

**MUSLIM PERCEPTION TOWARDS
IMPORTED HALAL FOOD IN KELANTAN**

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Faculty of Entrepreneurship and Business

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		Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	___ x 1 (Max: 4)
		Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	___ x 1 (Max: 4)
4.	Conclusion and Recommendations (15 MARKS)	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	___ x 1.25 (Max: 5)
		Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	___ x 1.25 (Max:5)
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		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Determination	Is not determined and does not put in any effort in completing the research report	Is determined but puts in little effort in completing the research report	Is determined and puts in reasonable effort in completing the research report	Is very determined and puts in maximum effort in completing the research report	____ x 1 (Max: 4)	
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5.	Initiative	Does not make any initiative to do the research.	Make the initiative to work but requires consistent monitoring.	Make the initiative to do the research with minimal monitoring required.	Makes very good initiative to do the research with very little monitoring required.	____ x 1 (Max: 4)	
TOTAL (20 MARKS)							/20

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ABSTRACT

This thesis describes the perception of Muslim customers of imported Halal food. This study aims to investigate respondents who buy imported Halal food by examining the Halal logo, ingredients in the food, and the packaging of the food. The study design used in this study is a qualitative method. Next, this research aims to identify whether or not respondents research halal logos, ingredients, and even packaging. It consists of students from the University of Malaysia Kelantan, and the population of Kelantan. Nonprobability sampling was chosen for data collection in this study. We randomly interviewed students from the University of Malaysia Kelantan, as well as the population of Kelantan. The location of the sample is all the states of Kelantan. In addition, the population in this research is aimed at Muslim respondents who buy Halal food. Our respondents focused mainly on Muslim customers who buy imported Halal food. Therefore, this study also uses the Theory of Planned Behavior (TPB). Finally, this study used 5 respondents because the answers received by the researcher were saturated answers.

Keywords: Halal Food, Halal Logo, Halal Ingredient, Halal Packaging, Muslim Customers

ABSTRAK

Tesis ini menerangkan persepsi pelanggan Islam terhadap makanan Halal yang diimport. Kajian ini bertujuan untuk menyiasat responden yang membeli makanan Halal import dengan meneliti logo Halal, ramuan dalam makanan, dan pembungkusan makanan tersebut. Reka bentuk kajian yang digunakan dalam kajian ini ialah kaedah kualitatif. Seterusnya, kajian ini bertujuan untuk mengenal pasti sama ada responden meneliti logo halal, ramuan, dan juga pembungkusan. Ia terdiri daripada pelajar Universiti Malaysia Kelantan, dan penduduk Kelantan. Persampelan bukan kebarangkalian telah dipilih untuk pengumpulan data dalam kajian ini. Kami menemu bual secara rawak pelajar Universiti Malaysia Kelantan, serta penduduk Kelantan. Lokasi sampel adalah semua negeri Kelantan. Selain itu, populasi dalam kajian ini adalah ditujukan kepada responden beragama Islam yang membeli makanan Halal. Responden kami memberi tumpuan terutamanya kepada pelanggan Islam yang membeli makanan Halal import. Oleh itu, kajian ini turut menggunakan Teori Tingkah Laku Terancang (TPB). Akhir sekali, kajian ini menggunakan 5 orang responden kerana jawapan yang diterima oleh pengkaji adalah jawapan yang tepu.

Kata kunci: Makanan Halal, Logo Halal, Bahan Halal, Pembungkusan Halal, Pelanggan Muslim

CHAPTER 1

INTRODUCTION

1.1 Background of the study

There are approximately 1.9 billion Muslims in the world and Muslim population rate is almost increasing ten times faster than the non-Muslim population (Zaki et al., 2021). Islamic law, on the other hand, is directly linked to Muslims' beliefs and doctrines, such as halal and haram laws, Islamic values, principles, and beliefs, Islamic worship, Islamic law based on the Quran and Sunnah conveyed through literature Hadith as the main source of Islamic information about the world. As a result, Muslims may be forced to distinguish between halal and non-halal items. Due to the country's different faiths and open economic circumstances, Muslims in Malaysia are forced to deal with Halal items made by non-Muslims as well as food imported from outside the country. Muslim customers' purchases are impacted by their religious knowledge, attitudes, and beliefs in general. Customers' caring and sensitive attitudes regarding the necessity to take and use the product or halal food should be regarded in addition to understanding. However, other aspects like as taste, packaging, cost, and lifestyle are important to many Muslim customers (Nasrullah, 2019).

Except for those specifically banned in the Quran, all meals and beverages are Halal in Islam. Muslims all across the globe believe the Quran is God's final revelation and that it provides flawless direction and guidance for humanity (Purwanto et al., 2021). In terms of Muslim customers, Muslim knowledge of halal food is also critical. It is plainly stated in various verses of the Qur'an, including:

"O people, consume what is lawful and good from what is on earth" (Al-Baqarah; 168).

"Then take from the nourishment that Allah has provided you what is permissible and beneficial" (An-Nahl 114).

Furthermore, it is vital for a Muslim customer to consume halal cuisine with no doubt about the ingredients. As a result, cleanliness has gotten a lot of attention in halal themes, particularly in terms of food, beverage, and product processing or production. The purpose

is to guarantee that all foods produced are safe, sanitary, and do not harm human health. Food has a major influence on human health, and the majority of people are concerned about what they eat. The Arabic term halal means "permitted." It is the phrase or logo Halal, Guaranteed Halal, or particular to Muslim food connected with food in any form in any other term that may be used to demonstrate or interpreted as meant to show authorized to be eaten according to Islamic principles in Islamic language. It is most usually linked with eating; however, it can apply to any permissible behavior in Islam. The polar opposite of Halal is Haram, often known as non-Halal. This refers to something that is prohibited by Islamic principles. Rasulullah S.A.W also said that:

“Halal is clear and the Haram (unlawful) is clear. Between the two there are doubtful matters concerning which people do not know. One who avoids them in order to safeguard his deen (religion) and his honour are safe, while if someone indulges in it, he may be indulging in the unlawful” (Bukhari).

This means that Halal activities or items are those that suit human requirements while also complying to Shariah regulations for health, safety, and conformity. The word Halal appears in the Quran in several places, including Muamalat, family problems and marriage, eating, and earning a living. Halal, on the other hand, is most frequently connected with eating and working.

Nowadays, many Muslims still have doubts or confidence about the issues of halal food that occurs in Malaysia from effect of the development of food technology and the diversity of imported food to meet customer's demand. Furthermore, many Malaysian customers are now influenced in trying famous foreign foods such as Korean food, Japanese food, et cetera. So, do Muslim customers now just accept the entry of imported foods openly because they already have knowledge about halal or they are still hesitant to buy and try because of doubt and in term of validity of halal food either in terms of health or validity from Jabatan Kemajuan Islam Malaysia (JAKIM). Therefore, this study is to examine the perception of halal food by Muslim customers. Measurement of perception will be through the scope of halal logo, halal ingredients and halal packaging. Many previous research just studied about one element only and this research wants to combine 3 elements of Halal food from another previous study or articles into one research, namely Halal Logo, Halal Ingredients and Packaging.

1.2 Problem Statement

From article Manan et al. (2019) research, for the import foods in Malaysia was risen significantly with the total from RM26.7 billion in 2009 to RM 42.6 billion and RM 45.4 billion in 2014 and 2015 respectively. This is because the lifestyle of people significantly changes into the consumption of foreign foods and beverages in Malaysia. Next, the decision-making process that states want to purchase a particular brand by a customer is a simple definition for the purchase intention. One of the critical stages of the purchasing process that reveals the customer's decisive reaction to stimuli is the purchasing intention. Then, the purchasing behavior towards halal food products also affects the purchase intention. Furthermore, understanding customers purchasing behavior is critical to marketing efforts in determining their motivations and perceptions allows business to focus more closely on their marketing strategy (Lee et al., 2019).

The first Muslim country that develop the halal industry is Malaysia that manage by Malaysian government authorities, Jabatan Kemajuan Islam Malaysia (JAKIM). The issues that involve with halal logo is the usage of a halal logo that isn't real or fake halal logo. where there are many phony logos, and finding the JAKIM-approved halal mark might be difficult and not all customers know about it. This is because there are forged domestic and foreign halal logos on the market and identifying the genuine halal logos has become a challenge. For example, on the market there are six phoney halal logos. As a result, it may generate confusion among Muslim customers during the purchase process (Sumpin et al., 2019). Moreover, the JAKIM's halal logos tend to perplex customers due to a lack of knowledge about what constitutes a true halal logo. According to some conflict perspectives, multinationals' desire of the market has thrown even long-accepted halal items into question in an attempt to designate them as halal. Most halal logo are produced by an organization or unity of Muslim community that is trusted in the region for non-Muslim countries with a Muslim minority population such as China, they will produce halal certificates with varied logo designs are issued per region. At the same time will produce confusion and prejudice, particularly among Malaysian Muslims because of the Halal logo's different layout from that of other countries (Amanah et al., 2019). However, according to the article by Amanah, Rdzuan & Burharudin (2019) on the Halal logo, there is a lack of studies on the factors because this article only focuses on Halal logo. These studies come out

with this factor to investigate further in order to fulfill the gap.

The packaging issues is also an important thing that must be considered in the halal product imported because it will give the impact towards the perceptions regarding to indicate unseen quality in the arena of packaged meals, the cues and qualities on package tend. Nowadays, packaging plays a major role in looking at the quality of a product and giving the good or valuable information about the product to the customers. Refer to Garca- Madariaga et al. (2019) state that packaging is a significant tool for marketers and that it demands care to differentiate from competing brands. Research on customers behavior shows that packaging is an important component influencing customers. However, the issues on the product packaging are regarding to halal logo which is doubted by the customers when they have numerous Halal logos from various countries and certifying agencies. For example, from the research by Hassan et al. (2022) other business package products containing non-halal chemicals with phoney halal logos, which are then sold openly in the market and in the case processed pork was found in chicken and duck meat packaged with a halal logo by JAKIM and sold throughout the Klang Valley. In the research Firdausi et al. (2020), the packaging of a food product is one of the most essential components that assists customers in selecting nutritious foods by reading the information on the packaging. The corporation can use the packaging to communicate the ingredients, price, flavor, expiration date, and whether or not the item is halal. Thus, the information on packaging will impact on customer behavior in Malaysia. Thus, from that previous study, they are only focusing on the packaging factors. In order to give new contribution, these studies combine with the other factors.

Halal food is defined as food that is permissible to eat according to Islamic dietary requirements based on the ingredients allowed. According to Laila and Tarmizi (2020), the term "ingredients" refers to everything in these foods. In Islamic thought, halal food is indeed a question of whether the contents of the food are halal or not halal to be eaten or used by Muslims. Therefore, several issues in the food ingredients composition must be considered because the customers will pay attention with the ingredient, quality and food safety. According to Renderer (2019), states the issue where customers disagree about halal integrity is about alcohol in food and beverages. In Islamic law, the manufacture and consumption of alcoholic beverages or foods containing alcohol is prohibited in any quantity or form. This issue often occurs due to the content of food that has been mixed in food or beverages especially in the

manufacture of candy or chocolate, bread, biscuits and so on which has ingredients of galantine, lard, pepsin, and food colorings. Furthermore, there is no doubt that this issue will continue to cast doubt on the use of Islam when it is imported goods or produced by non-Muslim foreign countries. Moreover, according to Indarti et al. (2020), halal supply chain and halal logistics systematically become a major issue of supply chain regarding halal ingredients involving animals that are not slaughtered properly and in accordance with Islamic Shariah. Generally, the issue of halal ingredients is indeed affecting buyers among Muslims. Therefore, according to Al-Teinaz, Y.R. (2020) research, there is less investigation towards Halal ingredients. So, this study will investigate further in that area.

Furthermore, the causes and tendencies of customers perceptions can be generated based on internal or external factors. Muslim customers behavior and halal food consumption among Muslims indicate that their level of concern about food status influences halal food consumption behavior. Customers behavior towards halal food selection is influenced by internal factors such as their experiences, attitudes, and perceptions about food (Riza et al, 2019). The problem of halal and haram is still becoming increasingly challenging for customers in determining their food and beverage choices, especially imported food. This is because Muslim customers have now been exposed to various food ingredients mixed with illegal substances that are prohibited by sharia without knowing it. This causes Muslim customers to be more confused and cautious in accepting and buying imported food other than local food which is believed to be halal because it is made by Muslim traders themselves, although there are a few customers who give different perceptions. In order to get current developments on halal food products, customers are always trying to find information either through reading or on the internet to further improve their knowledge (Nisma & Ezanee, 2019). Therefore, to answer and overcome this problem, this study investigates the elements of Halal food from Muslim customers perception. This study combined all factors to investigate further in order to fulfill the research gap.

1.3 Research Objectives

The objective of this study will be to explore the of perception of Muslim customer towards halal foods. More specifically, this study will attempt:

1. To investigate the perception of Muslim customers towards the Halal Logo.
2. To investigate the perception of Muslim customers towards Ingredients.
3. To investigate the perception of Muslim customers towards Packaging.

1.4 Research Question

In order to meet the above research objectives, the following research questions were formulated:

1. Is the halal certification system and logo able to ensure halal and Shariah compliant products?
2. Is the factor of ingredients in the food a major issue for Muslim customers on the issue of Halal?
3. Is food packaging skepticisms of Muslim customers on halal issues?

1.5 Scope of this Research

This study was be conducted on students Muslim's in University Malaysia Kelantan and also Muslim customers in Kelantan because of researchers have easy access to the area and prospective respondents. Respondents were limited to student's Muslim in University Malaysia Kelantan and also Muslims customers in Kelantan based on the study's goal and setting. These findings demonstrate that Muslims are aware of Islamic values. Respondents' perceptions of the risk issue of Muslim clients on Halal issues had a substantial association. The reason the researcher chooses student's Muslim in University Malaysia Kelantan and Muslim customers in Kelantan as respondents is because of Muslims is a broad respondent who placing a high value on education and belief in the issue. Therefore, the researcher emphasizes this research only to Muslim customers in Kelantan. Through the results of this study as well, researchers hope that many Muslim customers begin to focus on the issue of halal. For Muslim customers, the ability to split halal food products, particularly processed food products purchased from a grocery store or packaged in existing packaging, is critical. Because it can clearly distinguish between halal and non-halal items, which Muslim customers can buy and eat, and non-halal products, which Muslim customers will not buy or eat. Furthermore, this separation will eliminate the potential of Muslim customers

making a mistake while purchasing halal products due to a lack of thoroughness in the procurement of halal products.

