



***YOUNG CONSUMERS' DISCONFIRMATION OF EXPECTATION AND
SATISFACTION WITH SMEs' HALAL FOOD PRODUCTS IN THE KLANG
VALLEY, MALAYSIA***

SITI SOLEHA BINTI ABDUL SALAM

IPPH 2018 5



**YOUNG CONSUMERS' DISCONFIRMATION OF EXPECTATION AND
SATISFACTION WITH SMEs' HALAL FOOD PRODUCTS IN THE KLANG
VALLEY, MALAYSIA**

By

SITI SOLEHA BINTI ABDUL SALAM

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfilment of the Requirements for the Degree of Master of Science**

March 2018

All material contained within the thesis, including without limitation text, logos, icons, photographs and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



Abstract of thesis presented to the Senate of Universiti Putra Malaysia and fulfillment of the requirements for the degree of Master of Science

**YOUNG CONSUMERS' DISCONFIRMATION OF EXPECTATION AND
SATISFACTION WITH SMEs' HALAL FOOD PRODUCTS IN THE KLANG
VALLEY, MALAYSIA**

By

SITI SOLEHA BINTI ABDUL SALAM

March 2018

Chairman : Mohhidin Othman, PhD
Faculty : Halal Products Research Institute

Driven primarily by the growing global Muslim population, the halal industry is expected to become larger in the following years. In tandem with the growth, abundant choices of halal food products are also expected to be available in the market. Therefore, in order to increase the visibility of local halal brands, domestic halal food producers can no longer use their halal status as a competitive advantage. To be able to compete with other brands in the halal marketplace, companies need to revise their strategies and come out with superior products that will be able to meet consumer's increasing expectation on halal food products. However, previous studies and reports revealed that halal food products produced by small and medium-sized enterprises (SMEs) are still lacking in various aspects. Thus, as a means to improve the products and to meet the changing expectation of Muslim consumer, manufacturers should constantly monitor their consumer's satisfaction. To date, there is no comprehensive research published that deal with consumer satisfaction towards halal food product in Malaysia neither in general nor segmented into a specific product. Therefore, in order to find out the extent to which consumer expectation had been met, expectancy-disconfirmation theory (EDT) was utilized in this study to examine the discrepancy between consumer expectation and perceived performance on halal food products. Halal confectionery products produced by small and medium-sized enterprises (SMEs) were chosen as the products of analysis. Questionnaires measuring expectation, perceived performance, overall satisfaction and also post-purchase behavioural intention toward SMEs halal confectionery products were administered using convenience sampling within young Muslim consumer in Klang Valley area. A total of 390 usable questionnaire forms were collected and subjected to data analysis. The finding revealed that all the attributes listed experienced negative disconfirmation, which points toward the conclusion that SMEs halal confectionery products were unable to meet their customers' expectation

especially in attributes related to food safety, labelling, and marketing. This study will extend the understanding of SMEs and related parties on Muslim consumer preferences in halal food products, and subsequently, can help in increasing consumer satisfaction. With the reinforcement, local halal food products are expected to claim stronger brand positioning and later on able to penetrate into the global halal market.

Keywords: Halal, small and medium-sized enterprises (SMEs), consumer satisfaction, consumer expectation, confectionery.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Master Sains

**KETIDAKAKURAN HARAPAN DAN KEPUASAN PENGGUNA BELIA
TERHADAP PRODUK MAKANAN HALAL PKS DI LEMBAH KLANG,
MALAYSIA**

Oleh

SITI SOLEHA BINTI ABDUL SALAM

Mac 2018

Penyelia : Mohhidin Othman, PhD
Fakulti : Institut Penyelidikan Produk Halal

Didorong terutamanya oleh populasi Muslim global yang semakin berkembang, industri halal dijangka menjadi lebih besar pada tahun-tahun berikutnya. Sejalan dengan pertumbuhan itu, banyak pilihan produk makanan halal juga dijangka akan berada di pasaran. Oleh itu, untuk meningkatkan keterlihatan jenama halal tempatan, pengeluar makanan halal domestik tidak boleh lagi hanya menggunakan status halal mereka sebagai kelebihan daya saing. Untuk dapat bersaing dengan jenama lain di pasaran halal, syarikat perlu menyemak semula strategi mereka dan mengeluarkan produk unggul yang akan dapat memenuhi harapan pengguna yang semakin meningkat ke atas produk makanan halal. Walau bagaimanapun, kajian dan laporan terdahulu menunjukkan bahawa produk makanan halal yang dihasilkan oleh perusahaan kecil dan sederhana (PKS) masih lemah dari pelbagai aspek. Oleh itu, dengan matlamat untuk menambah baik produk mereka dan memenuhi harapan pengguna yang sentiasa berubah-ubah, pengeluar harus sentiasa memantau kepuasan pelanggan mereka. Sehingga kini, tidak ada lagi penyelidikan menyeluruh yang diterbitkan mengenai kepuasan pengguna terhadap produk makanan halal di Malaysia secara umum mahupun yang tertumpu kepada produk tertentu. Oleh itu, untuk mengetahui sejauh mana harapan pengguna telah dipenuhi, teori ketidakakuran harapan (EDT) telah digunakan dalam kajian ini untuk mengkaji perbezaan di antara harapan pengguna dan prestasi yang dirasakan ada pada produk makanan halal. Produk konfeksi halal yang dihasilkan oleh perusahaan kecil dan sederhana (PKS) dipilih sebagai produk untuk dianalisis. Soal selidik mengukur harapan, prestasi yang dirasakan, kepuasan secara keseluruhan dan juga niat tingkah laku pasca pembelian ke atas produk-produk konfeksi halal PKS diedarkan menggunakan teknik persampelan mudah kepada pengguna Islam muda di kawasan Lembah Klang. Sejumlah 390 borang soal selidik yang boleh digunakan telah dikumpulkan dan tertakluk kepada analisis data. Hasil kajian menunjukkan bahawa semua ciri-ciri

yang disenaraikan mengalami ketidakakuran negatif, yang menunjukkan bahawa produk PKS halal tidak dapat memenuhi harapan pelanggan mereka terutamanya dalam ciri-ciri yang berkaitan dengan keselamatan makanan, pelabelan, dan pemasaran. Kajian ini telah memperluaskan pemahaman PKS dan pihak berkaitan mengenai keinginan pengguna Islam dalam produk makanan halal, dan seterusnya dapat membantu dalam meningkatkan kepuasan pengguna. Dengan pemerkasaan ini, produk makanan halal tempatan dijangka akan mendapat kedudukan jenama yang lebih kukuh dan seterusnya dapat menembusi pasaran halal global.

