



**PERCEPTION TOWARDS HALAL IMPORTED BEEF
AMONG UNIVERSITY STUDENT IN UNIVERSITI
MALAYSIA KELANTAN**

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DECLARATION

I hereby declare that the work embodied in this report is the result of the original research except the excerpts and summaries that I have made clear of the sources.



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**Perception towards halal imported beef among university students in Universiti
Malaysia Kelantan**

ABSTRACT

Beef is known as one of the most demanded meat in Malaysia. The production of beef in the country is insufficient hence the beef had to be imported from other countries to meet the high demand of consumers. Many of the consumers are preferred to purchase and consume imported beef. However, an issue occurred pertaining imported beef due to its halal status. The imported beef was considered as haram when the news outbreak on the smuggling issue of the imported beef and been regarded as food crime. The issue thrust the consumers had the negative perception towards imported beef and do not buy the imported beef. Therefore, the study is conducted to study the level of knowledge among university students and the relationship between demographic factors with attitude towards halal imported beef. The sample size is 280 students and was conducted among the students from University of Malaysia Kelantan in Jeli Campus only. The study was focussed on the university students as the youth is viewed as indicator for future halal industry. For the data collection, an online survey method that provided questionnaires were used in the study to collect data and information from the students. An online questionnaire is encompassed from four sections. The Statistical Package for Social Science Software is used in analyzing the data collected from the survey. The result indicated that the level of knowledge of university students towards halal imported beef is high. The study also found that the most significant factors that influence the perception towards halal imported beef is the knowledge. The study concluded that there is significant relationship between the demographic factors and the attitude towards halal imported beef among university students.

Keywords: Halal imported beef, Perception, Knowledge, Attitude, Students

**Persepsi terhadap daging lembu import halal dalam kalangan pelajar university di
Universiti Malaysia Kelantan**

ABSTRAK

Daging lembu dikenali sebagai salah satu daging yang paling digemari di Malaysia. Pengeluaran daging lembu di negara ini tidak mencukupi oleh itu daging lembu itu terpaksa diimport dari negara lain bagi memenuhi permintaan tinggi dari pengguna. Ramai daripada pengguna lebih suka membeli dan mengambil daging lembu import. Walau bagaimanapun, isu berlaku berkaitan daging lembu import kerana status halalnya. Daging lembu import itu dianggap haram apabila tersebarnya berita mengenai isu penyeludupan daging lembu import dan dianggap sebagai jenayah makanan. Isu tersebut mendorong pengguna mempunyai persepsi negatif terhadap daging lembu import dan tidak membeli daging lembu import. Oleh itu, kajian dijalankan untuk mengkaji tahap pengetahuan dalam kalangan pelajar universiti dan hubungan antara faktor demografi dengan sikap terhadap daging lembu import halal. Saiz sampel ialah 280 pelajar dan dijalankan dalam kalangan pelajar Universiti Malaysia Kelantan di Kampus Jeli sahaja. Kajian ini tertumpu kepada pelajar universiti kerana golongan belia dilihat sebagai penunjuk industri halal masa depan. Bagi pengumpulan data, kaedah tinjauan dalam talian yang menyediakan soal selidik telah digunakan dalam kajian untuk mengumpul data dan maklumat daripada pelajar. Soal selidik dalam talian merangkumi empat bahagian. Pakej Statistik untuk Perisian Sains Sosial digunakan dalam menganalisis data yang dikumpul daripada tinjauan. Hasil kajian menunjukkan tahap pengetahuan pelajar universiti terhadap daging lembu import halal adalah tinggi. Kajian juga mendapati faktor paling signifikan yang mempengaruhi persepsi terhadap daging lembu import halal ialah pengetahuan. Kajian ini merumuskan bahawa terdapat hubungan yang signifikan antara faktor demografi dan sikap terhadap daging lembu import halal dalam kalangan pelajar universiti.

Kata kunci: Daging Lembu Import Halal, Persepsi, Pengetahuan, Sikap , Pelajar

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LIST OF SYMBOLS

		Page
MT	Metric ton	4
%	Percentage	26
N	Frequency	26
p	Significant value	37
<	Less than	35

LIST OF ABBREVIATIONS

		Page
BC	Before Century	1
SSL	Self-sufficiency Level	2
UMK	Universiti Malaysia Kelantan	7
SPSS	Statistical Package for Social Science Software	8
JAKIM	Department of Islamic Development Malaysia	10
UK	United Kingdom	13
KAP	Knowledge, Attitude and Practice	14
SD	Standard Deviation	28
KMO	Kaiser-Meyer-Olkin	39

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will discuss the background of the study by considering perception towards halal imported beef among university students, and the issues regarding to halal imported beef. The chapter contain research background, problem statement, hypotheses, significance of the study, scope of the study and research objectives.

1.1 Research Background

1.1.1 History of beef

The word beef is originated from Latin word, *bōs*. Beef has been a staple meat which being consume around the world during prehistoric era. In the world, cattle originated and been domesticated around 8000 BC when profit from livestock became apparent. Then, people able to recognize specific breeds to be consumed and used as meat

or dairy products. On the other hand, beef is known as good source of protein (Wyness, 2016) and packed with fatty calories which become important ingredients for human consumption. Beef are high in Niacin, Vitamin B12, iron, and zinc.

Nowadays, following the poultry and pork, beef is the third most widely consumed meat in the world according to Tumin and Ahmad Shaharudin (2019). In Malaysia, self-sufficiency level (SSL) of the local beef is still inadequate to fulfil the increasing demands. Hence, the country tends to import the beef from other countries. In recent years, the cattle production in Malaysia has been rising, but it is still far from being self-sufficient.

1.1.2 Halal beef

Halal is referred to law and permissible. According to (Nursalwani & Zulariff, 2017) halal word is originated from Arab, meaning as lawful and allowed in Islamic law. The word 'Halal' is linked with the word 'good' which shows the goodness of things (Said et al., 2014). Halal is significant for Muslim as it is stated in Quran and Hadith as the main aspect of the religion. Other than that, Said et al., 2014 reported that majority of eighty-seven per cent of consumers buy and consume the halal products due to it is a mandatory requirement for Muslim. On the other hand, the non-Muslim are also considered consuming halal food products as halal products are undoubtedly come from hygiene, safe and healthy sources. The halal accreditation is significant due to its strict regulations. Baharuddin et al., 2015 stated that Halal and Toyyiban are main benchmarks in halal food products which means clean and wholesome depict the symbol of intolerance to cleanliness, safety, and quality of foods that Muslims devoured.

Halal meat can be defined as any meat that being allowed in Quran and Hadith. All meats are considered as halal as long as it is not prohibited in the Quran and Hadith and also based on views of Islamic scholars. However, the halal status may change according to its preparation processes (Salahudin et al., 2017). Halal meat should be acquired from halal animal sources only. On the other hand, halal beef should be slaughtered by Muslim slaughter men and using all the equipment which do not contaminate with any other non-halal ingredients. According to (Department of Islamic Development Malaysia, n.d), the meat should be ritually slaughter by adult male or female Muslim, the act of slaughtering should pronounce the name of God before cutting the neck, the knife shall be clean and sharp and following by other requirements in slaughtering. Other than that, Fuseini et al. (2017) stated that the animal species mainly should be accepted for Halal as consumption by Muslims.

