



UNIVERSITI  
MALAYSIA  
KELANTAN

**Bachelor of Entrepreneurship (Wellness) with Honors**

A report submitted in partial fulfilment of the  
requirements for the degree of

**Bachelor of Entrepreneurship (Wellness) with Honors**

**Faculty of Hospitality, Tourism, and Wellness**

UNIVERSITY MALAYSIA KELANTAN

**2023**

**GROUP: W35**



**“FACTORS INFLUENCING THE DEMAND FOR HALAL FOODS  
PURCHASE INTENTION IN KELANTAN”**

<b>NO</b>	<b>GROUP MEMBERS</b>	<b>MATRIC NO</b>
<b>1</b>	<b>AUDRA SUZZY LEE ANAK SAMUEL LAW</b>	<b>H20A1105</b>
<b>2</b>	<b>NURULIZZATI BINTI ATAN</b>	<b>H20B1711</b>
<b>3</b>	<b>NUR TAQIAH BINTI RAZMI</b>	<b>H20A1941</b>
<b>4</b>	<b>SITI AISYAH BINTI P RAMLI</b>	<b>H20A1759</b>

## REPORT DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution

OPEN ACCESS

I agree that my report is to be made immediately available as hardcopy or on-line open access (full text)

CONFIDENTIAL

(Contains confidential information under the Official Secret Act 1972) \*

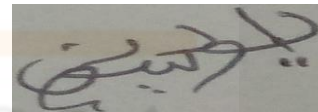
RESTRICTED

(Contains restricted information as specified by the organization where research was done) \*

I acknowledge that Universiti Malaysia Kelantan reserves the right as follow.

1. The report is the property of Universiti Malaysian Kelantan.
2. The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only.
3. The library has the right to make copies of the report for academic exchange.

Certified by



Signature of Supervisor:

Name: ADENEYE YUSUF

Date: 26 JUNE 2023

## ACKNOWLEDGEMENT

First of all, we would like to thank all those who have contributed efforts in helping us complete this research project. Their engagement has given us a lot of help and encouragement so that we can make a successful contribution to this research project. We would also like to express our gratitude and appreciation to our supervisor, Dr. Adeneye Yusuf Babatunde, for overseeing our progress in completing this project. Without his support and expertise that he has been generously sharing with us, we would be unable to complete this project in a timely and efficient manner. In addition, we would like to express our gratitude to the members of our group who have given their full attention and commitment to this research project. Without the commitment, support, understanding, and patience of everyone, this project could not be completed on time. We would also like to thank our families who gave full support to our study at University Malaysia Kelantan. Finally, we are very thankful to University Malaysia Kelantan for giving us the opportunity to carry out this research project.

UNIVERSITI  
MALAYSIA  
KELANTAN

## TABLE OF CONTENT

	<b>Pages</b>
<b>REPORT DECLARATION</b>	<b>i</b>
<b>ACKNOWLEDGEMENT</b>	<b>ii</b>
<b>TABLE OF CONTENT</b>	<b>iii</b>
<b>LISTS OF TABLES</b>	<b>vi</b>
<b>LISTS OF FIGURES</b>	<b>viii</b>
<b>LIST OF SYMBOLS AND ABBREVIATIONS</b>	<b>ix</b>
<b>ABSTRACT</b>	<b>x</b>
<b>CHAPTER 1</b>	<b>1</b>
<b>INTRODUCTION</b>	<b>1</b>
<b>1.1 BACKGROUND OF THE STUDY</b>	<b>1</b>
<b>1.2 PROBLEM STATEMENT</b>	<b>2</b>
<b>1.3 RESEARCH OBJECTIVES</b>	<b>3</b>
<b>1.4 RESEARCH QUESTIONS</b>	<b>4</b>
<b>1.5 RESEARCH HYPOTHESES</b>	<b>4</b>
<b>1.6 SIGNIFICANCE OF THE STUDY</b>	<b>5</b>
<b>1.7 DEFINITION OF TERMS</b>	<b>6</b>
1.7.1 Halal certification	6
1.7.2 Food quality	6
1.7.3 Religiosity	6
1.7.4 Purchase intention to demand Halal foods	7
<b>1.8 ORGANIZATION OF THE STUDY</b>	<b>7</b>
<b>CHAPTER 2</b>	<b>8</b>
<b>LITERATURE REVIEW</b>	<b>8</b>
<b>2.1 INTRODUCTION</b>	<b>8</b>
<b>2.2 CONCEPTUAL REVIEW</b>	<b>9</b>
2.2.1 Halal certification	9
2.2.2 Food quality	10
2.2.3 Religiosity	11
<b>2.4 RESEARCH HYPOTHESES DEVELOPMENT</b>	<b>14</b>
2.4.1 Relationship between Halal Certification and Halal Foods' Purchase Intention 14	
2.4.2 Relationship Between Food Quality and Halal Foods' Purchase Intention	15

2.4.3	Relationship Between Religiosity and Halal Foods' Purchase Intention	16
<b>2.5</b>	<b>CONCEPTUAL FRAMEWORK</b>	<b>19</b>
<b>2.6</b>	<b>SUMMARY</b>	<b>20</b>
<b>CHAPTER 3</b>		<b>21</b>
<b>RESEARCH METHODOLOGY</b>		<b>21</b>
<b>3.1</b>	<b>INTRODUCTION</b>	<b>21</b>
<b>3.2</b>	<b>RESEARCH DESIGN</b>	<b>21</b>
<b>3.3</b>	<b>POPULATION</b>	<b>22</b>
<b>3.4</b>	<b>SAMPLING TECHNIQUE AND PROCEDURE</b>	<b>22</b>
<b>3.6</b>	<b>DATA COLLECTION METHOD</b>	<b>24</b>
<b>3.7</b>	<b>RESEARCH INSTRUMENT</b>	<b>24</b>
<b>3.8</b>	<b>DATA ANALYSIS TECHNIQUE</b>	<b>28</b>
3.8.1	DESCRIPTIVE ANALYSIS	28
3.8.2	CORRELATION TEST	29
<b>3.9</b>	<b>SUMMARY</b>	<b>29</b>
<b>CHAPTER 4</b>		<b>30</b>
<b>DATA ANALYSIS</b>		<b>30</b>
<b>4.1</b>	<b>INTRODUCTION</b>	<b>30</b>
<b>4.2</b>	<b>RESULT OF DESCRIPTIVE STATISTICS</b>	<b>30</b>
4.2.1	Demographic Profile	30
4.2.1(i)	Gender	30
4.2.1(ii)	Age Group	31
4.2.1(iii)	Marital Status	32
4.2.1(iv)	Race	33
4.2.1(v)	Religion	34
4.2.1(VI)	Education Background	35
4.2.2	Mean and Standard Deviation of Independent and Dependent Variables	37
4.2.2(i)	Descriptive Statistic Analysis of Halal Certification	37
4.2.2(ii)	Descriptive Analysis Statistic of Food Quality	38
4.2.2(iii)	Descriptive Statistic Analysis of Religiosity	39
4.2.2(iv)	Descriptive Analysis of Purchase Intention to Demand Halal Foods	40
4.2.3	Total Mean Score and Standard Deviation of all Variables	41
<b>4.3</b>	<b>RESULTS OF THE RELIABILITY TEST</b>	<b>42</b>
<b>4.4</b>	<b>RESULTS OF PEARSON CORRELATION</b>	<b>43</b>
4.4.1(i)	Hypothesis 1: Halal Certification	43

<b>4.5</b>	<b>DISCUSSION</b>	<b>45</b>
4.5.1	Hypothesis 1	45
4.5.2	Hypothesis 2	46
4.5.3	Hypothesis 3	47
<b>4.6</b>	<b>SUMMARY</b>	<b>48</b>
<b>CHAPTER 5</b>		<b>49</b>
<b>5.1</b>	<b>INTRODUCTION</b>	<b>49</b>
<b>5.2</b>	<b>RECAPITULATION OF THE SUMMARY</b>	<b>49</b>
5.2.1	There is a positive relationship between halal certification and halal foods purchase intention.	50
5.2.2	There is a positive relationship between food quality and halal foods purchase intention.	51
5.2.3	There is a positive relationship between religiosity and halal foods purchase intention.	51
<b>5.3</b>	<b>LIMITATION</b>	<b>52</b>
<b>5.4</b>	<b>SUGGESTION FOR FUTURE STUDIES</b>	<b>53</b>
	The following are several research recommendations for the future.	53
<b>5.5</b>	<b>CONCLUSION</b>	<b>54</b>
	<b>REFERENCES</b>	<b>55</b>

## LISTS OF TABLES

Tables	Title	Page
Table 2.1	Previous Studies on Determinants of Demand For Halal Foods Purchase Intention	13
Table 3.1	Section A: Halal Certification (Ahmadova & Aliyev, 2020)	27
Table 3.2	Section B: Food Quality (Iranmanesh et al., 2019)	28
Table 3.3	Section C: Religiosity (Ahmadova & Aliyev, 2020)	28
Table 3.4	Section D: Halal Food Purchase Intention (Pradana et al., 2020)	29
Table 4.1	Gender of Respondent	31
Table 4.2	Age of Respondent	32
Table 4.3	Marital Status of Respondent	33
Table 4.4	Race of Respondent	34
Table 4.5	Religion of Respondent	35
Table 4.6	Education Background of Respondent	36
Table 4.7	Descriptive Statistic (Halal Certification)	38
Table 4.8	Descriptive Statistic (Food Quality)	39
Table 4.9	Descriptive Statistics (Religiosity)	40
Table 4.10	Descriptive Statistics (Purchase Intention to Demand Halal Food)	41
Table 4.11	Total Mean Score and Standard Deviation of Variables	42
Table 4.12	Reliability Statistic for Independent Variables and Dependent Variables	42
Table 4.13	Pearson Correlation of Halal Certification and Halal Foods Purchase Intention	43

Table 4.14	Pearson Correlation of Food Quality and Halal Foods Purchase Intention	44
Table 4.15	Pearson Correlation of Religiosity and Halal Foods Purchase Intention	45



UNIVERSITI  
MALAYSIA  
KELANTAN



## LISTS OF FIGURES

<b>Figures</b>	<b>Title</b>	<b>Page</b>
Figure 1.1	Conceptual Framework of study	20
Figure 4.1	Percentage of Respondents by Gender	31
Figure 4.2	Percentage of Respondents by Age	32
Figure 4.3	Percentage of Respondents by Marital Status	33
Figure 4.4	Percentage of Respondents by Race	34
Figure 4.5	Percentage of Respondents by Religion	35
Figure 4.6	Percentage of Respondents by Education Background	36

## LIST OF SYMBOLS AND ABBREVIATIONS

### Abbreviations

F&B	Food and Beverages
GMP	Good Manufacturing Practices
HACCP	Hazard Analysis Critical Control Point
JAKIM	The Department of Islamic Development Malaysia
SPSS	Statistical Package Social Science
UMK	University Malaysia Kelantan
TPB	Theory of Planned Behavior

UNIVERSITI  
MALAYSIA  
KELANTAN

## ABSTRACT

This study investigates the factors influencing the demand for Halal foods purchase intention in Kelantan. This study examines how consumers choose halal food based on their intention before purchasing. This study adopts the quantitative method using survey approach through the use of questionnaires (via google form) to collect data from respondents. A total of 210 respondents have been sampled. Findings reveal that the mean value for Halal certification is 4.7229, food quality is 4.6429 and religiosity is 4.7124. The result of the reliability test shows Cronbach's Alpha value for independent variables is 0.909, 0.839, 0.900, and for dependent variables is 0.905. Lastly, Pearson's correlation results show that halal certification, food quality, and religiosity have significant relationships with halal foods purchase intention in Kelantan.

**Keywords:** Halal certification, Food Quality, Religiosity, and Halal Foods Purchase Intention

## ABSTRAK

Kajian ini menyiasat faktor-faktor yang mempengaruhi permintaan terhadap niat membeli makanan Halal di Kelantan. Kajian ini mengkaji bagaimana pengguna memilih makanan halal berdasarkan niat mereka sebelum membeli. Kajian ini menggunakan kaedah kuantitatif menggunakan pendekatan tinjauan melalui penggunaan borang soal selidik (melalui google form) untuk mengumpul data daripada responden. Seramai 210 orang responden telah dijadikan sampel. Dapatan mendapati nilai min bagi pensijilan Halal ialah 4.7229, kualiti makanan ialah 4.6429 dan religiositi ialah 4.7124. Keputusan ujian kebolehpercayaan menunjukkan nilai Alpha Cronbach bagi pembolehubah tidak bersandar ialah 0.909, 0.839, 0.900, dan bagi pembolehubah bersandar ialah 0.905. Akhir sekali, keputusan korelasi Pearson menunjukkan bahawa pensijilan halal, kualiti makanan, dan religiositi mempunyai hubungan yang signifikan dengan niat membeli makanan halal di Kelantan.