Kata kunci: Halal, Perusahaan Kecil dan Sederhana (PKS), kepuasan pengguna, harapan pelanggan, konfeksi



ACKNOWLEDGEMENTS

First and foremost, I would like to express my deepest gratitude to my main supervisor Associate Professor Dr. Mohhidin Othman who has been very helpful, friendly, tolerant and patient throughout the long period of my candidature. I have been extremely lucky to be assigned under a supervisor with vast experiences in the food industry and research, and also someone who is really responsive and always ready to provide feedback on my work. Without his valuable assistance and persistent help, my study would not have been completed. My greatest appreciation also goes to the rest of my supervisory committee Dr. Ungku Fatimah Ungku Zainal Abidin and Associate Professor Dr. Nitty Hirawaty Kamarulzaman for the meticulous comments and suggestions which have been an enormous help to me. I would like to take this opportunity to once again thank all three of them for the time they have spent to help me, and also for their kindness and co-operation. May the blessings of Allah s.w.t be with them always.

In this journey, I have also been blessed with friendly and supportive friends. Completing this study would have been more difficult and lonely were it not for the help and companionship provided by all of my post-graduate friends especially Nasyira, Nadirah, Faridah, Kak Anis, Nazihah, Nathalie, Kak Yanti, Izzah, Ellyna, Azwa, Finaz, Kak Radhi, Lalitha, Kak Ros, Kak Ida, Kak Ira, Ummu and Miza. I thank you all for always sharing valuable knowledge and information, for the encouragement and most importantly for the friendship.

Not forgetting, I am deeply grateful to my supportive family, my dearest parents Abdul Salam Abdullah and Yatimah Jemagi, and also my older sister Salamah Abdul Salam for their never-ending support throughout my study period. This study was also made possible by Universiti Putra Malaysia (UPM) through a scholarship under Graduate Research Fellowship (GRF) and Ministry of Higher Education (MyBrain). Thank you.

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfillment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

Mohhidin Othman, PhD

Associate Professor
Faculty of Food Science and Technology
Universiti Putra Malaysia
(Chairman)

Nitty Hirawaty Kamarulzaman, PhD

Associate Professor
Faculty of Agriculture
Universiti Putra Malaysia
(Member)

Ungku Fatimah Ungku Zainal Abidin, PhD

Senior Lecturer
Faculty of Food Science and Technology
Universiti Putra Malaysia
(Member)

ROBIAH BINTI YUNUS, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 30 August 2018

Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any other institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and Innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software.

Signature: _____ Date: _____

Name and Matric No.: Siti Soleha binti Abdul Salam (GS37860)

Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature: _____
Name of Chairman of
Supervisory
Committee: Assoc. Prof. Dr. Mohhidin bin Othman

Signature: _____
Name of Member of
Supervisory
Committee: Dr. Ungku Fatimah binti Ungku Zainal Abidin

Signature: _____
Name of Member of
Supervisory
Committee: Assoc. Prof. Dr. Nitty Hirawaty binti Kamarulzaman

TABLE OF CONTENTS

	Page
ABSTRACT	i
ABSTRAK	iii
ACKNOWLEDGEMENTS	v
APPROVAL	vi
DECLARATION	viii
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
LIST OF ABBREVIATIONS	xvi
 CHAPTER	
 1 INTRODUCTION	 1
1.1 Background of the Study	1
1.2 Problem Statement	3
1.3 Research Questions	5
1.4 Research Objectives	5
1.5 Significance of the Study	6
1.6 Scope of the Study	7
1.7 Organization of the Thesis	9
1.8 Definition of Key Terms	9
1.8 Summary of Chapter	10
 2 LITERATURE REVIEW	 11
2.1 Islamic Dietary Law	11
2.2 Malaysia's SMEs Food Manufacturing Industry	12
2.3 Consumer Expectation and Satisfaction	15
2.3.1 Expectancy Disconfirmation Model of Consumer Satisfaction	16
2.3.2 A Summary of Past Studies on Consumer Behaviour towards Halal Food	18
2.4 Behavioural Intention: Repurchase Intention and Word-Of-Mouth	22
2.4.1 Repurchase Intention	22
2.4.2 Word-of-Mouth	23
2.5 Determinants of Halal Food Products	24
2.5.1 Product Quality	25
2.5.2 Food Safety and Hygiene	26
2.5.3 Halalness	28
2.5.4 Packaging	30
2.5.5 Labelling	31
2.5.6 Marketing	33

2.6	Conceptual Framework of the Study	35
2.7	Summary of the Chapter	39
3	METHODOLOGY	41
3.1	Research Design of the Study	41
3.2	Sampling	43
3.2.1	Target Population	43
3.2.2	Location of the Study	43
3.2.3	Sample Size	44
3.2.4	Sampling Method	45
3.3	Research Instrument	45
3.3.1	Section A and B: Expectation and Perceived Performance Measurements	46
3.3.2	Section C: Overall Satisfaction Measurements	50
3.3.3	Section D: Behavioural Intention Measurements	50
3.3.4	Section E: Consumer Demographic	51
3.4	Data Collection	52
3.4.1	Data Analysis	52
3.4.2	Descriptive Statistics	53
3.4.3	Inferential Statistics	53
3.5	Questionnaire Pre-Testing	54
3.6	Pilot Test	55
3.6.1	Reliability Analysis	56
3.6.2	Validity	56
3.6	Summary of the Chapter	57
4	RESULTS AND DISCUSSION	58
4.1	Survey Response	58
4.2	Missing Data and Outliers	59
4.3	Normality Test	60
4.4	Reliability Analysis	60
4.5	Descriptive and Bivariate Analysis	61
4.5.1	Respondents' Demographic Characteristics	61
4.5.2	Gap Analysis	62
4.6	Exploratory Factor Analysis	71
4.6.1	Factor Analysis of Consumer Expectation	71
4.6.2	Factor Analysis of Consumer Perceived Performance	74
4.7	Multiple Regression Analysis	76

4.8	Correlation	79
4.9	Summary of the Chapter	81
5	SUMMARY, CONCLUSION AND RECOMMENDATIONS FOR FUTURE RESEARCH	82
5.1	Summary	82
5.1.1	The Research Problems	82
5.1.2	The Objectives of the Study	83
5.1.3	Findings	83
5.2	Implications of the Study	85
5.2.1	Theoretical Implication	85
5.2.2	Managerial Implication	86
5.3	Limitation and Recommendation	88
5.4	Conclusions of the Study	89
	REFERENCES	88
	APPENDICES	108
	BIODATA OF STUDENT	127
	LIST OF PUBLICATIONS	128