1.1.3 Halal imported beef in Malaysia

In Malaysia, the productions of meat are inadequate and low than the demand. The demands increase by years as the population also get increase. Ariff, Sharifah, and Hafidz (2015) reported that more than sixty per cent of the people in Malaysia consume beef and beef is known as a significant source of animal protein. However, the productions of beef are insufficient. Hence, it leads the industry to import beef from other countries such as Australia, India, and others. According to (Department of Veterinary Services, 2014) there are two main countries which importing beef to Malaysia which India hold the top beef importer with 80 per cent of the total share of beef imported. It is followed by Australia which holds up 16 per cent of the total share of beef imported

followed by other countries including New Zealand, Argentina, Uruguay, and Brazil. It shows that Malaysia is depending to other countries in fulfilling the beef demands. On the other hand, Tumin and Shaharudin (2019) stated that 150 thousand MT of the frozen meats were imported from India while two thousand MT of fresh meats were mainly from Australia.

1.2 Problem Statement

Halal beef are one of the major food products consumption among Malaysia residents. It is due to its price and quality of the meat. In our country consumers can demand either imported or local beef. Imported beef is quite popular due to its affordable price compared to beef from local sources. So, there are more demands for imported beef. However, some issues occur on the imported beef as the news spreading stated that one of the major cartels smuggled frozen meat from China, Ukraine, Brazil and Argentina. The manufacturers tend to repack the meat using Malaysian halal logo and selling it throughout Malaysia (Malay Mail, 2021). The cartel which operated in Senai, Johor also counterfeited the halal logo and stamp that will be pasted on the repackaged meat products before being sold to local markets (Daud, Zarmani, and Turmiran, 2021) The recent issue has caused confusion among consumers, and fake new propagated to assume that the problem has been going for years. According to Md Ariffin et al (2021) stated that the news, statements, and conflicts between media reports and governments has raised the concern of Muslim consumers in the country.

Based on reports from local newspaper, New Strait Times which posted on December 30, 2020 stated that the sale for imported beef did not affected despite raising

doubts over the halal status of imported beef. It is reported that the sale of the home-grown supermarket, retail chain and convenience store did not really affect as the customers still buying the meat products from the outlets.

However, based on the reports from other local newspaper, Harian Metro which posted on January 6 2021, stated that the sale of imported beef in the small market declining by fifty per cent. Some consumers are worried about purchasing imported beef as some authorities claim that the imported beef is based from other animal meat. The people are aware towards the status of the imported beef. However, purchasing behavior is affecting some consumers while some do not affect by the issue. Hence, with the further study on the halal imported beef perception, there may be solution in investigating the knowledge and behavior among the university students.

Therefore, the study about perception towards halal imported among university students in Malaysia is needed. This is because the research on the issue is not being fully focusing in the country.

1.3 Research Questions

1. What is the level of knowledge of university students towards halal imported beef?
2. What are the relationship significances between socio-demographic (Gender, Age, Educational Level, Purchase Preference, Frequency of Monthly Beef Consumption) and the attitude towards halal imported beef among university student?
3. What is the most influential factor that influence the perception towards halal imported beef among university students?

1.4 Research Objectives

The objectives of the study are:

1. To study the knowledge level towards halal imported beef among university students.
2. To study the relationship between demographic factors and the attitude toward halal imported beef among university students.
3. To investigate the influential factors that influence the perception of university student toward halal imported beef.

1.5 Hypothesis

The research hypotheses are:

H₀: There is no relationship between socio-demographic factors and (gender, age, educational level, purchase preference, and frequency of monthly beef consumption) and the attitude towards halal imported beef among university students.

H₁: There is relationship between socio-demographic factors and (gender, age, educational level, purchase preference, and frequency of monthly beef consumption) and the attitude towards halal imported beef among university students.

1.6 Scope of Study

This study is aiming to study the level of knowledge towards halal imported beef among university students and to determine the relationship between the socio-demographic such as gender, age, educational level, purchase preference, and frequency of monthly beef consumption with the attitude towards halal imported beef among university students. Other than that, this study aims to determine the most significant level that influence the perception towards halal imported beef among university students.

The study covered the respondents from university students only. The sample size of student was from University of Malaysia Kelantan (UMK) in Jeli Campus. The respondents are covering the students who aged in between 18 to 40 years old. Then, the questionnaire of the research study involved only students which consists of 4 section

including demographic, knowledge, attitude, and practice. The Statistical Package for Social Science Software is used in analyzing the data collected from the survey.

1.7 Significance of Study

The importance of the study is to foresight the perception and understanding of the university students towards halal imported beef. The imported beef became an issue which arisen various food crime in the country. Hence, the consumer's perception towards halal imported beef are significant to study on understanding about the halal imported beef. On the other hand, there are not many studies on the perception towards halal imported beef. Thus, the study will help to provide more data and information pertaining the study.

Apart from that, the study involved the university students who included as youth. As we knew, youth is an important germ for every nation and essential for determining the halal food industry development to the country. Hence, it is very useful to find out the attitude and behavior of the youth respondents towards the issue on halal imported beef.

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CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

The purpose of this study is to study the knowledge level towards halal imported beef among university students. Furthermore, the study is conducted to study the relationship between demographic factors and the attitude towards halal imported beef among university students. This study also needed to access to the most influential factors that influence perception on halal imported beef based on knowledge, attitude, and practice. In this chapter will discuss on the critical review of the similar and previous study as well as empirical findings, theoretical frameworks and methods in achieving the objectives of the study.

2.1 Knowledge Level towards Halal Imported Beef

Halal food products selection are very significant for both Muslim and non-Muslim peoples. Halal foods are considered as pure, come from good sources, and are safe to be consumed. The understanding of consumers on the halal beef is significant in affecting the consumers behavioural. On the other hand, Muslim consumers tend to neglect the food products which are not certified as halal by the Malaysia religious authority (Haque et al., 2015). The consumers with good knowledge on halal tend to affect their foods consumption. The consumers may only consume the products with halal accreditation only. The consumers may know about the halal status of the products and tend to not consume it due to the halal status. Important knowledge can lead the consumers to understand the goods to be bought, or whether the products is truly from halal source (Muhamad et al., 2016).

In general, religion and knowledge play major role that influence consumer attitude and behaviour towards halal foods selection and consumption. The primary issue in producing halal foods are including the use of halal or permissible ingredient and prevention of cross contamination. Knowledge on halal logo are tend to influence the student attitude and perception. Their knowledge on halal logo might influence the student either to buy or not to buy the halal products. Thus, halal logo plays vital role to influence the student perception towards halal imported beef. According to Atikah (2016) majority of the students know and aware on the structure of the JAKIM (Department of Islamic Development Malaysia) halal logo. The role of halal logo influencing for the students as they agree that the food produced from Islamic countries and food labelled

with the name of Islam are reconsidered as totally halal. However, previous study by Din et al, 2016 stated that majority of the students did not care and bother about the halal logo existence on the food products.

Apart from that, some consumers insight the food products in term of the halal logo and labelling. According to (Ismoyowati, 2015), most of the consumers explained on the concept of halal following the Islamic Syariah while some consumers directly explained about the concept of halal related to halal logo and labelling. The rest respondents agree about the halal products refer as no pork food.

Based on previous study, Atikah (2016) stated that the students have good knowledge level concerning the halal industry and halal issues as they can easily comprehend the terms and codes provided determining the ingredients on the food products.

2.2 The relationship between Socio-demographic and Attitude towards Halal Imported Beef among University Student

Socio-demographic use to identify the perception and attitude of university students towards halal imported beef. It is included in the first section of any questionnaire and consist of the questions about the respondent including the gender, age, educational level, purchase preference, income, occupation, beef consumption frequency and others.