**Kata kunci:** Pensijilan Halal, Kualiti Makanan, Keagamaan, dan Niat Membeli Makanan Halal

## CHAPTER 1

### INTRODUCTION

#### 1.1 BACKGROUND OF THE STUDY

The Halal food industry has recently attracted the attention of several companies from different commodity industries and suppliers. Almost 16% of the total food market consists of Halal food (Dudley, 2013). According to the Global Islamic Economy Report, Muslims spent about US\$1.2 trillion on food and drink worldwide in 2017, and this amount is projected to grow to US\$1 trillion by 2023. Companies have responded to the need for Halal food and beverages (F&B). It shows that in a Muslim-majority country of 18 billion Muslims, there is a sizable and increasingly wealthy Muslim population, who make up about 25% of the world's population. It's because one of the key factors behind the expansion of the Halal food sector is the growing Muslim population.

Halal concept covers a wide range of industries such as tourism, cosmetics, pharmaceuticals, material additives and detergents, but food consumption is more important to meet the basic needs of consumers. Since Muslim customers must purchase Halal items, it is essential to understand and research their purchasing behaviour. Any act that can be used or performed according to Islamic law is called Halal. This phrase relates to many aspects of everyday life, not just food and drink. In contrast, "Haram" refers to goods whose manufacture or use violates Islamic law. In the Holy Quran, Allah commands all Muslims and humankind to eat Halal. Therefore, the main objective of this study is to identify the variables that influence demand for Halal foods related to purchase intention.

## 1.2 PROBLEM STATEMENT

This study addresses three significant problems: food quality, Halal certification, and religiosity.

Firstly, foodborne illnesses are rising in Malaysia due to poor food quality. According to Kori (2022) in the New Straits Times, the number of foodborne diseases and reported illnesses in Malaysia rose 11.8 per cent, up to 17,157 in 2019 versus 15,346 in 2015.

versus others of foodborne illnesses foodborne illness was the most common, with 16,583 cases.

Secondly, Malaysia currently experiences Halal scandals which have called for ensuring Halal certification from Halal authorities. According to Hassan (2021) in the New Strait Times, in Kuala Lumpur, an Islamic agency responsible for Halal certification has come out in the open over a scandal involving spoiled Halal meat and pastries being sold in Halal-certified shops. For example, Malaysians have slammed the Ministry of Islamic Development (JAKIM) for caring more about policing Halal-certified shops than reassuring the public after reports surfaced that a syndicate was selling decades-uncertified meat, including pork, from kangaroos and probable ill horses to be provided as Halal pork with inside the network market.

Finally, Malaysia currently has a religious issue with "Hot Dogs," according to the religious government. BBC News World Asia (2016) urged grocery stores selling hot dogs in Malaysia to change the names of their products threatened with Halal certification. For example, Dogs are considered unclean in Islam, and the name cannot be associated with any Halal certification. Religiosity seems to play a decisive role in purchasing the Intention of the Malays, especially Muslims; their Islamic faith, beliefs, and Life forms are subject to Islamic laws.

Several studies (Sukesti & Budiman, 2014; Sosianika and Amalia, 2020; Purwanto et al., 2020; Purwanto et al., 2021; Abu-Hussin et al., 2017; Pradana et al., 2019; Lee et al., 2016; Yunus et al. 2014 examined the role of Halal certification, e.g., Religiosity regarding Halal food. However, these factors have yet to be studied together in Malaysians' intention to buy Halal food. Sukesti and Budiman (2014) examined religiosity in Halal foods but in an Indonesian context and not Malaysia. Also, these studies should have addressed the role of religiosity Quality as a determinant of Malaysians' intention to buy Halal food. Yunus et al. (2014) studied Islamic food brands but not as part of Halal certification. In addition, none of these studies considered the role of religiosity as an indicator of intention to buy Halal food.

### **1.3 RESEARCH OBJECTIVES**

The research objectives for this study are as follows:

1. To investigate the relationship between Halal certification and intention to buy Halal foods.
2. To investigate the relationship between food quality and intention to buy Halal foods.
3. To explore the relationship between religiosity and the intention to buy Halal foods.

#### 1.4 RESEARCH QUESTIONS

The research questions for this study are as follows:

1. What is the relationship between Halal certification and Halal foods' purchase intention?
2. What is the relationship between food quality and Halal foods' purchase intention?
3. What is the relationship between religiosity and Halal foods' purchase intention?

#### 1.5 RESEARCH HYPOTHESES

The research hypotheses for this study are as follows:

**Hypothesis 1:** There is a positive relationship between Halal certification and Halal foods' purchase intention.

**Hypothesis 2:** There is a positive relationship between food quality and Halal foods' purchase intention.

**Hypothesis 3:** There is a positive relationship between religiosity and Halal food purchase intention.



## 1.6 SIGNIFICANCE OF THE STUDY

This study will identify the three key variables that influence the demand for Halal food purchase intentions. Halal certification, food quality, and religiosity make up these three elements. Each of these elements is significant in its own right in helping this study arrive at its conclusions.

First and foremost, the relevance of Halal certification. This Halal certification confirms that the restaurant's or food facility's Halal certification is guaranteed by JAKIM. JAKIM's approval of the Halal certificate demonstrates this. JAKIM personnel will check the food shop or other sites before verifying the Halal certificate. A customer will confirm that a company's Halal certificate is approved before purchasing Halal food. Therefore, many Muslims are more identified and follow the Halal principle, which is exclusively certified by JAKIM.

Muslims are also quite picky about the quality of their cuisine. Knowing that his food is guaranteed clean and safe to eat is crucial for a Muslim. The primary factor in determining food quality is whether a restaurant or food vendor uses Halal-certified ingredients. In Islam, Halal food is not always ensured to be clean, but Haram food is ensured to be unclean for them.

Finally, the importance of these factors affecting demand to purchase the intention of Halal food is religiosity. A human being will be more confident with a food seller who shares the same religion as him. This is because they are confident that the cooking methods and ingredients used by the seller are Halal to eat. So, to gain the trust of someone to purchase the food, hire Muslim employees to be more confident to buy the Halal food.

## **1.7 DEFINITION OF TERMS**

### **1.7.1 Halal certification**

Halal certification is an important document that shows that a product or service complies with Islamic law and is guaranteed Halal for Muslims. In Malaysia, we have a company responsible for managing Halal certification, which is JAKIM. According to JAKIM, Halal certification is an official certificate proving that a product or service complies with the Malaysian Halal Certification Scheme. In addition, Aziz and Chok (2013) explained that Halal certification is a document recognised by JAKIM through the food preparation process, how animals are slaughtering, the handling of food and the cleaning done while preparing the food.

### **1.7.2 Food quality**

Food quality is all the overall attributes of the food item the customer receives. These food quality attributes include taste, food content and ingredients. Food quality is important to ensure that the food eaten is Halal and clean. It will cause Muslims to be more careful in choosing Halal food by examining the food content on the product label. Muslims will not desire food that does not follow Islamic law because it does not contain Halal sources.

### **1.7.3 Religiosity**

Pramintasari and Fatmawati (2017:743) state that religiosity is the appreciation of one's religion through beliefs, values, and behaviour guided by spirituality. Every religion has its own opinion. It is about religious beliefs. Abou-Youssef et al. (2011) argue that Muslim consumers have different attitudes because of the difference in their level of religion. In addition, Abdullah et al. (2021) also claims that individuals who practice their

religious values will strive to comply with the creed's demands. They will choose food that is Halal according to religious beliefs and identify the content of the food.

#### **1.7.4 Purchase intention to demand Halal foods**

Purchasing an intention to demand Halal food is the confidence and willingness of consumers to buy Halal food. Halal food is the choice of consumers, especially Muslims. Eating food from Halal sources is obligatory for Muslims. They need to ensure that every food that goes into the mouth is safe and has been certified Halal by JAKIM. Therefore, Muslims need to buy Halal food, and this can be seen that there are many Halal restaurants in Malaysia due to the growing demand for Halal food. According to Hosein (2012), the intention to buy depends on the behaviour and intellect of consumers who intend to make the best choice in selecting Halal food. In addition, according to Nazahah and Sutina (2012), behaviour is used to measure consumer intentions in purchasing, consuming, and accepting a Halal food product. Therefore, consumers should always be knowledgeable about the selection of Halal foods to make the right decisions.

### **1.8 ORGANIZATION OF THE STUDY**

In summary, this chapter provides background information on Research, problem definition, research goals, research questions, the meaning of studies, the definition of terms, and the organisation of studies. All of these elements have been determined to see how they impact the propensity to purchase Halal foods. Thanks to this study, Scientists have concluded that Halal food is vital for Muslims Customers. This is because they must eat and receive Halal food Recognition. So, the Halal logo is essential to ensure the food is Halal for Muslim customers.

**CHAPTER 2**  
**LITERATURE REVIEW**

**2.1 INTRODUCTION**

Malaysia has a Muslim majority of 60.4%, making it a pluralistic society. Halal is one of the essential ideas for Muslims, which is why Malaysian consumers are increasingly concerned with this issue. Halal refers to what Islamic law deems legal or acceptable (Riaz & Chaudry, 2003). When people think of halal, most of the time, they automatically associate it with food. Halal, however, considers a variety of factors, including purchase intent, source of funds, attitudes towards advertising, attitudes towards products and intention to purchase (Regenstein et al., 2003).

The primary purpose of this document is to pre-check the potential presence of dimensions if you intend to buy Halal products. Manufacturers must adhere to high hygiene and quality standards to obtain Halal certification. In addition, MS 1500:2004 supports food companies in their efforts to comply with Syria Hazard Analysis and Critical Control Points (HACCP) and Good Manufacturing Practices (GMP) by controlling and directing the processing of products (GMP). This Halal product certification includes inspections of the food preparation, slaughter, ingredient use, cleanliness, handling, processing, transportation, and distribution. In addition, food manufacturers are recommended to conform and keep requirements consistent with global standards along with ISO9000, Codex Alimentarius, HACCP, and Good Hygienic Practice to satisfy Halal requirements (Hayati et al., 2008). In addition, religion significantly impacts customers' attitudes and behaviours, as people inherently base their attitudes and actions on their religion or beliefs. On the other hand, religion describes a person's level of religiosity. Previous research has shown that religiosity influences

behaviour and attitude because it is related to devotion to God and his ideology. Consequently, consumer religiosity has become an essential marketing element, especially in advertising (Froehle, 1994).

Finally, in today's society, the typical customer is aware of and circumspect about food quality, particularly in light of the prevalence of mild cases of mad cow disease and the effects of bovine spongiform encephalopathies (BSE) on beef. According to Bonne and Verbeke (2008), consumers are aware of food quality and are prepared to pay extra for it. According to a study on consumer health issues, many survey respondents are positive about halal products' overall quality (Regenstein et al., 2003). Muslim customers are becoming more sophisticated in their products and food choices as their understanding of Islam increases. Halal etiquette aims to convince targeted Muslim customers that the company's products and services meet Halal and Sharia standards (Shafie & Othman, 2006).

## **2.2 CONCEPTUAL REVIEW**

### **2.2.1 Halal certification**

The worldwide Halal sector has been overgrown recently. Draft Halal is currently one of the main aims of contemporary business, maintaining product quality while also evolving into a new approach that influences human life, affecting people's behaviour, taste, and values of the individual. Halal Supply Chain Management is a strategy that emphasises managing the flow of funds that integrates Halal and Thoyyib through all processes to generate value and improve supply chain performance through strategic planning, effective communication, and stakeholder cooperation to provide information and resources from production to consumption. This definition emphasises numerous key features. The first is Halal, which is an Islamic legal term.