1.6 Significance of Study

The research given attempts to contribute to the relevant literature, as the study's goal and objectives reveal. As a result, the study's relevance can be summarized as follows:

i. University

This research was undoubtedly benefit the university in the long run by providing instructions for providing a good and relevant learning environment. In addition, this study can help students and the university in providing guidelines in investigating the perceptions of Muslim customers towards Halal foods. As a result, this study can serve as an example material as well as a point of reference for students at the university.

ii. Student

This study can help students make a study on the perception of Muslim customers towards Halal food. As a result, university graduates will benefit greatly from this research as it will enable them to use the findings as a source of information and expertise. In addition, the results of this study can also help students gain a comprehensive understanding of the scope of their learning and as a guideline to students in producing this study. Clearly, this study of Muslim customers' perceptions of Halal food can benefit students in improving their research.

iii. Industry

This research can also help the industry in increasing awareness and knowledge in terms of adding halal information and sensitivity to the ingredients used in food, clothing and beverages. However, this research can also provide awareness on aspects of the emphasis on packaging, ingredients in food and the use of a clear halal logo. Therefore, the results of this study can to some extent help the industry in emphasizing the knowledge of halal food.

1.7 Definition of Term

There are several definitions that can be defined in this thesis. There are several terms that will be used throughout this research study. This term is usually used to help readers understand the content of a research paper. The following terms will be used frequently:

1.7.1 Muslim Customers

According to Jingjing Weng (2019) said that Muslim customers are those that are actively involved in the service or product, are Muslims, and are involved in ways that are consistent with Islamic ideals, such as preaching and following Sharia law. Therefore, the researcher interprets the meaning of Muslim customers in this study so that the reader can understand the term of the study.

In this study, we interviewed Muslim customers who are students of Muslim University Malaysia Kelantan and also the Muslim's population in Kelantan. We focus on Muslims in our study because we want to research the purchase of imported Halal food.

1.7.2 Muslim Perception

Human perception is the process by which sensory data is transformed into a planned experience is known. The procedure and the stimulation both contribute to this perception, or experience (Mukesh Kumar, 20222). According to Wikipedia (2008) said that the perception is "the process of obtaining awareness or understanding of sensory information,". Which in this thesis, we have interviewed respondents about the perception of Halal food.

In this thesis study, we studied the respondents' perception of three factors, namely the Halal Logo, Halal Ingredients, and Halal Packaging. We would like to examine the extent to which respondents research the products purchased by import against the three factors.

1.7.3 Imported Halal Food

Imported products are products originating from foreign while local products are products originating from domestic industries. Currently imported food products are increasingly in demand due to the changes in consumption patterns so these products become very easy to find. Most imported products are consumed in the form of food and beverages (Nida Karimah, Darwato 2021).

What we can observe nowadays, after the world is facing the test of the Covid-19 epidemic, social media is the number one selling point in the world. Therefore, the occurrence of import and export sales. Customers should be concerned about purchasing imports in terms of Halal Logo, Halal Ingredients, and Halal Packaging.

1.7.4 Halal Food

According to the article by Burhanuddin (2011), Halal products are those that adhere to the syar'i standards, which forbid the prohibition of both substances and non-substances. According by Al-Ghazali (2007) claims that food (objects) turns haram due to the haram types, such as alcohol, pork, and others, including products made from their derivatives (alcohol, gelatin, and others), and it is haram due to the way it is obtained, which includes the capability to obtain it and the method of production. According to Fayed (2019), said that halal foods are those that are permissible to eat according to Islamic dietary standards. The foods which are forbidden are known as haram, which means "forbidden" in Arabic.

Among the factors that influence halal food for Muslim customers are awareness and attitude. We see terms of awareness when buying online is a trend in today's society since the use of the internet increased, while the attitude is the attitude that does not matter to Muslim customers, especially teenagers who visit premises that clearly do not have a halal logo and have never been recognized by JAKIM is very concerned. Refer to Metusin (2020), said that the practice of halal nutrition in daily life is very important in fulfilling the demands of religion as well as daily life based on Halalan Tayyiban. This food selection, if practiced, can certainly have a profound effect on a person's morals.

1.8 Organization of the Thesis

This study focuses on the perceptions of Muslim customers towards halal food. In addition, the research question aims to identify whether the halal system and logo according to sharia, the content of ingredients used in food is an important issue for Muslim customers and whether food packaging is doubtful to Muslim customers or not.

Chapter 1 presents an overview of the background of the study, problem statement, research question, research objective, the scope of the study, the significance of the study, the definition of the term and the organization of the thesis. This chapter provides an outline of the research methodology which was the qualitative data collection method used in the research.

Chapter 2 discusses the literature review on introduction, underpinning theory, previous studies, conceptual framework, and summary of the perceptions of Muslim customers towards halal food. Chapter 3 analyses the research methods in the introduction, research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variable, the procedure for data analysis, and summary.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will discuss the theories that can help and support our study's purpose. This chapter also reviews halal food issues from previous studies for new elements to be studied. Then, this section will describe the conceptual framework for this study and conclude overall about this chapter.

2.2 Underpinning Theory

Underpinning theory is theory that claims to explain "how" and "why" something happened. It is not, however, written in such a way that predictions about the future may be tested. There are at least two sorts of work that can be recognized in this situation. The first uses theory as a "sensitizing device" for viewing the world in a particular light (Gregor. S, 2002). Moreover, any theoretical or background work done in the topic that will assist your study and thesis is the underpinning.

2.2.1. The Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) was developed in 1980, the theory of reasoned action to forecast an individual's intention to engage in a certain behavior at a specific time and location. According to Olutuase, & Abdul Latiff (2019), Theory of Planned Behavior (TPB) in three primary characteristics which is namely attitude, topic norms, and perceived behavioral control that predict a customer's propensity to acquire any product. The most important indicator of behavioral intention is one's attitude (Bashir et al, 2019). This is the degree to which a person views the behavior of interest in a positive or negative light. It requires thinking about the consequences of executing the behavior. Meanwhile, subjective norms are the perspectives of individuals who are near to or essential to the person, such as relatives, co-workers, close friends, or business partners (Holdsworth et al., 2019). This is a term that relates to one's thoughts regarding whether the majority of people agree or disapprove of an action. Finally, according to Bashir (2019), the word PBC refers to "the perceived ease or difficulty of completing the

behavior" which is used to describe those who have a greater sense of control over oneself and a stronger desire to conduct a specific activity. This relates to a person's perception of how easy or difficult it is to do the desired behavior.

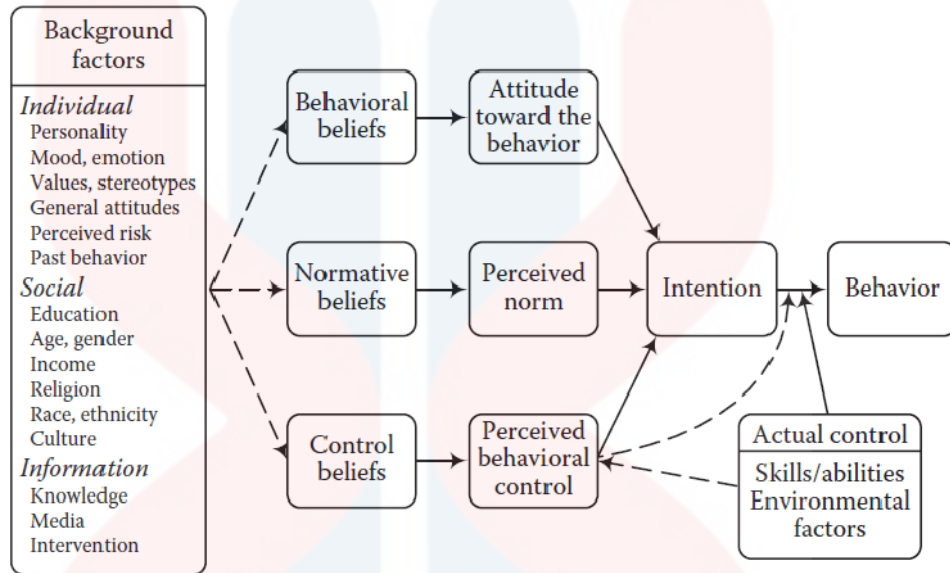


Figure 2.1 Theory of Planned Behavior (TPB)

Although the proposed study framework does not exactly translate the TPB, it does help to explain how individual human ideas or perceptions are determined or impacted by the individual's desire to do that activity. The attitude toward the behavior component of TPB is the most important. Moreover, the information conveyed through the halal logo alone is not sufficient to determine customers' purchasing intention. Customers are increasingly requesting more information after realizing that the halal mark on product labels may be abused (Tan et al., 2017). In other words, the information communicated by the halal logo alone is insufficient to predict customers purchasing intentions (Ali et al., 2017). As a result, an attitude toward conduct that stems from a collective behavioral belief such as the idea that the product is halal logo, ingredients and the packaging which can lead to positive attitudes, such as the intention to purchase. Another function of belief is subjective norm, which is perceived social pressure to engage or not engage in a specific activity. This relates to a person's perception of how easy or difficult it is to do the desired behavior. According to Bashir (2019), perceived behavioral control fluctuates according to situations and acts, resulting in a person's sense of behavioral control changing depending on the scenario. The Theory of Planned Behavior was born out of the shift from the Theory of Reasoned Action (TRA) to the Theory of Planned Behavior (TPB).

2.3 Previous Studies

2.3.1. Halal Logo

The selection of food sources and halal products is indeed a priority for Muslim customers so it has become ingrained and their culture for them. In the beginning, the halal logo was only focused on Muslims, whether customers or product manufacturers. But now there is a good response also from non-Muslim customers and producers, including from within and outside the country. According to Asiah Shafie (2019) proves good acceptance in the use of the halal logo by all customers and producers regardless of race, religion, ethnicity, country, and culture. Refer to Abdul Razif Zaini (2020) has stated that although the existence of this logo is a positive development for Muslims in Malaysia, this scenario causes the community to hand over the matter of determining halal to JAKIM in total. The level of knowledge in determining halal is getting lower in the community. Society lacks the skills to determine the halal food.

We found the statement from website which is Berita Harian (2022) explained the Halal Logo issue that arose at a frozen chicken and quail processing enterprise premises raided after it was suspected of using the halal logo of the JAKIM without obtaining a valid halal certificate from the Islamic Religious Affairs Department in the state. Although the halal-related laws and regulations implemented in Malaysia have a precise and good basis, at the same time the problem of enforcement is still a question. Refer to Abdul Razif Zaini (2020) said that halal logos are victims of forgery and misuse. Unfortunately, there are a handful of traders who take advantage of this advantage by making the halal logo a marketing tool to win the hearts of customers. They think that without the halal label it is difficult for them to market the product. In fact, there are also irresponsible manufacturers who misuse the halal logo in pursuit of profit simply by wearing the halal logo on all goods no matter what type of product is marketed based on the statement (Asiah Shafie, 2019).

The purpose of including the halal logo on food and beverage products is to protect the rights of Muslim customers against non-halal products. Provide legal certainty to Muslim customers that the food and beverage products are truly halal in accordance with Islamic Law. Muslim customers are will not hesitate to buy food and beverage products, because the packaging of food and beverage products contains the halal logo and prevents Muslim customers from products that are not halal. According

to Daharmi Astuti (2020) in the article has stated that if food and beverage products are not halal in accordance with the Halal Guarantee Products Law, the business operator is obliged to provide a mark on the food and beverage products are not halal. Expressed low awareness and knowledge related to halal tayyib rules on food, which had caused various serious problems (Juni Ekowati, 2020). Refer to Alam et al.'s research (2011), the study about applying the Theory of Planned Behavior (TPB) in halal food purchasing where Halal logo has briefing under TPB related to attitude. This theory from this previous study helped researchers make that theory as a guide to facilitate this research to be done in more structured way.

2.3.2. Halal Ingredient

Food is a topic that has always sparked debate among academics. That was because food is a vital requirement for human survival. In the creation of food products, a variety of ingredient sources have been used. These ingredients are either allowed (halal) or forbidden (haram). Halalan Toyyiban has already been highlighted as an example of a Muslim's life that must be followed according to religious edicts Baharum (2022) said in the article that Halal is derived from the Arabic word halal, that basically means legal or legal. Vegetables, plants, fish, cuisine using non-based alcohol, and halal meat are all sources of Halal components. In the perspective of a Muslim, halal animal meat refers to meat that has been legally slaughtered that according Sharia standards. On the other hand, haram is the antonym of halal, which signifies forbidden. It is forbidden for Muslims to consume food containing haram components. Alcohol and pig-derived substances are the most evident haram components in meals. All foods containing alcohol are considered haram. This includes beer, beer taste, rum, an alcoholic vanilla extract, and more. Bacon, ham, gelatin, enzymes, nutrients, and pork fat make up a pig-based diet.

According to Abdullah (2019) said that the JAKIM will check the halal status of a product thoroughly with a "from farm to table" approach. This means that according to JAKIM, halal must include aspects of raw materials, making and preparing equipment, raw material processing steps, handling of tools and raw materials, food additives such as artificial colors and flavors, packaging of finished products, storage and transportation of products and so on. what is relevant to food management as well as halal products. People are seen to have a level of awareness in the selection of halal food products for

use in their daily lives but according to Mahani Amat (2019) there is still a gap in research on packaging issues involving entrepreneurs, especially micro-scale that needs to be studied and seen in more detail from the practical aspect. current entrepreneurs in food product packaging innovation. Studies conducted by Mahani Amat (2019) clearly shows entrepreneurs need to improve food packaging because studies on customers awareness show they prefer to choose quality products. However, if there is no opportunity to know the quality of a product, then, customers will refer to the packaging and branding. Therefore, packaging is more influential in the decision-making to own a product. Good packaging will reflect more positively on customers purchasing behavior.

2.3.3. Halal Packaging

Based on this study, the author Arlisa et al. (2019) found that it's crucial to understand how halal items are packaged and due to a lack of openness, the public does not fully comprehend the process of packaging halal products and does not recognize its significance. This is because the respondents purchase halal food goods based on their awareness of the brand featured on the halal packaging and the brand represented on the halal product packaging. From Bukhari et al. (2022) research, packaging is regarded as a significant aspect that influences customers decisions, according to customer behavior research. Then, detailed research demonstrates links between numerous packaging components and customers' decisions such nevertheless, customers participation is required. Product packaging may be a significant tool for attracting customers and encouraging them to buy and this statement is supported by (Bukhari et al. 2020).

According to Ab Rashid et al. (2020) the advancement of Halal packaging technology has also been seen in satisfying the needs of the Halal business in terms of Shariah- compliant materials. Meanwhile, from article Nurhayati et al. (2020) several Muslims have chosen their products based on the location or product packaging's emblem and halal certification. Customers awareness of the halal status of packaged goods, on the other hand, was poor, as the majority of Muslim customers perceived the Islamic food law as a simple no-pork-and-no-alcohol issue (Suryawan et al. 2022).

Refer to the article Muhamad et al. (2020), imported halal products from South Korea and Japan, whose countries of origin were clearly marked on the product packaging. South Korean and Japanese items, for example, had the flags of their respective countries on their packaging. Furthermore, various products from these two

countries have English writing on the packaging for easier identification, brand recognition and recall. However, Taiwanese goods appear to be lacking in individuality when it comes to their country of origin for the creation of images through packaging. From article Zainuddin et al. (2019) to keep the goods secure and presentable, packaging material and containers are required. Non-halal materials shall not be used in the packaging of halal foods. Thus, in the previous study by Potluri, R.M., & Potluri, L.S. (2018) also have studies about the attitude and awareness that have relationship with Halal packaging in TPB.

