

## **Halal Restaurant: What Makes Muslim In Kuching Confident?**

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This paper is an outcome of a research project investigating on the scenario surrounding Halal restaurants in major cities and tourism destinations in Malaysia. It investigates factors that influence Muslim confidence level in choosing Halal restaurant to dine in and/or purchase food for their friends or relatives. From researchers exhaustive reviews on existing literature related to Halal concepts and extensive fieldwork studies, four variables were proposed, namely Devoutness; Awareness; and Lifestyle; tested for their influence on Confidence Level. For this paper, the report is on 250 questionnaires analyzed from 265 distributed at 10 restaurants deemed to be the most popular and mostly visited around Kuching City, the capital and main city for State of Sarawak in East Malaysia. The results show that all variables are significantly correlated, while regression analyses approved the hypotheses proposing the independent variables as factors that influence the confidence level of consumers in selecting halal restaurant.

**Keywords:** Halal; Devoutness; Awareness; Lifestyle, Confidence

### **Introduction**

Halal has become an important concept in today's business world; much more to say when it comes to academic researches. Researches have covers Halal from different angle of studies. Among those areas are such as purchase intention (Regenstein, Chaudry, & Regenstein, 2003); attitude toward advertisement, attitude toward product and purchase intention (Maheswaran & Sternthal, 1990); religiosity (Worthington et al., 2003) ; word of mouth (Soderlund, 2006); and Dimension of Halal Purchase Dimension (Shaari & Ariffin, 2010).

Malaysia has actively engaged herself with halal as strategic and main domain in various sectors, particularly in halal hub and halal tourism. Leading some part of it; if not the whole world in Islamic Halal Certificate as the only halal certificate to be backed by its government, Malaysia domestically faces some disturbing issues concerning halal concept. Basic issues such as cleanliness, permissible, ethics, etc. have continued to be of concerned with some reports on the misconduct and unethical deeds concerning manipulation of this