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FACTORS THAT INFLUENCE NON-MUSLIM DOMESTIC TOURISTS' INTENTION TO CONSUME HALAL FOODS IN MALAYSIA

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ABSTRACT

As a multi-racial country with Muslim is the majority, halal food among non-Muslim in Malaysia become significant to be studied. Muslims usually used the concept of halal. To ensure health care, non -Muslims have the potential to be targeted by halal food businesses. They misunderstood the concept of halal as a religious value only. In fact, it represents the cleanliness, health and quality of the food eaten. The results show that non-Muslims can be the target market for the halal food industry. The aim of the study is to investigate the factors that influence non-Muslim domestic tourist intention to consume halal food in Malaysia. This study examines whether health consciousness, attitude, and halal awareness influence non-Muslim domestic tourist's intention to consume halal food in Malaysia. This quantitative research used online survey distributed using convenience sampling through the media social for example Facebook, WhatsApp, Telegram and Twitter targeting non-Muslims domestic tourist in Malaysia. There has a 363 data were gathered and analyzed using SPSS version 2020 for descriptive, reliability and correlation analysis to answer the research objectives. Among the three variable, health consciousness is the most significant factors followed by attitude and halal awareness is the least factor that contribution to intention to consume halal food in Malaysia among non- Muslim domestic tourist. The result shows health consciousness, attitude and halal awareness are significant factors that influenced intention to consume halal food among non-Muslim domestic tourist in Malaysia. This study contributes to added knowledge in the factors that contribute to non-Muslim domestic tourist intention to consume halal food while travelling locally.

Keyword: Halal Food, Health-Consciousness, Attitude, Halal Awareness, Intention

ABSTRAK

Sebagai negara berbilang kaum dengan Muslim adalah majoriti, makanan halal di kalangan orang bukan Islam di Malaysia menjadi penting untuk dikaji. Orang Islam biasanya menggunakan konsep halal. Untuk memastikan penjagaan kesihatan, orang bukan Islam berpotensi menjadi sasaran perniagaan makanan halal. Mereka salah memahami konsep halal sebagai nilai agama sahaja. Sebenarnya, ia menggambarkan kebersihan, kesihatan dan kualiti makanan yang dimakan. Hasil kajian menunjukkan bahawa orang bukan Islam boleh menjadi sasaran pasaran industri makanan halal. Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi niat pelancong domestik bukan Islam untuk mengambil makanan halal di Malaysia. Kajian ini mengkaji apakah kesedaran kesihatan, sikap, dan kesedaran halal mempengaruhi niat pelancong domestik bukan Islam untuk mengambil makanan halal di Malaysia. Penyelidikan kuantitatif ini menggunakan tinjauan dalam talian yang disebarkan menggunakan pensampelan kemudahan melalui media sosial seperti Facebook, WhatsApp, Telegram dan Twitter yang menyasarkan pelancong domestik bukan Islam di Malaysia. Terdapat 363 data yang dikumpulkan dan dianalisis menggunakan SPSS versi 2020 untuk analisis deskriptif, kebolehpercayaan dan korelasi untuk menjawab objektif kajian. Di antara ketiga-tiga pemboleh ubah, kesedaran kesihatan adalah faktor yang paling penting diikuti oleh sikap dan kesedaran halal adalah faktor paling sedikit yang menyumbang kepada keinginan untuk mengambil makanan halal di Malaysia di kalangan pelancong domestik bukan Islam. Hasilnya menunjukkan kesihatan, sikap dan kesedaran halal adalah faktor penting yang mempengaruhi niat untuk mengambil makanan halal di kalangan pelancong domestik bukan Islam di Malaysia. Kajian ini menyumbang kepada penambahan pengetahuan mengenai faktor-faktor yang menyumbang kepada niat pelancong domestik bukan Islam untuk mengambil makanan halal semasa melakukan perjalanan di dalam negara.

Kata kunci: Makanan Halal, Kesedaran Kesihatan, Sikap, Kesedaran Halal

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter discuss the introduction of this research study. The purpose of the investigation is to find out the factors that influence non-Muslim domestic tourist's intention to consume halal foods in Malaysia. This chapter includes the background of study, problem statement, research question, research objective, significance of study, definition of terms, limitation of study and summary.

1.2 BACKGROUND OF STUDY

Halal food is food that does not contain substances that are prohibited from Islamic law. Halal food must follow the Islamic Shariah as obligatory, recommended, neutral, reprehensible and forbidden. It will recognize the food as halal if it complies with

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Islamic law and not just lies in the logs issued by the Islamic religious department. Halal food is not only recognized if produced by Muslims, but the food can also be considered halal if produced by non-Muslims provided the food is believed to be clean and does not contain substances that are prohibited by Islam. Prohibited substances such as pigs, dogs, alcohol and other substances that can be harmful to the body.

This study was conducted to achieve the objectives that have been focused to study whether health-consciousness influences non-Muslim domestic tourist intention to consume halal foods in Malaysia, to study whether individual halal awareness influences non- Muslim domestics tourist intention to consume halal foods in Malaysia and to study whether attitudes influence non- Muslim domestic tourist intention to consume halal foods in Malaysia.

The aim is the focus for the question that is often a question mark is about does health-consciousness influences non-Muslim domestics tourist intention to consume the halal foods in Malaysia, does halal awareness influences non-Muslim domestic tourist intention to consume the halal foods in Malaysia and does attitudes influences non- Muslim domestic tourist intention to consume the halal foods in Malaysia.

Based on these objectives and questions, this study can be studied in more depth to describe the questions asked. The purpose of the study that has been stated is to be given more attention in studying an issue. The questions that are asked by non-Muslim domestic tourists can be solved by doing this study. Researchers also get some additional information by doing this study.

The problem that is often questioned by non-Muslim domestic tourists who come to Malaysia is about of health consciousness, halal awareness and attitudes of procedures for the halal concept between Muslim halal product can make decreases value of halal.

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Problems like this often occur for the lack of confidence of non-Muslim domestic tourists to consume food if issued by other religions. It does not convince them they can recognize the food as halal food and comply with Islamic law.

Some Muslim tourists have a lack of confidence in the food produced by non-Muslims. Tourists think that halal food is only produced by Muslims. Therefore, this study has many things that need to be focused and explained according to the problem statement, research objective, research question that has been stated. This study was also conducted to satisfy tourists, especially from Islam, to have a confident nature in trying some halal food.

1.3 PROBLEM STATEMENT

Tourism in industry in Malaysia has great potential for has become a destination for tourist. Malaysia is one country famous with the halal food benchmarking meanwhile Malaysia as the world's best example halal standard is applied throughout halal food industries. Currently, very limited study regarding the intention to consume halal food by non-Muslims domestic tourist. Studies on intention to consume halal food had been done for Muslim tourist only such as Anne (20l7). Khalek (2017), and Hanafiah (2020). Khalek (2017) studied the intention in consuming halal food in Malaysia, while Hanafiah (2020) studied the determinants of Muslim traveler halal food consumption. Thus, in this study will examine the influence tourist halal food consumption, because not only Muslim

tourist will consume halal food but also non-Muslim tourist in Malaysia. In addition, the study will examine the factors that influence non-Muslims domestic tourist intention to consume halal food in Malaysia.

1.4 RESEARCH OBJECTIVES

Specially, this research aims are to achieve the following objective:

a. To investigate whether health-consciousness influence non-Muslim domestic tourist intention to consume halal food in Malaysia.

b. To determine whether halal awareness influence non- Muslim domestic tourist intention to consume halal food in Malaysia.

c. To analyze whether attitudes influence non- Muslim domestic tourist's intention to consume halal food in Malaysia.

1.5 RESEARCH QUESTIONS

The research questions of this study are:

a. Does health-consciousness influence non-Muslim domestic tourist intention to consume halal food in Malaysia?

b. Does halal awareness influence non-Muslim domestic tourist intention to consume halal food in Malaysia?

c. Do attitudes influence non-Muslim domestic tourist intention to consume halal food in Malaysia?

1.6 SIGNIFICANCE OF THE STUDY

In practice, this research contributes to improving the education of the food tourism industry in Malaysia as well as worldwide. The study of factors that influence non-Muslim domestic tourist intention in Malaysia to consume halal food gives academics and the tourism industry an advantage. For academic, additional knowledge on the factors that influence the intention of non-Muslim tourists to consume halal food in Malaysia will be increasingly known especially for non-Muslim tourists. Their knowledge of halal food is increasing. In the same industry as the food tourism industry, they can use this study as a reference in the future. Moreover, Malaysia is famous for its halal foods that attract visitors to try. Higher acceptance of halal food among non-Muslim tourist will benefit halal tourism industry in Malaysia (Wibowo & Ahmad,2016). Halal food in Malaysia, whether for breakfast, lunch, snacking and dinner, is highly acceptable to outsiders. In fact, with the presence of tourists who promote halal local food, the

Malaysian economy will also increase. The food tourism industry is not only known, but the economy of the country will also have a positive impact as well. There are advantages to both the food tourism industry and the national economy and they are interconnected.

This research will also contribute to the re-establishment of non-Muslim domestic visitors' intentions to eat halal food in Malaysia. Our research will certainly benefit for many people especially who want to know about halal food in Malaysia, since it highlights health-consciousness, halal awareness and attitude as the factors that influence non-Muslim domestic tourists' intention to consume halal food while travelling in Malaysia.

1.7 DEFINITION OF TERMS

    i)   **Halal Food**

Halal food is food that is pure and free of Muslim-prohibited ingredients and subject to the Qur'an (Riaz & Chaudry, 2003)

ii)   **Food Tourism**

Food tourism is a tourist visit to enjoy the food available in a town, whether at food festivals, restaurants and food venues that are the focus of locals and tourists (Hall& Sharples ,2003).

iii)   **Food Culture**

Food culture is the food between nature and culture, food traditions that are influenced by a place or country's cultural perception, the way culture is served and used in food (Germov & Williams, 1999).

iv)   **Health -Consciousness**

Health consciousness as the amount to which an individual prefers to engage in health-related behaviors, and it divided it into four dimensions: increased health concerns, caring about health, seeking for health information, and appreciating healthy situations (Becker & Drachman, 1977).

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v)   Halal Awareness

Halal awareness refers to a level of knowledge or understanding among Muslim businesses about what is permissible for Muslims to consume and use (Ambali & Bakar,2012).

vi)   Attitude

The level of knowledge based on the awareness, interpretation and experience of something with the comprehension of the consumer from the personality, brand aspect, will provide the impression of something good or bad (Keller,2003).

1.8 LIMITATION OF STUDY

The limitation of study plays an important role in any research. The meaning of the limitation of this study is those aspects of architecture or technique that have compromised or influenced the understanding of the research results. The limitation of

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this study now is that the Covid-19 is most serious so that the researchers only can collect information by using an online method. So that, the research needs to search many articles to support this study and the researchers should be find a lot of the articles to support this study. Besides, the lack of time also is the limitation of this study. Often deadlines are the reason that the study might not be complete, because the researchers has to check this study properly.

1.9 SUMMARY

Overall, this research also profoundly explains the halal food are very special in Malaysia. The aim was to identify the factors that influence non- Muslim domestic tourist intention to consume the halal food in Malaysia. The research find that the factors is heath consciousness, halal awareness and attitudes. For the study, the researchers selected on non-Muslin domestic tourist as the target population.