LIST OF TABLES

Table	Page
2.1 A Summary of Previous Research on Consumer Behaviour towards Halal Food	19
3.1 Original sources of items used in Section A and Section B	47
3.2 Original sources of items used in Section C	50
3.3 Original sources of items used in Section D	51
3.4 Items used in Section E	51
3.5 Questionnaire items before and after pre-testing	55
3.6 Respondents' socio-demographic profile in the pilot test	55
3.7 The Cronbach's Alpha values of variables in the pilot test	56
4.1 Response rate of the study	59
4.2 The Cronbach's alpha values of variables in the actual study	60
4.3 Respondent's socio-demographic profiles	61
4.4 Mean difference between consumer expectation and consumer perceived performance	62
4.5 Consumer expectation and perceived performance of SMEs halal confectionery products	63
4.6 SMEs halal confectionery products attributes from the highest to the lowest disconfirmation values	68
4.7 Kaiser-Mayer-Olkin (KMO) and Bartlett's test of consumer expectation	72
4.8 The underlying factors of consumer expectation scale	73
4.9 Kaiser-Mayer-Olkin (KMO) and Bartlett's test of consumer perceived performance	74
4.10 The underlying factors of consumer perceived performance scale	75
4.11 Multiple regressions of consumer expectation of SME halal confectionery products and consumer satisfaction	77
4.12 Multiple regression of consumer perceived performance of SMEs halal confectionery products and consumer satisfaction	78
4.13 Guilford's Rule of Thumb	80
4.14 Correlation between consumer satisfaction and repurchase intention	80
4.15 Correlation between consumer satisfaction and word-of-mouth	81
5.1 Hypothesis testing between consumer expectation and perceived performance (H1)	83
5.2 Hypotheses testing between consumer expectation, perceived performance and consumer satisfaction (H2)	84
5.3 Hypotheses testing between consumer satisfaction and post-purchase behavioural intention (H3)	84

LIST OF FIGURES

Figure	Page
1.1 Examples of SMEs Halal Confectionery Products	8
1.2 Examples of SMEs Halal Confectionery Products on Supermarket Shelves	8
2.1 Percentage Share of SMEs in the Manufacturing Sector by Sub-sector (%)	13
2.2 The Complete Expectancy Disconfirmation with Performance Model	17
2.2 Conceptual Framework	37
3.1 Research Design of the Study	42
4.1 SMEs Halal Confectionery Products Expectation and Perceived Performance Based on Attributes Category	66
4.2 SMEs Halal Confectionery Products Attributes from the Highest to the Lowest Disconfirmation Values	70

LIST OF APPENDICES

Appendix		Page
1	Questionnaire	108
2	Boxplot (Checking Outliers)	117
3	Normality (Skewness and Kurtosis)	118
4	Normality (Q-Q Plot)	118
5	Normal Probability Plot (P-P)	125
6	Scatterplot	126



LIST OF ABBREVIATIONS

EDT	Expectancy Disconfirmation Theory
e-WOM	Electronic Word-Of-Mouth
GDP	Gross Domestic Product
GHP	Good Hygiene Practices
GMP	Good Manufacturing Practices
HACCP	Hazard Analysis and Critical Control Points
HALFEST	Halal Fiesta Malaysia
HAS	Halal Assurance Management System
HDC	Halal Development Corporation
JAKIM	Department of Islamic Development Malaysia
KMO	Kaiser-Mayer-Olkin
MIHAS	The Malaysia International Halal Showcase
SMEs	Small and Medium Enterprises
VIF	Variance Inflation Rate

CHAPTER 1

INTRODUCTION

The purpose of this chapter is to outline the main idea and problems being studied, and points out its importance. The chapter starts with the background of the study, which discusses broader scope related to halal industry and consumer trends. The rest of the chapter consists of the problem statement, research questions, research objectives, significance of the study, scope of the study and organization of the thesis.

1.1 Background of the Study

Over the years, the halal market has seen considerable growth accelerated by the growing demand for halal products and services from more than 1.6 billion of Muslims around the globe. Aside from driven by the growing Muslim population, the development of the halal industry is also fuelled by the increasing awareness in consuming halal product, economic growth and increase in disposable income among Muslim population (Farouk, 2013; Abdul, Ismail, Hashim, & Johari, 2009a). Currently, the value of the global halal market is estimated at USD2.3 trillion (RM8.9 trillion) annually with halal food market alone estimated to be worth USD693 billion (RM2.68 billion). Meanwhile, the demand for halal food in Malaysia is estimated at RM1.7 billion, making it one of the highest potential sectors to be explored (The Star Online, 2016).

In Malaysia, Muslim consumers are blessed with gastronomic paradise and abundance of imported and locally made packaged food products to choose from. However, religion still plays the most important part in food decision making (Bonne, Vermeir, Bergeaud-Blackler, & Verbeke, 2007; Dindyal, 2003) and halal logo is used as one of the cues for Muslim in making a product choice. The halal authority which is the Department of Islamic Development Malaysia (JAKIM) will award halal certification to companies and products that are following the halal standard and were already inspected in terms of the preparation, slaughtering, cleaning, processing, handling, storing, transportation and management practices (Mohamad & Backhouse, 2014). The product will then bear a halal logo of the authority to signify that the product has been recognized as halal.

However, for Muslim consumer nowadays, being certified as halal is not enough. In tandem with the growth of halal sector and the increase of the quality of living in Muslim population, come together the changes in their preferences and standard in halal food selection. Other than that, the broad selection of halal-certified products also makes them becoming more selective and will only choose a product that matches their preferences and standard. The changes in consumer lifestyles, attitude, taste and sociocultural variables like education and income level have resulted a shift

in their preferences towards food (Abdul Latiff, Rezai, Mohamed, & Ayob, 2015; Mohayidin & Kamarulzaman, 2014). Muslim consumer is also becoming more techno-savvy and has access to unlimited information (Said, Hassan, & Musa, 2011), hence becoming smarter, knowledgeable and cautious in their purchase choice and decision. These changes altogether increase the demand in higher quality, healthy, safe, natural, convenience, and even environmentally friendly product that at the same time conforming to shariah law (Abdul Latiff et al., 2015; Baharuddin, Kassim, Nordin, & Buyong, 2015).

Therefore, in order to be dominant and able to compete with multinational brands and imported products in the halal marketplace, domestic halal food producers can no longer depend on the tagline of 'shariah-compliant product'. Innovative companies that produced products that are halal and yet superior in many ways possess higher chances of leading the marketplace. As the majority of food producers in Malaysia comprise small and medium enterprises (SME), there is an increasing effort from the government and its agencies to improve SMEs halal products. By 2020, under the Halal Industry Master Plan (HIMP), aside from the target to increase the revenue of halal export, the government also wished to have SMEs listed as major halal exporters (Arif Shah, 2016). Some of the reasons reported to be the causes of low export quantity are unsuitable marketing plan, failure in product rebranding and inability to produce to international standard for example in term of packaging (Malek & Aziz, 2017). Eventually, merely being certified as halal is not enough, in order to become global halal producer, manufacturers must at the same time produce halal products that are consistent with the quality demanded by the market. So, to make sure that SMEs halal food products are export-ready and will be easily embraced by local and international consumer it is imperative to understand the component in need of progress based on consumer demand and need.