The socio-demographic are in the correlation to the attitude towards halal imported beef. The influence of gender and age correlate to the attitude. Female would respond and agree more to the items of attitude. However, according to Sawari et al (2018)

male respondents are more agree towards halal food consumption compare to female. The male respondents agree that the halal goods sold in Peninsular Malaysia are healthy, safe and hygienic while the female respond in contrast. It indicates that male have good attitude level compared to female.

Next, the attitude of students also related to educational level. Educational level is characteristics development of students and how learning setting are arranged. Previous research by Syed (2012) stated that the respondent beef consumption correlated to their attitude of choosing better quality of meat and the manufacturing process that strictly based from halal practice. They demand for meat with compliance to Shariah law and permissibly halal to be consumed.

2.3 The Influential Factors Influencing Student Perception towards Halal Imported Beef

Malaysia is known as international halal hub encompass all the countries. Malaysia is also being known to have high sensitivity level on halal and haram features. Halal imported beef is one of the major imported goods in the country. There are some influential factors that can influence perception of students towards halal imported beef.

Nowadays, it can be seen that students take a serious awareness on halal foods consumption. The students are more aware on the halal logo. The students would check on the halal logo before purchasing and consuming any halal food products. Majority of the students are extremely aware and particular on halal food consumption as they only consume any food products with halal logo (Hasan, 2016). In this era of globalization,

social media is a platform to gain any information across the global. The students tend to gain information and knowledge on halal imported beef if they are doubt on any related issues. The knowledge they gain would affect their perception on halal foods. Farhan and Andriansyah (2016) found that social media influence consumer awareness on halal foods. They acknowledged that media exposure has major influence on the halal food perception. There is positive relationship between religion knowledge, halal awareness, and the awareness on food products with Malaysia halal logo.

Halal food product processing and production are involving both Muslim and non-Muslim manufacturer. The students especially non-Muslim would uncertain to purchase any halal product including imported beef from non-Muslim manufacturer. The students have negative perspective on non-Muslim as they view the non-Muslim manufacturer produce non-halal food products. According to Yunus et al. (2014) few of the respondents consider to purchase any Halal packaged food products manufactured from non-Muslim.

On the other hand, halal logo plays major role that influence the attitude among university students. Halal logo labelling can influence the purchase attitude towards halal imported beef. As mentioned by Al-Kwifit et al. (2020) halal logo are important as it can be a factor that guide the attitude of Muslim consumers towards food products. According to Fahmi (2017) there is beneficial impact of the attitude variables on the perception to choose halal products. The same finding by Elseidi (2018) also stated that Muslim customers' intentions to purchase halal-labelled food from mainstream UK shops are influenced by their attitudes. However, the findings were done from Ekoyudho (2021) found that there is no relationship between knowledge and halal meat buying attitude.

Recently, people are aware of their surroundings especially from food product aspects. Food products are significant as it is daily consumption. The consumers practice

would be different due to some aspects. On the other hand, people are willing to buy food products due to the quality instead of halal labelling or logo. Bisschoff and Uys (2016) reported that consumers tend to buy more beef due to the good quality of the meat and the farming practices also affect the purchasing behaviour. It shows that people are more aware on the quality than considering the sources of the beef.

2.4 Theoretical of The Study

2.4.1 Conceptual Model of the study

The Knowledge, Attitude, and Practices Survey Model or is simply known as KAP model is a quantitative method that used to measure and provide access to the use of questionnaire and the statistical processing of the data collected. KAP survey mean knowledge, attitude, and practice. Knowledge is a set of understanding, knowledge, and considered to be beneficial. Attitude is a way of being and it is a response to the situation. Practice is a behavior, action of a person in response to the stimulus. Attitude is not directly observable as practice however there is relationship between both attitude and practice. KAP is a defined representative survey of target population which aim to obtain knowledge, attitude, and practice in the context of the topic of interest. According to Zahedi et al (2014) the Knowledge, Attitude, and Practice model survey is a study that portray the right population and seek data for what is known, believed and done in respect of specific issue.

In this study, KAP model is used to study the knowledge, attitude, and practice of university students towards halal imported beef. KAP model is significant for this study as it can be used to explain the most significant factors and the relationship of perception of university students towards halal imported beef.

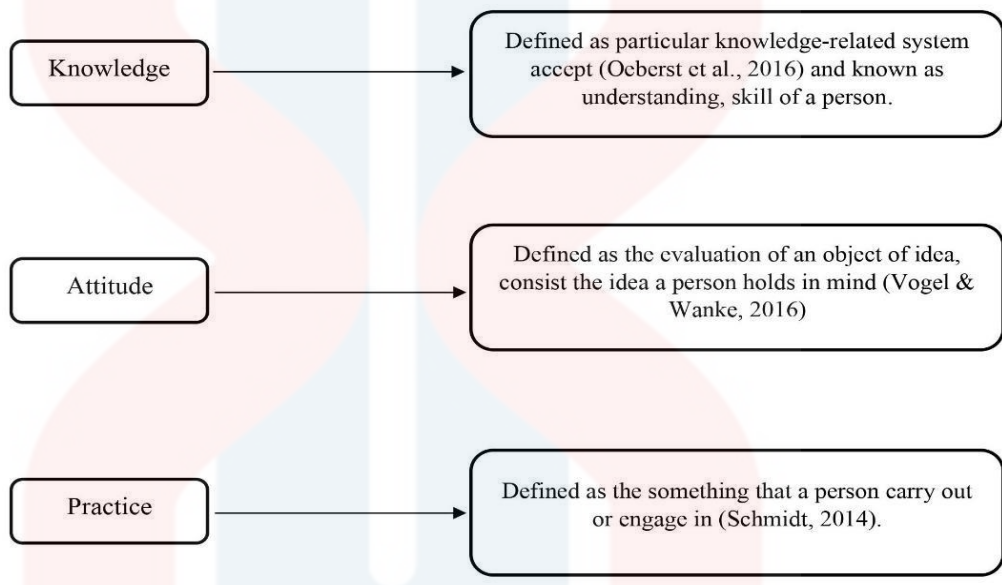


Figure 2.1: The factors that influence the students' perception

CHAPTER 3

METHODOLOGY

3.0 Introduction

The methodology chapter is divided into four sections. The first section covered the theoretical conceptual framework. The second and third section covered on the data collection and design of the questionnaire. The next section outlined about the methods of analysis used in this study.

3.1 Theoretical Conceptual Framework

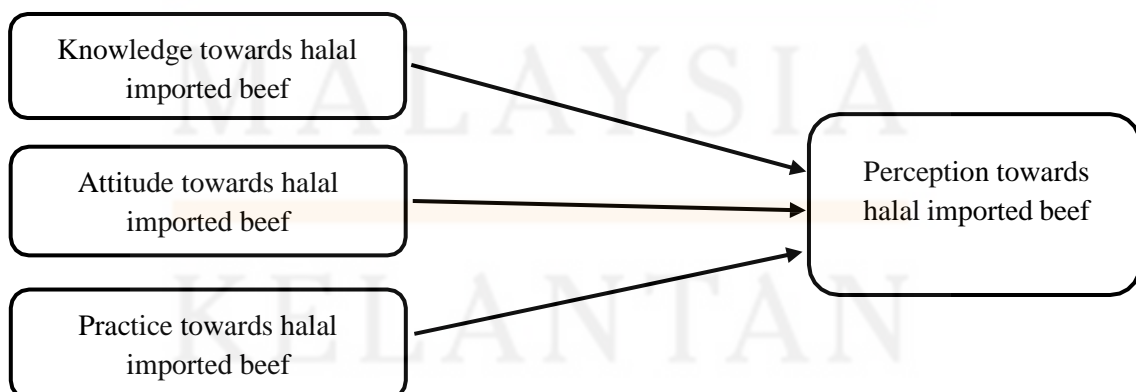


Figure 3.1: Flow of method to construct questionnaire

The Figure 3.1 show the variables that been used in the study. The independent variables for this study are knowledge, attitude, and practice. On the other hand, the dependent variable for this study is perception towards halal imported beef. The questionnaire for this study had been constructed and structured based on the perception towards halal imported beef which were influenced by knowledge, attitude and practice.