2.3.4. Muslim Perception.

Muslim customers' decisions to purchase food goods are typically influenced by quality evaluations based on Islamic religious teaching; hence, highlighting a product's halal features might improve these customers' perceptions of brand quality (Farah, 2021). According to the research by Purwanto et al. (2021) a large and positive value effect on buying intent this demonstrates that people purchase halal food in the belief that by eating it, they will be protected from harm. From the statement Purwanto et al. (2021) said that, the perceived quality of halal food products is closely linked to the perceived value of these halal food goods according to customers. As a result, the sense of value will improve as perceived quality improves.

Meanwhile, according to the studies by Choi & Jeong (2020) from the perception of health, the researcher has found where stated that the Malaysian food and beverage industry is becoming increasingly influenced by the health trend, as Malaysian customers have become more conscious of the nutritional worth of food and the need of leading a healthy lifestyle.

Then, according to the perception of religion, at the individual and societal levels, religion is a significant aspect of culture that influences people's attitude, values and behaviors. The real behavior of Muslim customers reflects the Islamic perspective of customers' behavior. Muslim customers in Malaysia are paying more attention to the halal mark to ensure that food products are halal. To enter such an Islamic market successfully, it is vital not just to gain Muslim customers' trust by demonstrating the Halalness of food goods through halal certification, but also to have a thorough understanding of Muslim customers (Choi & Jeong 2020).

From the perception of safety, through health, the food safety variable has an indirect effect on purchase interest. This means that, even though many customers do not explicitly consider food safety when making purchases, food safety concerns boost the health reasons for customers to choose halal food products. This statement is according (Purwanto et al. 2021). Therefore, through the research by Masliya, Nurfarahetika and Veera (2014) use the theory of TPB in order to support the idea that Muslim perception of Halal products are related.

2.4 Conceptual Framework

Figure 2.2 shows the research framework which consists of the dependent variable, the Muslim perception and the independent variables namely Halal Logo, Halal Ingredients, and Halal Packaging.

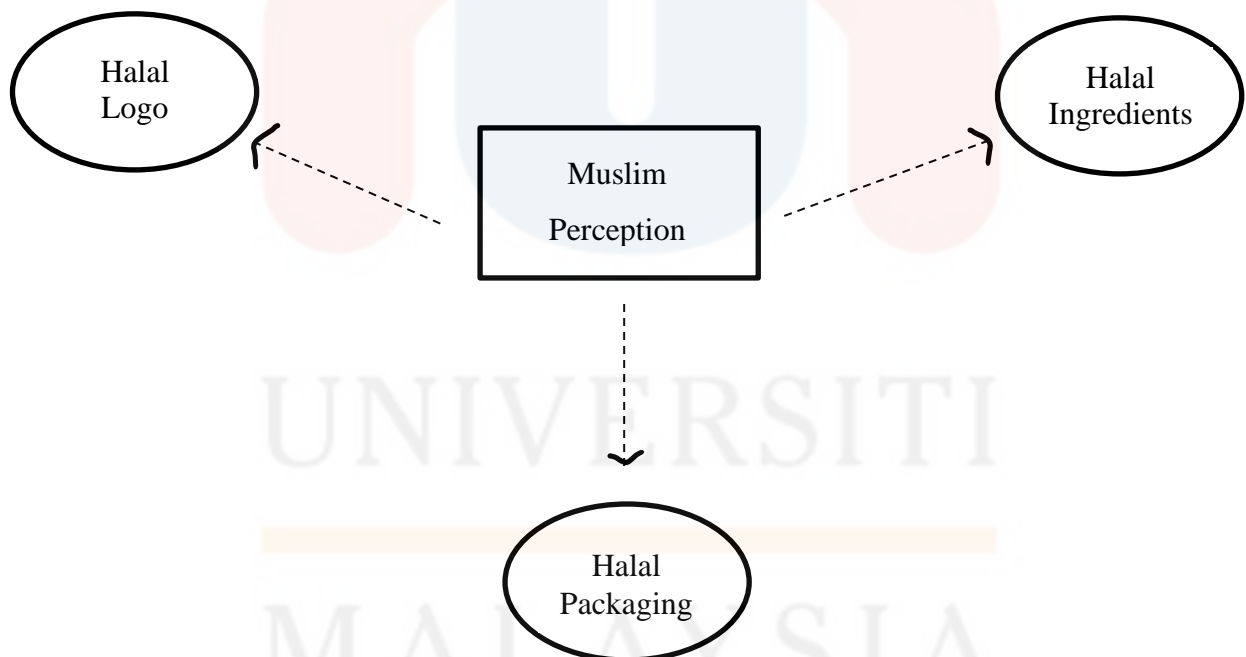


Figure 2.2 Conceptual Framework

2.5 Summary

Based on the three subtopics in this research, this chapter discusses the main component of this study. There is theory which is The Theory of Planned Behavior (TPB) that is almost related to this topic and influenced of behavior to accept Halal food among Muslim customers. In addition, this study identified a variety of articles and journals to acquire some review from previous study in order to acknowledge recent researchers who have established the groundwork in this topic. The researcher describes the factors in this study, including the logo, ingredient and packaging descriptions of Halal foods, as well as customer perception. This research also aims to identify the perception of Muslim customers for Halal Logo, Halal Ingredients and Halal Packaging. The study aims are to measure the relationship between Muslim customers to Halal food. The research framework, which also acts as the conceptual framework for this study, has been discussed, and it illustrates the connection between the Halal food issues and Muslim customers' perceptions.

CHAPTER 3

RESEARCH METHODS

3.1 Introduction

This chapter will go through the procedures that were employed to conduct the research. The forms, sampling procedures, and data collecting are all covered in this chapter. This chapter also explains how the data was analyzed and verified.

3.2 Research Design

The research design is the overarching method which researchers adopt to combine the various components of the study in a logical and cohesive manner, assuring the effective address of the research problem of the blueprint for data collecting, measurement and analysis. Case studies, biography, phenomenology, grounded theory, and ethnography are also among the five research design traditions identified, and research questions beginning with 'how' or 'what' may be classified as qualitative studies (Bostley Muyembe, 2019). The method of analysis adopted in this thesis is a qualitative one. The purpose of this study is to determine the perception of Muslim customers towards halal food among Muslim students of the University Malaysia Kelantan. The interview was performed in small groups to aid respondents in their comprehension of the interview questions. It ensures that research challenges are solved effectively. It is used to assess student perceptions of acceptability at the University of Malaysia Kelantan. Respondents in this study also employed one of the most regularly used qualitative research methods in data gathering. Thus, in this study, we used the interview method to obtain a sample as well as identify the population and sampling method.

3.3 Data Collection Methods

The data collection method is the systematic process of gathering information for the desired variables. Primary data and secondary data are the two types of data that can be found. Although the methodologies may vary depending on what the research should collect, it is critical to guarantee that the data collected is proper and accurate. Primary data will be used in this study, and the data will be obtained by survey, also known as an interview. A survey question for interview in two languages which is in Malay and English, was used to assess and collect all the necessary information about the preferences, feelings, opinion and attitudes of

the respondents. The interview will be handed at random to Muslim student of entrepreneur from University Malaysia Kelantan students in order to complete a survey or interview for the researcher.

3.3.1 Primary Data

Primary data comes from sources which haven't been made public yet and it is much more trustworthy, authentic, and objective. It is new information that can be gathered through the interview method (Saunders et al., 2019). Primary sources are new discoveries or new knowledge, original research reports, new reviews and the different interpretations of previous knowledge. The processing of knowledge in the concrete inquiry comprises extremely relevant work knowledge. Methods of data collecting are strategies used by researchers to achieve their research objectives or answer a data collection query.

From this method, it is useful for researchers to observe targeted views, perceptions and attitudes in detail among Muslim students in University Malaysia Kelantan. The researchers needed groups of Muslim student entrepreneurs from University Malaysia Kelantan (UMK) to react to the study's target and questions in order to conduct this interview. Through this primary data, researchers can isolate all types of questions and opinions in stages on the perception of halal food among students. Last but not least, the researchers then used their chosen methodology to measure or observe the elements of interest.

3.3.2 Secondary Data

Secondary data refers to information that has previously been gathered from other sources. It is usually historical in nature and has been researched by another researcher (Saunders et al., 2019). The second source involves the generalization, analysis, synthesis, interpretation, or evaluation of the original information and is material that has been processed, printed, and disseminated to the public. Secondary data analysis can be done qualitatively, which means that the researcher uses qualitative approaches such as language to provide in-depth information on the data.

In order to obtain more information, secondary data is also utilized in the research. It's split into two sections which are primary data and general data. Thus, to support the claims, general data is backed up by primary data. Articles and journals are the second type of data

used in this investigation. Therefore, the researchers also used an internet source, journal, article and a study book to gather data from the University of Malaysia Kelantan (UMK) library. In fact, the researchers are repurposing information from a previous study's literature review report. Although there were few earlier scholars that looked into this study, the researchers were able to acquire data from it.

3.4 Research Strategy

One of the earliest research methods in the field of qualitative methodology was the use of case studies. According to the research by Starman (2013) a case study is a broad phrase for the investigation of a person, group or a phenomenon. Then, according to the Yin (2013) case studies are frequently utilized for theory creation and inductive research of as yet undiscovered phenomena. However, it has also been suggested to evaluate deductive theories via analytical generalization. This case study is important in order to investigate further and details the case studies phenomena. Therefore, these studies use to adopt case studies method in order to clarify the Muslim perception towards imported Halal food in Kelantan.

3.5 Study Population

The research objective is to determine the perception of Muslim customers towards imported halal food. Based on the student data 2022, the total number of students in the Faculty of Entrepreneurship and Business is 3,495. Refer to website from Wikipedia, based on the 2019 quarter 4 population Statistics, Kelantan has a total of 2,000,000 residents. The Malays are the largest race at 95%. Therefore, the Muslim customer which is focuses on students of University Malaysia Kelantan and also focuses on the Muslim population in Kelantan, was applied in a small sampling methodology. The population for this study was aimed at the Muslim customers who buy halal food. Our respondents mostly concentrate on Muslim customers who buy imported halal food products.

3.6 Sample Size

This study aims to examine the relationship between the perception of Islamic customers at University Malaysia Kelantan on the Halal Logo, Halal Ingredients, and Halal Packaging. The population is the total number of respondents who will be investigated or interviewed by a researcher (Syafidawaty, 2020). According to the article from Bryan Marshall et al (2013) said that some qualitative research methodologists present general guidelines for a sample size

of interviews for example Creswell (1998) recommends 3 to 5 people interviewed for each case. Refer the article from Glaser and Strauss (1967) described saturation as a parameter to judge when to stop sampling, this being the point where "no additional data is found where the researcher can develop categorical properties. And he sees the same occurrences over and over again, so the researcher becomes confident in empirically that the data is saturated".

The conclusion is that the saturation point is determined by the point at which sampling ceases and is shaped by the conceptual categories that are designed when analyzing data. This suggests that sampling and data analysis occur as combined or concurrent processes rather than as sequential or stage-by-stage processes (Glaser and Strauss 1967). According to Hennink (2017), saturation can take place at two stages: the code saturation stage and the meaning saturation stage. At these stages, "no more codes are forming" and "no further insights" are coming from the data, respectively while Urquhart (2012) clarifies it as the time when "there are increasing instances of the same codes, but no new ones," reiterating the earlier statement. In support of the latter, O'Reilly and Parker (2013) and Walker (2012) claim that the saturation ideal is reached when sufficient data have been gathered to allow for the study's replication. From the thematic, meaning, and coding perspectives, refer the Fusch and Ness (2015) define saturation as the point at which additional coding is impossible since no new information, codes, or themes have emerged from additional interviewing. Here, three definitions or types of saturation are clear: code saturation, thematic saturation and meaning saturation (data or information saturation).

According to Daniel (2019) has claimed that, in a survey of 83 research in data systems, researchers using qualitative approaches are frequently criticized for failing to provide a justification for the choice of sample while Alam (2020) said that, the various positions are saturated, with three responders for regulation, nine for Islamic scholars and officials, and five for the experts on responses and respondents and also Greg Guest (2020) said that, they provide 20 interviews in their research to better demonstrate how saturation might be impacted by conducting additional interviews. Prior to data collection, they intended to determine parameters to estimate focus group study sample sizes and assess saturation. To determine data saturation from 10 focused group conversations, they used two methods (Monique M. Hennink, 2019).

Finally, we interviewed a total of 10 respondents, but the answers given to them were the same and we chose 5 respondents to be the sample size in this study. In this study, we found that the answers given by the respondents were saturated and we chose to provide 5 respondents according to the previous article which is from (Creswell 1998).

3.7 Sampling Techniques

Sampling is a process for selecting a sample from an individual or a big group of people for a specific research goal (Pooja Bhardwaj, 2022). Researchers determine the type of sample in sampling techniques, which is a statistical process. Probability sampling and non-probability sampling are the two types of sample methods that researchers might employ to determine their sampling. The non-probability sampling technique was utilized in this study, which means that the samples were taken without giving the units of population the same chance of being chosen as the respondent who took part in the interview. Non-probability sampling is a type of sampling where each member of the population does not have a known probability of being selected in the sample (Pooja Bhardwaj, 2022). This study chose to use non-probability sampling that includes convenience sampling, quota sampling, snowball sampling and judgmental sampling. The researchers choose convenience sampling as the sampling approach for nonprobability sampling. The researchers will search for perception of Muslim customers towards halal food among Muslim students of UMK City Campus and provide interview for them to answer it.

3.8 Research Instruments Development

Qualitative research focuses heavily on exploring and understanding people's experiences, interactions, behaviors or attitudes and more (Hamilton & Finley, 2019). Therefore, to collect the required data, this method should be used in studies such as semi-structured interviews or focus group discussions. This is because the method used qualitatively to collect information from respondents is a deep opinion. So, the researcher can obtain more information or details to continue the study.

An instrument is a research tool used by researchers to conduct research by collecting data, analyzing data and making decisions. Furthermore, different types of research use different instrument methods. Research instruments related to Muslim customers will be divided into levels and addressed to the respondents, namely Muslim students of University Malaysia Kelantan (UMK). The first stage is the personal related questions of the respondent such as name, age, faculty and others. The next stage is questions related to the objectives of the study. There are three research objectives namely to investigate the views of Muslim customers on the Halal Logo, Ingredients and Packaging. This instrument is classified as primary data because the respondents involved were interviewed directly to obtain information.

As a result, all information obtained will be forwarded as soon as the respondent receives and signs the consent form provided. The duration of the interview process may be expected to be 30 minutes to 1 hour depending on the interview conducted to each respondent

3.9 Procedure for Data Analysis

Data analysis is a process by a researcher to analyze the information that has been collected from respondents to find the desired answer and answer the research question to see the results (Lester et al., 2020). The researcher will analyze the data obtained to determine whether or not it achieves the objectives of the study and the questions stated in Chapter 1. Furthermore, data analysis is a technical component of research and related to the deepest layers of research methodology (Mohajan, 2018). This is because analyzing data aims to find meaning from the data and can be done by organizing and entering information systematically.