Hence, the aim of this study is to answer the question by getting young consumers' view on SMEs halal food products. Confectionery products produced by halal-certified SMEs were chosen to be the focus of this study. In 2016, the sales value of manufactured chocolate products and sugar confectionery in Malaysia was estimated to be at RM1.39 billion (Statista, 2016). Meanwhile in the snack industries, confectionery category accounted for 38.1% of the overall sales (Manjur, 2016). As urbanization continues to expand in Malaysia, the substantial young population has also influenced the innovation of new confectionery products and provided growth opportunities in the confectionery industry. It is expected that the confectionery market will register marginally higher growth in value terms during 2015-2020 compared to 2010-2015 (Global Data, 2016). However, impulse and indulgence products in Malaysia are mainly dominated by multinational players and consumers in Malaysia are revealed to prefer strongly established confectionery brand names such as Nestlé and Cadbury (Euromonitor, 2013). Therefore, considering the potential and high competition faced by this category from the multinational and also imported brands, this product was chosen to be the focus of this research. Confectionery products were also chosen as it is more subjected to contain high-risk halal ingredients such as the presence of gelatine as gelling and thickening agent (Demirhan, Ulca & Senyuva, 2012) and other food additives such as emulsifier and

colouring. Some issues have also been reported in regard to contamination by porcine DNA in halal confectionery products category (Ghazali, 2014) and also the never-ending rumours spreading in social media network concerning the use of non-halal ingredients in halal confectionery products. Thus, getting consumer responses in this particular sector will be a great contribution to the industry and literature.

1.2 Problem Statement

As reported earlier, over the years, the halal food industry has experienced exponential growth and development due to the increasing demand for halal products. Malaysia, determined to become the world leader in halal industry continues to look for more concrete measures in enhancing the growth of the domestic halal economy and also the exports volume. In line with the goal, it is expected that the industry would be able to produce products that are superior in quality and able to meet consumer expectation. However, recent reports and studies suggested that local halal products especially from the small and medium enterprises (SMEs) still need a lot of improvement and are lacking especially in terms of quality, labelling, packaging (Malek & Aziz, 2017; Achu, 2015; Che Omar, 2013; Mohd Daud, Ramli, Jemahadi, & Razalli, 2011) and popularity (Machfud, Khatib, Haji-Ahmed, & Ahmad Dahlan, 2011).

In a past study, it is also revealed that consumer did not associate halal products with quality (Abu Dardak, Habib & Tih, n.d.). A revelation such as above is disquieting, since halal products should be known as a symbol of quality food. This is also contrary to the *halalan toyyiban* concept that is being recommended to be applied in food manufacturing by the Government, and also most importantly, commanded by the religion as guidance for Muslim consumption. Moreover, as Muslim consumer lifestyle and preferences toward food have undergone several changes in these few years, for a food product, merely being certified as halal is not enough. It is evidenced by the increasing demand in higher quality, healthy, safe and natural product among Muslim consumer (Abdul Latiff et al., 2015; Baharuddin et al., 2015). Since consumer evaluation of product value can lead to emotional response (Chang & Dibb, 2012), not providing the value that customer seeks for may result in dissatisfaction among Muslim consumer.

As a result of the sophisticated and high profile demand from local consumer and expatriates, there is also an increasing trend of imported packaged food products in Malaysia which poses as another competition for SMEs halal food products. The hike is especially noticeable in categories such as ice cream, jams and preserves, confectionery, cheese and sauces, dressings and also condiments (Euromonitor, 2013). This trend might be a threat for local halal products since imported products are often perceived as superior in quality and sometimes sold at almost similar prices, which of course would lead to consumer choosing the imported products for the value for money and the quality it possesses. This trend is especially concerning since most of the imported products do not possess a halal certificate. As an example,

media had recently released a statement by JAKIM on the absence of halal certification for hugely popular imported chocolate brands among Malaysians, which are Daim and Toblerone (Mohd Shahar, 2016). In the same statement, they also advised the consumer to only buy products that bear recognised halal logo, implying that Muslim consumer is still purchasing confectionery products or in general products that do not possess halal certification. A further problem that might arise if halal food manufacturers do not step up their game and upgrade their products is that consumer will opt for well-marketed products with superior quality just by reading the ingredients while ignoring the fact that the products do not possess halal logo (Quantaniah, Noreina, & Nurul, 2013).

Aside from the problems mentioned before, Bohari, Cheng, and Fuad (2013) also pointed out that the halal food industry in Malaysia lacks the ability to identify what consumer wants in terms of taste and preferences in a halal food product. For example, in terms of confectionery product, there is high demand of healthier product range (Malaysian-German Chamber of Commerce and Industry, 2016). However, especially for local confectionery products only few efforts had been made by the manufacturer to come up with a product that is healthier, which left consumers with a limited choice (Euromonitor, 2013). This is very alarming since food manufacturers should know what their consumer wants in order to fulfill the expectation. When expectation is fulfilled it can evoke consumer satisfaction and may lead to positive consequences such as repeat purchase and positive word-of-mouth (Hansen, 2008). In contrast, when consumer wants are not fulfilled, there is a possibility that they will opt for another products, which would translate to monetary losses to the producers.

Other than that, there are also never-ending issues of halal logo authenticity, halal food adulteration (Fadzillillah, Che Man, Jamaludin, Ab. Rahman, & Al-Kahtani, 2011) and usage of unrecognised halal certification on a product (Abdul Majid, Zainal Abidin, Mohd Abd Majid, & Tamby Chik, 2015). Issues related to safety and hygiene violation (Ghazali, 2015; Utusan Online, 2015) have also arise which can be quite upsetting as consumer put their utmost trust in halal-certified products. Altogether, these issues have made it imperative for assessment towards halal food products and investigation on which attributes that do not meet consumer expectation to be done. Thus, the purpose of this study in general is to measure the extent to which the performances of halal food products, in this case SMEs halal confectionery products, have met Muslim consumer expectation. This research acts as an empirical attempt to build a framework that provides a theoretical based knowledge in understanding these issues by assessing consumer expectation, perceived performance and behavioural intention towards the product.

To date, there is no comprehensive research on the state of consumer satisfaction or post-purchase behaviour towards the halal food product in Malaysia being published. Other research on consumer behaviour in halal have focused more on the pre-consumption behaviour like consumer awareness and purchasing decision (Ahmad, Abdul Kadir, & Salehuddin, 2013; Ambali & Bakar, 2013; Borzooei & Asgari, 2013;

Hamdan, Mat Issa, Abu, & Jusoff, 2013; Abdul et al., 2009a). The previous research was also commonly done in general and not targeted on any particular product and sector. As the halal industry in Malaysia is becoming bigger, there is a need for research to be done on specific product category to make the result more relevant to be applied by the sector. There is also scarcity in theory-driven research in the field of consumer studies related to halal product and most researches in this field of studies have only used Theory of Planned Behavior as the foundation. Hence, by using the expectancy disconfirmation theory this research intends to fill in the gap and uncover the untapped part in this field of study. Current data on consumer expectation, performance and disconfirmation towards halal food products which were previously unknown will also be uncovered.

1.3 Research Questions

This study attempts to answer the following research questions:

- 1 What is the perceived disconfirmation between consumer expectation and perceived performance on the attributes of halal food products determinants?
- 2 What are the fundamental determinants of consumer expectation and perceived performance towards SMEs halal confectionery products?
- 3 What are the relationships between consumer expectation and perceived performance, and overall satisfaction towards SMEs halal confectionery products?
- 4 What are the relationships between consumer overall satisfaction and repurchase intention, and word-of-mouth towards SMEs halal confectionery products?