Toy Eve is the second. The phrase is described as safe, sanitary, and veterinary food standards, slaughter meat that must allow to Islamic law, environmental pollution protection, balanced sales, and economic sustainability. The third step is to decide to flow. This means that Halal procedures must be maintained throughout the supply chain. Fourth, it is about collaboration and coordination. This implies that suppliers, producers, and consumers must all work together to secure a product's Halal status.

Fifth is performance. This demonstrates the importance of supply chain performance in ensuring product legitimacy. The sixth is the emphasis on value. In other words, Halal products are expected to increase profits and product market share. Seventh place is from production to consumption, indicating the need to ensure the entire product lifecycle to maintain a high Halal concept. Another implication is the management of Halal networks aimed at extending the integrity of Halal products from producers to consumers.

### **2.2.2 Food quality**

Doubts about food quality arise, among other things, in all areas, from ingredients to processing and handling. In addition, from the standpoint of food manufacturers, there are several definitions of what constitutes high-quality food, particularly when it comes to the application of practices like Good Manufacturing Practises (GMP). Therefore, the Malaysian Standards Authority developed Halal Food Standard, MS 1500:2004, for production and preparation. Processing and storage of Halal foods. The quality of the food also counts safe, clean, and healthy food and ensures the quality of production e dealing with Halal food. Then choosing Halal food Ingredients will be the decision of Muslims because they want to be sure the ingredients used are guaranteed Halal. Hence, Muslim consumers have more religious knowledge and become more selective in the



ingredients and food they eat. According to Shafie and Othman (2006), the Halal seal serves to convince is aimed at Muslim customers who are satisfied with the company's services and products, complying to Halal and Sharia.

Consumers' intentions to purchase food are typically tightly related to personal and environmental elements, including commercial information, the environment, and the characteristics of the food that contains the product's contents (Golnaz et al., 2010). Muslims highly value education, information, and adherence to Sharia when making culinary decisions. From an Islamic perspective, several factors in the product's composition may be considered. This also involves clients. Increasing public understanding of ingredients, food quality, and safety. The product's composition is crucial to understand because of how probable it is that it will be approved or rejected.

### **2.2.3 Religiosity**

Consumers with non-secular perceptions will select and purchase more halal meals, and they'll be concerned about sports that contradict their religion's instructions and guidelines (Masnono, 2005; Schneider et al., 2011). Many researchers point out that eating things that fall under Islamic jurisprudence and are best permitted by God is by far a non-secular responsibility (Borzooei & Asgari, 2013; Teimourpour & Hanzaee, 2014). As a religion, Islam teaches its followers to eat the best halal foods (Riaz & Chaudry, 2004; Tieman & Hassan, 2015). The above dialogue suggests that religiosity has an influence on shopping behaviour for halal meals (Essoo & Dibb, 2004; Mukhtar & Butt, 2012). In this context, the following hypothesis is proposed about the behavioural purpose of purchasing halal meals.

**Table 2.1**

Previous studies on determinants of demand for Halal foods purchase intention

<b>Authors</b>	<b>Independent variables used in their studies</b>
Abu-Hussin et al (2017)	Attitude, subjective norm, and perceived behavior
Purwanto et al. (2020)	Halal food safety, halal food perception, and halal food knowledge
Sukesti and Budiman (2014)	Halal label and personal religiosity
Pradana et al. (2019)	Subjective norm, halal attitude, and behaviour control
Sosianikaa and Amalia (2020)	Trust, halal value, halal logo
Yunus et al (2014)	Halal awareness, Islamic brand, and product ingredient
Lee et al (2016)	Islamic brand, awareness of halal principal, food safety, and awareness of Halal principle
Purwanto et al (2021)	Brand image, food safety, halal awareness, halal certificate, and halal marketing

### 2.3 THEORY OF PLANNED BEHAVIOR

Individual intentions and perceived behaviour control strongly influence the Theory of planned behaviour (TPB). Ajzen introduced the Theory of Planned Behaviour in 1985. The three components are subjective norms, attitudes, and perceived behavioural control. The TPB demonstrates how an individual's purpose to act influences the individual's decision-making. TPB considers perceived behavioural control over behaviour as a factor influencing choice and purchase behaviour. These factors are not always actively or consciously considered during decision-making, but they provide context. This theory focuses on factors of individual behaviour that influence purchase



decisions. This notion broadens our understanding of Halal foods and helps us make the best option while selecting Halal foods.

Additionally, TPB shows that customer perception influences their intention to purchase Halal food. According to Y.A. Aziz and Chok (2013), Halal covers an extensive variety of considerations such as Halal awareness and Halal certification. According to Alam and Mohamed (2011), buying Halal items has a positive orientation and connection. According to Ajzen (1991), attitude is defined as an important component in forecasting and clarifying people's actions to purchase Halal items. Customers have a positive attitude because they are more motivated to want to buy Halal foods. As a result, attitude is seen as an important component in influencing customers' intentions to purchase Halal foods.

Furthermore, this TPB can provide an in depth understanding of subjective norms, attitudes, and behavioural control influencing an individual's decision-making purpose. This is due to the fact that intention is the most essential concept in Islam. Muslims must select food that is believed to be Halal. Positive intentions and attitudes will encourage users to make better decisions. As a result, Muslims must have solid knowledge in choosing Halal food before buying it so that there are no doubts and misgivings about the food.

## **2.4 RESEARCH HYPOTHESES DEVELOPMENT**

The hypothesis for this study is to determine if there are any significant relationships between the independent variables (Halal certification, food quality, and religiosity) and the dependent variables (purchase intention of Halal foods).

### **2.4.1 Relationship between Halal Certification and Halal Foods' Purchase Intention**

Ahmadova and Aliyev (2020) investigated customer attitudes regarding Halal cuisine in Azerbaijan and determined the primary elements influencing these sentiments. The authors interviewed 636 native Muslims using the idea of planned behaviour and the random sample technique. The authors discovered, using a rigorous least squares technique, that the accessibility of the Halal concept and health factors impact opinions toward Halal cuisine. The accessibility of Halal certification and customer attitudes toward health are financially and statistically significant.

Purwanto and Sudargini (2021) investigate the relationships between Halal certificate purchasing. Provide Halal food products. To reach the research goal, the authors utilised a quantitative and distributed survey questionnaire to 120 Halal food customers in Indonesia. The data was analysed with PL Sand, which included the Smart PLS programme software version as the technique. Purwanto and Sudargini (2021) discovered that Halal certification affects customer intentions to purchase Halal food, which increases consumer interest in purchasing Halal food products.

Herindar (2022) analysed the influence of Halal certification and knowledge on consumers' decisions to purchase Halal food as an influencing factor. This research also describes Maqshid Sharia regarding Halal food items about the five fundamental Maqshid Sharia principles and their requirements. Through targeted sampling, the authors collected data from 151 respondents (Generation Z) and utilised route analysis to examine

it. According to Herindar (2022), Halal certification significantly and favourably influenced consumers' interest in and choices in purchasing Halal cuisine. This was also discovered by the author. Sharia requires Maqasid Sharia Halal food to be consumed according to five main aspects: hifdzud din (preserve religion), hifdzun-nafs (defend soul), handful-all (protect mind), hidden nasal (obtaining offspring), and handful mal (preservation of estate), as well as necessary to consider the level of human needs, dharuriyyat (immediate needs), hajiyat (secondary requirements) (tertiary markets).

**Hypothesis 1:** There is a positive relationship between Halal certification and Halal foods' purchase intention.

#### **2.4.2 Relationship Between Food Quality and Halal Foods' Purchase Intention**

Hosseini et al. (2020) investigate if the quality of food influences Muslim customers to pay more for Halal-certified food. The authors used a questionnaire for polling 272 Muslim customers in Malaysia. The partial least squares approach was used to analyse the data. The authors discovered that meal quality influenced Muslim customers' willingness to pay more for Halal cuisine. The authors believe that the importance of religious affiliation in purchase behaviour is essential in determining who to target and how to build a successful marketing mix approach.

Purwanto et al. (2021) studied and investigated the effect of perception, quality, safety, and awareness of Halal food on the purchase intentions of student customers. The writers employed the combined sequential explanation approach and the model of structural equations (SEM). Using snowball sampling procedures, the authors randomly recruited 350 questioned students via an online interactive questionnaire. Purwanto and co. (2021). He discovered that the standard of Halal cuisine substantially influenced purchasing. The authors offered data for Halal food producers to consider student

customers as part of their targeted consumers in the Islamic food business and to assist in identifying students' degrees of Halal awareness and views food.

Wang et al. (2020) examined the connection between environmental consciousness and purchase intention for organic food, with assessed food quality and price sensitivity acting as moderators. The authors provide new information on consumer perceptions and behavioural preferences about organic food. Wang et al. (2020) showed, collecting survey data from 518 customers at various grocery shops in China, that perceived food quality had a mediation influence on the link between environmental consciousness and the desire to buy organic food.

**Hypothesis 2:** There is a positive relationship between food quality and Halal foods' purchase intention.

#### **2.4.3 Relationship Between Religiosity and Halal Foods' Purchase Intention**

Ahmadova and Aliyev (2020) investigated customer attitudes regarding Halal cuisine in Azerbaijan and determined the primary elements influencing these sentiments. The authors surveyed 636 native Muslims using the idea of planned behaviour and the random sample approach. Using a rigorous least squares technique, the authors discovered that the accessibility of Halal standards and health factors impact opinions toward Halal cuisine. The accessibility of Halal certification and customer attitudes toward health are financially and statistically significant. Purwanto and Sudargini (2021) investigated the relationship between Halal certificate purchases. Do you sell halal products? To reach the research goal, the authors utilised a quantitative technique, providing questionnaires to 120 Halal certification customers in Indonesia.

The gathered data was analysed with PL Sand, powered by version 3 of the Smart PLS software.0. According to Purwanto and Sudargini (2021), Halal certification affects

the desire to purchase Halal food and boosts customer interest in purchasing Halal food. Herindar (2022) investigated the influence of Halal knowledge and standards on Halal food purchase decisions as an intervening variable. Furthermore, this research covers the Maqshid Sharia on Halal products and the five essential concepts of the Maqshid Sharia and their requirements. The authors employed route analysis to examine data gathered by targeted sampling from 151 respondents (Generation Z). Halal certification has a good and considerable influence on Halal certification purchasing preferences and decisions, according to Herindar (2022). The author also found this. *hifdz al-nafs* (defend soul), *handful-everything* (protect mind), *concealed nasal* (getting offspring), and a handful of times (property preservation), and considering the degree of human necessities *Dharuriyyat* (urgent requirements), *Hajiyat* (secondary needs), and *tahsiniyat* (long-term needs) (tertiary needs). Hosseini et al. (2020) investigated Muslim customers' willingness to pay for halal-certified food. The authors gathered information from a survey of 272 Muslim customers in Malaysia. The appropriate statistical approach was used to analyse the data. The scientists discovered that religious affiliation influences the decision to pay for halal meals. Religious commitment affects the association between storage and transportation and the willingness to purchase halal-certified food beneficially.

Ahmadova and Aliyev (2020) surveyed local Muslims' religious beliefs and opinions about halal cuisine using questionnaires. The authors observed that religiosity and other variables, such as age, gender status, and the availability of Halal certification, influence the significance of the relationship between religiosity and attitude towards halal food. As a predominantly Muslim region, researching attitudes towards halal products in Azerbaijan can be a valuable source of data when developing a *ping shariah* law branding tactic in this market, i.e., the key observations from this study will assist businesses in adjusting their marketing plan to efficiently target this market (Ahmadova

& Aliyev, 2020). Hanafiah and Hamdan (2020) investigated the influence of religion on Muslim travellers' views and consumption behaviour toward Halal cuisine when visiting non-Muslim countries. Survey. Hanafiah and Hamdan (2020) analysed the gathered data using the partial least squares model of structural equations. The authors discovered that Muslim tourists' opinions about Halal consumption were substantially influenced by their level of beliefs, subjective standards, and perceived control behaviour. The authors emphasise the importance of non-Muslim vacation destination marketers adjusting their marketing techniques and considering promoting Islamic dietary requirements when developing trip packages.

Sudarsono and Nugrohowati (2020) investigated the influence of religion, knowledge, and attitudes on Indonesian consumers' intent to use halal foods, cosmetics, and medicines. Using a quantitative method, the authors employed online questionnaires to gather information from 684 respondents from 27 Indonesian provinces. Sudarsono and Nugrohowati (2020) discovered that religion impacted customers' intentions to purchase halal food, cosmetics, and medications. The survey also found that religion, rather than cosmetics and medicines, had a more significant effect on customers' intention to purchase halal food than beliefs and attitudes.