3.9.1 Data Analysis Process

This research uses the interview method because this method is a way of collecting data to gain knowledge from individuals (Glegg, 2019). Therefore, there are many reasons why interviews are used to collect data. This is because interviews are an appropriate way to obtain highly personalized data and there are always opportunities available for research (de Villiers et al., 2021). In this study, researchers used a semi-structured interview method to meet the objectives of the study. This study aims to conduct interviews with UMK Muslim students to find out their perceptions of halal food. Questions are posed to students to get their opinions.

3.9.2 Qualitative Data Analysis

Systematic analysis of qualitative data transcription by copying interviews, field notes and other materials selected by the researcher to improve the level of understanding and demonstrate what the researcher can. Furthermore, this analysis involves handling the data, organizing it, breaking it down into manageable parts, finding the important things and deciding the things that the researcher will convey to others (Nygren & Nilén, 2021). Therefore, the researcher made the interpretation by reading the notes and listening to the

recordings that were obtained during the interviews in this research. The researcher will also listen to the recording repeatedly to obtain complete and accurate information about the qualitative data taken.

3.9.3 Thematic Analysis

Thematic analysis is a tool for analysing qualitative evidence. This analysis is a collection of texts, such as interview transcripts (Herzog et al., 2019). The researcher carefully analyses the data to spot trends, concepts, and patterns of relevance that repeat often. The process consists of six steps: familiarization, coding, theme generating, theme review, theme definition and naming, and writing up (Kiger & Varpio, 2020). Therefore, the researcher will focus on this analysis to analyze data and analysis manually.

3.9.4 Manual Coding

Manual coding requires researchers to manually generate and assign codes and themes after reading over their data. Although time-consuming, manual coding can benefit in shortening the overall data analysis. Creating codes necessitates that the researcher choose which data is relevant and why, hence reducing the quantity of data that must be recognized in the final analysis (Bodine, 2021). Coding is a key step in going from the raw data to the findings. There is no right or incorrect method to code a piece of data, and the procedure might vary substantially based on the data collected and the purpose of the research. Researchers had used a deductive coding method. In deductive coding, Researchers start with a predefined set of codes or a codebook developed before analyzing the interview data. This set based on the research question, research framework and existing theory which is Theory of Planned Behaviour (TPB). The research question about perception Muslim customers towards Halal Logo, Halal Ingredients and Packaging, researchers predefine a list of code that includes Halal logo, ingredients and packaging. Nonetheless, it requires some method of the following procedures.

First steps were first pass. Researchers initially read or listened to all of the data and assigned codes to basic words, concepts, or groupings that emerged. The codes indicate the respondent's own words, a label, a description, or the name of a category. The objective of this round is to obtain a comprehensive grasp of the data. This process was rather simple and quick, given that researchers would continue to refine and update the codes in

subsequent rounds. Second steps were line-by-line coding. During the second run of the data, researchers go over the data line-by-line, refining the list of codes and adding information. This second phase of coding involves reanalyzing, renaming, combining codes, discovering patterns, and coming closer to formulating ideas and concepts. Last steps were creating categories and themes. Following line-by-line coding, researchers begin organizing codes into categories and constructing themes. The codes have been grouped together based on their resemblance or because they refer to the same topic or concept. Then, researchers comb through the categories, keeping a watchful eye out for any themes or patterns that emerge across the data set. The entire story of the research is included within these topics.

3.10 Summary

As a conclusion, this chapter provides an introduction and then covers the study's research strategy. In the research methodology, the researcher will get the necessary information based on the different methods that can help in this study. Using the qualitative methods, will help the researcher to get the best result. The researcher can determine the population, sample size, sampling method, data collection method, and so on in this chapter. Then, the interviews are the main data set used in this study to collect knowledge and information related to research questions; where this study wants to know the perceptions of Muslim customers towards halal foods. However, for the data collection, Muslim customer among the students of University Malaysia Kelantan were the respondents. The data collected was analyzed and discussed. Therefore, the results will has displayed and evaluated based on the results of the study conducted on the halal foods towards Muslim perception.

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CHAPTER 4

RESEARCH FINDINGS

4.1 Introduction

This chapter will present the qualitative analysis result of the interview. This section will also discuss the analysis of Muslims' perception of halal food which was also analyzed from the collection of information by interviewing five respondents among the residents of Kelantan. The respondents are Najwatul Huda binti Kamaruzaman, Farhah Haziqah binti Zul Kamal, Nur Ain Nadila binti Mat Salimin, Azyan Zulaina binti Che Sub and Asma Ul Husna binti Ibrahim. Objective from the case study is the perception of Muslim customers towards the halal logo, packaging and ingredients. The outcome will be clarified in findings from the respondents.

4.2 Finding for Perception towards Halal Logo

These studies indicate theme 1 which is Halal Logo that there are three sub-themes on perception towards Halal Logo that the researcher believe it can influence people on the perception towards Halal food in Kelantan. The sub-themes concluded in the part of the interview's question which is discussed on the behavior, the level of knowledge and awareness about Halal Logo among Muslim customers. The halal certification system and logo to ensure halal and Shariah compliant product was the big or main question that included theme 1 that has been discussed on the sub-themes.

According to first sub-themes that discussed the knowledge about Halal Logo in the concept of Halal food, the studies found that all the respondents have the same opinion which is they know about the existence of this Halal logo by getting information from the right source which is JAKIM because from the point of view of this institution it is a channel through which customers believe the level of value of a Halal food for customers to choose without hesitation especially imported food. According to respondents 2:

“Halal food products are products that are Halal, good and safe to eat. If a food product has the Malaysian Halal logo on it, this means that the product has been certified as Halal by the responsible authority, JAKIM”. This supported by Mohd Imran and Abid (2016) in their article which they said, *“The Malaysian Halal certification and logo are issued by a federal body and several state bodies. At the federal level, the authority for certifying the Halal products and services is the Department of Islamic Development Malaysia (Jabatan Kemajuan Islam Malaysia – JAKIM)”.*

While according to respondents 1 and 3:

“The existence of a halal logo should be important especially for Muslims because through the halal logo it can help Muslims from buying products that contain ingredients that are forbidden to eat”.

“I know that Halal logo is confirmed by JAKIM”.

This perception show that it is very important for Muslim to know and identify the types of food they eat in order for them to check whether the food they buy and eat have Halal logo or not by JAKIM to make they more confident about the food is Halal. The finding of this study is in line with previous study from Afendi (2020) on the knowledge of Halal Logo.

For the next sub-themes that discuss on the awareness towards Halal logo in concept of Halal food, the research also found that all the respondents have similar perception which Halal logo have many designs from various countries that confirm the halal level of the food which can cause confusion for Muslims if they are not aware if the type of logo is shariah compliant or has been certified by JAKIM. All the respondents also alert about the type of logo that is issued because the halal logo has many designs from various countries that confirm the halal level of a food which can cause confusion for Muslims if they are not aware that the type of logo is either Sharia compliant or has been certified by JAKIM. According to respondent 1,

“I am aware that there is a difference between the halal logo certified by JAKIM and also not certified where the logo certified by JAKIM has an eight-pointed star in the middle of the circle, the Arabic word ‘حلال’ in the middle of the star followed by the roman writing “HALAL”, the circle of the logo is written with the word “Malaysia” in the Rumi script and Malaysia in the Arabic word and Two small five-pointed stars are placed to separate the Rumi script and the Arabic word”. This statement similar with view by Taip et al. (2017) which stated that *the Arabic word "ألح" placed in the middle of the star while the word "halal" in Roman letters underneath. The word "Malaysia" written in Roman and "ايزي مل" in Arabic in a circle logo and two small five-pointed star is placed to separate the Roman alphabet from the Arabic word mentioned.*

Based on statement above, it shows that respondents well aware of the importance of the components written in the Halal logo which explains that the respondent is able to provide the information contained in the logo through the information issued by JAKIM. This is because this awareness is important for them in convincing them to buy and eat Halal food, especially the

issue of the authenticity of logos issued by foreign countries but which have been confirmed by JAKIM. According to respondents 1 and 5,

“In today's modern world, various tactics are used by traders to make a profit without thinking about the impact that people, especially Muslims, will have”.

“Every company that wants to produce a product must be approved by JAKIM and from there JAKIM will evaluate every essence in the product”.

Researchers can be concluded that the respondents have been made aware of the importance of the halal logo, especially now they still have the issue of doubting a food produced by an outside company that is attractive to Muslim customers in Malaysia. This shows that the halal certification system and logo able to ensure halal and Shariah compliant product by JAKIM and this encourages customers to be knowledgeable in knowing the issue of fakeness and doubts about certain foods. The finding of this study is in line with previous study by Sherwani et al. (2018) on the awareness towards Halal Logo.

The last sub theme is about behavior. According to Bray and Jeffery (2008), the behaviors that customers take when looking for, purchasing, consuming, assessing, and discarding goods and services that they believe will meet their requirements. Customers always show their behavior when buying and getting a desired food with more confidence if the food is indeed free of non-halal elements. As a Muslims, it is also necessary for us to obey on what the Shariah taught and avoiding all the forbidden things. According to respondents 4 and 5,

“To make sure the food is free from non-halal & harmful food”.

“I noticed that the halal logo has an eight-pointed star, the Arabic word 'halal', has the Roman and Arabic writing 'Malaysia'”.

When choosing food, customers will give different behaviors that indicate whether the food they want to buy has a halal logo or not. The behavior shown can convince them in buying Halal food. This is supported by several opinions from respondents 2 and 4,

“I am confident because JAKIM is an organization based on the Islamic religion as well as being responsible for issuing the Halal logo”.

“Because JAKIM has been recognized by the government”.

The finding of this study is in line with previous study by Khalek (2014) on the behavior of Halal Logo.

From the analysis, researchers conclude that all respondents have the knowledge and awareness that drives their behavior perceptions toward Halal logo. By having knowledge and awareness about Halal logo, people who are still in doubt will know that the Halal logo helps customers a lot in choosing the right halal food. Majority of customers aware to the use of JAKIM Halal logo even if only a few customers concerned about the use of fake Halal logo. When picking the correct Halal logo for the food stuffs, they should use great caution. Muslim customers should keep away of goods with fake or artificial Halal logos and only select products with the JAKIM Halal logo.

Based on table 4.1, all five respondents have similar perceptions toward Halal logo whether the halal certification system and logo are able to ensure halal and Shariah compliant product. In this interview, their perceptions toward Halal logo based on their knowledge and awareness is that they know about it. They had similar perceptions in different conversations during the interview.

Table 4.1 Is the halal certification system and logo able to ensure halal and Shariah compliant product?

No.	Statements	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5
1.	How can you distinguish between the correct and fake Halal logo?	Halal logo can be distinguished if the halal logo is recognized or verified by the JAKIM itself.	I can confirm it through the JAKIM website or any international Halal agency website on the internet.	I usually forget. So, I will google the right logo on the internet. Legit website.	By checking website JAKIM.	The halal logo recognized by JAKIM has an eight-pointed star in the middle of a circle, the Arabic word 'halal' in the middle of the star while it has the Roman writing 'halal' under the Arabic word and has the Roman and Arabic writing of the word 'Malaysia' for a fake logo it is the opposite.
2.	How knowledgeable are you about Halal food products?	Halal food products are food products that are avoided or prevented from dubious or dubious ingredients and ingredients that are forbidden to be eaten by Muslims.	Halal food products are products that are Halal, good and safe to eat. If a food product has the Malaysian Halal logo on it, this means that the product has been certified as Halal by the responsible authority, JAKIM.	I know that Halal is confirmed by JAKIM.	Halal food is guaranteed to be clean and the ingredients of the food is allowed for Muslim people.	I noticed that the halal logo has an eight-pointed star in the middle of the circle, the Arabic word 'halal' in the middle of the star, has the writing 'halal' under the Arabic word, has the

						Roman and Arabic writing 'Malaysia'
3.	Do you check on the Halal logo when buying any food product?	Every food product produced will be displayed on the back of the food product or people can check the halal logo through an application provided by JAKIM if they are in doubt about the contents or ingredients contained in the product.	I checked it by looking at some of the Halal logo features that have been set by JAKIM that must be present in the logo, namely: 1. The word "Malaysia" in a circle. 2. An 8-pointed star in the center of the circle. 3. The Arabic word "حلال" in the middle of the star. 4. 2 small 5-pointed stars to separate Roman & Arabic writing. 5. Halal writing in the middle. 6. Writing "Malaysia" in Arabic. 7. Example No. Standard MS 1500:2009 8. No. Application Reference	Yes, by identifying a valid and correct logo.	Yes, to make sure the food is free from non-halal & harmful food.	I noticed that the halal logo has an eight-pointed star, the Arabic word 'halal', has the Roman and Arabic writing 'Malaysia'

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4.	In your opinion as a customer, is the existence of this Halal logo important? Why?	The existence of a halal logo should be important especially for Muslims because through the halal logo it can help Muslims from buying products that contain ingredients that are forbidden to eat.	My opinion as a user, the existence of this Halal logo is important. This is because to ensure that the products selected are safe to eat and do not contain ingredients that are prohibited in Islam. Furthermore, it makes it easier for Muslim Malay customers to choose food products without hesitation in the market.	Important! To ensure that the food eaten is safe and halal.	Yes, for food guarantee.	Very important, because we have trusted the JAKIM agency in evaluating the ingredients contained in the product.
5.	Are you confident with the approval issued by JAKIM for food products in Malaysia?	I am confident in the approval of food products produced by JAKIM because halal management has been explored by JAKIM as early as 1974 and of course they are more knowledgeable about things such as food product management and so on.	I am confident because JAKIM is an organization based on the Islamic religion as well as being responsible for issuing the Halal logo.	I am confident because JAKIM is a body established to certify halal and customers-friendly products.	Yes, because JAKIM has been recognized by the government.	Yes
6.	Are you aware that halal food fraud involves halal ingredients,	Yes, I am aware, in today's modern world, various tactics are used by traders to	Yes. There is a fake Halal logo used on the packaging of the food items.	Conscious. There are many disclosures made to make the public	Yes, I realize that by looking at various halal logos, so I will believe the	Yes, because every company that wants to produce a product must be approved

	packaging, and Halal logo? How?	make a profit without thinking about the impact that people, especially Muslims, will have.		aware of halal and clean food.	halal logos issued by JAKIM only.	by JAKIM and from there JAKIM will evaluate every essence in the product.
7.	Are you aware of the difference between the Halal logo that has been certified and issued by JAKIM?	I am aware that there is a difference between the halal logo certified by JAKIM and also not certified where the logo certified by JAKIM has an eight-pointed star in the middle of the circle, the Arabic word "حلال" in the middle of the star followed by the roman writing "HALAL", the circle of the logo is written with the word "Malaysia" in the Rumi script and Malaysia in the Arabic word and Two small five-pointed stars are placed to separate the Rumi script and the Arabic word.	Yes. By looking at some of the Halal logo features that have been set by JAKIM.	Aware. By following the development of the official JAKIM website.	Yes, I will always check the halal logo approved by JAKIM.	Yes, I am aware, because I always open JAKIM's official website and JAKIM also always displays the logo on social media.