3.2 Data Collection

In this study, the data obtained through randomly sampling collected among the university students. The data obtained from primary source and primary data. A structured questionnaire been used to collect the data among university students. The questionnaire related to the objective of the study.

The questionnaire had been divided into few sections. The first section of the questionnaire is the demographic of the respondents. It was included the gender, ages, education level, purchase preference, and frequency of monthly beef consumption. On the other hand, the second section of the questionnaire was the knowledge of the university students toward halal imported beef. The section covered about the understanding and knowledge of the university students about the halal imported beef. Next, the third section covered on the attitude among the students towards halal imported beef. Apart from that, the last section covered on the practice of the university students towards halal imported beef. The section covered on the practice of the students towards the halal imported beef. The questionnaire was available in both language which are

English and Malay. The survey encompassed all 21 questions. The survey had been constructed in various types such as Likert scale and multiple choices question. The scale items are strongly disagreeing, disagree, intermediate, agree, and strongly agree. The total sample of this study was 280 respondents collected among the university students University of Malaysia Kelantan in Jeli Campus. Apart from that, the questionnaire had been distributed through online survey only.

3.2.1 Sample size

In this study, targeted respondents are only focusing on university students. The sample size for this study is 280 university from University of Malaysia Kelantan area in Jeli Campus. The total of the students in the university is 1940 however the sample size is only 280 students. According to Altunişik et al. (2004) reported that 30 to 500 sample is generally sufficient for the research hence 150 respondents is valid for this study.

In this study, the technique that been used is simple random sampling. The sampling is also known as the method of chances. The sampling technique tends to have any respondents from the university which anybody have the chance to become a respondent for this study.

3.2.2 Pilot study

The questionnaires were pre-tested before blasting and used to the respondents. Pre-testing is conducted by distributing to the university students to ensure the understanding of the respondents, the feasibility, and the outcomes of the consumer response. A total sample size of thirty respondents is used in the pre-test process. The Statistical Package for Social Science Software (SPSS) is used to analyze the data that have been collected.

3.3 Data Analysis

3.3.1 Reliability test

Reliability test refers to a test which measure the consistency of results when the same test being repeated conducted on the same test at different period of time. It is used to measure something that are expected to stay in the sample. High reliability measure produces similar results which is under consistent conditions. The reliability test is run at each independent variable which are knowledge, attitude, and practice.

3.3.2 Descriptive analysis

Descriptive test is a basic measure being used to view the survey data and describes the feature of the data. The descriptive test is including the frequency and percentage response distribution, which measure the mean, median, and mode that being collected from the research. The test also includes the dispersion measure such as the range and the standard deviation for the survey data.

3.3.3 Chi-Square Test

Chi-Square test was used in the study to identify the relationship between two variables. Chi-square test is a test that been used to differentiate two variables in a contingency table and to analyze whether they are related. In this study, the Chi-square test was used to determine the relationship between two variables, which are the demographic factors (gender, age, educational level, purchase preference, and frequency of monthly beef consumption) and the attitude of university students towards halal imported beef. The final result of the test is considered significant if the value is less or equal than the alpha value, which is 0.1.

3.3.4 Factor analysis

Factor analysis is a process that being used to reduce a big amount of number of variables into lesser number of factors. The process can lead to common score by extract maximum common variances from all variables. It is important for this study to analyze the most significant factor that influence the perception towards halal imported beefs among university students. Apart from that, factor analysis is a test which simplified the correlation between factors and variables (Rani, 2012).

3.4 Chapter Summary

This chapter encompassed the outline of the research design of the study. It has been describing on the four analytical method which been used in the study. The methods included descriptive analysis, reliability test, chi-square test and factor analysis. The method was used to achieve the purpose of the study. In this chapter, all the types of analysis were explained and outlined.

CHAPTER 4

RESULT AND DISCUSSION

4.0 Introduction

This chapter covers the result and discussion of the study. The random sampling method was done among 280 university students in Kelantan. The students of University of Malaysia Kelantan in Jeli Campus were chosen randomly due to limitation considerations. The perception towards halal imported beef among university students was identified by approaching the respondents. All the factors that influenced university students towards halal imported beef also defined from this study.

4.1 Reliability Analysis

From the Table 4.1, is summarized the Cronbach's Alpha value for the independent variable that include knowledge, attitude, and practice. The outcomes of the reliability test were also showed in the Table below. The value of Cronbach's Alpha for knowledge was 0.795, 0.776 for attitude, and 0.762 for practice. According to (Taber,

2018) the value of Cronbach’s Alpha is considered as significant and high is the value is higher than 0.7. Thus, based on this study the Cronbach’s Alpha is reliable as the value for knowledge, attitude, and practice were greater than 0.7.

Table 4.1: Reliability statistics

Variables	Cronbach’s Alpha	Items
Knowledge towards halal imported beef among university students	0.795	7
Attitude towards halal imported beef among university students	0.776	7
Practice towards halal imported beef among university students	0.762	7

4.2 Descriptive Analysis

Descriptive analysis is based on data collected through survey questionnaire. It contains the socio-demographic background of the respondents including percentage and frequency. This analysis was also included the Likert Scale questionnaire on knowledge, attitude, and practice towards halal imported beef among university students. The method used to indicate the percentage and mean of each question.

4.2.1 Demographic Background of Students

The descriptive analysis was run on the demographic information of the university students to outline their socio-demographic profile. Apart from that, the demographic of the students used to identify the relationship between demographic background and the attitude of university students towards halal imported beef. The demographic information in this study comprises of gender, ages, educational level, purchase preference, and frequency of monthly beef consumption.

The table 4.2 shows the demographic profile of the university students. Based on this study, most of the respondents are female, which 148 respondents (52.9%) while the rest of respondents are male consist of 132 respondents (47.1%). The majority of the students who participate in the study are at age 21-30 years old with percentage of 68.2%. Following by 54 respondents (19.3%) of below than 20 years old and 25 respondents (8.9%) at 31-40 years while there are 10 respondents at 41 years and above which indicate least group with percentage of 3.6% respectively.

The educational level of the university students also plays crucial role in perception towards halal imported beef. Majority of the respondents (91.1%) are from the same educational level, which is Degree with the number of 255 respondents. This is because most of the participants in this study were Degree students. On the other hand, the second highest number of respondents are with Master educational level with 16 respondents (5.7%). The least number of respondents, which is 9 persons are PhD students with the percentage of 3.6%.

The respondents were asked on the purchase preference of meat. It indicated that the most of the students preferred local beef in market, with the number of 175 respondents and the percentage is 62.5%. This is because they believe that local beef is undoubtedly certified as halal to be consumed. However, the previous study by Mottin et al (2019) stated that most the respondents chose and preferred meat from supermarket butcher. In this study, there are 84 students who preferred local beef in supermarket with the percentage of 30%. On the other hand, the students of 11 persons (3.9%) favor the imported beef from Australia while 8 students (2.9%) choose buffalo meat than beef. Only one person preferred imported beef from Brazil and India with the percentage of 0.4% respectively.