1.4 Research Objectives

The general objective of this study is to examine the extent to which the performances of SMEs halal confectionery products have met young Muslim consumer expectation. The following list comprises the main objective and also the sub-objectives of this research:

1. To examine the disconfirmation between consumer expectation and perceived performance towards SMEs halal confectionery products;
2. To identify the fundamental determinants that influence consumer expectation and perceived performance towards SMEs halal confectionery products;
3. To determine the relationships between consumer expectation and perceived performance, and overall satisfaction towards SMEs halal confectionery products; and
4. To determine the relationship between consumer overall satisfaction and repurchase intention, and word-of-mouth towards SMEs halal confectionery products.

1.5 Significance of the Study

With the competition coming from both local and international brands, there has been a pressing need for the local halal food manufacturing industry to understand what their customer really wants and also to know whether their products conform to consumer expectation. This study is hoped to contribute to the need by providing current data on the extent to which the performances of SMEs halal confectionery products have met Muslim consumer expectation. By using Expectancy Disconfirmation Theory model that has been extended this study offers rich data that includes results on consumer expectation, perceived performance, disconfirmation, and post-purchase behavioural intention towards SMEs halal confectionery products. Thus, this study contributes to the domain of halal food product's consumer behaviour and marketing research by extending the knowledge and literature that is still scarce and very limited in subject.

As reported in the problem statement, there are already a number of researches published on consumer behaviour with halal products, but there has yet a published empirical study on research related to consumer satisfaction, post-purchase behaviour, or research that specifically evaluates consumer disconfirmation of expectation with halal products. Furthermore, this study will serve as a theoretical model and basis for future studies and parties who are interested in researching satisfaction towards specific halal product aside from confectionery. This study also utilised the dominant and widely accepted theory of consumer satisfaction that is expectancy disconfirmation theory which has not yet being employed in any research related to the halal product. Thus, this research contributed by filling in these research gaps and extending the existing literature on halal product's consumer behaviour.

Furthermore, this study can assists halal food products especially halal confectionery manufacturers that want to improve their product by indicating the elements that need attention. This will lead to constructive action plans and also help in broadening the manufacturers' insight on halal food products beyond that of simply obtaining halal certification. Subsequently, with improved products, consumer satisfaction and positive post-purchase behavioural intention such as repurchase intention and positive word-of-mouth can be increased. Alternatively, manufacturers can also use the determinants listed in the instrument of this study to evaluate their products or as a checklist while developing a new product since the instrument is developed by researching satisfaction drivers and critical success factor for a halal food product. Other than manufacturers, SMEs development agencies and government agencies can also get some overviews on the current performance level of SMEs halal products from the viewpoint of the consumer. Through improved understanding of the opinion that consumers have on the products, the agencies would be able to provide more comprehensive sets of advice to SMEs. The determinants that indicated as not meeting the consumer expectation could also possibly be the focus of the next SMEs development plans.

1.6 Scope of the Study

1. This study utilised expectancy disconfirmation theory that was introduced by Oliver (1980) and adopted the model named 'The Complete Expectation Disconfirmation Model' he later proposed in 2010. This study then extends the model with satisfaction outcome (word-of-mouth and repurchase intention). The study primarily focused on disconfirmation between consumer expectation and perceived performance with SMEs halal confectionery products, together with analysis on the relationships between the aforementioned variables and overall consumer satisfaction, and subsequent behavioural outcomes.
2. The respondent must conform to the pre-determined criteria as follows before being qualified to answer the survey:
 - i. Muslim;
 - ii. Aged below 40 years old; and
 - iii. Has consumed halal confectionery product of SMEs in Malaysia more than once.
3. The study was carried out around Klang Valley area specifically around the vicinity of shopping complex and supermarket.
4. The variables being studied were bounded by the theory and also the objectives of the study. Even though additional variables will expand the findings, it may result in a lengthy survey instrument that might decrease respondent willingness to participate.
5. The products of analysis for this study were halal confectionery products produced by local SMEs manufacturing companies. Confectionery refers to sugary food products and can be divided into two categories which are sugar confectionery and baker's confectionery. Sugar confectionery includes products such as sweets, gums, lollipops, jellies, candy and chocolates, while baker's confectionery refers to bakery products such as cakes and pastries (International Food Information Service, 2009). In this study, bakers confectionery is limited to manufactured and packaged bakery products such as sweet biscuits, layer cake and wafer. Figure 1.1 illustrates the examples of the products of analysis and Figure 1.2 illustrates the examples of SMEs halal confectionery products on supermarket shelves.



Figure 1.1: Examples of SMEs Halal Confectionery Products

(From top left: Koko Jelly, Beryl's Raisin Coated Milk Chocolate, 2 Finger, Football, , Hamac Simply Chewy Guava, Rinda Fruit Flavoured Jelly, Kandos Kiddies, Sweetkiss Chocobi, Tango Milk Choc Almond, Cocopie, Big Top, Golbean, Munchy's Yoss)



Figure 1.2: Examples of SMEs Halal Confectionery Products on Supermarket Shelves

1.7 Organization of the Thesis

This thesis is organised into five chapters. The first chapter provides the introduction to the study topic as well as highlighting the problems and gaps that bring to the development of the research. Research objectives that need to be attained and significance of the study were also explained in this chapter. Chapter 2 reviews the existing literature and theoretical background of the research. Conceptual framework together with proposed hypotheses will also be included. Chapter 3 contains justification and description of the research design and methodology that were used to achieve the stated objectives. Chapter 4 presents the result from the descriptive and inferential statistics selected to be used in this study, as well as discussion on the result in relation to the hypotheses. The final chapter summarizes the main finding of the study, together with the implication of the study on managerial and theoretical perspectives and also recommendation for future studies. Lastly, the chapter will end with conclusion.

1.8 Definition of Key Terms

1. Expectation - Anticipated performance such as quality of a product or level of service (Prinsloo, 2013).
2. Perceived Performance - Consumer evaluation of recent consumption experience based on the product attributes (Prinsloo, 2013).
3. Disconfirmation - Discrepancy between consumer expectation and product's perceived performance (Lee, Johnson, & Gahring, 2008).
4. Negative Disconfirmation - Product has lower performance than expected (Oliver, 2010).
5. Positive Disconfirmation - Product performs above expectation (Oliver, 2010).
6. Consumer Satisfaction – The measurement of how a product from an organization confirms to a requirements set by customer (Hill & Brierley, 2017).
7. Repurchase Intention - Act of an individual in buying product or service from a particular company repeatedly depending on their situation and circumstances (Hellier, Geursen, Carr, & Rickard, 2003).
8. Word-of-mouth - Interpersonal communication among consumers regarding evaluation or experience concerning a commercial service or product (Nyilasy, 2005)

1.9 Summary of Chapter

Halal food product industry has experienced tremendous growth in the recent years due to increasing demand from growing Muslim population. However, the changes in consumer lifestyles, attitude, taste and sociocultural variables and also the abundance of halal products choices in the market have made it challenging for manufacturers to meet the expectation of consumer. Thus, this research aims to examine the extent to which the performance of SMEs halal confectionery products has met Muslim consumer expectation. This chapter had explained the aim, research problems and significance of the study in details. In the next chapter, review of literature related to the topic of this study will be discussed.