4.3 Findings for Perception towards Ingredients

For the second theme in this study can contribute to the literature on halal ingredients which are found in product packaging or ingredients that have been included in a product through respondents who live in Kelantan in developing a responsible, positive attitude and preference towards products that are guaranteed halal by JAKIM. Furthermore, many individuals produce products in the global economy but are less scrutinized by customers. This research is divided into sub-themes such as belief, knowledge, and behavior such as religion, attitude, and confidence in choosing a product.

The study by Wim et al. (2007) stated that various factors can influence a person's behavior such as education level, age factor, information exposure factor, and so on. Therefore, all of these can be used as indicators to study a person's behavior in making an action. Customers have the right to make choices based on their own factors. In this study, all the respondents questioned were Muslim. Therefore, they agree that halal ingredients can help all Muslims to check that the ingredients used in a product are guaranteed halal by JAKIM. So, their reaction to halal ingredients to other Muslim users is to be kind and cheerful in their differences of opinion. Religion is the main effect on halal food ingredients because Muslim customers like to choose food with the halal logo issued by JAKIM.

The sub-themes in part D for the first question can be explained based on knowledge such as the respondent's perception of halal ingredients. The study found that the five answers given by the respondents were of different opinions. There is one respondent who answered this interview more or less with the previous article. According to respondent 3:

"The ingredients used must be clean, halal, and safe to eat". According to MN Kasmon (2011) in his article said that, *"The preparation of halal food should be pure from haram things such as cooking equipment and the food preparation process. The use of brushes made of pig hair is illegal for the purpose of halal food processing".*

Islam requires us to take care of every item that we use every day to ensure that it is halal and not in doubt. The preparation of ingredients is very important to encourage users who often have anxiety disorders in themselves.

This section will examine some findings such as the respondent's knowledge of ingredient information in halal products. It is also worth paying attention to know that the ingredient is important thing to examine the ingredient that has been included so that the user of the product

is safe and most importantly is halal. For question one, it is more important to have knowledge such as more in-depth knowledge of ingredients. Sub-segments can be classified as follows based on their sensitivity.

As stated in the previous discussion, the respondent's preference for halal ingredients is one of the most important indicators of their beliefs and behavior in examining halal ingredients found in products. This response is a value in the overall Islamic values of the respondents. If the respondents place high importance on identifying the product as using halal ingredients, then they tend to choose the product. On the other hand, if the respondents says that these ingredients are not important to list, then they are less motivated and have weak faith in determining which one is halal and which haram. Based on the sub-themes in this study, it is explained that the respondent's opinion is about the importance of the respondents in examining the list of ingredients on the product. All five respondents have the same opinion that it is important for them to examine the listed ingredients so as not to choose a product that has ingredients forbidden by God. Consuming halal food can cleanse the heart and keep the tongue from saying something that is not beneficial. The halal food and drink used will form flesh and blood and increase the quality of a person's outer and inner righteousness. The opinion said by respondent 1:

"In my opinion, the ingredients used are important to be listed because through that people can pay attention and be careful with the ingredients used so as not to buy food that contains dangerous and illegal ingredients". According Yuslina Mohamed (2019) said that, *"Customers need to know and focus on matters related to the content of a product before buying it, that is by ensuring that it is not contaminated with ingredients that are clearly not halal, for example, sourced from pigs"*.

Data and information about the importance of ingredients must be listed, having assessed the respondent's level of confidence in every purchase of goods, it is necessary to examine the ingredients so as not to be inclined towards illegal products.

Sub-themes for the behavior of respondents discussing ingredients need to be listed in order to encourage them to choose halal products. The researcher found that all five respondents have the same opinion reputation that makes them choose halal food products in their lives. When the ingredients are listed in more detail, they may feel very confident and safe to buy halal food. Al-Quran and al-Sunnah have explained halal and its criteria in-depth and completely. It is the duty of a Muslim individual to find and ensure that something is truly halal before eating it. According to Yuslina Mohamed (2019) stated in her article, Allah SWT calls for humans to eat

only halal and good food in (surah al-Baqarah verse 168) which means:

"O humanity! Eat from what is lawful and good on the earth and do not follow Satan's footsteps. He is truly your sworn enemy".

The respondent's behavior can be influenced by their level of thinking in choosing halal ingredients in food products. The selection of halal food ingredients is an important aspect that needs to be taken into account in the life of every Muslim customer. Therefore, a good understanding of the aspects of halal food selection is necessary to ensure that Muslims consume food products that comply with Sharia. All five respondents have the same opinion that they agree that the ingredients found in food products can encourage them to buy those products. As respondent 4 said:

"Yes. Because I am a Muslim and the content of Halal food must be emphasized by me. In addition, good content in food can guarantee a healthy lifestyle". Refer to the article by Dr. Mohammad Aizat Jamaludin & Mohd Anuar Ramli (2011) emphasized that *"Choosing food that conforms to Shariah law can help good spiritual and physical development. Imam al-Ghazali said that halal food can increase the light of faith and make prayers answered and the haram food will darken the heart".*

This study shows that respondents from the same level of Education show a common opinion that those ingredients are what motivate them to choose products that contain Sharia-compliant ingredients. From here, we can see the beliefs and practices of all respondents as Muslims in examining the ingredients in the product.

Religious belief is the most important element in influencing the respondent's perception of halal ingredients found in food. The last question discusses the confidence in ingredients used in food products among Muslim customers. As we know, the goodness of halal food products is food that is free from unclean sources starting from the preparation of raw materials, the manufacturing process, storage, cooking, manufacturing, packaging, and transportation. In short, halal food must be clean and safe to eat. This can be proven by all the respondents who have faith and confidence in ingredients in food products among Muslim customers. Based on respondents 1:

"As customers, the ingredients in food products can be trusted by Islamic customers if the ingredients do not have any questionable elements, are guaranteed safe, and have a halal certificate from a competent authority". Refer to article by Minah and Noraini

(2010) explained that “*thoyyib can refer to healthy (sufficient and balanced substances), suitable for the needs of the body, and safe (fresh, original, clean, and unquestionable content)*”.

Respondents' beliefs can be influenced by their level of comfort and understanding of halal ingredients. Their opinion can be used as a guideline for all Muslims to make it easier for them to choose halal food carefully. The finding of this study is in line with previous study from Rosi Hasna Sari, Anis Najiha Ahmad and Betania Kartika (2022) based on the attitude towards Halal Ingredients.

Finally, organizations related to halal food need to engage in more active and intensive socialization to expand and deepen the knowledge of respondents, because this variable has a positive and significant relationship with the way and intention of choosing the right halal food. In addition, the organization also needs to increase the halal product campaign so that customers can identify a product whether it is halal or haram. This can increase continuity for Muslim customers who lack awareness through an insensitive attitude toward halal issues.

Table 4.2 explains the factors of ingredients in food being the main issue for Muslim customers in the Halal issue. All respondents have given their respective opinions related to the issue of ingredients that have been included in halal food products. All respondents agreed that ingredients or ingredients included in each food should list the ingredients so that Muslims do not hesitate to buy the product.

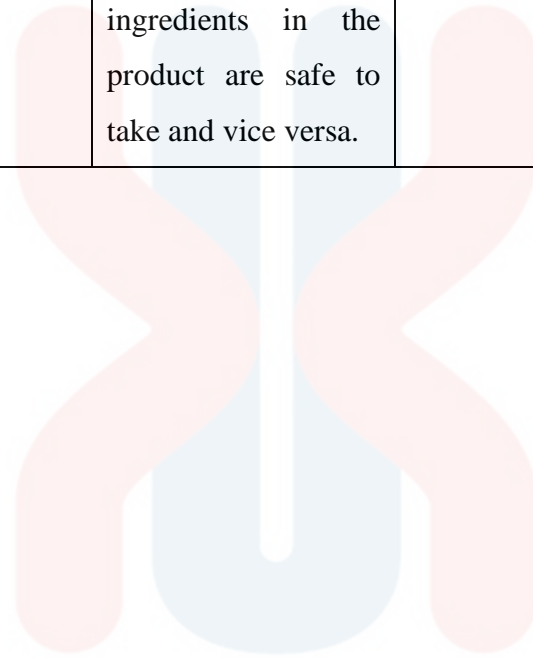
Table 4.2: Is the factor of ingredients in the food a major issue for Muslim customers on the issues of Halal?

No	Statement	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5
1.	What do you understand regarding food ingredients?	Yes, I understand about food ingredients where food ingredients are ingredients used in the manufacture of a food such as flour, eggs and so on.	Food ingredient means a content found in a food.	The ingredients used must be clean, halal, and safe to eat.	I will make sure the food free from harmful food.	A food ingredient is a flavor enhancer or a combination of ingredients to make a tasty product.
2.	In your opinion, is it important or not that the ingredient used should be listed? Why?	In my opinion the ingredients used are important to be listed because through that people can pay attention and be careful with the ingredients used so as not to buy food that contains dangerous and illegal ingredients.	In my opinion, it is important because the buyer can know and evaluate for himself what he wants to buy.	Yes, important. Because to provide knowledge to users to prevent something unwanted from happening.	Of course, it is important, since we want to know the food is halal or not.	Important. Because the list can make it easier for customers to see the content.

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3.	Do you think ingredients encourage you to choose a food product? Why?	Yes, I am very observant and careful about the ingredients contained in a food product so that I do not buy food products that are not halal and have questionable ingredients.	Yes. Because I am a Muslim and the content of Halal food must be emphasized by me. In addition, good content in food can guarantee my healthy lifestyle.	Yes, that is correct. This is because every customer wants to ensure that the ingredients used in food manufacturing are safe.	Yes, to make sure the food is free of non-halal ingredients.	Yes, because quality ingredients and halal ingredients can have an effect on a healthy body.
4.	As a customer, how far is an ingredient in food products trusted among Muslim customers?	As customers, the ingredients in food products can be trusted by Islamic customers if the ingredients do not have any questionable elements, are guaranteed safe and have a halal certificate from a competent authority.	In my view, as a customer who is also a Muslim, I believe that Muslim customers place their trust in the Halal of the product based on what is stated by the authorities dealing with matters related to Halal and Haram such as JAKIM. If it has been declared	We trust JAKIM's institutional body.	As Muslim, if we don't believe, we can't buy the product since it can become Shubha food.	Because the JAKIM guide is very helpful for us among Islamic customers in understanding and researching an ingredient in the product.

			Halal, then the ingredients in the product are safe to take and vice versa.			
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4.4 Findings for Perception towards Packaging

In these studies, the next theme is Halal packaging. The researcher found the two sub-theme which are knowledge and awareness will influence Muslim customers towards packaging. The sub-themes that conclude in the interview question which is in the part of the perception of Muslim towards packaging have discussed is the food packaging scepticism of Muslim customers on Halal issues.

Based on the level of the food packaging scepticism of Muslim customers on Halal issues towards packaging on the first sub-themes knowledge, the researchers found that all five respondents have the same opinion. Where, making the check up and observation towards packaging that meet the Halal criteria is important when buying or choosing the food products. According to respondent 1:

“I will check the ingredients contained in the product and also the halal logo”. This is supported in the article by Bukhari, Woodside and Hassan (2021) which is *“Muslim buyers show concerns about Islamic obedience when assessing attributes of a product before selection”*.

However, according to the other respondent which is respondent 3:

“I make observations on logos and food as well as written products”.

Therefore, it is important for Muslim customers to have the knowledge and information when buying or choosing the food products to make sure every product that is in the packaging is Halal and not including any illegal things.

Furthermore, under the same sub-themes that have been discussed in this research on the level of knowledge in terms of choosing a safe food product, the research also found that the respondents give the same opinion which is safe product is to have a product that is unquestionable and confident to use. All the respondent knows to choose the right food product that does not give any doubt and negative effect. When respondents get questions about safe products, they can make confident choices. As the respondent 1 said,

“I will buy it regularly and will no longer feel doubt with the food product”. This statement is supported by Bukhari, Woodside and Hassan (2021) in their article *“packaging is used for product conveyance and for safety reasons”*.

Besides, based on the researcher's knowledge, choosing a safe product that refers to the packaging is important for the Muslim customer. It is because one of the criteria that meet the Halal food refers to the Shariah law is must be secure and unharmed. Thus, the customer will not doubt towards products when there are no issues about Halal logo and will be confident when all the information that is given in the packaging is safe to use. According to the previous study, Nurhayati, Tatiek and Hendar (2019) is in line with these findings on the knowledge of Packaging.

The next sub-themes that discuss is the awareness about food packaging. The research found that all the respondents have the same understanding in that question, which is that the Muslim customers know what is the food packaging that meets the requirement and it's not just a mere packaging. According to the respondent 2:

“Food packaging means food that has been well packaged in accordance with the standards set by the responsible party in order to prevent the food from being exposed to foreign matter that risks contaminating or reducing the quality of the food”. Meanwhile, this statement supported by the other research in the article by Nizamuddin, Adam, Norita and Norlila (2019) said *“The process of packaging and labelling the products must be seriously concerned to produce genuine and healthy halal goods. Packaging material and containers are essential to keep the product safe and presentable. Packaging for halal food also must not be made from non-halal substances”.*

Therefore, it is important to understand and have the awareness about what is the right food packaging that Muslim customers need to know when buying some products especially for food. It is because when Muslim customers have a lack of awareness about understanding food packaging, they will not realize which one is Halal and which one is Haram because they cannot make the difference. The findings of this study have contributed with the previous study Arlisa (2019) on awareness which found few people not aware of the importance of understanding packaging Halal products.

Moreover, part of the perception of Muslim customers towards packaging in the question is the shape of packaging influence in choosing food products. The research found that all the respondents give the same opinion which food packaging influences them to choose food products. According to an excerpt from a conversation with respondent 4:

“Yes, packaging is my first impression”

However, according to the respondent 5, the respondent also gives their opinion. Where the respondent said:

“Very influential, because from the packaging we will judge the contents of the product”. These statements supported the argument by Md. Wadud, Azizul and Mohibullah (2022) that said *“the packaging is also an important source of information where it can significantly influence the customer’s product perception and purchasing decision”*.

Then, it is clear that the awareness about Halal packaging also influences the customer when choosing the food product. Because the packaging will be attractive and give impact to the Muslim customer for trust and choose the better quality of foods products that meet the Halal requirements of a product. The finding in this research is related with the previous study by Arif Afendi (2020) on awareness and knowledge of that factor.

From the analysis by the whole respondents in the perception of Muslim towards packaging, they have the knowledge and awareness about the food packaging will scepticism or not the Muslim customers on Halal issues. So, it is important to Muslim customers to choose the halal food in Malaysia or in other countries with the knowledge and awareness in order not to be indicated by food products that have food packaging that does not meet the legal JAKIM approval and is not safe to use.

