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Abstract

This study aims to investigate the factors that influence consumers' attitudes and decision-making in shopping for halal food. These factors include halal logo certification, social influence (word of mouth), and religious beliefs. The sample of consumers in this study is from Sibul, Sarawak targeting 300 random respondents via the questionnaire. Findings were assessed in terms of descriptive analysis, reliability test, Pearson correlation, and multiple regression. Results indicate that halal logo certificate, social influence (word of mouth), and religious belief have a significant positive relationship in the attitude and decision-making of consumers in shopping for halal food. The results provide some perspective to the industry players with information that will influence customers' behavior and decision-making regarding Halal food.

Keywords: Halal, Purchase Intention, Social Influence, Religious Belief

Introduction

Halal refers to anything that is regarded as permitted or lawful to consume. In Islam, the phrase Halal applies to more than simply foods and drinks, it also relates to clothing materials, cosmetics, and interpersonal ties between Muslims and non-Muslims. Halal foods are now in high demand from both Muslim and non-Muslim nations and they have evolved as a niche industry, particularly in Halal cuisine (Ayyub, 2015). Halal food is defined as "cleaner, healthier, and tastier" (Alam & Sayuti, 2011). According to Fischer (2010), Halal has been referred to as the "gold standard" for food safety and quality assurance. There are approximately 16 million Muslim customers with disposable income who are seeking products that fulfill Islamic requirements (Ariffin, 2007). This demonstrates that most Muslim consumers are prepared to spend as much as possible for a product that complies with Shariah law.

There are more than 300 organizations worldwide that offer Halal certification, however, only 15% are recognized by Malaysia's Jabatan Kemajuan Islam Malaysia (JAKIM) (Said et al., 2014). It is critical to entice Muslim consumers to purchase Halal products with JAKIM's certified certification as this ensures that the product is completely Halal, a holistic quality health and sanitary system that includes following Islamic regulations for slaughtering, processing, and other associated activities. It verifies the quality, cleanliness, and safety of raw