

TANGGAPAN DAN FAKTOR PENENTU PEMILIHAN MAKANAN HALAL DALAM KALANGAN IBU BAPA MUSLIM

(Perceptions and Determining Factors towards the Selection of Halal Food Amongst Muslim Parents)

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ABSTRAK

Pemilihan makanan halal merupakan aspek penting yang perlu diambil kira dalam kehidupan setiap pengguna Muslim. Justeru, kefahaman yang baik terhadap aspek-aspek pemilihan makanan halal diperlukan bagi memastikan umat Islam mengambil produk makanan yang mematuhi Syariah. Kajian ini dijalankan bagi mengenal pasti persepsi dan faktor penentu pengguna Muslim dalam pemilihan makanan halal. Responden dipilih dalam kalangan ibu bapa Muslim kerana kumpulan ini adalah kelompok terbesar dan berpengaruh dalam menentukan pemilihan makanan halal harian. Data dikumpul menggunakan borang soal selidik yang telah dibangunkan berdasarkan Teori Tindakan Beralasan (TTB) yang melibatkan empat konstruk utama, iaitu kefahaman, persepsi, penentu pemilihan dan pemilihan makanan halal. Terdapat empat subkonstruk yang dipertimbangkan menerusi konstruk penentu pemilihan makanan halal, iaitu logo halal, pemilikan, bahan-bahan dan jenama. Hasil kajian menunjukkan tiga subkonstruk mempunyai hubungan yang signifikan terhadap pemilihan makanan. Faktor pemilikan tidak memberi sumbangan yang signifikan terhadap pemilihan makanan halal. Secara keseluruhan, sumbangan variasi peramal ke atas model TTB adalah sederhana, iaitu hanya 37.3% variasi dalam konstruk pemilihan makanan halal.

Kata kunci: logo halal; teori tindakan beralasan; pemilikan; jenama

ABSTRACT

The selection of halal food is an important aspect in every Muslim daily life. Hence, sound understanding in the aspects of halal food selection is required to ensure Muslim people take food that complies with the Islamic law (Shariah). This study is conducted to identify the perceptions of Muslim consumers and the determining factors that guide their selection of halal food. Respondents were chosen from the Muslim parents since this group is the most influential in determining the daily halal food selection. Data were collected using questionnaire which was developed based on the Theory of Reasoned Action (TRA), involving four main constructs, namely understanding, perception, selection determinants and halal food selection. Four determinant factors were considered as subconstructs: halal logo, ownership, ingredients and brand. Results show that three subconstructs have significant relationships with food selection. Factor of ownership does not contribute significantly towards the selection of halal food. Overall, the contribution of predictors in TRA model, in explaining the variations in halal food selection is moderate at 37.3%.

Keywords: halal logo; theory of reasoned action; ownership; brand

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