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CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter discuss the literature review of the specified subjects of the research study. The three independent variables found in the literature to be researched in this study are health conscious, halal awareness and attitudes and the dependent variable found in the literature is the non- Muslim domestic tourists' intention to consume halal food while travelling in Malaysia. This chapter start with the definition of dependent and independent variables as well as the development of conceptual framework and ends with summary.

2.2 INTENTION TO CONSUME HALAL FOOD

Food is a major component of visitor spending in general. Wolf (2006) notes that "almost 100% of visitors dine out while travelling, and food and drink are consistently ranked first in visitor spending." In addition, state local food (Haven & Jones, 2006) is a critical component that can help build a sense of 'location' and enhance destination appeal. Tourist happiness thus accumulates through the destination's various contact interactions. Both visitors need to eat and, therefore, food and beverage services and destination experience make a huge contribution to the purpose of tourism. In addition to dining choices, the choice of vacation destination will play a crucial role, which will cause the tourist to want to try new cuisine. Lately, most visitors tend to eat halal cuisine. The processing of halal food is becoming an international need, and one of the most significant elements of the halal hospitality industry plays an important role in upholding international halal quality (Tieman & Nisterlrooy, 2014). The rising in the number of non-Muslim domestic tourists abroad is related to the demand for halal food which encourage non-Muslims where they also care also quality and hygiene. Some tourist has intention to revisit the destination because of the availability of halal food and then they were much comfortable especially for non-Muslim domestic tourist to visit Muslim destination such as Malaysia because they could easily obtain halal food everywhere (Maryam,2019).

The emphasis on halal food consumer is now growing. Malaysia has thus gained a name from the largest halal food production and is now moving towards the global which can influence and change the perception of halal-ness is not just a matter of religion alone but this becomes a field of business and commerce as well as a global symbol for quality assurance and lifestyle choices. The halal food is Shariah compliant food, does not involve the use of prohibited ingredient and will have a good environmental process, and is not harmful or intended for harmful consume. Halal food is a process that can be trusted that the quality features are indeed good and can be ensured by any consumers.

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Halal logo can show credible, independent and reliable evidence to further support halal food in Malaysia. It is important that organizations issue halal certificates for all producers to ensure food quality and the use of logos should be emphasized so that religious resources and all required legal documents are fully complied with. Halal certificates play an important role in convincing all consumers that halal food has all the necessary requirements of the halal concept. The concept of halal (especially for food) is really in need of nutritious foods that need to be prepared from ingredients that have been allowed in a way that is kept clean.

2.2.1 Halal Food

The word 'Halal' is an Arabic word that means lawful or acceptable, literally. Halal food is described by Riaz and Chaudry (2003:2) as "any kind of food that is free of any component or ingredient that Muslims are prohibited from consuming." As a result, Muslims may eat any sort of food and drink any form of liquor that is forbidden by Islamic law in the Quran and Sunnah. In other words, Muslims claim that they stay healthy by not consuming banned foods (Chaudry & Regenstein, 2003) stressed the five general laws synonymous with halal food in Islam by referring to the Quran and Sunnah:

1. Prohibited species: Islam bans a variety of animals: non-blooded animals such as flies; non-flowing animals such as snakes; all insects but locusts; amphibians such

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as frogs; carnivorous animals such as bears, hyenas and dogs; and meat from swine and pet donkeys.

2. Blood prohibition: Blood drained from animals is banned.

3. Slaughtering/blessing method: Halal meat is allowed animals that have been slaughtered according to Islam, Judaism and Christianity.

4. Prohibition of carrion: It is illegal to consume dead animals except fish.

5. Prohibition of intoxicants: Something such as alcoholic beverages that intoxicates the human body is forbidden.

According to the holy Quran, the word "halal" means what is allowed, permitted, permissible or legitimate (Wilson & Liu, 2011). Halal refers not only to foods, but also to other household goods, such as cosmetics and pharmaceuticals. Halal is a commodity attribute that cannot be checked at the time of buying or even after ingestion of the products by an individual customer. The certification process to determine whether a product is halal covers a careful slaughtering procedure such as the cleaning, the ingredient used, the handling and processing of the product and the provision and distribution of the product to ensure that the certified product complies with the halal standard (Latif, 2014).

Typically, Halal has a close relationship with the Muslim community in which every part of their lives is regulated by proper conduct to food consumption (Rezai, 2015). In Muslim dietary law, halal food applies to a single food that is acceptable under Islamic law cod. Bonne 2007 notes that halal in food conveys the concept of hygienic as healthy food for the consumer. Product credence basically establishes the halal classification of the product and the worldwide industry acknowledges that a licenced halal food product has undisputed quality assurance (Mohayidin & Kamarulzaman, 2014). Thus, the

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excellent attribute of the commodity represents halal status, making it very attractive to the customer.

Company viewpoint terms (Yusoff,2015) say the 'Halal' market has become a lucrative trade drawing many commercial visitors. Moreover, a substantial number of non-Muslim customers are inclined to purchase halal food because they understand that halal approved product is hygienic and safe to eat. Today, the halal product is not only a Muslim customer, but has also become a choice for non-Muslim consumers, indicating that the halal definition and halal product have become a concept embraced internationally and widely applicable to any individual (Hussain, 2016). Halal goods are also important and feasible for non-Muslim's customers as well.

2.2.2   Theory Planned Behavior

Theory planned behaviour was based around the premise of human behaviour. In 1985, Icek Ajzen introduced this hypothesis in his essay "From Intention to Action: A Theory of Planned Behaviours." Both theories postulate that an individual's moral motives and behaviours towards a particular behaviour are dictated by being able to recognize the cultural and normative values of that person, as well as the social expectations for the society they are within. Designed Behaviour Theory was effective in predicting critical behaviours in a wide range of fields (Harrison, 1997).

Theory planned behaviour postulates three deliberately separate determinants. The first is the attitude towards the behaviours, which refers to the degree to which an individual has a favourable or unfavourable assessment or assessment of the behaviours. The second predictor is a social influence called subjective norm; it refers to perceived social expectation to conduct actions or not. The third antecedent of intention is the degree of perceived behavioural influence that, as we saw earlier, corresponds to the perceived ease or complexity of action success and is supposed to represent previous experience as well as expected impediments and obstacles. As a general rule, the more beneficial the behavioural outlook and subjective norm, and the greater the perceived behavioural 14 influence, the better the desire of a person to conduct the action under consideration. The relative importance of mood, subjective norm, and presumed behavioural influence in intention prediction can differ across activities and contexts.

Theory planned behaviour was used as a psychological paradigm to observe the importance of tourism intention to pursue halal food from an attitude (IV) perspective. In this principle, the behaviours of individuals is influenced by beliefs (personal belief of individuals about behaviours), subjective norms (personal perception of other people's reactions to individual behaviours), and presumed behaviours regulation (the willingness of individuals to control their behaviours to consume only halal foods) non-Muslim tourist's attitude to consume food is attached to (Abdul Khalek & Ismail, 2005) explain the consume of halal and halal foods related to benefits and effects from or not eating halal foods. Subjective norms are related to social coercion, which is how other non-Muslims view a Muslim eating forbidden substance. Non-Muslims domestic tourists know that only halal food is allowed in Islam and any Haram food is completely prohibited, and this ban comes from Islamic Sharia. All the above considerations affect a non-Muslim desire to pursue halal food in Malaysia. Perceived behaviours regulation is

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defined as the ability of a non-Muslim tourist to control their behaviours by consuming only Halal food, as it is the only food allowed in Muslim country. The purpose that influences non-Muslim domestic tourists depends on the healthy halal food commitment, which is found to be Islamic factor, plays an important role that they want to try halal food in Malaysia and consider in choosing a destination to try halal food. (Alam & Sayuti,2011) State behaviours towards halal goods are highly influenced by self-identity and the effect of self-identity on consumer behaviours has been seen in the Theory Planned Behaviour as such to expand the predictive capacity of planned theory behaviours, self-identity has also been considered as a possible driver of consumer intention towards halal food. Besides that (Ajzen & Fishbein,1985) a person's behavioural attitude refers to his or her unfavourable behavioural success rating or assessment. Attitude has been found to predict the consumer's intention to buy, particularly in the category of food chosen. For example, (Garg & Joshi, 2018) showed that mood had a strong effect on customer purchasing intention, and consumers were highly optimistic. Study (Tarkiainen & Sundqvist, 2005) on individual food buying habits often confirms a clear positive association between individual attitude and purchasing intention.

2.2.3   Value Percept Theory

Locke (1967) proposed this principle as an antidote to the model of Expectation Disconfirmation. Criticizing the predictive expectation used as a criterion in the conventional   Disconfirmation   model.   Thus,   in   describing   consumer

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satisfaction/dissatisfaction, worth was suggested to be better comparative standard than anticipation. According to the value percept theory, happiness is an emotional reaction caused by a cognitive assessment phase in which the experience of an offer is related to one's beliefs, needs or wishes. Like the Expectancy/Disconfirmation model, an increasing discrepancy between one's expectations and one's value suggests a growing degree of disappointment.

This research would use the value percept theory to observe the importance of tourism attempting halal food in health-conscious concept (IVs). In this theory, the value difference was defined as the degree to which the commodity (halal food) provides the necessary or desired characteristics and efficiency. The theory of value percept postulates happiness 16 as satisfying visitor ambition, beliefs or wishes as opposed to their expectations. Expectations and values are seen as a feature of consumer expectations of success and tourist's intention to try halal food. Similarly, recent research (Spreng, 1996) notes the expectation and importance of ability to assess the customer as the satisfaction of consumer needs, values or wishes as opposed to their preferences. This hypothesis related to tourist's aim for society experience that is assessing their happiness with a commodity (Halal food) is determined by the value of the basic degree of perception to which the tourist is seeking halal food. Tourists chose unique destinations using principles. One of the keys they plan to pursue halal food in Malaysia is the abundance of convenience to access halal food, the availability and quick access that influences tourists to select a specific destination and is directly related to their satisfaction. Tourist determined the value of halal food is one of the healthy foods that they can consume or eating in their daily life style and is also linked to choosing halal food, tourist purpose to try because their experience of halal food is one of Malaysia's best. Consumers perceive halal food as an essential aspect of healthy and a package, and being halal adds

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importance after consistency and consumer loyalty. (Ostrom & Lacobucci, 1995). Other tourist understanding of halal food is safe food and healthy because every kind of food is free of any part or element that Muslim is banned from eating is linked to their comfort with intent to consume halal food. Kraft (2005) recognizes customer mentality as it influences their intentions.

Besides, this idea can apply to halal awareness (IVs). Tourist perception of Islamic destination like Malaysia and perceived Islamic/halal food standard and perceived Malaysia as a destination to consume halal food. Tourist's aim to consume halal food is linked to tourist knowledge because they realized that Malaysia is one of the popular places offering halal food, while Malaysia is an Islamic state. It began with tourist knowledge they want to try Malaysian cuisine. This would-be becoming tourists who want to 17 use Malaysia as a range of purpose to consume halal food, though tourists quickly get halal food. Halal food values were found to have a positive effect on tourists to select halal food in Malaysia to create awareness tourists, which in turn contributes to improved satisfaction and encouraging positive word of mouth or revisit strength in choosing where to consume halal food.