From the data collected, majority of the respondents, 191 persons (68.2%) only consume 0-2 times beef per month. The same findings from Figueiredo et al. (2021) found that one third of the female students showed never or 2 or 3 times per week eat meat. One of the factors on the low frequency beef consumption is due to the young people tend to consume chicken and other meat compared to beef. According to Jayaraman (2013) the chicken meat is known as universal phenomenon whereas chicken meat is widely accepted by consumers including the youth. The number of 50 students (17.9%) take monthly beef consumption 3 to 5 times. Other than that, 27 respondents (9.6%) resulted in 3-5 times of monthly beef consumption while the least number of respondents is 12 (4.3%) who never consume beef in a month.

Table 4.2: Demographic profile of university students in UMK Jeli Cmpus

Variables	Frequency (N)	Percentage (%)
Gender		
Male	132	47.1
Female	148	52.9
Ages		
Below than 20 years	54	19.3
21-30 years	191	68.2
31-40 years	25	8.9
41 years and above	10	3.6
Educational Level		
Degree	255	91.1
Master	16	5.7
PhD	9	3.2
Purchase Preference		
Imported beef from India	1	0.4
Imported beef from Australia	11	3.9
Imported beef from Brazil	1	0.4
Local beef in market	175	62.5
Local beef in supermarket	84	30.0
Buffalo meat	8	2.9
Frequency of Monthly Beef Consumption		
Never	12	4.3
0-2 times	191	68.2
3-5 times	50	17.9
More than 5 times	27	9.6

Source: (Survey, 2022)

4.2.2 Knowledge towards Halal Imported Beef among University Students

The descriptive analysis was used in this study to describe the knowledge towards halal imported beef among university students. This is significant to measure the knowledge towards halal imported beef among university students to accomplish the first objective of the study. The analysis result of the knowledge towards halal imported beef was presented in Table 4.3. For the statement “Halal products are believed to be pure, safe, and good quality”, most of the university students strongly agree with it which resulted 60.7%. For second statement of “The products which have halal logo without JAKIM certification are not halal to be consumed”, majority of the student are agree to the statement with percentage of 73.2%.

The statement “The valid halal logo is only issued by JAKIM authority” 63.2% of the respondents agree to the statement. Then, 71.4% of the respondents agree with the statement “The products with JAKIM halal certification are high quality because have undergone strict standard procedure”. Next, statement which is “All JAKIM halal certified beef product are halal” resulting in majority of the students agree with the statement which is 70%. Then, most of the respondents agree with the statement “Is the JAKIM logo sufficient to ensure halal meat products” with 73.2% while for the last statement which is “I know the current issue on imported beef”, majority of the respondents agree to the statement with 72.9%. Overall, based on the mean of results it shows that majority of the university students have the positive knowledge towards halal imported beef. Based on the mean of the result, most of the respondents have positive knowledge towards halal imported beef.

Table 4.3: Descriptive analysis for knowledge towards halal imported beef among university students

Statement	Percentage (%)					Mean	SD
	1*	2*	3*	4*	5*		
1. Halal products are believed to be pure, safe, and good quality	0	0.4	3.2	35.7	60.7	4.57	0.576
2. The products which have halal logo without JAKIM certification are not halal to be consumed	0.4	2.1	7.1	73.2	17.1	4.05	0.600
3. The valid halal logo is only issued by JAKIM authority	0.4	0.7	5.0	63.2	30.7	4.23	0.604
4. The products with JAKIM Halal certification are high quality because have undergone strict standard procedure	0	0	4.6	71.4	23.9	4.19	0.499
5. All JAKIM Halal certified beef product are halal	0	0	3.9	70.0	26.1	4.22	0.502
6. Is the JAKIM logo sufficient to ensure halal meat products?	0	1.1	7.1	73.2	18.6	4.09	0.541
7. I know the current issue on imported beef?	1.8	2.9	7.9	72.9	14.6	3.96	0.707
Total Average Mean						4.19	

*Indicator: 1 Strongly disagree, 2 Disagree, 3 Intermediate, 4 Agree, 5 Strongly agree

Source: (Survey, 2022)



4.2.3 Attitude towards Halal Imported Beef among University Students

The descriptive analysis was used to describe the attitude of university students towards halal imported beef. The analysis result of attitude was presented in Table 4.4.

For the first statement “I do not hesitate to buy non-Muslim product as long as it has JAKIM halal logo”, majority of the respondents which are 68.6% agree with the statement. The second statement “I always concern and sensitive on the issues related towards products or foods that are said to be non-halal” majority of the respondents which are 72.9% agree to that statement. The next statement “The products manufactured from Muslim entrepreneurs are believed to be halal products”, most of the respondents agree to the statement with percentage of 74.6%.

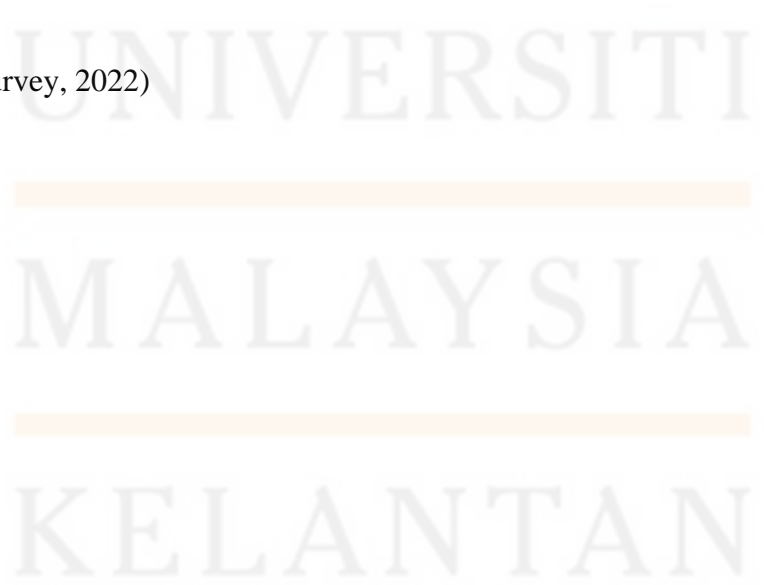
Then for the statement of “Consumption of any halal products are everyone’s choice”, there is most of respondents agree with the statement (76.1%). While for the statement “I am confident that JAKIM is able to monitor from time to time on halal products on the market”, most of the respondents agree (67.5%) with the statement. The statement “I will not purchase any beef product if I doubt its halal status”, majority of the respondents agree to the statement with percentage of 51.8% while the statement “I prefer to purchase imported beef only from clean butcher store” indicate that most of the respondents (66.8%) agree with the statement. Based on the mean of the result, most of the respondents have positive attitude toward halal imported beef.