Based on the table below, the five respondents have their own perception towards packaging. In the different time for interviewing all respondents their opinion saw similar perception towards packaging.

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Table 4.3: Is food packaging skepticism of Muslim customers on Halal issues?

No	Statement	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5
1.	How do you buy or choose the food products whether it is halal or not	I will check the ingredients contained in the product and also the halal logo.	Of course, first of all I will look for the Halal mark that has been confirmed by JAKIM on the goods first. If there is, I will take it. If not, I will not take it.	I make observations on logos and food as well as written products.	I will find the logo halal and check the ingredients of food.	First you must see the correct halal mark and then look and examine the ingredients contained in the product.
2.	What will you do when choosing a safe food product?	I will buy it regularly and will no longer feel doubt with the food product.	I would not hesitate to choose and use it.	I will check the content and details written.	I will buy with confidence.	I will choose the nutritious ingredients contained in the product.
3.	What do you understand about food packaging?	What I understand about this food packaging is a method to protect food from exposure and contamination.	Food packaging means food that has been well packaged in accordance with the standards set by the responsible party	Packaging that is safe and does not harm the user.	I want the guarantee food with good packaging.	Food packaging is a method to protect or preserve the quality of an item.

			in order to prevent the food from being exposed to foreign matter that risks contaminating or reducing the quality of the food.			
4.	Does the shape of the packaging influence you in choosing food products? Give your opinion?	In my opinion, food packaging also affects the selection of food products because if the packaging of a food product is not good and causes the food to be contaminated, it will have an impact on those who buy it.	Yes. Because for me good and attractive packaging can entice me to buy it.	Yes. It affects me. There are times when poor quality packaging can affect the shelf life of purchased food.	Yes, packaging is my first impression.	Very influential, because from the packaging we will judge the contents of the product will last a long time.

4.5 Proposed Research Framework

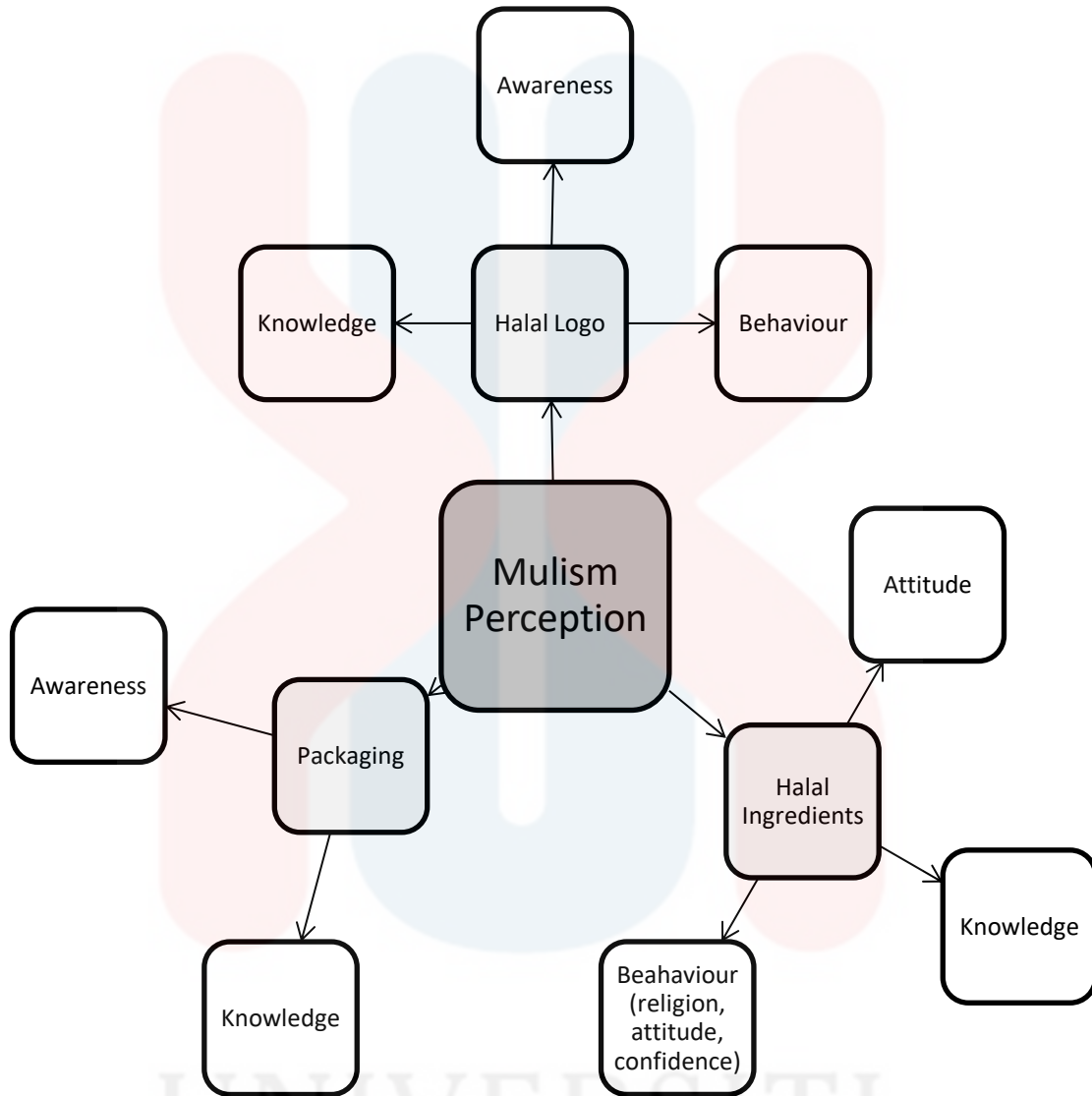


Figure 4.5 Proposed Research Framework

4.6 Conclusion

Finally, this chapter explains and answers questions about Muslim customers' perceptions of halal logos, packaging, and ingredients in Kelantan. In fact, it was discovered during this interview that all of the respondents or respondents have a stronger understanding of the customer's perspective of the halal logo, packaging, and ingredients.

CHAPTER 5

CONCLUSION

5.1 Introduction

From this chapter 5, the study findings from data analysis in chapter 4 will be thoroughly explained. This chapter included five major issues, beginning with the research's primary findings, then the research implications, and finally the research's contribution to the readers. This chapter will also explore the limitations and future research that will offer a broader scope of study and deployment of other forms of data. Moreover, this chapter also will show the limitations of study and recommendation for future study to make an improvement in this research.

5.2 Main Findings

The main of the findings for the three research questions on the interview of a resident of Kelantan on perception of Muslim perception towards halal logo, packaging and ingredients. The conclusions are as stated below:

- i. The study's findings show that the idea of Muslim perception of halal food in terms of logo, ingredients, packaging, and contents affects Muslim perception of food. Meanwhile, this study will be different since individuals who are unaware of the significance of halal food will undoubtedly have a different perspective of Islamic products.
- ii. The findings of this study can explain that respondents have high knowledge as well as understand the objective importance of research on halal food among Muslims. Therefore, based on the findings of this study, it can be seen that there is a positive relationship between all these identified factors and the level of awareness about halal food logo or products among Muslims in Kelantan. This study indirectly supports Ray Rice's (1993) findings that poor diet is responsible for much modern ill health. According to Kartina (2005), as people become increasingly concerned with cleanliness and health, which is the ultimate value in halal consumption, they have become more cautious about what they consume. The message here is that policymakers must acknowledge that halal is no longer only a religious concern, but

also a global emblem of quality assurance and lifestyle.

- iii. The study's findings highlight the importance of the role engaged in providing services to customers, which ingredient and packaging, stating that one component of labelling is founded on the premise that customers have the right to know what they buy and then use or consumer (Lindenmayer, 2001). Muslims may be more knowledgeable and aware of the food or product they are considering buying or ingesting if the dealer or policymaker provides information about the halal emblem or mark. The conclusion is that improving the halal certification policy, as represented by the halal logo, will safeguard customers against fraudulent, misleading, or deceptive acts. As a nutshell, all of the respondents believe that all of the workers involved give their utmost Halal food.
- iv. This finding emphasizes how respondents' religious views and behavior, such as Muslims in halal logo, ingredients and packaging food, influence Muslims' acceptance of the items or ingredients and services given. To demonstrate this idea, consider the concept of human consciousness, which has been fundamental in the Qur'an and Sunnah in guiding Muslims to what is halal in life. To acquire a thorough knowledge of this idea, it is worthwhile to investigate the various sources that allow humans to become aware of something, as mentioned in the following portion of the paper.

5.3 Implications of the research

Although being called Islamic Banking Students is not necessarily related to Islamic finance or banking, Islamic Banking students can also participate in Halal management and they play an important role in providing awareness and acceptance to the surrounding community related to Halal issues. They don't necessarily learn subjects related to banking only, but they also learn about halal and haram food consumption. It bears the responsibility to introduce to Muslims related to the halal logo that has been issued by JAKIM, ingredients that need to be examined, and also clean packaging. With this method, Muslims can open their eyes more widely about this Halal issue in every purchase they make so that they are more careful in choosing food that has been listed with Halal ingredients, marked with the correct halal logo, and also clean packaging. The future of the next generation should dignify issues related to halal food so that Muslims choose halal food products and make no mistakes in making decisions.

Based on our analysis, we can see that this issue related to Halal food may have problems in the future because children nowadays lack exposure from their parents, organizations, and even teachers about Halal food issues. First, parents do not give advice and guidance to their children about halal nutrition. Many Muslims allow their children to buy food online without researching whether the food is halal or not. What we can see today is chocolate gummy which has various types of pictures and various names such as "planet gummy", "eyeballs", and so on. Which product is imported to Malaysia? Where is the right of a parent's voice in voicing and shaping children nowadays?

However, students have the potential within themselves to be developed by becoming professional and knowledgeable. Based on the interview, all respondents are Muslim and they have given their respective opinions on issues related to the halal logo, halal ingredients, and also halal packaging. As has been discussed above, the respondents have voiced their opinions related to the halal logo where they check the halal logo first before buying any food product. For example, they examine the authentic halal logo which is issued by JAKIM by ensuring that the logo has eight stars and a circle in the middle. Next, related to halal ingredients where all the respondents agreed that ingredients motivate them in choosing food products because every food that is put in the mouth will become flesh and blood. Therefore, they are very concerned that the ingredients listed are halal so that the food becomes good and healthy. In addition, related to halal packaging where the respondent explained how they buy or choose halal food products by examining the halal logo that has been issued by JAKIM. The public may need additional information about halal logos, ingredients logos, and packaging logos, so students majoring in Islamic Banking and importantly students majoring in Halal Management need to have deeper skills and knowledge about the issue in order to help Muslims many more. This is the duty of Muslims in determining and consuming Halal food in their daily lives. The key to success is strengthening the method of disseminating information to reach and expose the community more widely. Students can spread and reveal Halal nutrition among children and teenagers by holding online quizzes, infographic videos, etc. Indirectly, this will increase the community's knowledge and acceptance of Halal nutrition.

5.4 Contribution of the research

From this research, it will give benefits to everyone, especially for Muslim customers because a little bit of this research will give new knowledge and awareness about the perception of Halal food in terms of Halal logo, ingredients and packaging. This research helps give clear exposure to Muslims, especially in choosing or buying Halal food that strictly complies with the standards approved by authorities such as JAKIM.

Therefore, Muslims can make appropriate judgments about Halal products that are reliable and safe to use. This is because there are many Halal food products that have fake Halal logos, contain prohibited ingredients and have unclear information on the packaging which does not meet the requirements approved for Halal products. In the meantime, Muslims customers will not be easily deceived by fake Halal food products that are sold out there when they realize and clearly understand the matter.

Furthermore, when many Muslims choose the Halal food that they believe based on their knowledge, it will indirectly encourage more Muslims and anyone else to do so. For example, regarding the Halal logo, ingredients and packaging it plays an important role in the selection of a Halal food product which some people easily trust without first researching whether the product is really Halal or not. Therefore, this encouragement will make everyone more careful and confident with the decisions in the purchase and selection of Halal products.

In the meantime, the Halal industry can also take the results of the research to plan and use the information obtained to further increase the public's trust in the legitimacy of Halal products especially in Kelantan. This is because it also can increase the number of Muslims and at the same time can attract non- Muslims to use the Halal products. Then, the perception of an individual will change when they are clearer about Halal food. So, the information from this study helps the concerned party to formulate an effective strategy and can find out what causes inappropriate things to happen towards Halal foods.

Lastly, this research is important where we can know the perception of Muslim customers towards Halal food and their understanding based on the interview with the respondents. By this information, it gives the contribution to other parties to develop more about Halal food that can help other person aware with not Halal foods.

5.1 Recommendations

5.5.1 Provide awareness and knowledge towards Halal food.

Through this study, some recommendations can be made to ensure a person's level of understanding of Halal food is clearer. The act of giving awareness and knowledge to every Muslim is very important because through understanding and awareness it will affect everyone's perception towards Halal food. For example, the relevant department can run various programs such as Halal food exhibitions and also talks about valid Halal certificates and the standards related to the process of how a product is certified as Halal. Therefore, through an effective program, it will be attracting the interest of the community to learn more about the matter that is related towards Halal food. Indirectly, they will get very useful benefits for their lives. They are able to distinguish what can be eaten and what can't after knowing the information from programs that have been provided to give community awareness and knowledge. Thus, in modern society, Muslim families need to play a greater role in educating family members about the perception towards Halal food. Then, they will easily gain the awareness and knowledge of Halal foods.

5.5.2 Government responsibility

Furthermore, the government sector, especially JAKIM, is one of the government bodies that need to carry out the appropriate responsibilities. This is because there are halal products that are of questionable use and not safe to eat. Therefore, the emphasis and enforcement of the law needs to be done appropriately. So, the fake halal food and inappropriate things do not arise when there is action from the authorities. Besides, the elements that influence customers' attitudes and understanding of Halal certification, Logos, ingredients and packaging in Malaysia need to be taken into account by the government and related parties. So that no dubious issues and confusion arise.

5.5.3 Marketing the Halal product

Furthermore, everyone should role play in marketing the Halal product. This is because people will be more likely to believe the Halal logo than food labels and business history if the food products are well-marketed. The products' marketing will influence how customers

decide whether to buy and consume the food item. Because of its potent and alluring marketing, a good food product will convince customers or the general public to accept the Halal Logo on a particular food product. Then, to make a specialized marketing strategy, the food business and the media are crucial in maintaining customers' favorable attitudes regarding the eating of Halal cuisine. Thus, it is very important to market the Halal products to make sure the Muslim customer has a good perception and trust towards Halal products.

5.5.4 Implication for Halal Authorities

The organization that oversees Halal certification are referred to as Halal authorities or certification bodies. Therefore, through this study, the authorities need to give Halal certification to interested and eligible parties who meet all the criteria that are required for all Halal food operators. This is to prevent any issues from arising and will also determine the user's acceptance of a product.