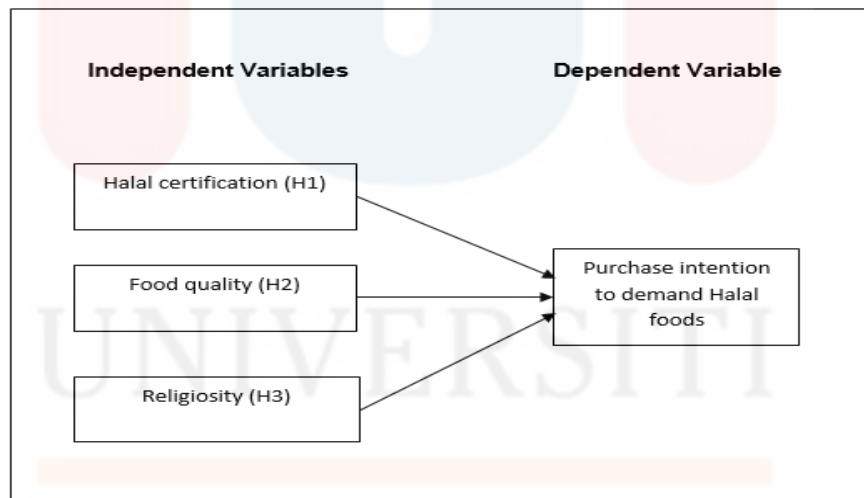
**Hypothesis 3:** There is a positive relationship between religiosity and Halal food purchase intention.



## 2.5 CONCEPTUAL FRAMEWORK

The conceptual framework was created to explain the variables that impact the purchase intention to demand Halal food. Figure 1 illustrates the conceptual framework that the researcher has proposed. Proposed independent variables include Halal certification, food quality, and religiosity. The dependent variable is the factor that affects the purchase intention to demand Halal foods.

An individual chooses to buy food based on various food categories and item classification as Halal. The preferred option will be Halal certified food. They must take Halal food because of them Muslims should choose Halal food through approved Halal symbols, slaughter methods that comply with Islamic law, and food components. Awan, Siddiqui, and Haider (2014) pointed out that to show that their cuisine comply Sharia rules, Halal restaurants are required to display a Halal certificate mark.



**Figure 1.1: Conceptual framework of the study**

## 2.6 SUMMARY

In summary, chapter two contains an introduction, literature review, hypothesis, conceptual framework, and summary. In general, the factors influencing the purchasing intentions of Muslim consumers are as follows: Halal certification and food grade. Because of this, Muslim consumers are less interested in the original rather than the Halal logo. This is because the Halal logo is enough to convince Muslim consumers that the product supplied is Halal in compliance with Sharia law. Therefore, food quality and Halal certification are closely related to the relationship between Muslim consumers and purchase intention.





## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

The main goal of this research is to identify the factors that influence the demand for Halal food in phrases of purchase intention. The study's approach used for this examination is a quantitative technique. The technique is used when a hypothesis is assumed, and it is to be tested or rejected. The purpose of the quantitative methodology is to achieve the research objectives, through questionnaires and surveys and statistical data analysis. These methods focus more on the survey to describe a specific event. The data analysis is desired to provide information about the factors that influence Halal food demand for purchase intention.

#### **3.2 RESEARCH DESIGN**

The plan that describes the study methodology and data-gathering strategies include research design. A research design is a study project plan that explains how researchers will test hypotheses or achieve their study objectives (McDaniel & Gates, 1990). It serves as the foundation for our study. In this investigation, quantitative methodologies will be applied. Consequently, the sample will be analyzed by selecting a location sample that includes all Muslim clients. Muslim customers will select a representative to provide input on variables impacting the purchase intention of Halal cuisine. In the descriptive research, the questionnaire will be utilized as a reference source. The questionnaire will be designed to capture all of the necessary data for the research.

### **3.3 POPULATION**

The phrase population refers to the overall group of people who have similar characteristics and attributes. The target group or community of persons who share the common qualities involved or chosen in this research is referred to as the population. The Muslim customers whose knowledge of the factors influencing the demand for Halal foods purchase intention is the study's target population.

Researchers will conduct a survey to evaluate the factors influencing the purchase intention of Halal food through Halal certification, food quality, and religiosity. This is because consuming Halal foods is a top priority for Muslim customers in Halal restaurants in Kelantan (Amanda restaurant, The H restaurant, Nasi kukus luqman restaurant, D'mee restaurant and Syikin nasi ayam). Information will be acquired from a large population as well as from a sample that took part in a study on the factors influencing the demand for Halal foods purchase intention for Muslim customers.

### **3.4 SAMPLING TECHNIQUE AND PROCEDURE**

Sampling can be performed using two methods: probabilistic and non-probabilistic sampling (Saunders, Lewis, & Thornhill, 2012). This is because non-probability sampling is not based on the probability that a population member is selected in the sample, and therefore no statistical inferences can be made about the sample. On the other hand, probabilistic sampling was performed based on the assumption that each population member has a finite probability of being included in the sample. A targeted sampling method is used to collect respondents from Muslim customers in Halal restaurants in Kelantan. Given that the total number of Muslim customers in Halal restaurants in Kelantan (Amanda restaurant, The H restaurant, Nasi Kukus Luqman restaurant, D'mee restaurant and Syikin nasi ayam) is unknown. The study will use a non-

probability sampling technique. The researchers will visit the Halal restaurants and sample some Muslim customers who would be voluntarily participating in the study.

### **3.5 SAMPLE SIZE**

A sample is a smaller and manageable element than a larger group. A sample is a subset that represents the size of the entire population. Sample members are known as subjects, whereas the total of subjects in the sample is known as sample size. Usually, the population may be used to determine a sample size since as the population increases, so will the sample size. The sample size can be determined by 10 times the number of predictors or independent variables (Hair et al., 2019).

In this study, researchers intend to choose 211 respondents in total from Muslim customers on purchase intention of halal foods in Malaysia as the sample size. This sample size is greater than 30 respondents and less than 500 respondents. The best sample size for quantitative investigations, according to Sekaran and Bougie (2016), is between 30 and 500 participants.

The sample size chosen by the researcher is very appropriate and sufficient because the Muslim customers in Malaysia is large, necessitating a smaller sample size for this study. Thus, a sample size of 250 can determine the accuracy and effectiveness of the sample size, increasing confidence that it will comprehensively address the existing gap.

### **3.6 DATA COLLECTION METHOD**

There are two types of basic data collection methods which are primary data and secondary data. Primary data is records gathered thru surveys, Interviews, or experiments, at the same time as secondary records are data associated with reference works which include newspapers, books, and the Internet. The Secondary Data is collected based on existing information.

In this study, we selected the primary data because we obtained data through a survey by sending a questionnaire to all Muslim clients and students at the University of Malaysia Kelantan (UMK) on factors influencing the demand Halal foods Purchase intention. The questionnaire was created using Google Forms. This questionnaire was used to gather information related to the factors influencing the demand Halal foods purchase intention.

### **3.7 RESEARCH INSTRUMENT**

The research instrument includes surveys, questionnaires, telephone, and interviews. This study employs a questionnaire as the research instrument. Questionnaires are an objective method for gathering information on the knowledge of individuals, opinions, views, and behaviour (Boynton & Greenhalgh, 2004). The questionnaire of the study has three sections. The first section introduces the cover letter. The second section introduces the demographic information, and the third section presents the variable items.

**SECTION A: Demographic Information**

Your responses are only meant for categorizing purposes only. Kindly fill in the appropriate option.

**1. GENDER**

Male ( )

Female ( )

**2. AGE GROUP**

18-25 years ( )

26-35 years ( )

36-45 years ( )

46-55 years ( )

55 and above ( )

**3. MARITAL STATUS**

Single ( )

Married ( )

**4. RACE**

Islam ( )

Hindu ( )

Buddha ( )

Others ( )

**5. RELIGION**

Islam ( )

Hindu ( )

Buddha ( )

Others ( )

**6. EDUCATION BACKGROUND**

Secondary School ( )

Diploma ( )

Degree ( )

Master ( )

**SECTION B: VARIABLE ITEMS**

Please indicate your degree of agreement on the following statements by using the Likert

Scale given:

**Likert Scale**

1. **Strongly Disagree (SD)**
2. **Disagree (D)**
3. **Unsatisfied (UN)**
4. **Agree (A)**
5. **Strongly Agree (SA)**
- 6.

**SECTION A: HALAL CERTIFICATION (Ahmadova & Aliyev, 2020)****Table 3.1**

Items to measure halal certification

Variable items	SD	D	UN	A	SA
1. I always pay attention to the availability of Halal certificate					
2. The availability of a Halal certificate is important for me					
3. I always try to buy Halal-certified products.					
4. The availability of a Halal certificate is an indicator of the product being Halal					
5. I choose Halal products based on the Halal logo on the product					

MALAYSIA  
KELANTAN

**SECTION B: FOOD QUALITY (Iranmanesh et al., 2019)****Table 3.2**

Items to measure food quality

<b>Variable items</b>	<b>SD</b>	<b>D</b>	<b>UN</b>	<b>A</b>	<b>SA</b>
1. I take foods that contain high-quality ingredients					
2. I take foods that contain no Haram ingredients					
3. I take foods that contain ingredients that are free from any forbidden or dirty components.					

**SECTION C: RELIGIOSITY (Ahmadova & Aliyev, 2020)****Table 3.3**

Items to measure religiosity

<b>Variable items</b>	<b>SD</b>	<b>D</b>	<b>UN</b>	<b>A</b>	<b>SA</b>
1. I believe in the fundamental principles of Islam					
2. I pray Namaz five times a day					
3. I fast during Ramadan					
4. I adhere to religious rules					
5. I always try to increase my religious knowledge					

## SECTION D: HALAL FOOD PURCHASE INTENTION (Pradana et al., 2020)

**Table 3.4**

Items to measure halal food purchase intention

Variable items	SD	D	UN	A	SA
1. I prefer to buy a “Halal” certified product even when the brand is not very popular.					
2. I would recommend my family and friends buy Halal food.					
3. I am interested in buying Halal food.					
4. I will keep buying Halal food according to my need.					

### 3.8 DATA ANALYSIS TECHNIQUE

Data analysis is an evaluation approach wherein information sets are evaluated using statistical, logical, and analytical methods. Statistical Package Social Science (SPSS) is the tool or software used to analyse the data. SPSS software is helpful for the researcher to determine an excellent statistical technique. Statistical data such as cumulative and valid percentages are explained by the SPSS data. The researchers will use SPSS version 26.0 to create data entry and analysis tables. Researchers can collect data for variable items as well as perform descriptive and correlation evaluations.

#### 3.8.1 DESCRIPTIVE ANALYSIS

Descriptive analyses help with this. Distribute data and allow associations between variables to be identified to organize further statistical analysis. Descriptive statistics are used to analyze data from Percentage and frequency and with central trend measures such as Mean, mode, and median.



### **3.8.2 CORRELATION TEST**

This research can also be defined as correlation Research. According to Gay et al. (2011), correlation research describes an existing condition if it deviates significantly from it. Conditions typically described in surveys or observational studies. Data is collected to decide whether there is a quantitative relationship between measurable variables. The correlation study provides a numerical estimate of the connection between two variables. Correlation Analysis is required to discover the connection among the variables. Correlation analysis is a statistical approach that aims to determine the Degree of correlation among variables. Hence this study performs a correlation analysis to decide the correlation between Halal certification, meal quality, religiosity, and buying intention to request Halal food.

### **3.9 SUMMARY**

The third chapter explains how the methodology of the research process is carried out. It includes an introduction, study design, sampling techniques and procedures, data collection, research instruments, data analysis techniques, descriptive analyses, and correlation tests. In this chapter, the researcher has developed a basic plan and method for data collection and analysis. After that, this research's main source of information is data collection through surveys and questionnaires.

## **CHAPTER 4**

### **DATA ANALYSIS**

#### **4.1 INTRODUCTION**

This chapter summarises the findings of an examination of data obtained from 210 participants in this study. The findings of the descriptive analysis, reliability test, and Pearson correlation analysis are presented in this chapter. The study surveyed 210 of the 250 distributed respondents, representing a response rate of 84%.