2.2.3   Health- Consciousness

Islam's general guidelines state the particular reasons behind Halal's definition. Besides religious importance, motivations include protecting life, safeguarding future

generations and upholding self-respect and dignity (Muhammad, Norhaziah, Nuradli and Hartini, 2007). With Malaysia's population, primary food healthy practice is required due to increasing demands and health group demand. In 2012, Malaysia recorded approximately 56.6 cases of foodborne diseases from 100,000 populations (Ministry of Health, 2012). Today's rising health-conscious problem among consumers is why Halal's definition today is beyond religious meaning, precisely because health-consciousness issues in food intake essentially share the same value with Halal's concept. Nity, Matthew, Raudah, and Nurazizah (2012) reported that the idea of being safe involves being careful of what is brought into the body, the cleanliness of the food, the source of the food, and the way of handling and cooking food. The key reason is to mitigate adverse body effects. Rezai, Mohamed and Shamsuddin (2011) emphasized that halal food advantages are explained from other perspectives, including food healthy is defined by the nutritious food. To do this, food processing processes are essential to preserve the food's healthy directly influence the nutritional content of food eaten. Grunert, Hartvig, Larsen, Madsen and Baadsgraard (1996) grouped food content dimensions into four hedonic, health-related and process-related classifications. They said, "Hedonic consistency is related to sensory enjoyment and is thus primarily related to taste, scent, and presence. Health-related consistency issues how product intake impacts the physical health consciousness of customers. Convenience-based consistency is related to the time and effort of purchasing, handling, preparing and consuming the commodity." The details discussed link nutritional consistency to approval by non-Muslim to Halal food generally.

2.2.4　Halal Awareness

Halal awareness means information or comprehension of a topic or situation. Halal is described as something appropriate to Muslims (Eliasi and Dwyer, 2002; Berry and Donna, 2000; Berry, 2008). According to previous research (Bang et al., 2000), information influences intention as growing knowledge is likely to affect intention. Similarly, knowledge of the impact of marketing-related principles like advertisement and branding with Halal purchasing purpose is almost inaccessible (Aziz and Chok, 2013). Though vendors are beginning to realize the importance of Halal accreditation and Halal awareness, relatively little is understood about Halal components and other determinants that influence purchasing intention. The manifestation of marketed Halal food dramatically impacts customer awareness of Halal values (Rezai et al., 2012). Consequently, Halal's visibility has a significant impact on the intention to buy Halal items (Aziz and Chok, 2013). Previous experiments (Bonne et al., 2009) included habit as an individual intention to buy halal meat when recognizing halal sensitivity as part of an overall habit.

2.2.5　Attitudes

Attitude is a favorable or an unfavorable tendency of behavior of an individual toward any object. Therefore, a consumer can have dissimilar attitudes toward the same product in different places and situations (Schiffman & Kanuk, 2010). Attitude is learned through direct contact of a product, word-of-mouth, mass media and other evidence that comes from the product. From other collecting clients. Attitude is defined as an acquired predisposition to act in a consistently positive manner. Toward a defined object (Schiffman & Wisenblit, 2015). Consumers' behaviors may be based on their faith or values, and awareness of a certain product, which is the outcome of a process of information synthesis and eventually affects the intention of individuals to act in a certain way (Xiao et al., 2011). Studies by Alam & Sayuti, 2011 have shown that the attitudes of customers have a positive effect on their decisions to purchase a halal commodity. In addition, the views of people towards halal food are formed by their assumption that the commodity is halal, and this can contribute to halal food. Strong behaviors, such as having the intention of purchasing (Ajzen, 1991). Previous studies from Bonne (2007, 2009) et al. in examining food decision-making in the light of religion in France and Belgium shows that there is a connection between attitude and intent of choosing halal meat. Studies based on halal food items (Mukhtar & Butt, 2012) state that there is the critical link between attitude and desire to buy this form of food. The argument by Abd Rahman et al. (2015) states that there is a good link between the purpose of purchasing these items and the mindset towards halal cosmetic products.

2.3 HYPOTHESES

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The research hypothesis is based on factors, such as health consciousness, halal awareness and attitude which influence non- Muslim domestic tourist intention to consume halal foods in Malaysia. The hypothesis was built on the basis of the study and should be tested:

H1:

There is a significant relationship between health consciousness and the intention of non-Muslim domestic tourist to consume halal food.

H2:

There is a significant relationship between halal awareness and the intention of non-Muslim domestic tourist to consume halal food.

H3:

There is a significant relationship between attitude and the intention of non- Muslim domestic tourist to consume halal food.

2.4 CONCEPTUAL FRAMEWORK

INDEPENDENT VARIABLES   DEPENDENT VARIABLE
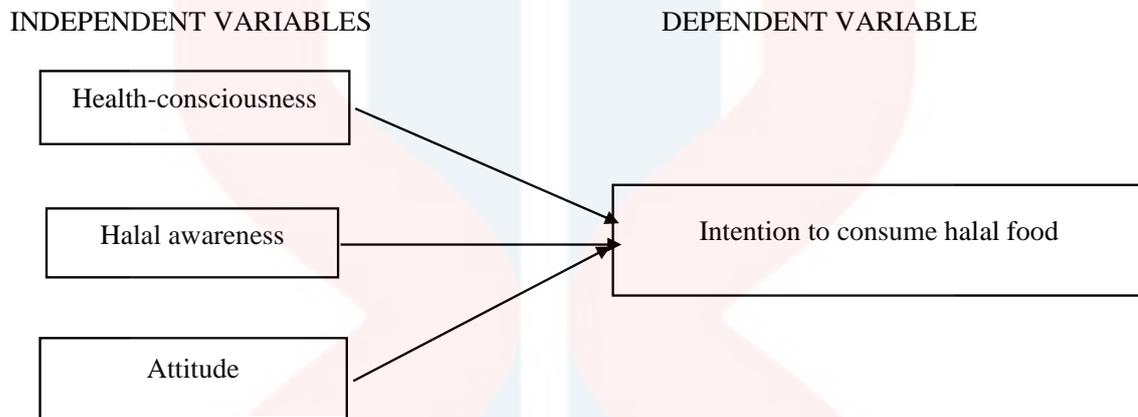
Figure 2.1: Conceptual Framework

Indicates the independent variables (IV) and dependent variable (DV) of this research. The independent variables are the factors which could affect the consumption of non-Muslim domestic tourist to consume halal food in Malaysia. On the other hand, the dependent variable is non-Muslim domestic tourist intention to consume halal food in Malaysia. There were three independent variables been determined in this study which are health consciousness, halal awareness and attitude. This figure shows the relationship health consciousness, halal awareness, attitude on the intention of domestic tourist to consume halal food in Malaysia.

2.5 SUMMARY

This chapter has reviewed all the relevant theoretical literature, independent variable and dependent variables being most important used in the study of factors that influence non-Muslim domestic tourist intention to consume halal foods in Malaysia. For example, theory such satisfaction of customer is very important to know that halal food is delicious or just simply attract the attention of customers in other aspects. Furthermore, the independent variable such as attitudes was having benefits to know about the feedback from customer to the halal foods that they try. Lastly, the dependent variable was explained the explained about the non-Muslim domestic tourist intention to consume halal food in Malaysia. In the simple word, variable is an attribute or characteristic that stated in a specific or an applied way that can be measured, controlled or manipulated in an investigation. Moreover, it including the independent variables (IV) and dependent variable (DV) are the main in researching to found out that the study brings the factors that influence non- Muslim domestic tourist intention to consume halal foods in Malaysia. This review creates the development of the conceptual framework and also discusses the development of hypotheses from the proposed concept model.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter about the research methodology that organized into six sections. The first section includes about a description of the research design about type of research procedure were used to collect data and complete the study applied. The next section contains about the description of the population and sample of the study that was the research problem must be found to define a research method refers to a big extent which is includes the target and the difficulty of accessing it. The third section explains a sampling method which will be derived from the study is one of the aspects which will affect the research method in this study and the fourth section includes a description of the research instrument that was show the technique that has been identify and adopted by the researchers. Fifth section is including about the method and procedures used for explain about how the collected data and information to deal with the research objectives and how question was collected, presented and the last part is to highlight the discussion related to the procedure of analyzing the data of this study. This chapter will show the entire mechanism involved in conducting this study session.

3.2 RESEARCH DESIGN

To assess theory, effectively analyze systems and current phenomena involves research design to ensure that the data gathered will resolve the question as best and reliably as possible. (Kirshenblatt, 2008)

The aim of the research design is to certify that the obtained facts allow researchers to focus efficiently on the research issue. Collecting the data can be linked to research issues in research. This study will use quantitative method using survey questionnaire in order to answer the research objectives. Mathematics, estimation and statistics may be used to calculate scientific study, which is known as quantitative analysis. By disseminating or giving a questionnaire to the respondents, quantitative analysis survey methods may be generated digitally or online. With online lines becoming more and more available, therefore, most researchers use online-based surveys to collect data in quantitative research. Questionnaires can target far distant respondents with the ease of the internet and it is ideal for research that need a large population. This is because the questionnaire can be readily circulated and the questionnaire will be answered by multiple respondents. Quantitative analysis should also be carried out in a wide range of ways. In our analysis, we will get the information and data we need from there. In terms of time, resources and energy, quantitative analysis also has the benefit of being more economical. With the savings, the dealings of respondents and researchers are also encouraged.

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3.3 POPULATION AND SAMPLE SIZE

According to Burns and Grove (1993) a population is defined as all element's individual, objects and events that meet the sample criteria for inclusion in a study. In 2019 there were approximately the 28.1 million population tourist arrival in Malaysia. According to Malaysia's domestic population in 2019, there are 239.1 million people who visit Malaysia to travel. The target population for this research consisted to the non-Muslims tourist in Malaysia. This study focused to non-Muslim domestic tourist intention to consume halal food in Malaysia.

Mouton (1993) define a sample as element selected with the intention of finding out something about total population from which they are taken. The sample size is important where finding from an inappropriate number of samples would not be able to represent the exiting population (Pallant, 2015). The sample were selected from non-Muslims domestic tourist in Malaysia. The distribution of the sample size of the population of this study stood 363 non-Muslim domestic tourists as respondents was an attempt to represent all the non-Muslims domestic tourist in Malaysia. The sample size of 363 respondents where the total of subject wo was willing to participate in the research of data collection.

3.4 SAMPLING METHOD

Non-probability sampling methods are used in this study. Some elements of the population had no opportunity to be selected in this study. Burns and Grove (2001) state non probability sampling is the process by which the selection of respondents to be studied is smaller than the population to obtain a sample that needs to be represented in the study. It involves a specific judgment appropriate to the study, will not involve random technique because with this the participants studied will be easily accessible. Welman & Kruger (1999) state the characteristic of non-probability sampling is everyone who have the criteria of the study is counted fully involved in the study, this is a simple and economical procedure because the research judgment is used to select individual subjects.

Meanwhile, the probability sampling is a sampling technique that select a sample from a larger population use a random selection method that is considered the required sample. This probability sampling will select respondents in the population and all samples have an equal chance of being selected. Statistical theory will be used to randomly select all samples from a large population and believe that all samples will fit the entire population to meet criteria. This study refers to use non-probability sampling between probability sampling it is a major advantage with non-probability sampling that compared to probability sampling it very lows cost and time effective.

For this research convenience sampling is used to distribute questionnaire. Convenience sampling technique is from non-probability sampling techniques where the sample will be selected from a large population simply because it is readily available to researchers. Facility sampling is a method of collecting samples by taking samples that are only at the location or through internet services quickly. The researcher selects this

sample because the respondent is easy to recruit because the researcher will not randomly select from the sample representing the entire population. It is one of the reasons why this study chooses to use on convenience sampling, which is the most common non-probability sampling method because cost effectiveness, easy to distribute and its relatively easy to get a sample. A convenience sample of 363 respondent non-Muslims domestic tourist was targeted. The sample was structured by quote based on the approximate percentage representation of the tourist in Malaysia. The respondent was asked to complete a questionnaire which intends to their intention to consume halal food. A few questions were distributed to the respondent through Google form which has been created. The researcher will send and give the questions through google form and using the network platform for example WhatsApp, Instagram, Facebook and Twitter.

