

PERCEPTION AND FACTORS INFLUENCING THE CHOICE  
OF HEALTHY EATING PRACTICES AMONG UNIVERSITY  
MALAYSIA TERENGGANU STUDENTS

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**PERCEPTION AND FACTORS INFLUENCING THE CHOICE OF HALAL  
EATING PREMISES AMONG UNIVERSITY MALAYSIA TERENGGANU  
STUDENTS**

**By  
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FAKULTI AGROTEKNOLOGI DAN SAINS MAKANAN  
UNIVERSITI MALAYSIA TERENGGANU

**PENGAKUAN DAN PENGESAHAN LAPORAN  
PROJEK PENYELIDIKAN I DAN II**

Adalah ini diakui dan disahkan bahawa laporan penyelidikan bertajuk:

*Perception And Factors Influencing The Choice of  
Halal Eating Premises Among University Malaysia  
Terengganu Students*

oleh *Noor Aliah bte Abdullah*, No.Matrik .....

telah diperiksa dan semua pembetulan yang disarankan telah dilakukan. Laporan ini  
dikemukakan kepada Jabatan *Sains Makanan*  
sebagai memenuhi sebahagian daripada keperluan memperoleh ijazah Sarjana Muda  
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## DECLARATION

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

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## ABSTRACT

This study was carried out to study about University Malaysia Terengganu students' perception and factors influencing their choice of Halal eating premises. Stratified, purposive and random samplings were used. Data collected using a self-administered questionnaire and there were 345 respondents involved in this study. Result from the study indicated that there are 130 males (37.7%) and 215 females (62.3%). Majority of students aged from 21-23 years old (56.2%). Most of the respondents were aware about the existence of negative condition related to Halal procedure, particularly about misuse of Halal logo (92.8%), followed by slaughtering process (91.0%) and the last negative condition familiar to them is about non-Halal ingredient usage (particularly pork) (35.4%). Most famous sources of information about Halal eating premises are from Halal logo display (33%) and from family (31.6%), while the least popular source of information are through internet (11.6%) and confident that the premise is Halal even though never been there (10.1%). Most influencing factors in their choice of Halal eating premises are religion (86.4%), followed by knowledge about Halal and Halal food (72.5%) and family influence (57.19%). Least influencing factors are low food choice (22.3%), easy to locate the premise (24.6%) and arrangement of Halal and non-Halal food (37.4%). There are significant relationship between state of origin, availability of Halal eating premises ( $r = 0.110$ ,  $p < 0.05$ ) and low food cost ( $r = 0.107$ ,  $p < 0.05$ ). In conclusion, perceptions of Halal eating premises are varying among students and factors influencing their choice of Halal eating premises had been identified.

## ABSTRAK

Kajian ini dijalankan untuk mengkaji persepsi dan faktor mempengaruhi pelajar Universiti Malaysia Terengganu mengenai pemilihan premis makanan Halal. Persampelan secara rawak, purposif dan berkadar digunakan dalam kajian ini. Data dikumpulkan melalui borang soal-selidik dan terdapat 345 responden yang terlibat. Keputusan yang didapati menunjukkan 130 pelajar lelaki (37.7%) dan 215 pelajar perempuan (62.3%). Kebanyakan pelajar berusia antara 21-23 tahun (56.2%). Kebanyakan responden menyedari kewujudan situasi negatif berkaitan prosedur Halal, terutamanya mengenai penyalahgunaan logo Halal (92.8%), diikuti oleh proses penyembelihan (91.0%) dan kebiasaan situasi negatif terakhir adalah mengenai bahan tidak Halal (terutamanya daging khinzir) (35.4%). Sumber informasi yang banyak digunakan adalah daripada terdapatnya logo Halal di premis makanan (33%) dan juga daripada keluarga (31.6%), sementara sumber informasi yang paling jarang digunakan adalah melalui internet (11.6%) dan yakin bahawa premis adalah Halal walaupun tidak pernah ke sana (10.1%). Faktor yang paling mempengaruhi dalam pemilihan mereka adalah pegangan agama (86.4%), diikuti oleh pengetahuan mengenai Halal dan makanan Halal 72.5%) dan juga pengaruh keluarga (57.19%). Faktor yang paling kurang mempengaruhi adalah kos makanan yang murah (22.3%), mudah untuk mendapatkan premis (24.6%) dan susunan makanan Halal dan tidak Halal (37.4%). Terdapat korelasi yang signifikan di antara tempat asal, kebolehdapatan premis makanan Halal ( $r = 0.110$ ,  $p < 0.05$ ) dan kos makanan yang rendah ( $r = 0.107$ ,  $p < 0.05$ ). Kesimpulannya, persepsi mengenai premis makanan Halal adalah berbeza di antara pelajar dan faktor mempengaruhi pemilihan mereka telah dapat dikenalpasti.