#### **4.2 RESULT OF DESCRIPTIVE STATISTICS**

##### **4.2.1 DEMOGRAPHIC PROFILE**

This section shows analysis data from 210 respondents. These data were collected using the questions in section A, including gender, age, marital status, race, religion, and educational background. The demographic profile of the respondents is described in the form of a table.

##### **4.2.1(i) Gender**

The genders of the 210 respondents are displayed in table 4.1 and figure 4.1. There are 121 female respondents or 57.6% of all respondents and 89 male respondents, or 42.4% of the total responses. Most responders that buy Halal cuisine are female, with 57.6% of the total.

**Table 4.1****Gender of Respondents**

	Frequency	Percent
Female	121	57.6
Male	89	42.4
Total	210	100.0

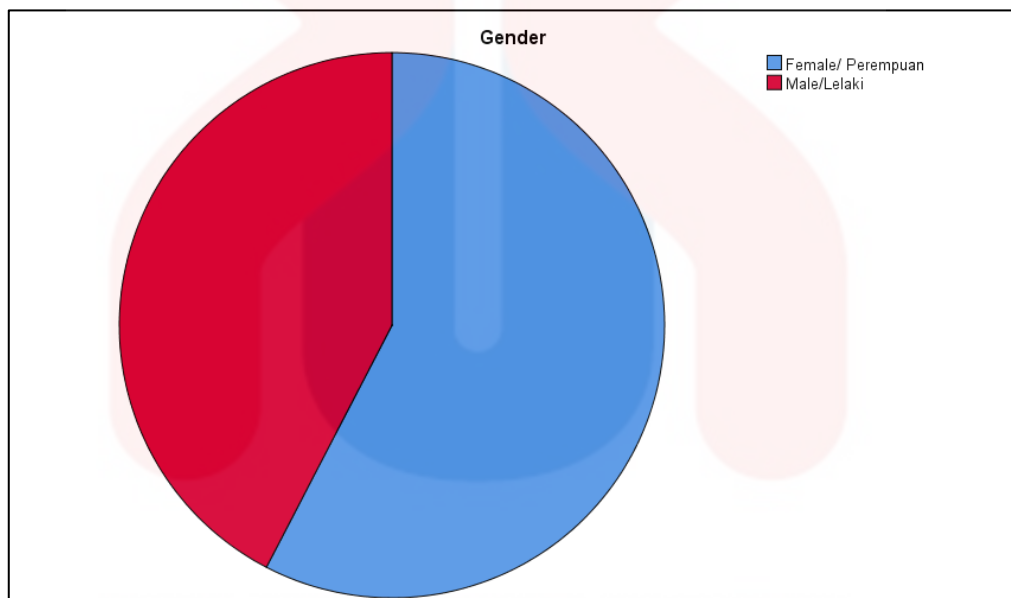
**Figure 4.1****Percentage of Respondents by Gender****4.2.1(ii) Age Group**

Table 4.2 and figure 4.2 show the overall age group of respondents. The age group 18-25 has 146 respondents (69.5%), followed by 39 respondents (18.6%) in the age group 26-35, 13 respondents (6.2%) in the age group 36-45, 7 respondents (3.3%) in the 46-55 age group, and 5 respondents (2.4%) aged 55 and older. According to the findings, around 69.5% of respondents and representing most respondents are in ages of 18-25 who purchase Halal foods.

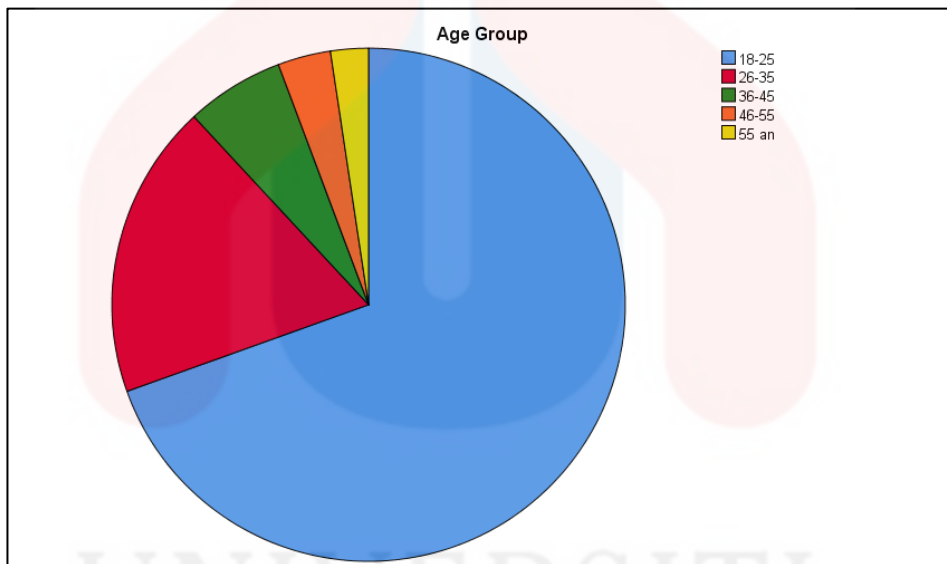
**Table 4.2**

**Age of Respondents**

Age	Frequency	Percent
18-25	146	69.5
26-35	39	18.6
36-45	13	6.2
46-55	7	3.3
55 an	5	2.4
Total	210	100.0

**Figure 4.2**

**Percentage of Respondents by Age Group**



**4.2.1(iii) Marital Status**

The marital status of 210 respondents is shown in Table 4.3 and Figure 4. 3. 60 respondents (76.2%) are single, while 50 respondents (23.8%) are married. According to the study's findings, a total of 160 persons, or 76.2% of single respondents, expect to purchase Halal foods.

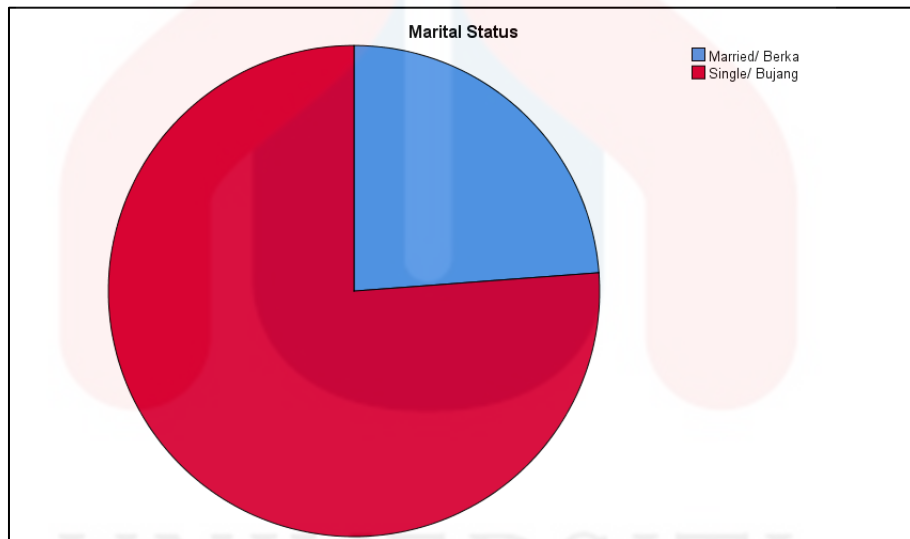
**Table 4.3**

**Marital Status of Respondents**

Marital Status	Frequency	Percent
Married	50	23.8
Single	160	76.2
Total	210	100.0

**Figure 4.3**

**Percentage of Marital Status**



**4.2.1(iv) Race**

The race of the 210 respondents is shown in Table 4.4 and Figure 4.4. Malaysians, Chinese and other ethnic groups are represented. 176 respondents or 83.8% were Malays. They were followed by 28 respondents or 13.3% who were of other races, 5 respondents or 2.4% who were Indian and 1 respondent or 5% who was Chinese. The data shows that 83 Muslims are represented. 8% of Malaysian respondents buy Halal food.

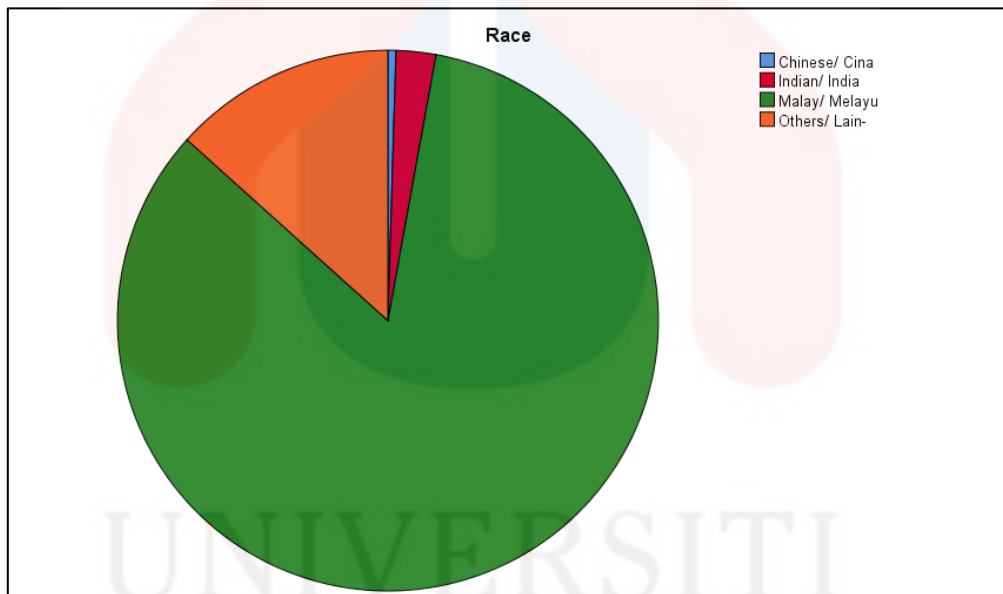
**Table 4.4**

**Race of Respondents**

<b>Race</b>	<b>Frequency</b>	<b>Percent</b>
Chinese	1	0.5
Indian	5	2.4
Malay	176	83.8
Others	28	13.3
Total	210	100.0

**Figure 4.4**

**Percentage of Race**



**4.2.1(v) Religion**

Table 4.5 and Figure 4.5 show the religion of the 210 respondents. There are three categories for different religious respondents. From the table, 187 respondents belong to Islam, which is 89%, followed by other religions with 19 respondents, which is 9%, and Hindu with 4 respondents, which is 1.9%. Considering that 89% of the respondents are Muslims, this means that the data collected for this study is a reasonable assessment of the intention to purchase halal food.

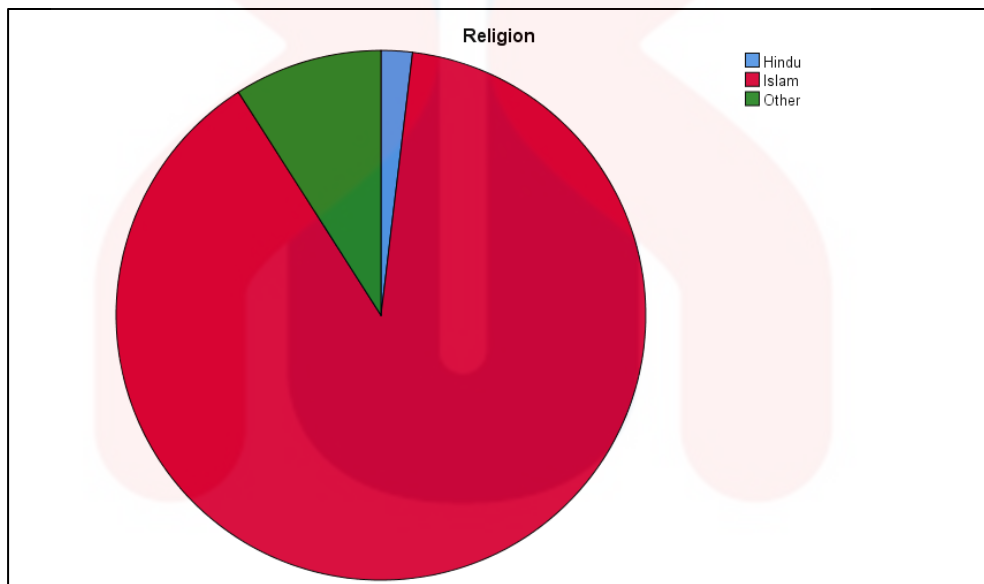
**Table 4.5**

**Religion of Respondents**

Religion	Frequency	Percent
Islam	187	89.0
Hindu	4	1.9
Others	19	9.0
Total	210	100.0

**Figure 4.5**

**Percentage of Religion**



**4.2.1(VI) Education Background**

Table 4.6 and Figure 4.6 shows the respondent's educational background. Educational background includes Bachelor's Degree, Diploma, Post Graduate Degree, and High School. Respondents with Bachelor's Degree 100 represented 47.6%, followed by 65 respondents (31%) from secondary school, 41 respondents (19.5%) from those with a Diploma education, and 4 respondents (1.9%) with Postgraduate Degree. The result shows that 47.6% of the respondents from an educational background with a Bachelor's Degree purchase Halal foods in their daily routine.