3.5 RESEARCH INSTRUMENT

The questionnaire was composed of 2 section, Section A and Section B. In section A questions relate to the respondent's socio-demographic. Demographic profile is a market segment according to the respondent age, gender, religion, race and education (Gigli, 2018). In a section B, the question degree using Likert Scale for respondents relating to the intention of non-Muslim domestic tourist to consume halal food in Malaysia. This research aimed to collect data from the respondents. Questionnaire is a method of data collection that requires respondents answering a set of questions either in

writing or orally. Furthermore, since it has a systematic method, this form of analysis is typically cheaper than other approaches, and easier to track. In addition, a significant number of respondents are interested in this study, so the researchers use this approach and it is the best way to do it. Since different types of respondents are expected to respond to the questionnaire, this questionnaire will be provided with English and Malay as a duo language to make it easier for the respondent. The Likert scale of 5 suitable for this study. For an actual or hypothetical situation under analysis, the basic Likert scale is a set of statements (items) proposed. Likert (1932) methods to calculate the scale of attitudes are more suited to use to get a more effective response in order to measure character and personality more specifically. A series of questions were included in the original Likert scale with five alternatives: 1-Strongly Agree, 2-Agree, 3-Neutral, 4-Disagree and 5-Strongly Disagree. Researcher mixed the answers from the series questions to establish a calculation attitudinal scale. The cumulative score from the set of questions that represented the attitudinal scale was the basis of his data interpretation. Researcher did not analyse problems separately. Although Likert used a five-point scale, other variants, are useful for his response alternatives (Clason & Dormody,1994). The data were collected through questionnaires.

3.5.1 PILOT TEST

The pilot trial is a small-scale preparatory study used to evaluate the feasibility, duration, cost, and adverse events, and to improve the study design before conducting a comprehensive research project. The importance of the pilot test is to help define the research design and process of the research question test proposal and it can help the

research to pay attention to issues that may have a negative impact on the project. Doing the pilot test also will determine the feasibility of the study so that resources and time will not be wasted. besides that, the pilot test will provide preliminary data.

3.6   DATA COLLECTION PROCEDURE AND METHOD

In the research, the data were collected from the respondents through a survey or questionnaire. This method is chosen for several reasons such as easy to get data faster, can be developed in a shorter time to be able to collect data from many respondents, get many questions asked about a subject, provide great and extensive flexibility in data analysis and can save financial costs. 363 respondents involved from among non-Muslim domestic tourist intention to consume halal food in Malaysia.

Questionnaires were given at several halal food places for tourists, especially non-Muslim domestic tourists who come to Malaysia to consume halal food. The data were collected at several halal food restaurants visited by non-Muslim tourists from application like WhatsApp, Instagram, WhatsApp and twitter. According to Malaysia's domestic population in 2019, there are 239.1 million people who visit Malaysia to travel. Domestic tourists can be found through social media such as Facebook, Instagram, Twitter and WhatsApp. This questionnaire contains questions related to the variables of the study as well as has been included in the conceptual framework. The questionnaire was in English and in Malay.

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The consent of the respondents was agreed upon before disseminating the questionnaire, as the questionnaire was distributed online using the Google Forms application. To involve the participation of questionnaires from the respondents, the researcher gave a brief explanation of the purpose of the study as well as explain to the participants that involvement in research is voluntary and not forced. This method was found to be very useful to reduce doubts among survey participants and motivate participants to be more open-minded and honest in answering them. In addition, the researcher explained to the participants how to answer the questionnaire and gave them about 15-20 minutes to complete the questionnaire.

3.7 DATA ANALYSIS

Data analysis refers to the process of converting raw data into useful information. We decided to analyses the data using Statistical Package for Social Sciences (SPSS) version 2020. Most statistical software like SPSS is capable of conducting most of the statistical study, from basic analysis of one variable to more complex analysis of multiple variables. It was used to analyses collection data collected. SPSS is also a software application that can be used to analyses data collection statistics. Therefore, respondents' responses were first constructed and then transferred to the data file for subsequent analytical procedures. We will use quantitative in this analysis. For this analysis, data collection often includes evaluating descriptive statistics.

3.7.1 DESCRIPTIVE STATISTICS

The term given to interpret the data indirectly will help to illustrate, display or summarize the data meaningfully. It can also be used to define the demographic profile by percentage and to calculate the percentage of agreement and disagreement among respondents with the questionnaire argument. Respondents are also asked to fill the statement in questionnaire in their age, gender, race, work and so on. In addition, to provide a concise description of the answer, it is important to implicitly use descriptive statistics to know the characteristics of the respondents.

3.7.2 RELIABILITY TEST

Measure reliability indicates the degree without prejudice (error-free). This ensures accurate measurement over time and through the instrument. Other than that, the internal accuracy and material validity instrument was also used. Furthermore, the most frequently used estimation method, which is Cronbach's alpha coefficient that can be used for internal consistency and indirectly can help identify the consistency of items in independent variables and dependent variable for this research. This also helps researcher to research measurement scale properties and the objects that make them up. Reliability

check procedures quantify a number widely used to assess the reliability of the scale and also provide details on the relationships in the scale between individual objects. According to the Stephanie (2014), the Cronbach 's alpha is $0.9 \leq \alpha$ then it means the internal consistency is excellent, the Cronbach 's alpha is around $0.8 \leq \alpha < 0.9$ it shows that have a good internal consistency. Then the Cronbach's alpha is $0.7 \leq \alpha < 0.8$ it shows that have an acceptable internal consistency is acceptable. The Cronbach's alpha is $06 \leq \alpha < 0.7$ its mean has a questionable internal consistency. The Cronbach's alpha is $0.5 \leq \alpha < 0.6$ then it has a poor internal consistency. Lastly, if the Cronbach's alpha is $\alpha < 0.5$ then it means the internal consistency is unacceptable. The measurement criteria for the Cronbach's alpha are:

$$\alpha = \frac{N\underline{c}}{\underline{v} + (N-1)\underline{c}}$$

(3.1)

3.7.3   PEARSON CORRELATION

Correlation is a statistical method of testing potential linear correlations between two continuous variables (Schober, 2018). Pearson correlation is a research statistic evaluating the statistical association between two continuous variables. This method will be used to test the hypotheses of this research. This is known as the best way of measuring

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the relationship between variables based on the covariance test. The relationship between independent variables and dependent variable may be checked. It tests the intensity and trajectory of a linear relationship. Values between -1 (strong negative relationship), +1 (strong positive relationship) and while 0 will means there is no linear relationship between the two variables. Values at above zero suggest weak linear relationships. According the rule of thumb of correlation, the coefficient range around 0.9 to 1.0 or -0.9 to -1.0, its means there have very high strength of correlation. The coefficient range around 0.7 to 0.9 or -0.7 to -0.9 means there have high strength of correlation. Then the coefficient range around 0.5 to 0.7 or -0.5 to 0.7 have a moderate strength of correlation. The coefficient range around 0.3 to 0.5 or -0.3 to -0.5 have a low strength of correlation. Lastly, the coefficient range around 0.0 to 0.3 or -0.0 to -0.3 have a little strength of correlation (Hinkle, Wiersma & Jurs,2003).

3.8 RELIABILITY ANALYSIS FOR PILOT TEST

Table 3.1: Results of reliability Cronbach's Alpha for the variable

Variable	No of items	Cronbach's alpha
Health consciousness	5	0.905
Halal awareness	4	0.903
Attitude	4	0.822
Intention to consume halal food	4	0.900

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Table 3.1 shows that the result of the reliability Cronbach's alpha for the variable. The respondent of the pilot test is 30 respondents. The Cronbach's alpha of the health consciousness is 0.905. Besides that, the Cronbach's alpha of the halal awareness is 0.903 and the attitude is 0.822. Lastly, the Cronbach's alpha of the intention to consume halal food is 0.900.

3.9 SUMMARY

In conclusion, this chapter deliberate and explain the procedure adopted in this research. The chapter start with an introduction and then along with the research design, population and sampling, sampling procedure, research instrument and data analysis. Lastly, this chapter provides the detail of the analysis used with the data collection method which are essential for the research.

CHAPTER 4

RESULTS & DISCUSSION

4.1 INTRODUCTION

In this chapter present the results from the questionnaires that have been taken. Questionnaires were distributed to 363 respondents consisting of non-Muslims domestic tourist intention to consume halal food in Malaysia. The data collected are valid to be analysed using descriptive and inferential analysis. Data has been evaluated by software program using Statistical Package for the Social Science version 2020 (SPSS). Pilot test was performed prior to real data collection based on 30 respondents. The pilot data analysis found sufficient reliability and validity for the questionnaire instruments for real data collection. This chapter includes descriptive analysis, reliability test and inferential analysis.

4.2 DESCRIPTIVE ANALYSIS

Descriptive analysis was used to explain the demographic profile that was described in section A of the questionnaire, as well as the mean and average mean of the dependent variable (DV) and independent variables (IV) that were stated in section B. The term "descriptive analysis" refers to a simple quantitative description of a collection of data that was collected (Travers.1978). This helps researchers to be more specific data from the information obtained.

4.2.1 Gender

Table 4.1 Gender of respondents

Gender	Frequency	Percent (%)
Male	172	47.4
Female	191	52.6
Total	363	100.0

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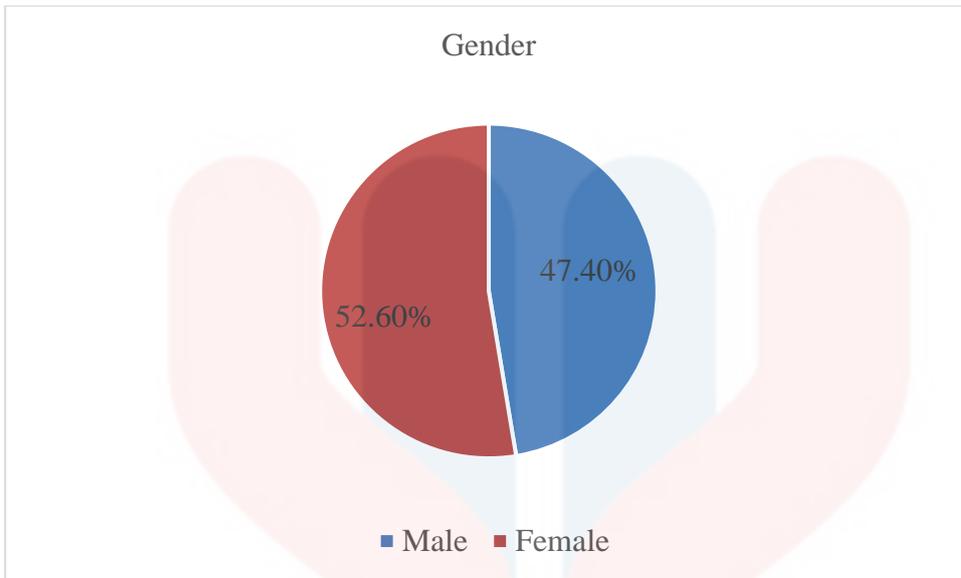
Figure 4.1 Percentage of respondents by gender

Table 4.1 and Figure of 4.1 shows gender of respondents. Out of 363 respondents, 191 (52.60%) and 172 (47.40%) are male. Therefore, more female non-Muslim participate in this survey.