REFERENCES

- Ab Talib, M. S., & Mohd Johan, M. R. (2012). Issues in halal packaging: A conceptual paper. *International Business and Management*, 5(2), 94–98. <https://doi.org/10.3968/j.ibm.1923842820120502.1080>
- Ab. Halim, M. A., Mohd, K. W., Mohd Salleh, M. M., Yalawae, A., Syed Omar, T. S. M. N., Ahmad, A., ... Mohd Kashim, M. I. A. (2014). Consumer protection of halal products in Malaysia: A literature highlight. *Procedia - Social and Behavioral Sciences*, 121, 68–78. <https://doi.org/10.1016/j.sbspro.2014.01.1109>
- Abang Salleh, A. S., Mohd Suki, N., & Sondoh Jr, S. L. (2012). Attributes in halal standard: What is in the mind of consumers? In *International Business and Social Science Research Conference* (pp. 1–15). Retrieved from <https://www.wbiconpro.com/505-Abang.pdf>.
- Abd Latif, I., Mohamed, Z., Sharifuddin, J., Abdullah, A. M., & Ismail, M. M. (2014). A comparative analysis of global halal certification requirements. *Journal of Food Products Marketing*, 20, 85–101. <https://doi.org/10.1080/10454446.2014.921869>
- Abdul Aziz, Y., & Chok, N. V. (2013). The role of halal awareness, halal certification, and marketing components in determining halal purchase intention among non-Muslims in Malaysia: A structural equation modeling approach. *Journal of International Food & Agribusiness Marketing*, 25(1), 1–23. <https://doi.org/10.1080/08974438.2013.723997>
- Abdul Aziz, Y., & Chok, N. V. (2012). The role of halal awareness and halal certification in influencing non-Muslims' purchase intention. In *3rd International Conference on Business and Economic Research* (pp. 1819–1830).
- Abdul Latiff, Z. A., Rezai, G., Mohamed, Z., & Ayob, M. A. (2015). Food labels' impact assessment on consumer purchasing behavior in Malaysia. *Journal of Food Products Marketing*, 1–12. <https://doi.org/10.1080/10454446.2013.85605>
- Abdul Majid, M. A., Zainal Abidin, I. H., Mohd Abd Majid, H. A., & Tamby Chik, C. (2015). Issues of halal food implementation in Malaysia. *Journal of Applied Environmental and Biological Sciences*, 5(6S), 50–56.
- Abdul Nassir Shaari, J., & Mohd Arifin, N. S. (2010). Dimension of halal purchase intention: a preliminary study. *International Review of Business Research Papers*, 6(4), 444–456. <https://doi.org/10.7763/IJSSH.2015.V5.413>
- Abdul Talib, H. H., Mohd Ali, K. A., & Idris, F. (2014). Critical success factors of quality management practices among SMEs in the food processing industry in Malaysia. *Journal of Small Business and Enterprise Development*, 21(1), 152–176. <https://doi.org/10.1108/JSBED-10-2013-0162>

- Abdul Talib, H., Mohd Ali, K. A., & Jamaludin, K. R. (2008). Quality assurance in halal food manufacturing in Malaysia : A preliminary study. In *International Conference on Mechanical & Manufacturing Engineering (ICME2008)* (pp. 21–23).
- Abdul, M., Ismail, H., Hashim, H., & Johari, J. (2009a). Consumer decision making process in shopping for halal food in Malaysia. *China-USA Business Review*, 8(9), 40–48.
- Abu Bakar, A. Z. (2013). *Dining at continuing care retirement communities: a social interaction view* (Doctoral thesis, Kansas State University, Manhattan, Kansas). Retrieved from <https://core.ac.uk/download/pdf/10653047.pdf>
- Abu Dardak, R., Habib, F., & Tih, S. (n.d.). Consumer perception towards Islamic brand. Retrieved from maswangi.mardi.gov.my
- Achu, C. V. (2015, March 27). SMEs urged to grab opportunities in halal food and non-food sector. *New Straits Times*. Retrieved from <https://www.nst.com.my/news/2015/09/smes-urged-grab-opportunities-halal-food-and-non-food-sector>
- Ang, S. H. (2014). *Research Design for Business & Management*. London: SAGE Publication Ltd.
- Arif Shah, I. S. (2016, November 3). Growth of the halal industry. *Malaymail Online* Retrieved from <http://www.themalaymailonline.com/features/article/growth-of-the-halal-industry#CEhBcdPI765szLbG.97>
- Ahmad, M., Abdul Kadir, S., & Salehuddin, N. A. (2013). Perceptions and behaviors of Muslims and non-Muslims towards halal products. *Journal of Social and Development Sciences*, 4(6), 249–257.
- Ahmad, N. A., Tunku Abaidah, T. N., & Abu Yahya, M. H. (2013). A study on halal food awareness among Muslim customers in Klang. In *4th International Conference on Business and Economic Research (4TH ICBER 2013)* (pp. 1073–1087).
- Ali, M. Y. (2014). Australian multicultural consumer diversity : A study on Muslim consumers' perception towards halal labelling. In *Australia New Zealand Marketing Academy Conference 2014 (ANZMAC 2014)* (pp. 1–7).
- Alli, I. (2004). *Food Quality Assurance Principles and Practices*. Florida: CRC Press LLC.
- Ambali, A. R., & Bakar, A. N. (2013). Halal food and products in Malaysia: People's awareness and policy implications. *Intellectual Discourse*, 21(1), 7–32.
- Ambali, A. R., & Bakar, A. N. (2014). People's awareness on halal foods and products: potential issues for policy-makers. *Procedia - Social and Behavioral Sciences*, 121, 3–25. <https://doi.org/10.1016/j.sbspro.2014.01.1104>

- Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12(2), 125–142.
- Anderson, E. W., Fornell, C. & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: findings from Sweden. *Journal of Marketing*, 58(3), 53–66.
- Arif, S., & Sidek, S. (2015). Application of halalan tayyiban in the standard reference for determining Malaysian halal food. *Asian Social Science*, 11(17), 116–129. <https://doi.org/10.5539/ass.v11n17p116>
- Asadoorian, M. O., & Kantarelis, D. (2004). *Essentials of Inferential Statistics* (4th ed.). New York: University Press of America.
- Augustyn, M. M., & Seakhwa-King, A. (2005). Is the SERVQUAL scale an adequate measure of quality in leisure, tourism and hospitality? *Advances in Hospitality and Leisure*, 1, 3-24.
- Babin, B. J., Lee, Y. K., Kim, E. J., & Griffin, M. (2006). Modeling consumer satisfaction and word-of-mouth: restaurant patronage in Korea. *Journal of Services Marketing*, 19(3), 133–139. <https://doi.org/10.1108/08876040510596803>
- Badruldin, B., Mohamed, Z., Sharifuddin, J., Rezai, G., Abdullah, A. M., Abd Latif, I., & Mohayidin, M. G. (2012). Clients' perception towards JAKIM service quality in Halal certification. *Journal of Islamic Marketing*, 3(1), 59–71. <https://doi.org/10.1108/17590831211206590>
- Baharuddin, K., Ahmad Kassim, N., Nordin, S. K., & Buyong, S. Z. (2015). Understanding the halal concept and the importance of information on halal food business needed by potential Malaysian entrepreneurs. *International Journal of Academic Research in Business and Social Sciences*, 5(2), 170–180. <https://doi.org/10.6007/IJARBS/v5-i2/1476>
- Bansal, H. S., & Voyer, P. A. (2000). Word-of-mouth processes within a services purchase decision context. *Journal of Service Research*, 3(2), 166–177.
- Bernama (2010, November 29). SME food products can be improved with right packaging method. *Utusan Online*. Retrieved from http://ww1.utusan.com.my/utusan/special.asp?pr=theMessenger&y=2010&dt=1129&pub=theMessenger&sec=Home_News&pg=hn_09.htm
- Bernama (2013, April 3). SMEs halal products increase by five per cent. *The Malaysian Times*. Retrieved from <http://www.themalaysiantimes.com.my/smes-halal-products-increase-by-five-per-cent/>
- Bhattacharjee, A. (2012). *Social Science Research: Principles, Methods, and Practices* (2nd ed.). Tampa, Florida: Creative Commons Attribution.