Table 4.4: Descriptive analysis for attitude towards halal imported beef among university students

Statement	Percentage (%)					Mean	SD
	1*	2*	3*	4*	5*		
1. I do not hesitate to buy non-Muslim product as long as it has JAKIM Halal logo	1.4	3.6	7.1	68.6	19.3	4.01	0.733
2. I always concern and sensitive on the issues related towards products or foods that are said to be non-halal	0	1.1	5.4	72.9	20.7	4.13	0.536
3. The products manufactured from Muslim entrepreneurs are believed to be halal products	0.4	1.1	6.4	74.6	17.5	4.08	0.556
4. Consumption of any halal products are everyone's choice	0.7	0.4	7.5	76.1	15.4	4.05	0.553
5. I am confident that JAKIM is able to monitor from time to time on halal products on the market	0	0	8.2	67.5	24.3	4.16	0.548
6. I will not purchase any beef product if I doubt its halal status	0	0	4.3	51.8	43.9	4.40	0.571
7. I prefer to purchase imported beef only from clean butcher store	0.7	1.8	8.6	66.8	22.1	4.08	0.662
Total Average Mean						4.13	

*Indicator: 1 Strongly disagree, 2 Disagree, 3 Intermediate, 4 Agree, 5 Strongly agree

Source: (Survey, 2022)



4.2.4 Practice towards Halal Imported Beef among University Students

The descriptive analysis was used to determine the practice of university students towards halal imported beef. The analysis result of the practice of university students towards halal imported beef was presented in the Table 4.5. The statement “Based on the news above, I am still bought imported meat”, majority of the respondents (57.1%) disagree to the statement.

Then, for the statement “I still eat meat products at the diner or restaurant” most of the respondents disagree with the statement with the percentage of 53.9%. For the next statement which is “I do not buy meat -based food products in the market”, 65.4% of the respondents agree with the statement. On the other hand, the statement “I only consume imported beef with JAKIM Halal certification”, resulted that most of the respondents (68.6%) agree to the statement.

The statement of “I only consume imported beef with halal certification”, most of the respondents which is 67.5% agree with the statement while 73.2% of the respondents agree with the statement “I educate peoples to consume only halal imported beef”. Apart from that, for the statement “I always try to identify the non-halal product through reading or internet”, most of the respondents which is 69.6% agree with the statement. Based on the mean of the result, most of the respondents have positive practice towards halal imported beef.

Table 4.5: Descriptive analysis for practice towards halal imported beef among university students

Statement	Percentage (%)					Mean	SD
	1*	2*	3*	4*	5*		
1. Based on the news above, I am still bought imported meat	7.1	57.1	22.1	6.1	7.5	2.50	0.984
2. I still eat meat products at the diner or restaurant	3.6	53.9	22.5	13.6	6.4	2.65	0.979
3. I do not buy meat -based food products in the market	1.8	4.3	14.3	65.4	14.3	3.86	0.775
4. I only consume imported beef with JAKIM Halal certification	0.7	0.7	8.9	68.6	21.1	4.09	0.622
5. I only consume imported beef with halal certification	0	1.1	12.5	67.5	18.9	4.04	0.597
6. I educate peoples to consume only halal imported beef	0	2.1	12.1	73.2	12.5	3.96	0.576
7. I always try to identify the non-halal product through reading or internet	0	0.7	11.8	69.6	17.9	4.05	0.569
Total Average Mean						3.59	

*Indicator: 1 Strongly disagree, 2 Disagree, 3 Intermediate, 4 Agree, 5 Strongly agree

Source: (Survey, 2022)



4.2.5 The Knowledge Level towards Halal Imported Beef among University Students

The descriptive analysis was used to indicate the knowledge level of university students towards halal imported beef. Table 4.6 showed the mean score of knowledge, attitude, and practice towards halal imported beef among university students. The mean score for this study were categorized as low, moderate, and high. The low mean score is (1 - 2.33), the moderate mean score is (2.34 - 3.66) and the high mean score is (3.67 - 5). Knowledge were recorded as the highest mean score (4.19), followed by attitude (4.13) and practice (3.59).

Based on the result of the study, the level of knowledge was resulted with the mean score of 4.19 which is categorized as high level. Thus, from the study the result indicated that the respondents have the higher level of knowledge towards halal imported beef. Apart from that, based on the previous study by Ahmad et al (2015) stated most of the respondents believe they have high level of knowledge towards the source, ingredients and production of halal foods. Similarly, the previous study by Quantaniah, Noreina, and Syakinah (2013) found that the knowledge and understanding of the halal issues of the students were greater due to their high education.

Table 4.6: Mean score for knowledge, attitude, and practice towards halal imported beef

Variables	Frequency (N)	Percentage (%)	Mean
Knowledge			4.19
Low	0	0	
Medium	19	6.8	
High	261	93.2	
Attitude			4.13
Low	0	0	
Medium	24	8.6	
High	256	91.4	
Practice			3.59
Low	1	0.4	
Medium	178	63.6	
High	101	36.1	

4.3 Relationship between Socio-demographic and Attitude towards Halal Imported Beef among University Students

The Chi-square analysis was used in the study to analyze the statistical difference of demographic factors of the university students with the knowledge, attitude, and practice towards halal imported beef. The result of the test is significant is the value is less or equal to alpha value which is 0.1 (90% confidence). Table 4.7 showed the result of Chi-square analysis between demographic and knowledge, attitude, and practice of university students towards halal imported beef.

Most of the respondents are female which is 52.9%. The result showed that there is significant relationship between gender and attitude towards halal imported beef. It is due to the p-value is less than 0.1. On the other hand, the respondents aged from 21-30 years old with percentage of 68.2%. There is significant relationship between age and attitude towards halal imported beef as the p-value is lower than 0.1 ($p\text{-value} < 0.1$). Apart from that, educational level of the majority of the respondents is Degree with percentage of 91.1%. In this study, it showed that education has significant relationship with attitude towards halal imported beef as the p-value is less than 0.1. For purchase preference of meat, 62.5% of the respondents preferred local beef in market compared to other meat. The result indicated there is significant value between the purchase preference and attitude as the p-value is lower than 0.1. Majority of the students take monthly beef consumption of 0-2 times with 68.2% and there is significant relationship between the frequency monthly beef consumption and attitude towards halal imported beef.

Based on the result, all of the socio-demographic (gender, age, educational level, purchase preference, and frequency of monthly beef consumption) has significant

relationship with attitude towards halal imported beef. It indicated that gender, age, educational level, purchase preference, and frequency of monthly beef consumption has an influence towards the university student's attitude. Based on this study, ages of the respondents had relationship towards attitude. The same findings were done by Teng et al (2013) stated that there is relationship between gender and age and the perception on halal labelled food products. However, this is in contrast with the findings of Sawari, Paramboor, and Ghazali (2018) stated that there is no significant relationship between ages and attitude.

Based on the result, there was correlation between education level and attitude. This is supported by the findings from Ruslan, Kamarulzaman & Sanny (2018) that education has strong correlation with the respondents' awareness. They would buy high quality products due to their higher education background. Furthermore, Erdem et al (2015) stated that education has significant relationship on intention to purchase, halal food products, and preference towards halal certificate.