4.2.2 Age

Table 4.2 Age of respondents

Age	Frequency	Percent (%)
18-25 years old	220	60.6
26-30 years old	110	30.3
31-35 years old	23	6.3
36 and above	10	2.8

Total	363	100.0
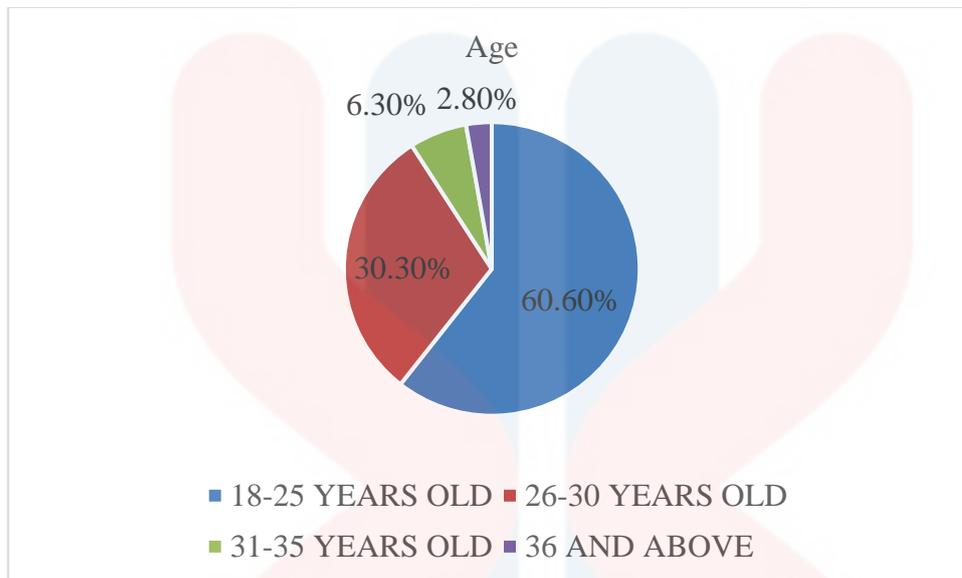
Figure 4.2 Percentage of respondents by age

Table 4.2 and Figure of 4.2 shows age of respondents. Out of 363 respondents, 220 (60.60%) respondents are 18-25 years old, 110 (30.30%) respondents are between 26-30 years old, 23 (6.30%) respondents are between 31-35 years old and 10 (2.80%) respondents 36 years old and above.

4.2.3 Race

Table 4.3 Race of respondents

Race	Frequency	Percent (%)
Indian	153	42.1
Chinese	176	48.5
Others	34	9.4
Total	363	100.0
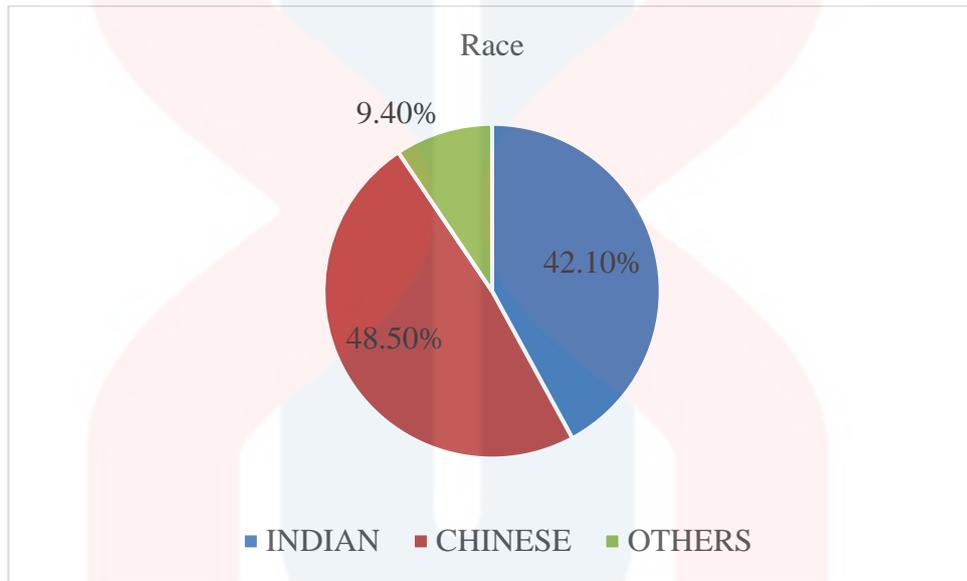
Figure 4.3 Percentage of respondents by race

Table 4.3 and Figure of 4.3 shows the percentage by race of respondents which are categorized into 3 different races of respondents. Based on the table, the highest number of respondents is Chinese with total number of 176 (48.50%) and this follow up by Indian with total number of 153 (42.10%) and others achieve of 34 respondents (9.40%). Others are likely native.

4.2.4 Religion

Table 4.4 Religion of respondents

Religion	Frequency	Percent (%)
Hindu	141	38.8
Buddha	167	46.0
Others	55	15.2
Total	363	100.0
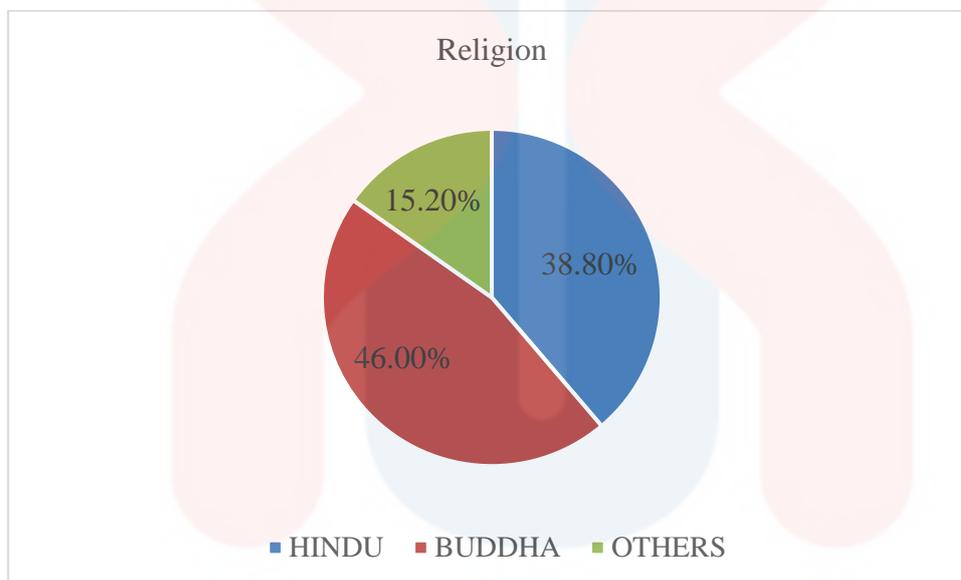
Figure 4.4 Percentage of respondents by religion

Table 4.4 and Figure of 4.4 shows the percentage by religion of respondents which are categorized into 3 different religions of respondents. Based on the table, the highest number of respondents is Buddha with total number of 167 (46.00%) and this follow up by Hindu with total number of 141 (38.80%) and others achieve of 55 respondents (15.20%).

4.2.5 Employment

Table 4.5 Employment of respondents

Employment	Frequency	Percent (%)
Government sector	40	11.0
Private sector	49	13.5
Self-employed	113	31.1
Student	161	44.4
Total	363	100.0
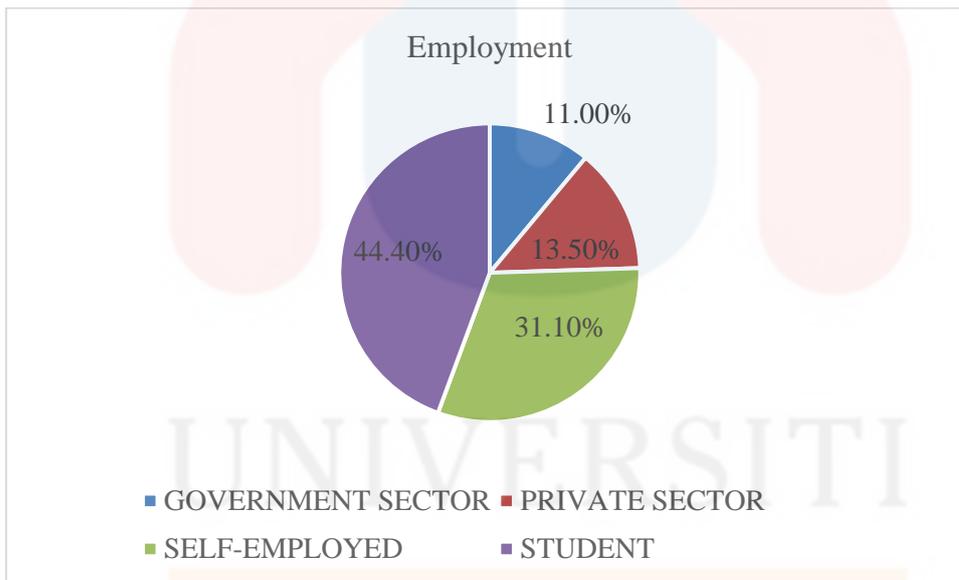
Figure 4.5 Percentage of respondents by employment

Table 4.5 and Figure 4.5 shows the total respondents by work. There were 363 respondents which consists of student 161 respondents (44.40%), self-employed 113 respondents (31.10%), private sector 49 respondents (13.50%) while government sectors 40 respondents (11.00%) had responded to the questionnaire.

4.2.6 Education Level

Table 4.6 Education level of respondents

Education level	Frequency	Percent (%)
PT3/SPM	11	3.0
STPM	40	11.0
Diploma	97	26.7
Bachelor's Degree	192	52.9
Master's Degree	18	5.0
PhD	5	1.4
Total	363	100.0
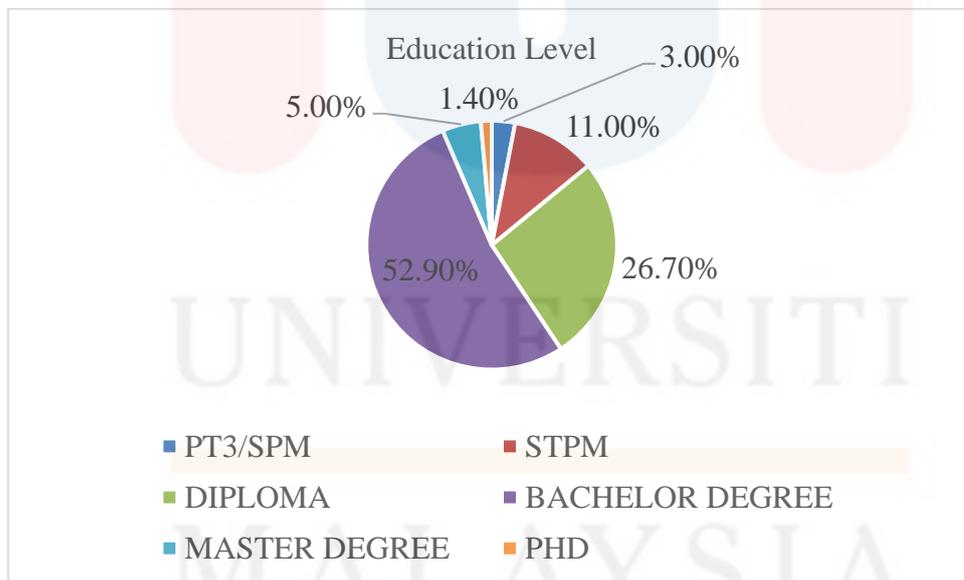
Figure 4.6 Percentage respondents by education level

Table 4.6 and Figure 4.6 shows the percentage of respondents based on education level. Out of 363 respondents, about 192 respondents (52.90%) have education level of

Bachelor's degree, diploma 97 respondents (26.70%), STPM 40 respondents (11.00%), master's degree 18 respondents (5.00%), PT3/SPM 11 respondents (3.00%). Finally, the lowest is for PHD as much as 5 respondents (1.40%).