- Bohari, A. M., Cheng, W. H., & Fuad, N. (2013). An analysis on the competitiveness of halal food industry in Malaysia : an approach of SWOT and ICT strategy. *Malaysian Journal of Society and Space*, 9(1), 1–11.
- Bone, P. F. (1995). Word-of-mouth effects on short-term and long-term product judgments. *Journal of Business Research*, 32(2), 213–23.
- Bonne, K., Vermeir, I., Bergeaud-Blackler, F., & Verbeke, W. (2007). Determinants of halal meat consumption in France. *British Food Journal*, 109(5), 367–386. <https://doi.org/10.1108/0070700710746786>
- Bordens, K. S., & Abbott, B. B. (2005). *Research Design and Methods: A Process Approach* (6th ed.). New York: McGraw-Hill Education.
- Borzooei, M., & Asgari, M. (2013). The Halal brand personality and its effect on purchase intention. *Interdisciplinary Journal of Contemporary Research in Business*, 5(3), 481–491.
- Cardello, A. V., & Sawyer, F. M. (1992). Effects of disconfirmed consumer expectations on food acceptability. *Journal of Sensory Studies*, 7(4), 253–277. <https://doi.org/10.1111/j.1745-459X.1992.tb00194.x>
- Chan, C. (2012). *Malaysia: SME's in the halal sector. Halal Focus*. Retrieved from <http://halalfocus.net/malaysia-smes-in-the-halal-sector/>
- Chang, C., & Dibb, S. (2012). Reviewing and conceptualising customer-perceived value. *The Marketing Review*, 12, 253–274
- Chang, S. C., Chou, P. Y., & Wen, C. Lo. (2014). Evaluation of satisfaction and repurchase intention in online food group-buying, using Taiwan as an example. *British Food Journal*, 116(1), 44–61. <https://doi.org/10.1108/BFJ-03-2012-0058>
- Che Din, R., & Daud, S. (2014). Critical success factors of MS1500:2009 implementation. *Procedia - Social and Behavioral Sciences*, 121, 96–103. <https://doi.org/10.1016/j.sbspro.2014.01.1111>
- Che Omar, C. M. Z. (2013). Challenges and marketing strategies of halal products in Malaysia. *Interdisciplinary Journal of Research in Business*, 3(2), 11–17.
- Chinomona, R. (2014). Does customer satisfaction lead to customer trust, loyalty and repurchase intention of local store brands? the case of Gauteng Province of South Africa. *Mediterranean Journal of Social Sciences*, 5(9), 23–32. <https://doi.org/10.5901/mjss.2014.v5n9p23>
- Churchill Jr., G. A., & Suprenant, C. (1986). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research*, 19(4), 491–504.
- Cochran, W. G. (1963). *Sampling Techniques* (2nd ed.). New York: John Wiley & Sons.

- Connor, R. (1999). Is healthy eating only for the young? *Nutrition & Food Science*, 99(1), 12–18.
- Cronin, J. J. Jr., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55–68.
- Demirhan, Y., Ulca, P., & Senyuva, H. Z. (2012). Detection of porcine DNA in gelatin and gelatin-containing processed food products-Halal/Kosher authentication. *Meat Science*, 90(3), 686–689.
- Department of Statistics (2016a, September 23). *Small and Medium Enterprises 2015*. Retrieved from https://www.dosm.gov.my/v1/index.php?r=column%2FcthemByCat&cat=159&bul_id=eDg2N0lTWGxTd3JzTlpwMXFUejRydz09&menu_id=TE5CRUZCblh4ZTZMODZlbnk2aWRRQT09
- Department of Statistics (2016b, July 22). *Current Population Estimates, Malaysia, 2014 - 2016*. Retrieved from https://www.dosm.gov.my/v1/index.php?r=column%2FcthemByCat&cat=159&bul_id=eDg2N0lTWGxTd3JzTlpwMXFUejRydz09&menu_id=TE5CRUZCblh4ZTZMODZlbnk2aWRRQT09
- Dimara, E., & Skuras, D. (2015). Consumer demand for informative labeling of quality food and drink products: a European Union case study. *Journal of Consumer Marketing*, 22(2), 90–100.
- Dindyal, S. (2003). How personal factors, including culture and ethnicity, affect the choices and selection of food we make. *Internet Journal of Third World Medicine*, 1(2), 27–33.
- Duan, W., Gu, B., & Whinston, A. B. (2008). The dynamics of online word-of-mouth and product sales – An empirical investigation of the movie industry. *Retailing*, 84.
- Elasrag, H. (2016). *Halal Industry: Key Challenges and Opportunities*. Florida: CreateSpace Independent Publishing Platform
- JAKIM (2014). *Manual prosedur pensijilan halal Malaysia (semakan ketiga) (2014)*. Retrieved from <http://www.halal.gov.my/v4/images/pdf/MPPHM2014laters.pdf>.
- Espejel, J., Fandos, C., & Flavián, C. (2008). Consumer satisfaction: A key factor of consumer loyalty and buying intention of a PDO food product. *British Food Journal*, 110(9), 865–881. <https://doi.org/10.1108/00070700810900585>
- Euromonitor International. (2013, February). *Packaged Food in Malaysia*. Retrieved from Euromonitor Passport database.
- Fadzilillah, N., Che Man, Y., Jamaludin, M. A., Ab. Rahman, S., & Al-Kahtani, H. (2011). Halal food issues from Islamic and modern science perspectives. In *2011 2nd International Conference on Humanities, Historical and Social Sciences* (pp. 159–163).