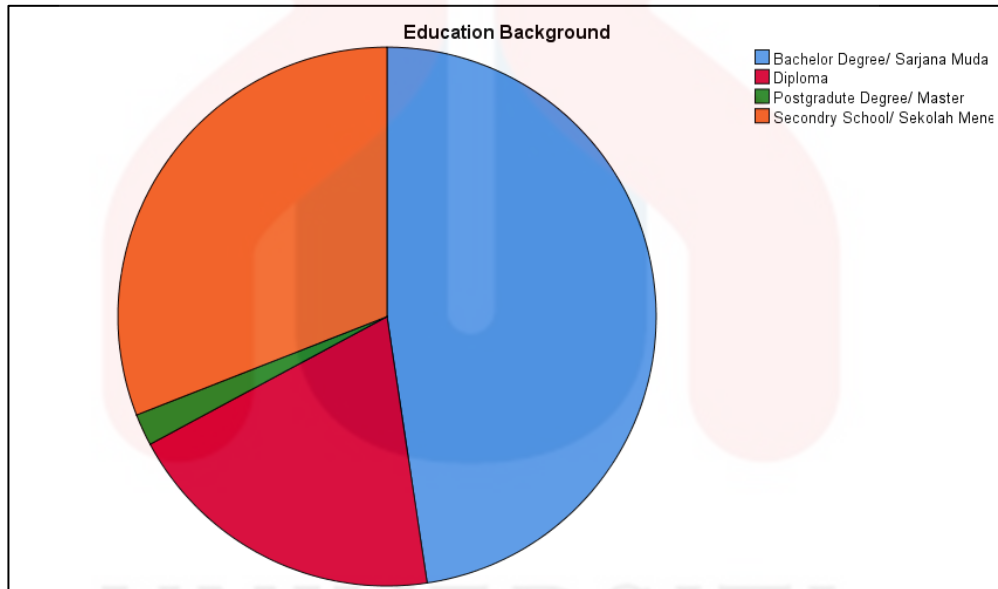
**Table 4.6**

**Education Background of Respondents**

<b>Education Background</b>	<b>Frequency</b>	<b>Percent</b>
Secondary School	65	31.0
Diploma	41	19.5
Bachelor Degree	100	47.6
Postgraduate Degree	4	1.9
Total	210	100.0

**Figure 4.6**

**Percentage of Education Background**



UNIVERSITI  
MALAYSIA  
KELANTAN

## **4.2.2 Mean and Standard Deviation of Independent and Dependent Variables**

Descriptive statistical analysis was used to determine the mean and standard deviation for each statement in the independent and dependent variables. The mean and standard deviation were used to determine the amount of agreement among the respondents in the sample. This presents a descriptive statistical analysis of the independent variables for Halal certification, food quality, and religiosity followed by a descriptive statistical analysis of the dependent variable for Halal foods purchase intention.

### **4.2.2(i) Descriptive Statistic Analysis of Halal Certification**

The results of the mean and standard deviation for Halal certification is shown in Table 4.7. Item 2 is the highest mean value with a mean value of 4.76, where respondents agree with "The availability of Halal certificates is important to me". Followed by question item 3 "I always try to buy Halal certified products and services" with a mean value of 4.75, and item 1 "I always pay attention to the availability of Halal certificate" with a mean value of 4.73, item 5 "I choose Halal products based on Halal logo on products" with a mean value of 4.70 and the lowest mean value is item 4 "The availability of a Halal certificate is an indicator of the being Halal" with a mean value of 4.68. For standard deviation, all standard deviation values are less than one. The results show that knowledgeable respondents recognize the Halal logo and use the Halal logo to purchase Halal foods.

**Table 4.7****Descriptive Statistic (Halal Certification)**

Variable Items	N	Minimum	Maximum	Mean	Standard Deviation
1. I always pay attention to the availability of a Halal certificate.	210	1	5	4.73	0.683
2. The availability of Halal certificate is important to me.	210	1	5	4.67	0.692
3. I always try to buy Halal certified products and services.	210	1	5	4.75	0.662
4. The availability of Halal certificate is an indicator of the being Halal.	210	1	5	4.68	0.678
5. I choose Halal products based on the Halal logo on the product.	210	1	5	4.70	0.643

**4.2.2(ii) Descriptive Analysis Statistic of Food Quality**

Table 4.8 shows the mean and standard deviation analysis of the independent variable which was food quality. Item 3 scores the highest mean value with 4.73, where most of the respondents agree with the question "I take foods that contain ingredients that are free from any forbidden or dirty component". Followed by item 2 with the question "I take foods that contain no Haram ingredients" with a mean value is 4.71. Meanwhile, the lowest mean value is 4.49 for item 1 with the question "I take foods that contain high-quality ingredients". Most of the standard deviation value for food quality is less than one. The result shows that the respondents are Muslims who obey their religion and do not eat food that contains Haram ingredients, this shows that food quality is important for the intention to purchase Halal foods.

**Table 4.8****Descriptive Statistic (Food Quality)**

Variable Items	N	Minimum	Maximum	Mean	Standard Deviation
1. I take foods that contain high-quality ingredients.	210	1	5	4.49	0.810
2. I take foods that contain no Haram ingredients.	210	1	5	4.71	0.779
3. I take foods that contain ingredients that are free from any forbidden or dirty components.	210	1	5	4.73	0.712

**4.2.2(iii) Descriptive Statistic Analysis of Religiosity**

Table 4.9 shows the mean and standard deviation analysis of the independent variable which was religiosity. Item 4 is the highest mean value with 4.81 and the question “I adhere to religious rules”. Followed by item 5 with a mean value is 4.76 “I always try to increase my religious knowledge”, item 3 “I fast during Ramadan” with a mean value is 4.72, and item 1 “I believe in the fundamental principles of Islam” with a mean value 4.69. Meanwhile, the lowest mean value is item 2 with a mean value is 4.58 “I pray five times a day”. Most of the standard deviation value is less than one. This implies that respondents value their religious principles and knowledge in demanding Halal foods.

**Table 4.9****Descriptive Statistic (Religiosity)**

Variable Items	N	Minimum	Maximum	Mean	Standard Deviation
1. I believe in the fundamental principles of Islam.	210	1	5	4.69	0.761
2. I pray five times a day.	210	1	5	4.58	0.822
3. I fast during Ramadan.	210	1	5	4.72	0.727
4. I adhere to religious rules.	210	1	5	4.81	0.561
5. I always try to increase my religious knowledge.	210	1	5	4.76	0.605

**4.2.2(iv) Descriptive Analysis of Purchase Intention to Demand Halal Foods**

Based on table 4.10, shows the mean and standard deviation of the dependent variable is the purchase intention to demand Halal food. Most respondents agree with item 4 with the question "I will still buy Halal food according to my needs" This makes item 4 the highest mean value is 4.76. In addition, Item 3 has a mean value is 4.75 with the question "I am interested in buying Halal food", and Item 2 with a mean value is 4.70 where the question "I would recommend my family and friends to buy Halal food". The lowest mean value is 4.61 in item 1, where the question "I prefer to buy Halal certified products even if the brand is not very popular". Most standard deviation values are less than one. Overall, this shows that the respondents have deep knowledge of Halal and make the right choice in choosing Halal foods.

**Table 4.10****Descriptive Statistic (Purchase Intention to Demand Halal Foods)**

Variable Items	N	Minimum	Maximum	Mean	Standard Deviation
1. I prefer to buy a Halal-certified product even when the brand is not very popular.	210	1	5	4.61	0.734
2. I would recommend my family and friends buy Halal food.	210	1	5	4.70	0.699
3. I am interested in buying Halal food.	210	1	5	4.75	0.640
4. I will keep buying Halal food according to my need.	210	1	5	4.76	0.595

**4.2.3 Total Mean Score and Standard Deviation of all Variables**

Based on table 4.11 shows the total mean score and standard deviation of the variables for the independent variables which are Halal certification, food quality, and religiosity, while the dependent variable which is the purchase intention to demand Halal foods. For independent variables, the total mean score and the highest standard deviation are Halal certification (mean= 4.7229, SD= 0.57537) followed by religiosity (mean= 4.7124, SD= 0.59305) and food quality has the lowest score (mean= 4.6429, SD = 0.66744). For the dependent variable, purchase intention to demand Halal foods has a score (mean= 4.7044, SD= 0.58926). In conclusion, Halal certification most influences the purchase intention to demand Halal foods in Kelantan, Malaysia.

**Table 4.11****Total Mean Score and Standard Deviation of Variables**

Variable	N	Minimum	Maximum	Mean	Standard Deviation
Halal Certification	210	1.00	5.00	4.7229	0.57537
Food Quality	210	1.00	5.00	4.6429	0.66744
Religiosity	210	1.00	5.00	4.7124	0.59305
Halal Foods Purchase Intention	210	1.00	5.00	4.7044	0.58926

**4.3 RESULTS OF THE RELIABILITY TEST**

The dependability of the data was evaluated using a questionnaire reliability analysis. The test is considered reliable if the result is larger than 0.5. This research used Cronbach's alpha to emphasize the reliability of this study.

The reliability values using Cronbach's alpha are shown in Table 4.12. There are three independent variables in total and the first variable is Halal certification. This variable has a total of 5 items with a Cronbach value of 0.909. The second variable is the quality of the food, using three elements to test reliability. The value is 0.842. The third independent variable is 0.903 for religiosity with 5 items. The dependent variable is the intention to purchase a product. The value is 0.909 with 4 items and is considered a good measure of internal consistency. For this study, the items for independent variables and dependent variables are reliable.

**Table 4.12****Reliability Statistic for Independent Variables and Dependent Variable**

Variables	Cronbach's Alpha	Number of items
Halal Certification	0.909	5
Food Quality	0.842	3
Religiosity	0.903	5
Purchase Intention	0.909	4



#### 4.4 RESULTS OF PEARSON CORRELATION

The Pearson Correlation Coefficient analysis is one of the most important research. It is because the Pearson Correlation Coefficient is used to determine the effectiveness of the linear relationship between the independent variable (IV) and the dependent variable (DV), it is utilised in this context. The goal of this research is to find out if there is a relationship between the independent variables (halal certification, food quality, and religion) and the dependent variable (purchase intention). If there is a correlation, the researcher must identify the magnitude and direction of the relation between the variables.

##### 4.4.1 Hypothesis 1: Halal Certification

H1 - There is a relationship between Halal Certification and Halal Foods Purchase Intention

Table 4.13 presents the relationship between halal certification and halal foods purchase intention. The correlation coefficient of 0.807 suggested a strong positive relationship between halal certification and halal foods purchase intention. The p-value of purchase intention is 0.000 which is less than the highly significant level of 0.001. Therefore, there is a significant relationship between halal certification and purchase intention.

**Table 4.13**

**Pearson Correlation of Halal Certification and Halal Foods Purchase Intention**

<b>Variables</b>	<b>Halal Certification</b>	<b>Purchase Intention</b>
Halal Certification	1	0.807 (p-value = 0.000)
Purchase Intention	0.807*** (p-value = 0.000)	1

#### 4.4.2 Hypothesis 2: Foods Quality

H2 - There is a relationship between Foods Quality and Halal Foods Purchase Intention

Table 4.14 presents the relationship between foods quality and halal foods purchase intention. The correlation coefficient of 0.782 suggested a strong positive relationship between food quality and halal foods purchase intention. The p-value of halal food purchase intention is 0.000 which is less than the highly significant level of 0.001. Therefore, there is a significant relationship between food quality and halal foods purchase intention.