4.2.7 Marital Status

Table 4.7 Status of respondents

Status	Frequency	Percent (%)
Single	282	77.7
Married	77	21.2
Others	4	1.1
Total	363	100.0
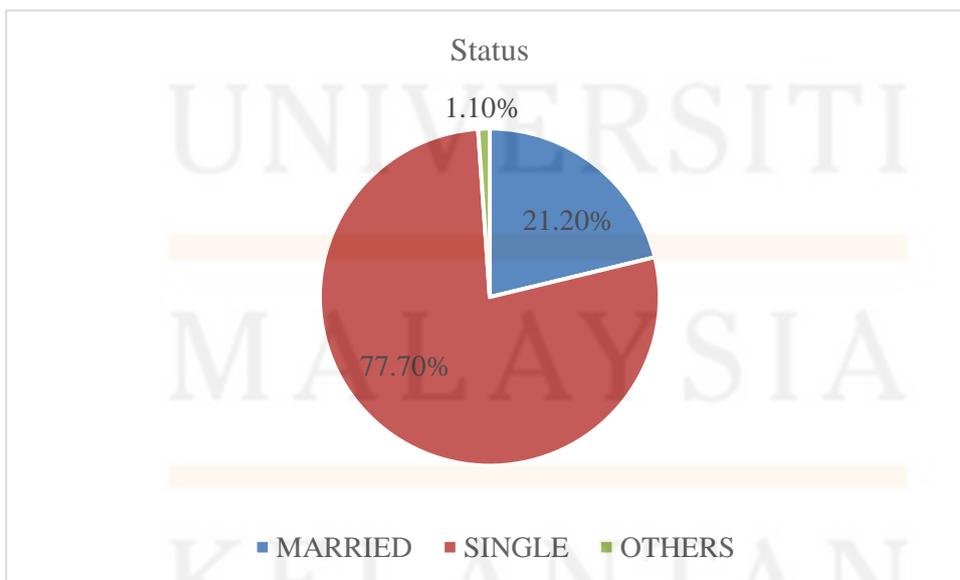
Figure 4.7 Percentage respondents by status

Table 4.7 and Figure 4.7 shows the percentage of respondents by their status. According to data collected, there were 363 respondents who consist of single 282 respondent (77.70%), married 77 respondents (21.20%) and others 4 respondents (1.10%) had responded to the questionnaire.

4.2.8 Frequency of Respondent's Domestic Travelling in A Year

Table 4.8 Frequency of domestic travel in a year of respondents

Frequency of domestic travelling in a year	Frequency	Percent (%)
Once a year	146	40.2
Two or three times	157	43.3
More than three times	60	16.5
Total	363	100.0
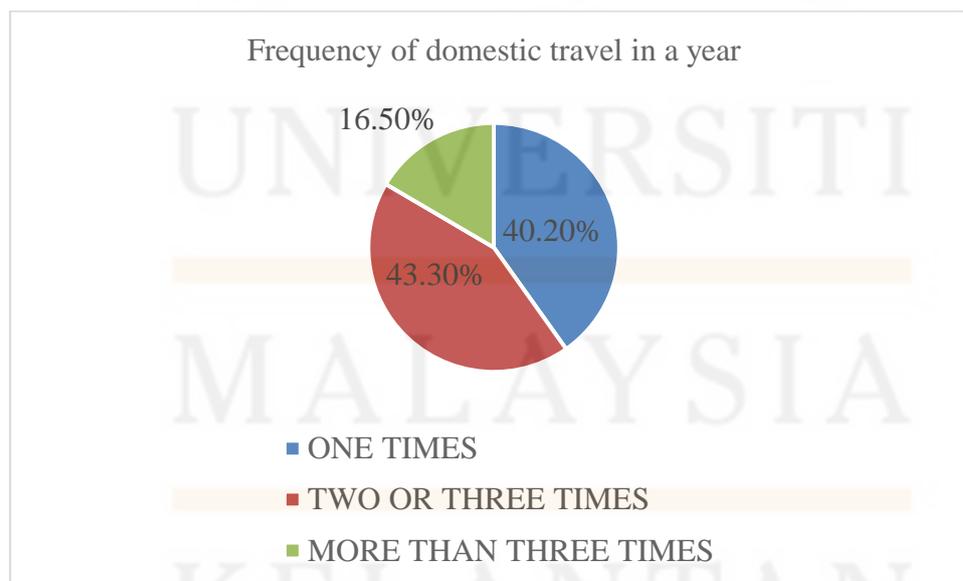
Figure 4.8 Percentage respondents by frequency of domestic travel in a year

Table 4.8 and Figure 4.8 shows percentage respondents by frequency of domestic travel in a year. According to the data, more respondents go travel two or three times in a year which is 157 respondents (43.30%), while many respondents go travel only one times in a year which is 146 respondents (40.20%) and more than three times only 60 respondents (16.50%).

4.2.9 Food Preferences While Travelling Domestically

Table 4.9 Respondents by food preferences while travelling domestically

Food preferences while travelling domestically	Frequency	Percent (%)
Clean	15	4.1
Halal	79	21.8
Delicious	18	5.0
Clean, Halal & Delicious	185	51.0
Clean & Delicious	52	14.3
Clean & Halal	7	1.9
Halal & Delicious	7	1.9
Total	363	100.0
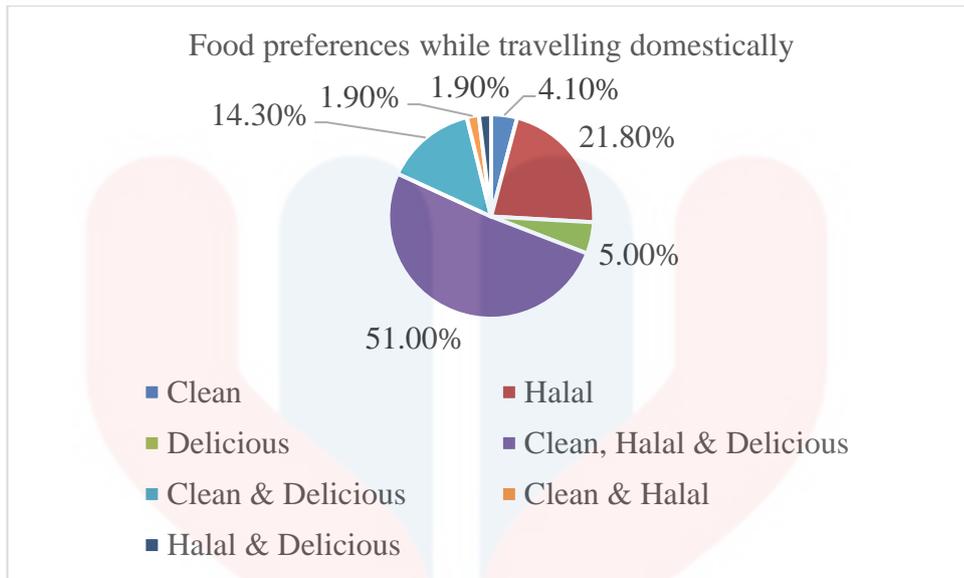
Figure 4.9 Percentage respondents by food preferences while travelling domestically

Table 4.9 and Figure 4.9 shows percentage respondents by food preferences while travelling domestically. Every tourist has their own tastes. According to the data, most respondents like clean, halal & delicious which is 185 respondents (51.00&), 79 respondents (21.80%) like halal, 52 respondents (14.30%) like clean & delicious. Then, delicious which is 18 respondents (5.00%), clean which is 15 respondents (4.10%) and both clean & halal and halal & delicious have a same like which is 7 respondents (1.90%).

4.3 DESCRIPTIVE ANALYSIS OF THE VARIABLES

This study is to analyse the mean and standard deviation for Section B and Section C of the questionnaires.

Table 4.10 Range of Mean and Level of Agree

Range of Mean	Level of Agree
4.51 – 5.00	Strongly agree
3.51 – 4.50	Agree
2.51 – 3.50	Neutral
1.51 – 2.50	Disagree
1.00 – 1.50	Strongly disagree

4.3.1 Health Consciousness

Table 4.11 Health Consciousness

Health Conscious	Mean	Std. Deviation
Consuming halal food can protect the health of my body.	4.35	1.036
Halal food provides benefits to my body.	4.24	1.006
Consuming halal food can prevent me from food poisoning.	4.18	1.042
Halal food product are healthier.	4.23	1.069
Halal food is more heathy compare to non-halal food.	4.14	1.068

Table of 4.11 shows the mean and standard deviation of the first independent variable (IV) which is health. The highest mean score for this independent variable (IV) is 'Consuming halal food can protect the health of my body' which is 4.35. Followed by 'Halal food provides benefits to my body' which is 4.25, 'Halal food product are healthier' is 4.23, 'Consuming halal food can prevent me from food poisoning' is 4.18

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and the respondents believe that 'Halal food is more heathy compare to non-halal food' are the lowest one which is 4.14.

As a conclusion, the mean for health is 21.13 (4.23). It shows that most of the respondents agree on health is important the domestic tourist to consume halal food.

4.3.2 Attitudes

Table 4.12 Attitudes

Attitudes	Mean	Std. Deviation
Consuming halal food is a good idea.	4.31	1.019
Consuming halal food is interesting to me.	4.13	1.011
Consuming halal food is beneficial.	4.28	.973
Consuming halal food is wise.	4.19	.997

Table of 4.12 shows the mean and standard deviation of the first independent variable (IV) which is attitudes. The highest mean score for this independent variable (IV) is 'Consuming halal food is a good idea' which is 4.31. Followed by 'Consuming halal food is beneficial' which is 4.28, 'Consuming halal food is wise' is 4.19, and the respondents believe that 'Consuming halal food is interesting to me' are the lowest one which is 4.13.

As a conclusion, the mean for health is 16.91 (4.23). It shows that most of the respondents were agree on attitudes is important the domestic tourist to consume halal food.

4.3.4 Halal Awareness

Table 4.13 Halal Awareness

Halal Awareness	Mean	Std. Deviation
I am aware that halal food is easily available anywhere in Malaysia.	4.40	.947
I know about halal food.	4.26	.882
I know that food with certified halal logo is hygienic and safe to consume.	4.31	.983
Halal food can be consumed by non-Muslim.	4.33	.974

Table of 4.13 shows the mean and standard deviation of the first independent variable (IV) which is awareness. The highest mean score for this independent variable (IV) is 'I am aware that halal food is easily available anywhere in Malaysia' which is 4.40. Followed by 'Halal food can be consumed by non-Muslim' which is 4.33, 'I know that food with certified halal logo is hygienic and safe to consume' is 4.31, and the respondents believe that 'I know about halal food' are the lowest one which is 4.26.

As a conclusion, the mean for health is 17.29 (4.32). It shows that most of the respondents were agree on awareness is important the domestic tourist to consume halal food.

