

Awareness and intention to register halal certification of micro and small-scale food enterprises in Kulim Kedah, Malaysia.

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Abstract

The knowledge of halal among food micro and small businesses (food MSEs) in Kulim Kedah, Malaysia, will be discussed in this research. Having a basic understanding of halal law is the first step towards getting halal certifications, which attest to a product's compliance with Islamic law. Unfortunately, the majority of the food products sold on the market lack halal certifications since the business owners lack halal awareness and intention. This survey intends to gauge food MSE entrepreneurs' understanding of halal and their desire to register halal certification. The understanding of halal and MSEs' entrepreneurial perspectives of the advantages of halal certificates are thought to have an impact on halal awareness. Additionally, halal awareness, attitudes, and perceptions of the simplicity of the processes will support the desire to register halal certification. To gather information, a set of questionnaires and a cover letter will be given together with an electronic Google Form to the food MSEs entrepreneur in Kulim Kedah, Malaysia. The adopted theoretical models in the exploratory research will be evaluated using structural equation modelling - partial least square (SEM-PLS). The purpose of the statistical analysis that this study undertook was to determine the awareness and intention among food MSEs entrepreneurs in Kulim, Kedah to register for halal certification for their business. Regarding the implication side of things, it is anticipated that this study will enhance the beliefs of the advantages and knowledge of halal have an impact on halal awareness. Furthermore, halal awareness has a positive impact on the intention to obtain a halal certificate, but attitudes and perceptions about the certification process have little bearing on this intention. This demonstrates how halal awareness will lead to a rise in halal certification registration intentions. Due to misconceptions about the processes for acquiring halal certificates, it does not, however, affect attitudes or actions to register for halal certification.

Keywords: awareness, knowledge, perception, intention, halal certification

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