5.6 Limitations and Future of the Research

5.6.1 Limitations

There are only a few limitations that should be mentioned about this study. When performing field research, various respondents may express more or less viewpoints. This study takes five respondents into consideration that may influence how people perceive Halal foods. This survey solely takes into consideration what a certain group of customers thinks about Halal foods in a specific context. Because of these limitations, the results of this study cannot be considered as a general conclusion but rather as a starting point for additional research. The idea was put out at the time to expand the study sample to include both Muslim and non-Muslim people. Another important and relevant issue to investigate is the many factors that influence customers' perceptions of halal food issues. Students at University Malaysia Kelantan and neighborhood residents were the subjects of this investigation.

Therefore, having to conduct lengthy face-to-face interviews with respondents is a limitation for us as interviewers. As a result, we can only speak with them shortly in person or online. The difficulty to get to know the respondents better is a research weakness. This is because most respondents are busy with their activities, making it challenging for us to

interview them for an extended period of time because some respondents do not have the time to do so. There is a line separating the interviewer and the respondent. Distributed interview replies might make it difficult for respondents to convey their ideas in a way that would allow for suitable data collection.

Despite the fact that the respondents are in the main field of research, the findings show that they are better informed about Halal foods. The majority of them can respond and provide their perspectives with similar information. Due to the small number of respondents, the interview session may have contributed to some inaccuracies in the results. However, for a number of reasons, the interview findings make perceptions clear. Other factors, such as the limited coverage of areas in and around University Malaysia Kelantan, may contribute to Muslim' perceptions of Halal food. Although there are certain limitations, they do not reduce the importance of the research's findings. The limitations mentioned here are only intended to function as a reference point for future researchers to consider such limits.

5.6.2 Future Research

It is important to first have an advanced level of understanding and awareness about Halal food issues in order to achieve study objectives and relate to research questions relating Muslim perception toward Halal foods. Future studies can be conducted on customers all across Malaysia to see if the results are similar to those of the current study, which focused on students at University Malaysia Kelantan and local Kelantan residents to examine perceptions related to knowledge, awareness, and behavior regarding Halal Logo, ingredients, and packaging. Additionally, it is advised that future study be carried out in all states in light of developments research being done at University Malaysia Kelantan and its surroundings. Future research is recommended to discover non-Muslims' perceptions on halal food as well as those of Muslims.

In addition, this study uses a qualitative method to conduct interviews with respondents in order to understand the attitudes, behaviors, and opinion of respondents regarding how they perceive Halal food. It is recommended that quantitative research methodologies selected by respondents be used in future studies. A sample population will be given the Krejcie and Morgan's methodology and interview. Quantitative approaches are more objective and focused on obtaining study results.

Additionally, ATLAS.ti, where all research themes are included in the tool to build a network view that presents a clear image, is a data analysis method that is also acquired as a methodology used in research to explain in detail about the findings applied in research. how each subject in the study links to other themes. Because the software allows for any information that cannot be predicted, it is proposed that future study be conducted using the Statistical Package for the Social Science (SPSS) tool to analyze the collected data from the interview.

5.7 Conclusion

The results of the study demonstrate that the concept of Muslim perception of halal food in terms of logo, packaging, and ingredients influences Muslim view of food. Individuals who are uninformed of the significance of halal cuisine would surely have a distinct view on Islamic items, making this study unique. It is responsible for introducing to Muslims information on the halal mark provided by JAKIM, substances that must be inspected, and clean packaging.

Regarding halal packaging, the respondent indicated how they purchase or select halal food products by inspecting the JAKIM-issued halal logo. Future studies can be conducted on customers throughout Malaysia to determine if the results are comparable to those of the current study, which focused on students at University Malaysia Kelantan and local Kelantanese residents to investigate perceptions regarding knowledge, awareness, and behavior regarding the Halal Logo, ingredients, and packaging.

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UNIVERSITI

MALAYSIA

KELANTAN

APPENDIX 1: INTERVIEW QUESTIONNAIRE

MUSLIM PERCEPTION TOWARDS IMPORTED HALAL FOOD IN KELANTAN

Respondent Demography

Name:

Age:

Gender:

THE PERCEPTION OF MUSLIM CUSTOMERS TOWARDS IMPORTED HALAL LOGO

Is the halal certification system and logo able to ensure halal and Shariah compliant product?

Adakah sistem dan logo pensijilan halal dapat memastikan produk halal dan patuh Syariah?

1.	How can you distinguish between the correct and fake Halal logo? Bagaimanakah anda boleh membezakan antara logo Halal yang betul dan palsu?
2.	How knowledgeable are you about Halal food products? Sejauh mana pengetahuan anda tentang produk makanan Halal? Do you check on the Halal logo when buying any food product? Bagaimana anda menyemak pada logo Halal semasa membeli sebarang produk makanan?
3.	In your opinion as a customer, is the existence of this Halal logo important? Why? Pada pendapat anda sebagai seorang pengguna, adakah kewujudan logo Halal ini penting? Kenapa?
4.	Are you confident with the approval issued by JAKIM for food products in Malaysia? Bagaimanakah anda yakin dengan kelulusan yang dikeluarkan oleh JAKIM untuk produk makanan di Malaysia?
5.	Are you aware that halal food fraud involves halal logo, ingredients and packaging? How? Adakah anda sedar penipuan makanan halal melibatkan bahan halal, pembungkusan dan logo Halal? Bagaimana?
6.	Are you aware of the difference between the Halal logo that has been certified and issued by JAKIM? Adakah anda sedar perbezaan logo Halal yang telah disahkan dan dikeluarkan oleh JAKIM? Bagaimana?

THE PERCEPTION OF MUSLIM CUSTOMERS TOWARDS INGRIDIENTS

Is the factor of ingredients in the food a major issue for Muslim customers on the issues of Halal?

Adakah faktor bahan-bahan dalam makanan menjadi isu utama pelanggan Islam dalam isu Halal?

1.	What do you understand regarding food ingredients? Apakah yang anda faham tentang bahan makanan?
2.	In your opinion, is it important or not that the ingredient used should be listed? Why? Pada pendapat anda, penting atau tidak bahan yang digunakan perlu disenaraikan? Mengapa?
3.	Do you think ingredients encourage you to choose a food product? Why? Adakah anda fikir bahan-bahan mendorong anda dalam memilih produk makanan? Mengapa?
4.	As a customer, how far is an ingredient in food products trusted among Muslim customers? Sebagai pengguna, sejauh manakah bahan-bahan dalam produk-produk makanan dipercayai di kalangan pengguna Islam?

THE PERCEPTION OF MUSLIM CUSTOMERS TOWARDS PACKAGING

Is food packaging skepticism of Muslim customers on Halal issues?

Adakah kesangsian pembungkusan makanan pelanggan Islam terhadap isu Halal?

1.	How do you buy or choose the food products whether it is halal or not? Bagaimanakah cara anda membeli atau memilih produk makanan tersebut sama ada halal atau tidak?
2.	What will you do when choosing a safe food product? Apakah yang akan anda lakukan apabila memilih produk makanan yang selamat?
3.	What do you understand about food packaging? Apakah yang anda faham tentang pembungkusan makanan?
4.	Does the shape of the packaging influence you in choosing food products? Give your opinion? Adakah bentuk pembungkusan mempengaruhi anda dalam memilih produk makanan? Berikan pendapat anda?

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TRANSCRIPT FOR INTERVIEW

INFORMENT 1

INTERVIEWER: NUR ASYIRA BINTI ISMAIL

NAME: NAJWATUL HUDA BINTI

KAMARUZAMANAGE: 22 YEARS OLD

GENDER: FEMALE

INTERVIEWER	11.36 A.M
	How can you distinguish between the correct and fake Halal logo?
RESPONDER	11.37 A.M
	Halal logo can be distinguished if the halal logo is recognized or verified by the Jakim itself.
INTERVIEWER	11.38 A.M
	How knowledgeable are you about Halal food products? Do you check on the Halal logo when buying any food product?
RESPONDER	11.39 A.M
	Halal food products are food products that are avoided or prevented from dubious or dubious ingredients and ingredients that are forbidden to be eaten by Muslims. Every food product produced will be displayed on the back of the food product or people can check the halal logo through an application provided by Jakim if they are in doubt about the contents or ingredients contained in the product.
INTERVIEWER	11.40 A.M
	In your opinion as a customer, is the existence of this Halal logo important? Why?
RESPONDER	11.41 A.M
	The existence of a halal logo should be important especially for Muslims because through the halal logo it can help Muslims from buying products that contain ingredients that are forbidden to eat.

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INTERVIEWER	11.42 A.M
	Are you confident with the approval issued by JAKIM for food products in Malaysia?
RESPONDER	11.43 A.M
	I am confident in the approval of food products produced by Jakim because halal management has been explored by JAKIM as early as 1974 and of course they are more knowledgeable about things such as food product management and so on.
INTERVIEWER	11.44 A.M
	Are you aware that halal food fraud involves halal logo, ingredients, and packaging? How?
RESPONDER	11.45 A.M
	Yes, I am aware, in today's modern world, various tactics are used by traders to make a profit without thinking about the impact that people, especially Muslims, will have
INTERVIEWER	11.46 A.M
	Are you aware of the difference between the Halal logo that has been certified and issued by JAKIM?
RESPONDER	11.47 A.M
	I am aware that there is a difference between the halal logo certified by JAKIM and also not certified where the logo certified by JAKIM has an eight-pointed star in the middle of the circle, the Arabic word "حلال" in the middle of the star followed by the roman writing "HALAL", the circle of the logo is written with the word "Malaysia" in the Rumi script and Malaysia in the Arabic word and Two small five-pointed stars are placed to separate the Rumi script and the Arabic word.
INTERVIEWER	11.48 A.M
	How do you buy or choose the food products whether it is halal or not?
RESPONDER	11.49 A.M

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	I will check the ingredients contained in the product and also the halal logo.
INTERVIEWER	11.50 A.M
	What will you do when choosing a safe food product?
RESPONDER	11.51 A.M
	I will buy it regularly and will no longer feel doubt with the food product.
INTERVIEWER	11.52 A.M
	What do you understand about food packaging?
RESPONDER	11.53 A.M
	What I understand about this food packaging is a method to protect food from exposure and contamination.
INTERVIEWER	11.54 A.M
	Does the shape of the packaging influence you in choosing food products? Give your opinion?
RESPONDER	11.55 A.M
	In my opinion, food packaging also affects the selection of food products because if the packaging of a food product is not good and causes the food to be contaminated, it will have an impact on those who buy it.
INTERVIEWER	11.56 A.M
	What do you understand regarding food ingredients?
RESPONDER	11.57 A.M
	Yes, I understand about food ingredients where food ingredients are ingredients used in the manufacture of a food such as flour, eggs and so on.
INTERVIEWER	11.58 A.M

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	In your opinion, is it important or not that the ingredient used should be listed? Why?
RESPONDER	11.59 A.M
	In my opinion the ingredients used are important to be listed because through that people can pay attention and be careful with the ingredients used so as not to buy food that contains dangerous and illegal ingredients.
INTERVIEWER	12.00 P.M
	Do you think ingredients encourage you to choose a food product? Why?
RESPONDER	12.01 P.M
	Yes, I am very observant and careful about the ingredients contained in a food product so that I do not buy food products that are not halal and have questionable ingredients.
INTERVIEWER	12.02 P.M
	As a customer, how far is an ingredient in food products trusted among Muslim customers?
RESPONDER	As customers, the ingredients in food products can be trusted by Islamic customers if the ingredients do not have any questionable elements, are guaranteed safe and have a halal certificate from a competent authority.

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INFORMENT 2

INTERVIWER: NUR ATIKAH BINTI NORMAHAZAM

STUDENTS NAME: FARHAH HAZIQAH BINTI ZUL KAMAL

AGE: 23 YEARS OLD

GANDER: FEMALE

INTERVIEW	2.04pm
	Assalammualaikum, I am Atikah, a final year student at UMK. We would like to ask for your time to interview about Muslim perceptions of halal food in Kelantan.
RESPONDER	2.07pm
	Walaikummusalam, sure.
INTERVIEW	2.08pm
	How can you distinguish between the correct and fake Halal logo?
RESPONDER	2.10pm
	I can confirm it through the JAKIM website or any international Halal agency website on the internet.
INTERVIEW	2.11pm
	How knowledgeable are you about Halal food products?
RESPONDER	2.13pm
	Halal food products are products that are Halal, good and safe to eat. If a food product has the Malaysian Halal logo on it, this means that the product has been certified as Halal by the responsible authority, JAKIM.
INTERVIEW	2.14pm
	Do you check on the Halal logo when buying any food product?
	2.15pm

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RESPONDER	<p>I checked it by looking at some of the Halal logo features that have been set by JAKIM that must be present in the logo, namely:</p> <ol style="list-style-type: none"> 1. The word "Malaysia" in a circle. 2. An 8-pointed star in the center of the circle. 3. The Arabic word "حلال" in the middle of the star. 4. 2 small 5-pointed stars to separate Roman & Arabic writing. 5. Halal writing in the middle. 6. Writing "Malaysia" in Arabic. 7. Example No. Standard MS 1500:2009 8. No. Application Reference
INTERVIEW	<p>2.16pm</p> <p>In your opinion as a customer, is the existence of this Halal logo important? Why?</p>
RESPONDER	<p>2.18pm</p> <p>My opinion as a user, the existence of this Halal logo is important. This is because to ensure that the products selected are safe to eat and do not contain ingredients that are prohibited in Islam. Furthermore, it makes it easier for Muslim Malay customers to choose food products without hesitation in the market.</p>
INTERVIEW	<p>2.19pm</p> <p>Are you confident with the approval issued by JAKIM for food products in Malaysia?</p>
RESPONDER	<p>2.21pm</p> <p>I am confident because JAKIM is an organization based on the Islamic religion as well as being responsible for issuing the Halal logo.</p>
INTERVIEW	<p>2.22pm</p> <p>Are you aware that halal food fraud involves halal logo, halal ingredients, and halal packaging? How?</p>

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RESPONDER	2.23pm
	Yes. There is a fake Halal logo used on the packaging of the food items.
INTERVIEW	2.24pm
	Are you aware of the difference between the Halal logo that has been certified and issued by JAKIM?
RESPONDER	2.25pm
	Yes. By looking at some of the Halal logo features that have been set by JAKIM.
INTERVIEW	2.26pm
	How do you buy or choose the food products whether it is halal or not?
RESPONDER	2.27pm
	Of course, first of all I will look for the Halal mark that has been confirmed by JAKIM on the goods first. If there is, I will take it. If not, I will not take it.
INTERVIEW	2.28pm
	What will you do when choosing a safe food product?
RESPONDER	2.29pm
	I would not hesitate to choose and use it.
INTERVIEW	2.30pm
	What do you understand about food packaging?
RESPONDER	2.31pm
	Food packaging means food that has been well packaged in accordance with the standards set by the responsible party in order to prevent the food from being exposed to foreign matter that risks contaminating or reducing the quality of the food.
	2.32pm

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INTERVIEW	Does the shape of the packaging influence you in choosing food products? Give your opinion?
RESPONDER	2.33pm
	Yes. Because for me good and attractive packaging can entice me to buy it.
INTERVIEW	2.34pm
	What do you understand regarding food ingredients?
RESPONDER	2.35pm
	Food ingredient means a content found in a food.
INTERVIEW	2.36pm
	In your opinion, is it important or not that the ingredient used should be listed? Why?
RESPONDER	2.37pm
	In my opinion, it is important because the buyer can know and evaluate for himself what he wants to buy.
INTERVIEW	2.38pm
	Do you think ingredients encourage you to choose a food product? Why?
RESPONDER	2.39pm
	Yes. Because I am a Muslim and the content of Halal food must be emphasized by me. In addition, good content in food can guarantee my healthy lifestyle.
INTERVIEW	2.40pm
	As a customer, how far is an ingredient in food products trusted among Muslim customers?