4.3.5 Intention to Consume Halal Food

Table 4.14 Intention to consume halal food

Intention to consume halal food	Mean	Std. Deviation
I intent to consume halal food while travel domestically.	4.28	1.073
I will consider consuming halal food when travelling in Malaysia.	4.12	1.018
I plan to choose halal food when I go for holiday in Malaysia.	4.20	1.118
I predict I will choose halal food when travelling in Malaysia.	4.17	1.095
Total	16.77	3.937

Table of 4.14 shows the mean and standard deviation of the first dependent variable (DV) which is intention to consume halal food. The highest mean score for this independent variable (DV) is 'I intent to consume halal food while travel domestically' which is 4.28. Followed by 'I plan to choose halal food when I go for holiday in Malaysia' which is 4.20, 'I predict I will choose halal food when travelling in Malaysia' is 4.17, and the respondents believe that 'I will consider consuming halal food when travelling in Malaysia' are the lowest one which is 4.12.

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As a conclusion, the mean for health is 16.77 (4.20). It shows that most of the respondents were agree on intention to consume halal food is important the domestic tourist to consume halal food.

4.4 RESULT OF RELIABILITY TEST

Reliability test was conducted to obtain the validity of the variables. The reliability test is concerned with whether a scale indicates that it is free from random error without assessing reliability and validity of the research. It will be difficult to describe for the effects of measurement errors on theoretical relationships that are being measured (Forza 2002). In addition, the reliability of a measure indicates the extent to which it is without bias in ensuring consistent measurement across time and various items in the instruments. The reliability of the scale instrument used in this study was tested through the Cronbach's alpha coefficient test. In this study, Cronbach's alpha coefficient for each variable used to measure the internal consistency of the scale adopted in the survey. The Cronbach's alpha value of each variable is presented.

Table 4.14: Results of reliability Cronbach's Alpha for the variable

Variable	No of items	Cronbach's alpha
Health consciousness	5	0.943
Halal awareness	4	0.892

Attitude	4	0.932
Intention to consume halal food	4	0.935

Table 4.14 showed the value of Cronbach 's Alpha Coefficient for both independent variables and dependent variable in this study. According to Table 4.14, all the variables were above the value of 0.890. Therefore, the questionnaires had been accepted. In measuring the variable of the health consciousness that influenced the factors the influence non-Muslim domestic tourist intention to consume halal food in Malaysia and have five questions will be asked. The Cronbach 's Alpha result for this variable was 0.943 which the interpretation is excellent. the coefficient obtained for this question in full public participation actively variable were reliable. Have four questions were used in the variable of the halal awareness will influence the non-Muslim domestic tourist intention to consume halal food in Malaysia and the Cronbach 's Alpha result was 0.892 which indicated as good. Therefore, the coefficient obtained for this question in full public participation actively variable were reliable.

Besides, there has four questions were used in measuring the variable of the attitude will influence the non-Muslim domestic tourist intention to consume halal food in Malaysia and the Cronbach 's Alpha result was 0.932 which indicated as excellent Thus, the coefficient obtained for the variable were reliable.

4.5 RESULT OF PEARSON'S CORRELATION ANALYSIS

Pearson's Correlation Coefficient aim to identify the intensity of association and significant relationship between the independent variable (IV) and dependent variable (DV). Due to the evaluation of the strength of linear relationship between two variables by using a single number that falls within the range of ±1. Pearson Correlation was preferred. Correlation coefficient are able to provide a numerical overview of the direction and strength of the linear relationship between independent variable (IVs) and dependent variable (DVs). Pearson's correlation coefficients (r) range from -1 to +1 for the indication of positive or negative correlation. The findings of the correlation between the independent variables and the dependent variables are summarized and presented in table 4.15

Table 4.15: The Pearson's Correlation's Result

		health consciousness	Halal awareness	Attitude	Intention to consume halal food
Health consciousness.	Person correlation	1	0.651**	0.913**	0.901**
	Sig (2 tail)		0.000	0.000	0.000
	N	363	363	363	363
Halal awareness	Person correlation	0.651**	1	0.714**	0.641**
	Sig(2tail)	0.000		0.000	0.000
	N	363	363	363	363
Attitude	Person correlation	0.913**	0.714**	1	0.896**
	Sig (2 tail)	0.000	0.000		0.000
	N	363	363	363	363

Intention to consume halal food	Person correlation	0.901**	0.641**	0.896**	1
	Sig (2 tail)	0.000	0.000	0.000	363
	N	363	363	363	

** Correlation is significant at the 0.01 level (2-tailed)

Based on table 4.15, Pearson's correlation analysis was used in testing the relationship between hypotheses on a significant relationship such as health consciousness, halal awareness and attitude. The result shown all hypotheses stated were accepted at 0.01 significant level.

Table 4.15 showed that the significant value of the health consciousness is 0.000 and the number of respondents is 363. The p-value is 0.000, which is less than significant level of 0.01. The correlation of 0.901 suggested a strongly positive correlation between health consciousness and the intention of the non-Muslim domestic tourist to consume halal food. Besides, the significant value of the attitude is 0.000 and the number of respondents is 363. The p-value is 0.000, which is less than significant level of 0.01. The correlation of 0.896 suggested a strongly positive correlation between attitude and the intention of the non-Muslim domestic tourist to consume halal food. Besides, the significant value of the halal awareness is 0.000 and the number of respondents is 363. The p-value is 0.000, which is less than significant level of 0.01. The correlation of 0.641 suggested a moderately positive correlation between halal awareness and the intention of the non-Muslim domestic tourist to consume halal food.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVE

As the collected samples are normally distributed using parametric statistical techniques. To answer the research questions stated in chapter 1, the Pearson product-moment correlation coefficient method was used to assess the correlations between the variables. Several assumptions need to be observed, including that the sample is random and from independent observations. As with previous tests, the samples were reliable and valid. We tested seven correlation coefficients through Pearson's product-moment correlations and it set the significance level for all correlation coefficients at the 0.01 (2-tailed) level. The strength of the relationship can be determined through Pearson (r) correlation. If the value of r is 0, then this shows that there is no relationship between the two variables and if the value of r is 1, then it can be interpreted as a perfect positive correlation, while if the value of r is -1, it can be interpreted as a negative correlation. According to Cohen's (1988) study, the value of r can interpret the strength of a relationship.

H1: A significant relationship exists between health-consciousness and the intention of non-Muslim domestic tourist to consume halal food.

There is a large strength a significant relationship exists between the health consciousness and the intention of non-Muslim domestic tourist to consume halal food and positive correlation (r=0.901, p<0.01). The correlation analysis supports that the health consciousness have a significant positive relationship with the intention of non-Muslim domestic tourist, therefore, H1 is supported.

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H2: A significant relationship exists between halal awareness and the intention of non-Muslim domestic tourist to consume halal food.

There is a medium strength a significant relationship exists between the awareness and the intention of non-Muslim domestic tourist to consume halal food and a positive correlation (r=0.641, p<0.01). The correlation analysis supports that the awareness have a significant positive relationship with intention of non-Muslim domestic tourist, therefore, H1 is supported.

H3: A significant relationship exists between attitude and the intention of domestic tourist to consume halal food.

There is a large strength a significant relationship exists between the attitude and the intention of non-Muslim domestic tourist to consume halal food and a positive correlation (r=0.896, p<0.01). The correlation analysis supports that the attitude has a significant positive relationship with intention of non-Muslim domestic tourist, therefore, H1 is supported.

4.7 CONCLUSION

The data analysis was presented in this chapter started with the results of reliability test, followed by the results of frequency analysis, results of descriptive analysis and results of Pearson Correlation analysis was used to test the hypothesis. All hypotheses

were accepted. From the results, all variables are significant predictors to predict the outcome.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter will discuss recapitulations of the findings research, limitations and provide recommendations. In recapitulation of findings, the achievement of the research objective and the research question will be discussed. Besides, this chapter explains the limitations of this study and end with some recommendation for future research.

5.2 RECAPITULATIONS OF RESULTS

Research Objective 1:

To investigate whether health-consciousness influence non-Muslim domestic tourist intention to consume halal food in Malaysia.

Research Question 1:

Does health-consciousness influence non-Muslim domestic tourist intention to consume halal food in Malaysia?

According to the mean of this variable, the result indicated that most of the respondents agreed that they consume halal food because of the healthy element in halal food. In order to determine whether the health-consciousness variable will affect non-Muslim tourist intention to consume halal food, Pearson's correlation analysis was done. From the result, it can be shown that health consciousness had a significant positive influence on non-Muslim tourist intention to consume halal food. This refers to Pearson's correlation value which is 0.901 had shown that there is positive correlation relationship between independent variable (Health-Consciousness) and dependent variable (intention to consume halal food). This correlation indicates that the higher healthier that it leads to intention to consume halal food. This is a proven contribution of health toward the tourist intention to consume halal food as (Battour & Ismail, 2016) believed Muslim and non-Muslim are taking halal food for their dietary health.

Research Objective 2:

To determine whether halal awareness influence non-Muslim domestic tourist intention to consume halal food in Malaysia.

Research Question 2:

Does halal awareness influence non-Muslim domestic tourist intention to consume halal food in Malaysia?

The finding of this research shown the second independent variable (halal awareness) have a moderate influence toward non-Muslim intention to consume halal food. This refers to Pearson's correlation value which is 0.641 had shown that there is positive correlation between independent variable and dependent variable. This

correlation indicates that the non-Muslim halal awareness that it leads to intention to consume halal food. According to Ambali and Baka, (2014), Halal awareness created via education, which is by making individuals mindful of kinds of the what they consume with regard to wellbeing and hygienic condition, which is the principal point of *halal*. Related to tourist intention to consume halal food, the higher the awareness regarding halal food, the higher the intention of non-Muslim tourist to consume halal food during traveling.

Research Objective 3:

To analyses whether attitudes influence non-Muslim domestic tourist intention to consume halal food in Malaysia.

Research Question 3:

Do attitudes influence non-Muslim domestic tourist intention to consume halal food in Malaysia?

The result of this research shown that the third independent variable (Attitude) had a significant positive relationship toward tourist intention to consume halal food. This refers to the Pearson's correlation value which is 0.896 Po which had shown the relatively strong relationship between the independent variable and the dependent variable. This correlation indicates that the attitude that it leads to non-Muslim tourist intention to consume halal food. This is a proven contribution of attitude toward the tourist intention to consume halal food. This is in line with previous study (Alam and Sayuti., 2011) that have shown that the attitudes of customers have a positive effect on their decisions to purchase a halal commodity. In addition, the views of people towards halal food are formed by their assumption that the commodity is halal, and this can contribute to halal food.

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5.3 LIMITATION

Throughout this research, there is a beneficial process to complete a research this has been implemented. Interest in eating halal food is clearly increasing. The purpose of this research is to identify the relationship between health consciousness, halal awareness and attitude towards intention of non-Muslim domestic tourists to consume halal food. Even so, there are some limitations that are unlikely to happen prevented from letting the research process run smoothly. Not all of the data collected during this research will be useful in the future.

There are some limitations that should be noted for future research that might use this study as a point of reference. This research looks at the factors that influence non-Muslim domestic tourists to consume halal food in Malaysia, but not all variables can be included in other theses or as a guide or references. First and foremost, this research is delimited to food and beverage (F&B) researchers because it contains knowledge on the halal food and beverage field in particular, which can aid in learning more about halal foods and beverages.

Second, some respondents are unfamiliar with the questionnaire, especially when it comes to the halal aspect of food and beverages. As a result, in the introduction part of the questionnaire, the researcher should clarify the halal dimensions of the questionnaire as well as how to complete it.

