism. Due to this scenario, the need to provide Halal transportation services as an important medium of transporting goods from one point to another, especially in the logistics industry is seen as a golden opportunity for the conventional service providers. To date, the adoption of Halal transportation services in Malaysia is low because of the misleading concept of Halal logistics. This study proposed a theoretical framework of a model on perceived consumers' perception towards motivation to provide Halal transportation services, consisting the influencing attributes, the debated disputes and the suggested initiatives from the perspective of the end consumers. To collect the data, a set of questionnaires was conducted using an online service of Google Form to the respondents. A total of 177 respondents participated in this study. Descriptive statistics, multiple linear regression, and correlation were employed to analyze the data and examine the relationships between predictor variables (IVs) and the outcome variable (DV). The findings of the study reported that four out of seven predictor variables namely networking (client) relationship, business trend, disputes, and initiatives are crucial and contribute significantly towards the motivation to provide Halal transportation services from the perspective of end consumers. Finally, the results revealed that the motivation model is impacted by the three segments: (i) influencing attributes (networking (client) relationship and business trend), (ii) debated disputes and (iii) suggested initiatives. This study has made a significant contribution to the theoretical, methodological and industrial knowledge by developing the first comprehensive model towards motivation to provide Halal transportation services as perceived consumers' perception by identifying the three segments (attributes, disputes, and initiatives) to the model. The findings of this study provide a profound knowledge and guidelines base on the transportation activities in the Halal services and could offer useful insights for industry players, consumers, policymakers, researchers and academicians in embarking it into applications in Halal logistics industry.

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