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	2.41pm
RESPONDER	In my view, as a customer who is also a Muslim, I believe that Muslim customers place their trust in the Halal of the product based on what is stated by the authorities dealing with matters related to Halal and Haram such as JAKIM. If it has been declared Halal, then the ingredients in the product are safe to take and vice versa.

RESPONDENT 3

INTERVIEWER: NUR AZWANI BINTI MOHAMAD AKHIR

RESPONDENT: NUR AIN NADILA BINTI MAT SALIMIN

AGE: 23

GENDER: FEMALE

INTERVIEWER	8:30 p.m.
	How can you distinguish between the correct and fake Halal logo?
RESPONDER	8:31 p.m.
	I usually forget. So, I will google the right logo on the internet. Legit website.
INTERVIEWER	8:32 p.m.
	How knowledgeable are you about Halal food products? Do you check on the Halal logo when buying any food product?
RESPONDER	8:33 p.m.
	I know that Halal is confirmed by JAKIM. Yes, by identifying a valid and correct logo.
INTERVIEWER	8:33 p.m.
	In your opinion as a customer, is the existence of this Halal logo important? Why?
RESPONDER	8:34 p.m.
	Important! To ensure that the food eaten is safe and halal.
INTERVIEWER	8:34 p.m.

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	Are you confident with the approval issued by JAKIM for food products in Malaysia?
RESPONDER	8:35 p.m. I am confident because JAKIM is a body established to certify halal and customers-friendly products.
INTERVIEWER	8:35 p.m. Are you aware that halal food fraud involves halal logo, halal ingredients, and halal packaging? How?
RESPONDER	8:36 p.m. Conscious. There are many disclosures made to make the public aware of halal and clean food.
INTERVIEWER	8:37 p.m. Are you aware of the difference between the Halal logo that has been certified and issued by JAKIM?
RESPONDER	8:38 p.m. Aware. By following the development of the official JAKIM website.
INTERVIEWER	8:39 p.m. What do you understand regarding food ingredients?
RESPONDER	8:39 p.m. The ingredients used must be clean, halal, and safe to eat.
INTERVIEWER	8:40 p.m. In your opinion, is it important or not that the ingredient used should be listed? Why?
RESPONDER	8:41 p.m. Yes, important. Because to provide knowledge to users to prevent something unwanted from happening.
INTERVIEWER	8:41 p.m. Do you think ingredients encourage you to choose a food product? Why?
RESPONDER	8:42 p.m. Yes, that is correct. This is because every customer wants to ensure that the ingredients used in food manufacturing are safe.

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INTERVIEWER	8:42 p.m.
	As a customer, how far is an ingredient in food products trusted among Muslim customers?
RESPONDER	8:43 p.m.
	Urm..We trust JAKIM's institutional body
INTERVIEWER	8:44 p.m.
	How do you buy or choose the food products whether it is halal or not?
RESPONDER	8:44 p.m.
	I make observations on logos and food as well as written products.
INTERVIEWER	8:44 p.m.
	What will you do when choosing a safe food product?
RESPONDER	8:45 p.m.
	I will check the content and details written.
INTERVIEWER	8:45 p.m.
	What do you understand about food packaging?
RESPONDER	8:45 p.m.
	Packaging that is safe and does not harm the user.
INTERVIEWER	8:46 p.m.
	Does the shape of the packaging influence you in choosing food products? Give your opinion?
RESPONDER	8:46 p.m.
	Yes. It affects me. There are times when poor quality packaging can affect the shelf life of purchased food.

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RESPONDENT 4

INTERVIEWER: NUR AZWANI BINTI MOHAMAD AKHIR

RESPONDENT: AZYAN ZULIANA BINTI CHE SUB

AGE: 22

GENDER: FEMALE

INTERVIEWER	1:58 p.m.
	Assalamualaikum and sorry to disturb you. My name is Azwani. I am a final year student at UMK and i'm interviewer for my group research on Muslim Perception Towards Imported Halal Food in Kelantan. Can I interview you?
RESPONDER	2.00 p.m.
	Sure, no problem.
INTERVIEWER	2:00 p.m.
	Okay, first question. How can you distinguish between the correct and fake Halal logo?
RESPONDER	2.01 p.m.
	By checking website JAKIM.
INTERVIEWER	2.01 p.m.
	How knowledgeable are you about Halal food products? Do you check on the Halal logo when buying any food product?
RESPONDER	2.02 p.m.
	Halal food is guaranteed to be clean and the ingredients of the food is allowed for Muslim people. Yes, to make sure the food is free from non-halal & harmful food.
INTERVIEWER	2.03 p.m.
	In your opinion as a customer, is the existence of this Halal logo important? Why?
RESPONDER	2.03 p.m.
	Yes, for food guarantee.
INTERVIEWER	2.03 p.m.

FACULTY ENTREPRENEURSHIP AND BUSINESS

	Are you confident with the approval issued by JAKIM for food products in Malaysia?
RESPONDER	2:04 p.m. Yes, because JAKIM has been recognized by the government.
INTERVIEWER	2:04 p.m. Are you aware that halal food fraud involves halal logo, halal ingredients, and packaging? How?
RESPONDER	2:05 p.m. Yes, I realize that by looking at various halal logos, so I will believe the halal logos issued by JAKIM only.
INTERVIEWER	2:05 p.m. Are you aware of the difference between the Halal logo that has been certified and issued by JAKIM?
RESPONDER	2:06 p.m. Yes, I will always check the halal logo approved by JAKIM.
INTERVIEWER	2:06 p.m. What do you understand regarding food ingredients?
RESPONDER	2:06 p.m. I will make sure the food free from harmful food.
INTERVIEWER	2:07 p.m. In your opinion, is it important or not that the ingredient used should be listed? Why?
RESPONDER	2:07 p.m. Of course, it is important, since we want to know the food is halal or not.
INTERVIEWER	2:07 p.m. Do you think ingredients encourage you to choose a food product? Why?
RESPONDER	2:08 p.m. Yes, to make sure the food is free of non-halal ingredients.
INTERVIEWER	2:08 p.m. As a customer, how far is an ingredient in food products trusted among Muslim customers?

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RESPONDER	2:09 p.m.
	As Muslim, if we don't believe, we can't buy the product since it can become Shubha food.
INTERVIEWER	2:09 p.m.
	How do you buy or choose the food products whether it is halal or not?
RESPONDER	2:09 p.m.
	I will find the logo halal and check the ingredients of food.
INTERVIEWER	2:10 p.m.
	What will you do when choosing a safe food product?
RESPONDER	2:10 p.m.
	I will buy with confidence.
INTERVIEWER	2:10 p.m.
	What do you understand about food packaging?
RESPONDER	2:11 p.m.
	I want the guarantee food with good packaging.
INTERVIEWER	2: 12 p.m.
	Does the shape of the packaging influence you in choosing food products? Give your opinion?
RESPONDER	2:12 p.m.
	Yes, packaging is my first impression.
INTERVIEWER	2.13 p.m.
	Okay, that's all the questions I want to ask. Thank you very much for spending your time with me.
RESPONDER	2.14 p.m.
	You are welcome.

RESPONDENT 5

INTERVIEWER: NUR ASMA NATASHA BINTI CHE IBRAHIM

RESPONDENT: ASMA UL HUSNA BINTI CHE IBRAHIM

AGE: 24

GENDER: FEMALE

INTERVIEWER	1:00 p.m
	Assalamualaikum, hai. My name is Tasha. I am a final year student at UMK and I'm as a interviewer for my group research on Muslim Perception Towards Halal Food in Kelantan. Can I interview you?
RESPONDER	1.02 p.m.
	Sure.
INTERVIEWER	1.03 p.m
	Okay, first question. How can you distinguish between the correct and fake Halal logo?
RESPONDER	1.04 p.m.
	The halal logo recognized by JAKIM has an eight-pointed star in the middle of a circle, the Arabic word 'halal' in the middle of the star while it has the Roman writing 'halal' under the Arabic word and has the Roman and Arabic writing of the word 'Malaysia' for a fake logo it is the opposite.
INTERVIEWER	1.05 p.m.
	How knowledgeable are you about Halal food products? Do you check on the Halal logo when buying any food product?
RESPONDER	1.06 p.m.
	How do you check on the Halal logo when buying any food product? I noticed that the halah logo has an eight-pointed star in the middle of the circle, the Arabic word 'halal' in the middle of the star, has the

	writing 'halal' under the Arabic word, has the Roman and Arabic writing 'Malaysia'.
INTERVIEWER	1.07 p.m.
	In your opinion as a customer, is the existence of this Halal logo important? Why?
RESPONDER	1.08 p.m.
	Very important, because we have trusted the JAKIM agency in evaluating the ingredients contained in the product.
INTERVIEWER	1.09 p.m.
	Are you confident with the approval issued by JAKIM for food products in Malaysia?
RESPONDER	1.10 p.m.
	Yes.
INTERVIEWER	1.11 p.m.
	Are you aware that halal food fraud involves halal logo, halal ingredients, and halal packaging? How?
RESPONDER	1.13 p.m.
	Yes, because every company that wants to produce a product must be approved by JAKIM and from there JAKIM will evaluate every essence in the product.
INTERVIEWER	1.14p.m.
	Are you aware of the difference between the Halal logo that has been certified and issued by JAKIM?
RESPONDER	1.15 p.m.
	Yes, I am aware, because I always open JAKIM's official website and JAKIM also always displays the logo on social media.
INTERVIEWER	1.16 p.m.
	What do you understand regarding food ingredients?
RESPONDER	1.17 p.m.
	A food ingredient is a flavor enhancer or a combination of ingredients to make a tasty product.
INTERVIEWER	1.18 p.m.

	In your opinion, is it important or not that the ingredient used should be listed? Why?
RESPONDER	1.19 p.m. Important. Because the list can make it easier for customers to see the content.
INTERVIEWER	1.20 p.m. Do you think ingredients encourage you to choose a food product? Why?
RESPONDER	1.21 p.m. Yes, because quality ingredients and halal ingredients can have an effect on a healthy body.
INTERVIEWER	1.22 p.m. As a customers, how far is an ingredient in food products trusted among Muslim customers?
RESPONDER	1.23 p.m. Because the JAKIM guide is very helpful for us among Islamic customers in understanding and researching an ingredient in the product
INTERVIEWER	1.24 p.m. How do you buy or choose the food products whether it is halal or not?
RESPONDER	1.25 p.m. First you must see the correct halal mark and then look and examine the ingredients contained in the product.
INTERVIEWER	1.26 p.m. What will you do when choosing a safe food product?
RESPONDER	1.27 p.m. I will choose the nutritious ingredients contained in the product.
INTERVIEWER	1.28 p.m. What do you understand about food packaging?
RESPONDER	1.29 p.m. Food packaging is a method to protect or preserve the quality of an item.

INTERVIEWER	1.30 p.m.
	Does the shape of the packaging influence you in choosing food products? Give your opinion?
RESPONDER	1.31 p.m.
	Very influential, because from the packaging we will judge the contents of the product will last a long time
INTERVIEWER	1.32 p.m.
	Okay, that's all the questions I want to ask. Thank you very much for spending your time with me.
RESPONDER	1.33 p.m.
	You are welcome.

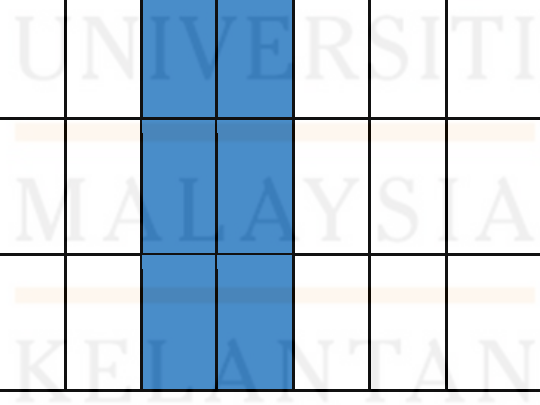


APPENDIX B
GANTT CHART

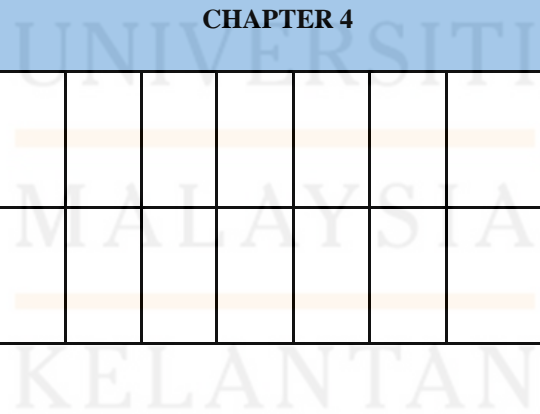
No.	Items	W1	W2	W3	W4	W5	W6	W7	MID-SEM BREAK	W8	W9	W10	W11	W12	W13	W14
	Selection of Research Title															
CHAPTER 1																
1.1	Background of the study															
1.2	Problem Statement															
1.3	Research Question															
1.4	Research Objectives															
1.5	Scope of the Study															

1.6	Significance of Study																		
1.7	Definition of Term																		
1.8	Organization of theThesis																		
CHAPTER 2																			
2.1	Introduction																		
2.2	Underpinning Theory																		
2.3	Previous Studies																		
2.4	Hypotheses Statement																		
2.5	Conceptual Framework																		

2.6	Summary/ Conclusion																	
CHAPTER 3																		
3.1	Introduction																	
3.2	Research Design																	
3.3	Data Collection Methods																	
3.4	Study Population																	
3.5	Sample size																	
3.6	Sampling Techniques																	
3.7	Research Instrument Development																	



3.8	Measurement of the Variables																		
3.9	Procedure for Data Analysis																		
3.10	Summary / Conclusion																		
DATA COLLECTION																			
	Interview respondents																		
	Transcripts and coding																		
CHAPTER 4																			
4.1	Introduction																		
4.2	Finding for Halal logo																		



4.3	Finding for Ingredient																		
4.4	Finding for Packaging																		
4.5	Conclusion																		
CHAPTER 5																			
5.1	Introduction																		
5.2	Main Findings																		
5.3	Implications of the Research																		
5.4	Contribution of the Research																		
5.5	Recommendations																		