**Table 4.14**

#### **Pearson Correlation of Food Quality and Halal Foods Purchase Intention**

<b>Variables</b>	<b>Food Quality</b>	<b>Purchase Intention</b>
Food Quality	1	0.782 <b>(p-value = 0.000)</b>
Purchase Intention	0.782*** <b>(p-value = 0.000)</b>	1

#### 4.4.3 Hypothesis 3: Religiosity

H3 - There is a relationship between Religion and Halal Foods Purchase Intention

Table 4.15 presents the relationships between religiosity and halal foods purchase intention. The correlation coefficient of 0.730 suggested a strong positive relationship between religiosity and halal foods purchase intention. The p-value of halal food purchase intention is 0.000 which is less than the highly significant level of 0.001. Therefore, there is a significant relationship between religiosity and halal foods purchase intention.

**Table 4.15****Pearson Correlation of Religiosity and Halal Foods Purchase Intention**

<b>Variables</b>	<b>Religiosity</b>	<b>Purchase Intention</b>
Religiosity	1	0.730 <b>(p-value = 0.000)</b>
Purchase Intention	0.730*** <b>(p-value = 0.000)</b>	1

**4.5 DISCUSSION****4.5.1 Hypothesis 1**

The study discovers an important beneficial relationship between halal certification and the purchase intention of Halal foods. The correlation coefficient of 0.807 indicates a strong positive relationship and the p-value is 0.000, which is less than the highly significant level of 0.001. As a result, H1 is acceptable. This is related to the following factors such as halal certification availability, halal certification display, and halal logo.

The availability of halal certification is critical in influencing consumer purchasing intentions. Halal certification provides genuine and trustworthy verification that a product or facility follows Islamic dietary rules. When halal certification is easily accessible and verifiable by customers, it increases their trust in the product's halal status. The availability of halal certification promotes transparency and gives Muslim customers the assurance they need to make educated decisions, which influences their desire to purchase halal goods. Following that, the public display of halal certification improves consumer purchasing intent. When halal food vendors publicly display their halal certification, Muslim consumers receive a visual clue that the items have satisfied the

necessary halal standards. The display of halal certification conveys respect to Islamic dietary requirements and conveys respect to Islamic dietary requirements but also instils customer trust and reassurance. This visible reinforcement of halal certification increases Muslim consumers' buying intentions. Finally, the presence of a halal mark on food packaging or at halal-certified institutions plays an important role in attracting and influencing Muslim consumers' purchasing intentions. The halal emblem is a recognizable indicator indicating that the product complies with these as a recognizable indicator indicating that the product complies with halal criteria. Muslim customers recognize halal labels and correlate them with product legitimacy and appropriateness. The appearance of a halal mark shows that the product has been certified as halal, which influences Muslim customers' purchasing intentions positively.

#### **4.5.2 Hypothesis 2**

The study discovers an important positive correlation between food quality and the purchase intention of Halal foods. The correlation coefficient of 0.782 indicates a strong positive relationship and the p-value is 0.000, which is less than the highly significant level of 0.001. As a result, H2 is acceptable. This is due to the following factors of supplying food nutrition and high-quality ingredients.

The aspects of supplying nutrition and using high-quality ingredients generate a favorable association between food quality and halal food buying intention. The clarity and accessibility of nutrition information enable Muslim consumers to make educated dietary decisions. Furthermore, using high-grade ingredients improves overall product quality and user happiness. By taking these aspects into account, halal food producers can favorably affect Muslim consumers' buying intentions, resulting in greater demand for their halal food items.

### 4.5.3 Hypothesis 3

The study discovers a significant beneficial correlation between religiosity and halal purchase intention of Halal foods. The correlation coefficient of 0.730 indicates a strong positive relationship, and the p-value is 0.000, which is less than the highly significant level of 0.001. As a result, H3 is acceptable. This is due to the following factors of Islamic law and religious understanding.

The Islamic principles provide a comprehensive framework that influences Muslims' beliefs, values, and behaviors. Halal food intake is an essential aspect of Islamic dietary requirements, and religiously observant people are more likely to follow these standards. Islam's beliefs emphasize the need of eating halal food to complete religious responsibilities and retain spiritual purity. As a result, those who prioritize Islamic ideals are more likely to have a larger purchasing intention for halal items. Following that, religious knowledge implies comprehension and awareness of Islamic doctrines and practices. It covers the concepts of Halal and Haram, dietary limitations, and the importance of eating halal food. Individuals who are more religiously knowledgeable are more likely to make educated selections and actively seek out halal food options. Because they recognize the necessity of matching their consumption decisions with their religious beliefs, their comprehension of the religious significance and requirements of halal food impacts their purchasing intention.

#### 4.6 SUMMARY

This chapter includes descriptive statistics, reliability testing, and Pearson correlation tests. Gender, age, marital status, race, religion, and educational background are all included in the frequency section. As a result, for the gender, the most of respondents are female (121,57.6%), the average age is 18-25 years old (146,69.5%), for the marital status, all the respondents are single (160,76.2%), the majority race is Malay (176,83.8%), the most of respondents is Islam (187,89.0%), and the educational background, the majority of respondents is Bachelor of Degree holder (100,47.6%). Cronbach's Alpha values for independent variables are 0.909, 0.839, and 0.900 and for dependent variables is 0.905. Finally, the Pearson correlation test was used to examine the hypotheses on the substantial relationship between Halal Certification, Food Quality, Religiosity, and Halal Foods Purchase Intention among Halal Restaurants in Kelantan. With a 0.000 significance level, all hypotheses were accepted.

## **CHAPTER 5**

### **CONCLUSION**

#### **5.1 INTRODUCTION**

The objectives of the present study are to determine the factors influencing the demand for Halal foods purchase intention in Kelantan. A quantitative approach was applied in this study. This study uses the survey approach of the quantitative method. The study analysed the data using SPSS version 25 (Statistical Package for the Social Science). Three (3) factors—Halal certification, food quality, and religiosity that affect the demand for halal food were included in a questionnaire used to gather data for the study. To present the results, the hypothesis of this study was analyzed using Pearson Correlation and descriptive analysis. The study's findings were discussed in the previous chapters. The finding, limitations, and recommendation of this study were covered in this chapter.

#### **5.2 RECAPITULATION OF THE SUMMARY**

The study focuses on the factors that influence the demand for halal food purchase intention in Kelantan. The independent variables are halal certification, food quality and religiosity. These variables have an impact on the dependent variable of halal food purchase intention. Three independent variables and dependent variables have a substantial relationship.

The data was analyzed using the Statistical Package for Social Science (SPSS). The findings were summarized to reveal that performance conduct has the largest link, followed by halal certification, food quality and religiosity. A total of 210 respondents from the age of 18 years old and overall, based on Pearson's correlation analysis, halal certification scored a value of 0.807, followed by food quality with 0.782 and religiosity



with 0.730. This section contains a few research articles that improve reliability and strength of the outcome. All the H1, H2, and H3 hypotheses have been accepted.

### **5.2.1 There is a positive relationship between halal certification and halal foods purchase intention.**

Research Objective 1: To investigate the relationship between Halal certification and intention to buy Halal foods.

Research Question 1: What is the relationship between Halal certification and Halal foods' purchase intention?

The Pearson Correlation analysis test results show that there is a significant connection between Halal certification and Halal foods purchase intention. The findings indicated a substantial positive association between Halal certification and Halal foods purchase intention. As a result, there is a strong relationship between Halal certification and purchase intention.

According to the results, a positive correlation occurred between the halal certification and halal foods purchase intention in restaurants, Kelantan. The results show that halal certification significantly and has a positive influence on halal foods purchase intention. This result is due to the following reason: availability of halal certification. Halal certified foods not only benefit Muslims, but also everyone because of Wholesomeness (Thoyyiban). Next, for displaying the halal certification. Halal certification guarantees that meals are provided in accordance with Islamic food regulations. Halal means permissible, legal, or appropriate for ingestion. The most frequent visual symbol used for Halal Malaysia is the halal logo, which is a sign indicating that a product or company has been certified Halal by JAKIM. This is also an indicator that the product or service complies with Shariah law.

### **5.2.2 There is a positive relationship between food quality and halal foods purchase intention.**

Research Objective 2: To investigate the relationship between food quality and intention to buy Halal foods.

Research Question 2: What is the relationship between food quality and Halal foods purchase intention?

The Pearson Correlation analysis test results show a positive relationship between food quality and Halal foods purchase intention. The findings determined the relationship between food quality and Halal foods purchase intention. As a result, there is a considerable association between food quality and Halal foods purchase intention.

According to the results, a positive correlation occurred between the food quality and halal foods purchase intention in restaurants, Kelantan. The results show that food quality significantly and has positive influences on halal foods purchase intention. This result is due to the following reason providing the nutrition of food. A healthy diet is essential for good health and nutrition. The nutritional value of the food provided at a restaurant may be significantly influenced by the use of high-quality ingredients.

### **5.2.3 There is a positive relationship between religiosity and halal foods purchase intention.**

Research Objective 3: To explore the relationship between religiosity and the intention to buy Halal foods.

Research Question 3: What is the relationship between religiosity and Halal foods' purchase intention?

The result of the Pearson Correlation analysis test indicates a positive relationship between religiosity and halal foods purchase intention. The results determined an important positive relationship between religiosity and halal foods purchase intention. As a result, there is a considerable relationship between religiosity and halal foods purchase intention.

According to the results, a positive correlation occurred between religiosity and halal foods purchase intentions in restaurants, Kelantan. The results show that religiosity significantly and has positive influences on halal foods purchase intention. This result is due to the following reason: the principle of Islam. The theory of halal food includes the food's religious compliance as well as its hygienic standards, acceptability in terms of human values, and cleanliness. For religious understanding consuming Halal is an obligation from Allah and an essential aspect of Islam.

### **5.3 LIMITATIONS**

Study limitations are aspects of design or technique that influence or contribute to the reader's interpretation of the findings. Limitations are used to prove internal and external validity or as a result of unexpected obstacles that arise during the investigation. In our study, the researchers have highlighted some limitations encountered when completing this study. During the conduct of this study, there are some definite limitations and faced among them is the lack of time and difficulty in getting respondents.

The first limitation faced by researchers is the lack of time for Halal food restaurant operators to be interviewed. This is because restaurant operators have to serve many customers who come to the restaurant and do not have time to interview face to face. Because of this, respondents took longer to complete the survey questions after they were distributed. This took a long time for the researcher to collect the data analysis for this study.

Next, the second limitation faced is the difficulty to get respondents. This is because our research study is about the factors influencing the demand for Halal foods and in this study, we only focus on respondents who are Muslims. Because of this, we

did not get many respondents for this research. This also limits us from distributing the questionnaires to the public. The questions are based on the knowledge and characteristics of Halal food that should be general prioritized by Muslims.

Next, the third limitation faced is lack of time, and difficulty to get respondents, which hampered the research. Future research will benefit from the study's recommendation, which includes the influence of packaging and labelling on halal food.

#### **5.4 SUGGESTION FOR FUTURE STUDIES**

The following are several research recommendations for the future.

1. The first suggestion that can be made to increase the intention to buy halal food is to put the halal logo on the main sign of the store so that people believe and see that the store offers halal food and goods. A store can also choose a name that includes elements of Islam and Halal. This is because a person's first impression is formed by their first look at the store name (the sign). This will influence a person's intention to buy halal food.
2. The second suggestion is the influence of packaging and labelling is very important to investigate the influence of packaging design, labelling practices, and product information on consumer perception and intention to purchase halal food. This is because, to assess the impact of clear and accurate labelling on building consumer trust and confidence in halal food products.
3. The third suggestion is Cross-Cultural Studies. Conduct comparative studies across different cultural contexts to examine how factors influencing demand for halal food purchases vary across diverse populations. This can explain cultural and contextual factors that shape consumer behavior and attitudes towards halal food.