Table 4.7: Result of Chi-Square Analysis between demographic and knowledge, attitude, and practice of university students towards halal imported beef

Variables			Knowledge	Attitude	Practice
Gender	Male	Count	47.1	47.1	47.1
	Female	(%)	52.9	52.9	52.9
		P-value	0.617	0.074	0.219
Ages	Below than 20 years	Count	19.3	19.3	19.3
	21-30 years	(%)	68.2	68.2	68.2
	31-40 years		8.9	8.9	8.9
	Above than 41 years		3.6	3.6	3.6
		P-value	0.000	0.000	0.000
Educational level	Degree	Count	91.1	91.1	91.1
	Master	(%)	5.7	5.7	5.7
	PhD		3.2	3.2	3.2
		P-value	0.000	0.000	0.000
Purchase preference	Imported beef from India	Count	0.4	0.4	0.4
	Imported beef from Australia	(%)	3.9	3.9	3.9
	Imported beef from Brazil		0.4	0.4	0.4
	Local beef in market				
	Local beef in supermarket		62.5	62.5	62.5

	Buffalo meat		30.0	30.0	30.0
			2.9	2.9	2.9
		P-value	0.002	0.000	0.135
Frequency of monthly beef consumption	Never	Count	4.3	4.3	4.3
	0-2 times	(%)	68.2	68.2	68.2
	3-5 times		17.9	17.9	17.9
	More than 5 times		9.6	9.6	9.6
		P-value	0.000	0.000	0.000

4.4 Most Influential Factors of the Perception towards Halal Imported Beef among University Student

4.4.1 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of sampling adequacy and Bartlett's Test of Sphericity were used in the study. Kaiser-Meyer-Olkin (KMO) test used to determine whether the data is suitable for factor analysis. The KMO test measured the sampling adequacy of each variables. The sampling is considered as acceptable and significant if the KMO value is greater than 0.5 according to Hadi, Abdullah, and Sentosa (2016). On the other hand, Bartlett's Test of Sphericity used to differentiate an observed correlation matrix to identity matrix. According to Malik et al (2019) indicated that the sample can be used for factor analysis when it is at 1% level of significance and considered as statistically significant. For this study, the factor analysis was used to determine the most influential factors of the perception towards of university students towards halal imported beef. From the result, both Kaiser-Meyer-Olkin test and Bartlett's test showed significant results.

Based on the Table 4.8 value of Kaiser-Meyer-Olkin (KMO) test for knowledge is 0.765, the value for attitude is 0.769, and the value for practice is 0.659. Besides, for the Bartlett's Test of Sphericity showed a significant level as the p-value is at 0.000. It indicated that the sampling is considered significant. Thus, it indicated that there are the correlations between the variables in this study.

Table 4.8: KMO and Bartlett’s Test of knowledge, attitude, and practice of university students towards halal imported beef

		Knowledge	Attitude	Practice
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.765	0.769	0.659
Bartlett’s Test of Sphericity	Approx. Chi-Square	631.947	520.520	602.287
	df	21	21	21
	Sig.	0.000	0.000	0.000

4.4.2 Variance Explained

The total variance of the variables was being measured by the variance explained in factor analysis test. The factor analysis test was used to reduce a large number of variables into smaller number of factors. Table 4.9 show the result of variance explained. The total of variance that greater than 30% is a minimum consideration level, the value of total variance that greater than 40% is considered as important level while the total of variance greater than 50 considered as practically significant. In this study, the result of variance explained is considered important level as the result is higher than 40%. The knowledge is the highest variance than attitude and practice which 46.979%. Thus, it was proven that the knowledge is the most influential factors that influence the perception towards halal imported beef among university beef. The second factor influenced was the attitude at 44.108% followed by practice at 36.013%.

Therefore, the most significant factor among university students towards halal imported beef is the knowledge. The same findings according to Hosseini, Mirzaei, and Iranmanesh (2019) found that knowledge on halal logo became a significant factor toward consumer's willingness to purchase halal foods. However, in contrast the study from Haque et al (2015) indicated that the attitude shared positive relationship with the consumer's intention and awareness towards halal food products.

Table 4.9 Result of variance explained

Variables	Variance (percent of explained)
The knowledge towards halal imported beef among university students	46.979
The attitude towards halal imported beef among university students	44.108
The practice towards halal imported beef among university students	36.013

4.5 Chapter Summary

This chapter discussed on the results of the study which justified the main variables of Knowledge Attitude Practice (KAP) model in the context of the perception towards halal imported beef among university students. From the results, it is found that the university student in University Malaysia Kelantan Jeli Campus had high level of knowledge towards halal imported beef. Furthermore, the result indicated that the demographic factor had significant relationship towards the attitude towards halal imported beef.



CHAPTER 5

CONCLUSION

5.0 Conclusion

This study contains of three objectives. The main objective of the research is to study the knowledge level towards halal imported beef among university students. Then, the second objective is to study the relationship between demographic (gender, age, educational level, purchase preference, and frequency of monthly beef consumption) with the attitude towards halal imported beef among university students. The third objective of the study is to investigate the most influential factor that influence the perception of university students towards halal imported beef. All of the objectives of the study were achieved and the conclusion had been made.

On the other hand, the data analysis used in this study encompassed descriptive analysis, reliability test, Chi-square analysis, and exploratory factor analysis. The descriptive analysis was used to identify the demographic background of the university students, knowledge, attitude and practice towards halal imported beef. In this study, the reliability test was used to analyze and measure the reliability of the scale and also delivered information on the relationship between the variables. On the other hand, the

Chi-square test also been used in the study. It is used to analyze the relationship between the demographic background with the attitude of the students towards halal imported beef. the demographic variables included gender, age, educational level, purchase preference of meat, and frequency of monthly beef consumption. Apart from that, the exploratory factor analysis was used to analyze the most significant factor that influence the perception towards halal imported beef which included the factor of knowledge, attitude, and practice.

The research was participated by 280 respondents with diverse education background of student from University of Malaysia Kelantan in Jeli Campus. The majority numbers of the students participated in the study is female. Most of the students agree to prefer local beef from market compared to other meat as they believe that local are significantly came from halal source. Based on the study, it also found that most of the respondents agreed that they only consume beef only 2 to 3 times in a month as the students preferred chicken meat than imported beef or local beef.

The study had achieved all of the three objectives of the study. The data may be obtained from the results. The objective one is to study the level of knowledge of university students towards halal imported beef. The objective has been achieved as it is found that that the mean score for the knowledge is 4.19. The mean score of variables which is between 3.67 to 5 is considered as high level. Therefore, the level of knowledge among the university students is been observed as high.

On the other hand, the result of the study also answering the second objective which is to study the relationship between demographic background and the attitude towards halal imported beef. The results showed that all the demographic factors including age, gender, educational level, purchase preference, and frequency of monthly

beef consumption has the significant relationship with the attitude towards halal imported beef. The results also showed that p-value for the variables are lower than 0.1 ($p\text{-value} < 0.1$). Therefore, it can be concluded that the null hypothesis is rejected as the age, gender, educational level, purchase preference, and frequency of monthly beef consumption had positive correlation towards the attitude.

Furthermore, the last objective of the study also achieved as the most significant factor that influence perception of university students towards halal imported beef is the knowledge. The variance of the knowledge is the highest, which is 46.979%. The second highest variable is the attitude towards halal imported beef (44.108%) and the practices towards halal imported beef (36.013%). Therefore, it indicated that knowledge with the highest total variance is the most influential factors that influence perception towards halal imported beef.

5.1 Limitation of The Study

Although the objectives of the study been accomplished successfully, the limitations should be addressed before generalizing to the results. One of the limitations from the study was the total numbers of respondents obtained. The respondents who participated was the university students of University of Malaysia Kelantan. The estimated sample size was 300 and above, however the sample size that obtained was 280 students. It was due to the limitation of time and difficulty in collecting the data from the university students. Therefore, the sample size of 280 was only obtained from the study. Apart from that, the survey of the research study was run by questionnaire. The questionnaire was run in Likert Scale method and multiple-choice question. Therefore,

from the research study which based from questionnaire only the respondents might not really give the right and accurate response towards the particular questions. Thus, the action would give an effect to the data obtained from the survey.