The third limitation is that some respondents chose not to answer the questionnaire because they were worried that personal information would be spread to others. Although in the questionnaire it has been stated that the respondents' information will be kept

confidential and only used for academic purposes only. In addition, among other reasons respondents chose not to answer this questionnaire is that they do not want to share thoughts or opinions for fear of being judged.

Finally, non-Muslim respondents were difficult to come by. This is because the local population is predominantly Malay, and the questionnaire was developed especially for non-Muslims. As a result, finding non-Muslim domestic visitors to fill out this questionnaire proved difficult for researchers. The questionnaires were distributed via different online platforms to non-Muslim respondents.

5.4 RECOMMENDATION

Factors influencing non-Muslim domestic tourists' intention to consume halal food in Malaysia show an extensive study. This research only investigated a moderate and small portion of the study. Therefore, there may be other factors from consumer attitudes to halal food that may be useful for producers and suppliers.

First, it is recommended that the study be replicated using a longitudinal study to test the relationship between non-Muslims in Malaysia. This study focuses on the collected samples. Therefore, there is a possibility that the results taken from other parts of Malaysia can give different results. Based on the possibility of non-Muslims to understand the relationship between attitude, awareness, and health consciousness.

Future research could consider how the relationship between attitude, awareness and health consciousness, giving them the intention to consume halal food, could complement or contradict each other. Another area that needs additional research is whether awareness of halal food products themselves helps influence intent to buy.

For example, halal food information and products that are easily accessible and also easy to buy? Is the product itself relevant in influencing the formation of intentions to purchase halal food compared to other vendors offering similar products or services? If so, what are the differences or similarities? The influence of the cultural environment is another area that can be explored further, especially the influence of consumer intentions to purchase halal food products. The extent to which the cultural environment influences the formation of intentions to buy. In addition, branding may be a potential in the formation of intentions to buy.

5.5   SUMMARY

As a conclusion, this research has been carried out to explore the factors that lead non-Muslim domestic tourist to consume halal food during travelling. This research found that all the factors under study, which were health-consciousness, halal awareness and attitude were significant factors that influence the intention of non-Muslim domestic tourist to consume halal food. In summary, all the research questions had been answered

successfully and this study contribute to the body of knowledge on their factors that influence non-Muslim domestic tourist intention to consume halal food.
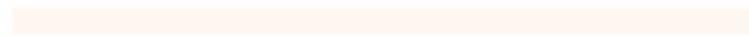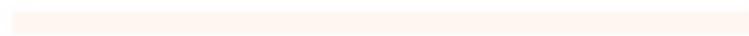
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APPENDICES: TURNITIN

PPTAII GROUP 43 TURNITIN REPORT 19 JUN 2021

ORIGINALITY REPORT

21%	12%	6%	14%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Universiti Teknologi MARA Student Paper	4%
2	Submitted to Universiti Malaysia Kelantan Student Paper	2%
3	Wesam Eid. "Integrating the theory of planned behaviour to identify determinants of *halal* food consumption in Japan", International Journal of Islamic Marketing and Branding, 2018 Publication	1%
4	eprints.utar.edu.my Internet Source	1%
5	Submitted to Institute of Research & Postgraduate Studies, Universiti Kuala Lumpur Student Paper	1%

APPENDICES: QUESTIONNAIRE

QUESTIONNAIRE / BORANG KAJI SELIDIK

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KELANTAN

FACTORS THAT INFLUENCE NON-MUSLIM DOMESTIC TOURIST'S INTENTION TO CONSUME HALAL FOODS IN MALAYSIA

FAKTOR-FAKTOR YANG MEMPENGARUHI PELANCONG BUKAN MUSLIM DALAM NEGARA UNTUK MENCARI MAKANAN HALAL DI MALAYSIA

Dear respondents,

We are third year students pursuing a Bachelor of Entrepreneurship in Tourism (HONS) from University Malaysia Kelantan (UMK), City Campus. The purpose of this study is to investigate the factors that influence non-muslim domestic tourist intention to consume halal foods in Malaysia. Halal foods are those that are free from any component that Muslims are prohibited from consuming. To participate in this survey, you must be 18-year-old, non-Muslim and have been travelling locally in Malaysia. Your response is vital to the success of this study. The questionnaire should take no more than 10 minutes to complete. So, when responding to this questionnaire, kindly tick the response that describes you the most. We would like to declare that the responses obtained from the questionnaire will be kept strictly confidential and will be used for **academic purposes only.**

Thank you very much for your cooperation and participation.

Responden yang dikasihi,

kami dari pelajar tahun tiga ijazah sarjana muda keusahawanan dalam pelancongan (kepujian) dari university malaysia kelantan (umk), kampus kota. tujuan kajian ini adalah untuk menyiasat faktor-faktor yang mempengaruhi pelancong yang bukan muslim dalam negara untuk mencari makanan halal di malaysia. makanan halal adalah makanan yang bebas daripada komponen yang dilarang dimakan oleh orang Islam. Penyertaan dalam

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*soal selidik ini sekiranya anda berumur 18 tahun ke atas, bukan beragama Islam dan pernah melancong di dalam negara Malaysia. Maklumbalas anda adalah diperlukan untuk kejayaan kajian ini. Kajian ini mengambil masa tidak lebih daripada 10 minit untuk diselesaikan. Apabila menjawab soal selidik ini, tiada jawapan betul atau salah. Hanya tandakan maklumbalas yang menerangkan tentang diri anda. Maklumbalas yang diberikan akan dirahsiakan dan akan digunakan untuk **tujuan akademik sahaja**.*

Terima kasih diatas Kerjasama dan penyertaan anda.

NUR BASHIRATUL KHALIDAH BINTI ISMAIL HISYAM (H18A0368)

NUR CAHAYA BINTI OT ATOR (H18A0369)

NURUL ATIQAH BINTI ABDUL HAFIZ (H18A0477)

YANG HUI FONG (H18A0672)

Are you Non-Muslim?

(   ) YES (You can continue answering this question / *Anda boleh menjawab soalan ini*)

(   ) NO (Thanks for your time / *Terima kasih di atas masa anda*)

SECTION A: DEMOGRAFIC PROFILE

Please (√) the appropriate answer or fill in detail in the column provided.

Tolong (√) jawapan yang sesuai atau isi isi terperinci di ruangan yang disediakan.

1. Gender / *Jantina*

   (   ) Male / *Lelaki*   (   ) Female / *Perempuan*

2. Age / *Umur*

   (   ) 18 – 25 years old / *tahun*
   (   ) 26 – 30 years old / *tahun*
   (   ) 31 – 35 years old / *tahun*
   (   ) 36 and above years old / *tahun dan keatas*

3. Race / *Bangsa*

   (   ) Indian / *India*
   (   ) Chinese / *Cina*
   (   ) Others / *Lain-lain*

4. Religion / *Agama*
   - ( ) Hindu / *Hindu*
   - ( ) Buddha / *Buddha*
   - ( ) Others / *Lain-lain*

5. Employment / *Pekerjaan*

   - ( ) Government Sector / *Sektor kerajaan*
   - ( ) Private Sector / *Sektor swasta*
   - ( ) Self-employed / *Bekerja sendiri*
   - ( ) Student / *Pelajar*

6. Education Level / *Tahap Pendidikan*
   - ( ) PT3 / *SPM*
   - ( ) Diploma / *Diploma*
   - ( ) Bachelor's Degree / *Ijazah Degree*
   - ( ) Master Degree / *Master Degree*
   - ( ) PhD / *PhD*

7. Status

   - ( ) Married / *Berkahwin*
   - ( ) Single / *Bujang*
   - ( ) Others / *Lain-lain*

8. Frequency of domestic travel in a year / *Kekerapan perjalanan domestik dalam setahun*

   - ( ) One times / *Sekali*
   - ( ) Two to three times / *Dua atau tiga kali*
   - ( ) Three times / *Tiga kali*
   - ( ) More than four times / *Lebih dari empat kali*

9. Your food preference while travelling domestically / *Pilihan makanan anda semasa melancong ke dalam negara*

   - ( ) Clean / *Bersih*
   - ( ) Halal / *Halal*
   - ( ) Delicious / *Sedap*

SECTION B:

Please indicate your answer on the following statement by circling the numbers given ranging from:

Sila nyatakan jawapan anda pada penyataan berikut dengan membulatkan nombor yang di dalam kotak yang diberi mulai dari:

Strongly agree = 1, Agree = 2, Neutral = 3, Disagree = 4, Strongly disagree = 5
Sangat setuju = 1, Setuju = 2, Tidak pasti = 3, Tidak setuju = 4, Sangat tidak setuju = 5

No.	Questions / Soalan	SA	A	N	D	SD
	INTENTION TO CONSUME HALAL FOOD					
1.	I intent to consume halal food while travel domestically. *Saya bercadang untuk mencari makanan halal sekiranya melancong dalam negara.*	1	2	3	4	5
2.	I will consider consuming halal food when travelling in Malaysia. *Saya akan mempertimbangkan untuk memakan makanan halal ketika melancong di Malaysia.*	1	2	3	4	5
3.	I plan to choose halal food when I go for holiday in Malaysia *Saya merancang untuk memilih makanan halal apabila bercuti dalam Malaysia*	1	2	3	4	5
4.	I predict I will choose halal food when travelling in Malaysia *Saya menjangkakan saya akan memilih makanan halal ketika melancong dalam Malaysia.*	1	2	3	4	5

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	HEALTHCONSCIOUS	SA	A	N	D	SD
1.	Consuming halal food can protectthe health of the body / *Memakan makanan halal boleh memelihara kesihatan tubuh badan.*	1	2	3	4	5
2.	Halal food provides benefits to my body / *Makanan halal memberikan kesan baik kepada tubuh badan saya.*	1	2	3	4	5
3.	Consuming halal food can prevent me fromfood poisoning / *Memakan makanan halal dapat menghindarkan diri saya daripada keracunan makanan.*	1	2	3	4	5
4.	Halal food product are healthier / *Produk makanan halal lebih sihat*	1	2	3	4	5
5.	Halal food is more heathy compare to non-halal food /*Makanan halal lebih sihat berbanding makanan tidak halal*	1	2	3	4	5
	ATTITUDES	SA	A	N	D	SD
1.	Consuming halal food is a good idea. *Memakan makanan halal adalah cadangan yang baik.*	1	2	3	4	5
2.	Consuming halal food is interesting to me. Memakan makanan halal menarik minat saya.	1	2	3	4	5
3.	Consuming halal food is beneficial. Memakan makanan halal memberi faedah.	1	2	3	4	5
4.	Consuming halal food is wise *Memakan makanan halal adalah keputusan yang bijak*	1	2	3	4	5

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	HALAL AWARENESS	SA	A	N	D	SD
1.	I am aware that halal food is easily available anywhere in Malaysia? *Saya sedar bahawa makanan halal mudah didapati di mana sahaja di Malaysia?*	1	2	3	4	5
2.	I know about halal food? *Saya tahu mengenai makanan halal?*	1	2	3	4	5
3.	I know that food with certified halal logo is hygienic and safe to consume. *Saya tahu makanan yang mempunyai logo halal yang disahkan adalah bersih dan selamat untuk dimakan.*	1	2	3	4	5
4.	Halal food can be consumed by non-Muslim Makanan halal boleh dimakan oleh orang bukan Islam.	1	2	3	4	5

UNIVERSITI

MALAYSIA

KELANTAN