## 5.5 CONCLUSION

In conclusion, the study focuses on the factors that influence the demand for halal food purchase intention in Kelantan. A total of 210 respondents were sampled and found that the mean value for halal certification is 4.7229, food quality is 4.6429 and religiosity is 4.7124. Cronbach's Alpha value for independent variables is 0.882 and Pearson's correlation results show that halal certification, food quality, and religiosity have significant relationship with halal foods purchase intention. The study emphasizes the importance of halal certification as a key factor influencing purchase intention. This finding can encourage local halal food producers and businesses to obtain proper certification to gain consumer trust and enhance their market competitiveness. It may also lead to the development of stricter regulatory frameworks and industry standards for halal certification.

## REFERENCES

- Abdullah, J. B., Abdullah, F., & Bujang, S. B. (2021). Is there a need for an improved religiosity measurement tailored to consumer research? *International Journal of Academic Research in Economics and Management Sciences*, 10(1). <https://doi.org/10.6007/ijarems/v10-i1/9550>
- Abou-Youssef, M., Kortam, W., Abou-Aish, E., & El-Bassiouny, N. (2011). Measuring Islamic-driven buyer behavioral implications: A proposed market-minded religiosity scale. *Journal of American Science*, 7(8), 728-741.
- Abu-Hussin, M. F., Johari, F., Hehsan, A., & Mohd Nawawi, M. S. A. B. (2017). Halal purchase intention among the Singaporean Muslim minority. *Journal of Food Products Marketing*, 23(7), 769-782.
- Ahmadova, E., & Aliyev, K. (2020). Determinants of attitudes towards halal products: Empirical evidence from Azerbaijan. *Journal of Islamic Marketing*.
- Ahmed, A. (2008). Marketing of halal meat in the United Kingdom: Supermarkets versus local shops. *British Food Journal*.
- Aneesh, A., & Khadar, A. (2022). Halal Food Industry in World: Opportunity and Challenges. Available at SSRN 4153508.
- Auto, H. (2021, January 02). Halal meat scandal: Malaysian authorities slammed for perceived inaction. The Straits Times. Retrieved from <https://www.straitstimes.com/asia/se-asia/halal-meat-scandal-malaysian-authorities-slammed-for-perceived-inaction>
- Awan, H. M., Siddiquei, A. N., & Haider, Z. (2015). Factors affecting Halal purchase intention—evidence from Pakistan’s Halal food sector. *Management Research Review*, 38(6), 640-660.



- Aziz, Y. A., & Chok, N. V. (2013). The role of Halal awareness, Halal certification, and marketing components in determining Halal purchase intention among non-Muslims in Malaysia: A structural equation modeling approach. *Journal of International Food & Agribusiness Marketing*, 25(1), 1-23.
- BBC News World Asia (2016) Hot dogs 'must be renamed' in Malaysia, says religious government body. BBC New Services. Retrieved from <https://www.bbc.com/news/world-asia-37700495>
- Bonne, K., & Verbeke, W. (2008). Religious values inform halal meat production and the control and delivery of halal credence quality. *Agriculture and Human values*, 25(1), 35-47.
- Borzooei, M., & Asgari, M. (2013). The Halal brand personality and its effect on purchase intention. *Interdisciplinary Journal of Contemporary Research in Business*, 5(3), 481-491.
- Boynton, P. M., & Greenhalgh, T. (2004). Selecting, designing, and developing your questionnaire. *Bmj*, 328(7451), 1312-1315.
- Dudley, D. (2013). Halal market sees rapid growth. *Meed: Middle East Economic Digest*, 57(45), 24.
- Essoo, N., & Dibb, S. (2004). Religious influences on shopping behaviour: An exploratory study. *Journal of marketing management*, 20(7-8), 683-712.
- Froehle, B. T. (1994). Religious competition, community building, and democracy in Latin America: grassroots religious organizations in Venezuela. *Sociology of religion*, 55(2), 145-162.
- Gay, L. R., Mills, G. E., & Airasian, P. W. (2011). Educational research: Competencies for analysis and applications: Pearson Higher Ed.

- Golnaz, R., Zainalabidin, M., Mad Nasir, S., & Eddie Chiew, F. C. (2010). Non-Muslims' awareness of Halal principles and related food products in Malaysia. *International food research journal*, 17(3), 667-674.
- Hanafiah, M. H., & Hamdan, N. A. A. (2020). Determinants of Muslim travellers Halal food consumption attitude and behavioural intentions. *Journal of Islamic Marketing*, 12(6), 1197-1218.
- Hanzaee, K. H., & Sadeghian, M. (2014). The impact of corporate social responsibility on customer satisfaction and corporate reputation in automotive industry: Evidence from Iran. *Journal of Islamic Marketing*.
- Hassan, H. (2021). Halal meat scandal: Malaysian authorities slammed for perceived inaction. <https://www.straitstimes.com/asia/se-asia/halal-meat-scandal-malaysian-authorities-slammed-for-perceived-inaction>.
- Hayati, T.A., Habibah, M.A., Anuar, K. and Jamaludin, K.R. (2008), "Quality assurance in halal food manufacturing in Malaysia: a preliminary study", Proceedings of International Conference on Mechanical & Manufacturing Engineering (ICME2008), 21-23 May 2008, Johor Bahru, Malaysia.
- Herindar, E. (2022). The Maqoshid Sharia and the importance of consuming halal food products for Z Muslim Generation: halal food and product. *Halal Research Journal*, 2(2), 77-95.
- Hosein, N. Z. (2012). Measuring the purchase intention of visitors to the auto show. *Journal of Management & Marketing Research*, 9(1), 1-17.
- Hosseini, S. M. P., Mirzaei, M., & Iranmanesh, M. (2019). Determinants of Muslims' willingness to pay for halal certified food: does religious commitment act as a moderator in the relationships? *Journal of Islamic Marketing*.



- Iranmanesh, M., Mirzaei, M., Hosseini, S. M. P., & Zailani, S. (2019). Muslims' willingness to pay for certified halal food: an extension of the theory of planned behaviour. *Journal of Islamic Marketing*.
- Jannah, S. M., & Al-Banna, H. (2021). Halal awareness and halal traceability: Muslim consumers' and entrepreneurs' perspectives. *Journal of Islamic Monetary Economics and Finance*, 7(2), 285-316.
- Kori, G (2022). Stringent monitoring ensures food safety, quality. <https://www.nst.com.my/opinion/letters/2022/06/801817/stringent-monitoring-ensures-food-safety-quality>
- Lee, S. H., Siong, K. C., Lee, K. S., & Kim, H. S. (2016). Non-muslim customers' purchase intention on halal food products in malaysia. *Culinary science and hospitality research*, 22(1), 108-116.
- Masnono, A. (2005). Factors influencing the Muslim consumer's level of confidence on halal logo issued by JAKIM: An empirical study. *Unpublished Master's thesis*. *University Saints Malaysia*.
- McDaniel, S. W., & Burnett, J. J. (1990). Consumer religiosity and retail store evaluative criteria. *Journal of the Academy of marketing Science*, 18(2), 101-112.
- Mukhtar, A., & Butt, M. M. (2012). Intention to choose Halal products: the role of religiosity. *Journal of Islamic marketing*.
- Pradana, M., Syarifuddin, S., Hafid, H., Gilang, A., & Diandri, M. (2019). Purchase intention determinants of halal food in secular countries. *International Journal of Supply Chain Management*, 8(4), 83-89.
- Pradana, M., Wardhana, A., Rubiyanti, N., Syahputra, S., & Utami, D. G. (2020). Halal food purchase intention of Muslim students in Spain: testing the moderating effect of need-for-cognition. *Journal of Islamic Marketing*.

- Pramintasari, T. R., & Fatmawati, I. (2017). Pengaruh Keyakinan Religius, Peran Sertifikasi Halal, Paparan Informasi, dan Alasan Kesehatan Terhadap Kesadaran Masyarakat Pada Produk Makanan Halal. *Jurnal Manajemen Bisnis*, 8(1), 1-33.
- Purwanto, A., & Sudargini, Y. (2021). Exploring factors affecting the purchase intention of halal food products: an empirical study on student consumers. *International Journal of Social and Management Studies*, 2(4), 13-21.
- Purwanto, A., Ardiyanto, J., & Sudargini, Y. (2021b). Intention Factors of Halal Food Purchase among Student Consumers: An Explanatory Sequential Mixed Methods Study. *Journal of Industrial Engineering & Management Research*, 2(2), 21-34.
- Purwanto, A., Haque, M. G., Sunarsi, D., & Asbari, M. (2021). The Role of Brand Image, Food Safety, Awareness, Certification on Halal Food Purchase Intention: An Empirical Study on Indonesian Consumers. *Journal of Industrial Engineering & Management Research*, 2(3), 42-52.
- Purwanto, H., Fauzi, M., Wijayanti, R., Al Awwaly, K. U., Jayanto, I., Purwanto, A., ... & Hartuti, E. T. K. (2020). Developing model of halal food purchase intention among indonesian non-muslim consumers: an explanatory sequential mixed methods research. *Systematic Reviews in Pharmacy*, 11(10), 396-407.
- Rahim, N. A., & Junos, S. (2012). The halal product acceptance model for the religious society. *Business and Management Quarterly Review*, 3(1), 17-25.
- Regenstein, J. M., Chaudry, M. M., & Regenstein, C. E. (2003). The kosher and halal food laws. *Comprehensive reviews in food science and food safety*, 2(3), 111-127.
- Riaz, M. N., & Chaudry, M. M. (2003). *Halal food production*. CRC press.
- Saunders, M., Lewis, P., & Thornhill, A. (2012). Research methods for business students. 6. uud. painos.

- Schneider, H., Krieger, J., & Bayraktar, A. (2011). The impact of intrinsic religiosity on consumers' ethical beliefs: Does it depend on the type of religion? A comparison of Christian and Moslem consumers in Germany and Turkey. *Journal of Business Ethics*, 102(2), 319-332.
- Shafie, S., & Othman, M. N. (2006, September). Halal certification: an international marketing issues and challenges. In *Proceeding at the International IFSAM VIIIth World Congress* (Vol. 28, p. 30). Kuala Lumpur: University of Malaya Press.
- Söderlund, M. (2006). Measuring customer loyalty with multi-item scales: A case for caution. *International Journal of Service Industry Management*.
- Sosianika, A., & Amalia, F. A. (2020). Uncovering Indonesian Millennial's Halal Food Purchase Intention: Halal Value and Halal Logo as the Antecedents. *International Journal of Applied Business Research*, 31-45.
- Sudarsono, H., & Nugrohowati, R. N. I. (2020). Determinants of the intention to consume halal food, cosmetics and pharmaceutical products. *The Journal of Asian Finance, Economics and Business*, 7(10), 831-841.
- Sukesti, F., & Budiman, M. (2014). The influence halal label and personal religiosity on purchase decision on food products in Indonesia. *International Journal of Business, Economics and Law*, 4(1), 150-153.
- Talib, H. H. A., & Ali, K. A. M. (2008, May). Jamaludin Quality assurance in Halal food manufacturing in Malaysia: a preliminary study. In *Proceedings of International Conference on Mechanical and Manufacturing Engineering (ICME2008)* (pp. 21-23).
- Teimourpour, B., & Hanzae, K. H. (2014). An analysis of Muslims' luxury market in Iran: Challenges and opportunities. *Journal of Islamic Marketing*.
- Tieman, M., & Hassan, F. H. (2015). Convergence of food systems: Kosher, Christian and Halal. *British Food Journal*.

- Wang, J., Pham, T. L., & Dang, V. T. (2020). Environmental consciousness and organic food purchase intention: a moderated mediation model of perceived food quality and price sensitivity. *International Journal of Environmental Research and Public Health*, 17(3), 850.
- Weaver, G. R., & Agle, B. R. (2002). Religiosity and ethical behavior in organizations: A symbolic interactionist perspective. *Academy of management review*, 27(1), 77-97.
- Wilson, J. A. (2014). The halal phenomenon: an extension or a new paradigm? *Social Business*, 4(3), 255-271.
- Worthington Jr, E. L., Wade, N. G., Hight, T. L., Ripley, J. S., McCullough, M. E., Berry, J. W., ... & O'Connor, L. (2003). The Religious Commitment Inventory--10: Development, refinement, and validation of a brief scale for research and counseling. *Journal of counseling psychology*, 50(1), 84.
- Yunus, N. S. N. M., Rashid, W. E. W., Ariffin, N. M., & Rashid, N. M. (2014). Muslim's purchase intention towards non-Muslim's Halal packaged food manufacturer. *Procedia-Social and Behavioral Sciences*, 130, 145-154.