5.2 Recommendations

Based on the results and conclusion drawn, some of recommendation can be suggested in need for future work research. One of the recommendations is the research study can be made and diversified into a huge number of students from other universities in few states in Malaysia. The future research may take some time to be done, however a precise and diversified result may be obtained as the scope of study is wider. The study towards university students is significant as the youth is the indicator of the halal food industry in the country.

On the other hand, based on this study it was found that knowledge level of students towards halal imported beef is high. Therefore, the second recommendation is the future study would be focusing to investigate the level of the attitude, subjective norms, and practice of university students towards halal imported beef. While this study was aiming on the perception of the student hence the future research work can also be done towards the consumers which include the adult, housewives, public and private workers and others. This is because their perception might be different compared to the university students in the context of their educational level, purchase preference, and frequency of beef consumption.

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APPENDIX A

SECTION A / BAHAGIAN A: Demographic Profile / Profil Demografi

Instruction: Please do answer all the questions and tick (/) on preferred answer.

Arahan: Sila jawab semua soalan dan tandakan (/) pada jawapan pilihan.

1.	Gender / Jantina	<input type="checkbox"/> Male / Lelaki <input type="checkbox"/> Female / Perempuan
2.	Age / Umur	<input type="checkbox"/> Below than 20 / Bawah 20 tahun <input type="checkbox"/> 21-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> Above than 41 / 41 tahun ke atas
3.	Educational Level / Tahap Pendidikan	<input type="checkbox"/> Degree / Ijazah Sarjana Muda <input type="checkbox"/> Master <input type="checkbox"/> PhD
4.	Purchase Preference / Keutamaan Pembelian	<input type="checkbox"/> Imported beef from India / Daging import daripada India <input type="checkbox"/> Imported beef from Australia / Daging import daripada Australia <input type="checkbox"/> Imported beef from Brazil / Daging import daripada Brazil <input type="checkbox"/> Local beef in market / Daging tempatan di pasar awam

		<input type="checkbox"/> Local beef in supermarket / Daging tempatan di pasar raya <input type="checkbox"/> Buffalo meat / Daging kerbau
5.	Frequency of Monthly Beef Consumption / Kekерapan Pengambilan Daging Lembu Bulanan	<input type="checkbox"/> Never / Tidak pernah <input type="checkbox"/> 0-2 times / 0-2 kali <input type="checkbox"/> 2-3 times / 2-3 kali <input type="checkbox"/> More than 5 times / Lebih dari 5 kali

SECTION B / BAHAGAIAN B: Knowledge Towards Halal Imported Beef / Pengetahuan Terhadap Daging Lembu Import Halal

Instruction: Please indicate your response by tick the answer to the following statements.

1- Strongly disagree

2- Disagree

3- Intermediate

4- Agree

5- Strongly agree

Arahan: Sila nyatakan jawapan anda dengan tandakan jawapan pada pernyataan berikut.

1- Sangat tidak setuju

2- Tidak setuju

3- Pertengahan (Antara tidak setuju dan setuju)

4- Setuju

5- Sangat setuju

Statements	1	2	3	4	5
1. Halal products are believed to be pure, safe, and good quality. / Produk yang halal diyakini kesuciannya, selamat, dan berkualiti.					
2. The products which have halal logo without JAKIM certification are not halal to be consumed. / Produk yang mempunyai logo halal tanpa pengiktirafan JAKIM adalah tidak halal digunakan.					
3. The valid halal logo is only issued by JAKIM authority. / Logo halal yang sah hanya dikeluarkan oleh pihak JAKIM sahaja.					
4. The products with JAKIM Halal certification are high quality because have undergone strict standard procedure. / Produk yang mempunyai sijil halal JAKIM adalah sangat berkualiti kerana ianya telah melalui prosedur standard yang ketat.					
5. All JAKIM Halal certified beef product are halal. / Semua produk daging lembu yang disahkan JAKIM adalah halal.					
6. Is the JAKIM logo sufficient to ensure halal meat products? / Adakah logo Jakim memadai untuk memastikan produk daging halal?					
7. I know the current issue on imported beef? / Saya tahu tentang isu semasa mengenai daging lembu import?					

SECTION C / BAHAGIAN C: Attitude Towards Halal Imported Beef / Sikap Terhadap Daging Lembu Import Halal

Instruction: Please indicate your response by tick the answer to the following statements.

1- Strongly disagree

2- Disagree

3- Intermediate

4- Agree

5- Strongly agree

Arahan: Sila nyatakan jawapan anda dengan tandakan jawapan pada pernyataan berikut.

1- Sangat tidak setuju

2- Tidak setuju

3- Pertengahan (Antara tidak setuju dan setuju)

4- Setuju

5- Sangat setuju

Statements	1	2	3	4	5
1. I do not hesitate to buy non-Muslim product as long as it has JAKIM Halal logo. / Saya tidak ragu-ragu untuk membeli produk keluaran bukan Muslim asalkan ianya mempunyai logo halal JAKIM.					
2. I always concern and sensitive on the issues related towards products or foods that are said to be non-halal. / Saya sentiasa prihatin dan peka terhadap isu-isu berkaitan produk atau makanan yang dikatakan tidak halal.					
3. The products manufactured from Muslim entrepreneurs are believed to be halal products. / Produk yang dikeluarkan oleh pengusaha Muslim diyakini produk yang halal.					
4. Consumption of any halal products are everyone's choice. / Penggunaan sesuatu produk halal adalah pilihan masing-masing.					
5. I am confident that JAKIM is able to monitor from time to time on halal products on the market. / Saya yakin pihak JAKIM mampu memantau dari masa ke semasa ke atas produk halal yang berada di pasaran.					
6. I will not purchase any beef product if I doubt its halal status. / Saya tidak akan membeli sebarang produk daging lembu jika saya meragui status halalnya.					
7. I prefer to purchase imported beef only from clean butcher store. / Saya lebih suka membeli daging lembu import hanya dari kedai daging bersih.					

SECTION D / BAHAGIAN D: Practice Towards Halal Imported Beef / Amalan

Terhadap Daging Lembu Import Halal

Instruction: Please indicate your response by tick the answer to the following statements.

1- Strongly disagree

2- Disagree

3- Intermediate

4- Agree

5- Strongly agree

Arahan: Sila nyatakan jawapan anda dengan tandakan jawapan pada pernyataan berikut.

1- Sangat tidak setuju

2- Tidak setuju

3- Pertengahan (Antara tidak setuju dan setuju)

4- Setuju

5- Sangat setuju

Statements		1	2	3	4	5
<p>Question 1-3 are based on the news below. / Soalan 1-3 berdasarkan berita di bawah.</p> 						
1.	Based on the news above, I am still buying imported meat. / Berdasarkan berita di atas, saya masih membeli daging import.					
2.	I am still eating meat products at the diner or restaurant. / Saya masih makan produk daging di kedai makan atau restoran.					
3.	I do not buy meat-based food products in the market. / Saya tidak membeli produk makanan berasaskan daging di pasaran.					
4.	I only consume imported beef with JAKIM Halal certification. / Saya hanya makan daging lembu import dengan sijil halal JAKIM.					
5.	I only consume imported beef with halal certification. / Saya hanya makan daging lembu import dengan sijil halal.					
6.	I educate peoples to consume only halal imported beef. / Saya mendidik orang lain untuk mengambil daging lembu import yang halal sahaja.					

7.	I always try to identify the non-halal product through reading or internet. / Saya sentiasa cuba mengenal pasti produk tidak halal melalui pembacaan atau internet.					
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THANK YOU FOR YOUR TIME ANSWERING THE SURVEY.

