

PRACTICE AND FACTORS AFFECTING THE SELECTION OF
HALAL PROCESSED FOOD AMONG UNIT'S EMPLOYEES

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PRACTICE AND FACTORS AFFECTING THE SELECTION OF HALAL
PROCESSED FOOD AMONG UMT'S EMPLOYEES

By
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FAKULTI AGROTEKNOLOGI DAN SAINS MAKANAN
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EMPLOYEES

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I hereby declare that the work in this thesis is my own except for quotation and summaries which have been duly acknowledged.

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ABSTACT

Halal food, halal food selection and halal logo are some of the important of food choice among Muslims, especially where a lot of non-genuine halal logo are available in the market. This study was about the practice and factor affecting the selection of halal processed food among the staffs of University Malaysia Terengganu (UMT). The main objective of this study was to identify factors that affecting the selection of halal processed food among staffs of UMT. This research also studied level of consumers' knowledge of halal logo, perception about halal food, criteria that used to choose halal processed food and also the relationship between demographics information and factors affecting the selection of halal processed food. Questionnaire that consists of five sections was used in collecting the data of this study. There were 110 UMT's staffs (Administrative, FST and FASM) were became as respondents in this study. There were some factors included in this study but the main factors that most influencing was health factor (Mean=3.72). Beside that, this study also found that the level of the UMT's staffs knowledge about halal logo was moderate level for both knowledge of characteristics of Malaysian halal logo was (Mean=0.58), and knowledge of genuine and non-genuine halal logo was (Mean=0.59). UMT's staff had not sure perception for most of the sub-components in halal food. The criteria that most applied by the UMT's staffs was the halal status (Mean=3.54). Other than that, this study also found that there were no significant correlation between demographic information (Age and gander) and factors selection of halal food except for education level [$r(n=110)=0.222$, $p<0.05$ and $r(n=110)=0.343$, $p<0.01$].

ABSTRAK

Makanan halal, pemilihan makanan halal dan logo halal adalah perkara penting dalam pemilihan makanan bagi Muslim, lebih-lebih lagi apabila terdapat halal logo palsu yang terdapat di pasaran. Kajian adalah mengenai amalan dan faktor-faktor yang mempengaruhi pemilihan makanan halal terproses di kalangan staf Universiti Malaysia Terengganu (UMT). Objektif utama kajian ini ialah untuk mengenalpasti faktor-faktor yang mempengaruhi pemilihan makanan halal di kalangan staf UMT. Kajian ini juga turut mengkaji tahap pengetahuan pengguna terhadap logo halal, persepsi tentang makanan, kriteria yang digunakan untuk memilih makanan halal yang terproses dan juga hubungkait di antara maklumat demografik dan faktor yang mempengaruhi pemilihan makanan halal. Borang soal selidik yang mengandungi lima seksyen telah digunakan untuk mengumpul data dalam kajian ini. Sebanyak 110 staff UMT (Pentadbiran, FST dan FASM) menjadi responden dalam kajian ini. Terdapat beberapa faktor yang mempengaruhi pemilihan makanan halal di kalangan staf UMT tetapi faktor yang paling mempengaruhi ialah factor kesihatan (Min=3.72). Disamping itu, kajian ini juga mendapati bahawa tahap pengetahuan staf UMT terhadap logo halal adalah pada tahap yang sederhana iaitu bagi pengetahuan terhadap ciri-ciri logo halal Malaysia (Min=0.58), dan juga bagi pengetahuan tentang logo halal yang sah dan tidak sah (Min=0.59). Staf UMT mempunyai persepsi yang tidak pasti bagi kebanyakan sub-komponen dalam makanan halal. Criteria yang paling selalu digunakan oleh staf UMT untuk memilih makanan halal ialah status halal (Min=3.54). Selain daripada itu, kajian ini juga mendapati bahawa tidak terdapat hubungan yang signifikan di antara maklumat demografik (Umur dan jantina) dan faktor-faktor pemilihan makanan halal kecuali bagi tahap pendidikan [$r(n=110)=0.222$, $p<0.05$ dan $r(n=110)=0.343$, $p<0.01$].