- Farouk, M.M. (2013). Advances in the industrial production of halal and kosher red meat. *Meat Science*, 95, 805–820.
- Fernandez, C. (2013, March 22). Halal industry fund for SMEs to improve halal products. *Free Malaysia Today*. Retrieved from <http://www.freemalaysiatoday.com/category/business/2013/03/22/halal-industry-fund-for-smes-to-improve-halal-products/>
- Festinger, L. (1957). *A Theory of Cognitive Dissonance*. Stanford: Stanford University Press
- Field, A. P. (2013). *Discovering Statistics Using IBM SPSS Statistics* (4th ed.). London: SAGE Publications.
- Fischer, J. (2016). Manufacturing halal in Malaysia. *Contemporary Islam*, 10(1), 35–52. <https://doi.org/10.1007/s11562-015-0323-5>
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56, 6–21.
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J. & Bryant, B. E. (1996). The American customer satisfaction index: nature, purpose, and findings. *Journal of Marketing*, 60(4), 7-18.
- Forsyth, P., Groucutt, J., & Leadley, P. (2004). *Marketing: Essential Principles, New Realities*. London: Kogan Page.
- Fowler, F. J. (2013). *Survey Research Methods* (5th ed.). Thousand Oaks, CA: Sage Publications.
- Fun, S. S. (2007). *Managing halal quality in food service industry*. (Master's thesis, University of Nevada, Las Vegas). Retrieved from <https://digitalscholarship.unlv.edu/thesesdissertations/701/>
- George, D., & Mallery, P. (2011). *IBM SPSS Statistics 19 Step By Step: A Simple Guide and Reference* (12th ed.). Boston: Routledge.
- Ghazali, R. (2014, May 24). Jakim suspends “halal” certification of two Cadbury products. *The Star Online*. Retrieved from <http://www.thestar.com.my/news/nation/2014/05/24/jakim-cadbury-chocolates/>
- Ghazali, R. (2015, May 26). Restaurant chain's halal certificate revoked over sanitary issues. *The Star Online*. Retrieved from <http://www.thestar.com.my/news/nation/2015/05/26/jakim-restaurant-chain-halal-cert/>
- Gilbert, G. R., Veloutsou, C., Goode, M. M. H., & Moutinho, L. (2004). Measuring customer satisfaction in the fast food industry: a cross-national approach. *Journal of Services Marketing*, 18(5), 371–383. <https://doi.org/10.1108/08876040410548294>

- Gill, D., Byslma, B., & Ouschan, R. (2007). Customer perceived value in a cellar door visit: the impact on behavioural intentions. *International Journal of Wine Business Research*, 19(4), 257–275. <https://doi.org/10.1108/17511060710837418>
- Global Data (2016). *Consumer and Market Insights: Confectionery in Malaysia*. Retrieved from <https://www.globaldata.com/store/report/cs3195mf--consumer-and-market-insights-confectionery-in-malaysia/>
- Grunert, K. G. (1995). Food quality: a means-end perspective. *Food Quality and Preferences*, 6, 171–176.
- Guildford, J. P. (1973). *Fundamental Statistics in Psychology and Education* (5th ed.). New York: McGraw-Hill.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis* (7th ed.). Essex, England: Pearson Education Limited.
- Hamdan, H., Mat Issa, Z., Abu, N., & Jusoff, K. (2012). Purchasing decisions among Muslim consumers of processed halal food products. *Journal of Food Products Marketing*, 19, 54–61. <https://doi.org/10.1080/10454446.2013.724365>
- Hansen, T. (2008). Consumer food satisfaction: fulfillment of expectations or evaluation of performance? *Journal of Foodservice Business Research*, 11(2), 178–201. <https://doi.org/10.1080/15378020801995549>
- Hanzaee, K. H., & Ramezani, M. R. (2011). Intention to Halal products in the world markets. *Interdisciplinary Journal of Research in Business*, 1(5), 1–7.
- Hart, W. L., Heskett, J. L. & Sasser, W. E. J. (1990). The profitable art of service recovery. *Harvard Business Review*, 68(4), 148–56.
- HDC (2010). *Halal Guide Book for Food Producers*. Kuala Lumpur: Halal Industry Development Corporation (HDC).
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention a general structural equation model. *European Journal of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- Hill, N. & Brierley, J (2017). *How to Measure Customer Satisfaction*. New York: Taylor & Francis.
- Homburg, C., & Giering, A. (2001). Personal characteristics as moderators of the relationship between customer satisfaction and loyalty—an empirical analysis. *Psychology & Marketing*, 18, 43–66.
- Hoq, M. Z., Che Ha, N., & Mohd Said, S. (2009). SMEs in the Malaysian economy. *International Journal of Marketing Studies*, 1(2), 3–17.
- Huang, Y. T., Lee, K. W., & Chan, W. Y. (2011). An empirical study of consumer's repurchase intention of tablet PC. In *The 6th International Conference on*

Computer Science and Education (pp. 166–171).
<https://doi.org/10.1109/ICCSE.2011.6028609>

Hunt, S. D. (2002). *Foundations of Marketing Theory*. New York: M.E. Sharpe

Hussin, S. R., Hashim, H., Yusof, R. N., & Alias, N. N. (2013). Relationship between product factors, advertising, and purchase intention of halal cosmetic. *Pertanika Journal of Social Science and Humanities*, 21(S), 85–100.

Institute for Youth Research Malaysia (n.d.). *Who Are Youths?* Retrieved from <https://www.ippbm.gov.my/index.php/en/>

International Food Information Service, ed. (2009). *Dictionary of Food Science and Technology* (2nd ed.). Chichester: Wiley–Blackwell

Ireland, J., & Rajabzadeh, S. A. (2011). UAE consumer concerns about halal products. *Journal of Islamic Marketing*, 2(3), 274–283.
<https://doi.org/10.1108/17590831111164796>

Ismail I., Nik Abdullah N.A., Ahmad Z., Sidek N.L. (2018) Halal Principles and Halal Purchase Intention Among Muslim Consumers. In *Proceedings of the 3rd International Halal Conference (INHAC 2016)*, (pp. 131-138).
https://doi.org/10.1007/978-981-10-7257-4_12

Ismail, M. M., Islam, M. S., & Wan Bakar, W. M. M. (2013). Export barriers to Halal food processing small and medium enterprises (SMEs) in Malaysia. *Pertanika Journal of Social Science and Humanities*, 21, 31–46.

Ismoyowati, D. (2015). Halal food marketing: a case study on consumer behavior of chicken-based processed food consumption in Central Part of Java, Indonesia. In *Agriculture and Agricultural Science Procedia*, (pp. 169–172).
<https://doi.org/10.1016/j.aaspro.2015.01.033>

International Organization for Standardization. (2000). *ISO 9000:2000 Quality management systems -- Fundamentals and vocabulary*. Retrieved from <https://www.iso.org/standard/29280.html>

Israel, G. D. (1992). Determining sample size. Retrieved from <http://www.sut.ac.th/im/data/read6.pdf>

Jain, S. (2008). *Integrated Marketing Communication: Trends and Innovations*. India: Global India Publications.

JAKIM (2014). *Manual prosedur pensijilan halal Malaysia (semakan ketiga) (2014)*. Retrieved from <http://www.halal.gov.my/v4/images/pdf/MPPHM2014laters.pdf>.

Jalil, F., & Musa, N. (2012). Halal products – Malaysian constitution perspective. In *International Halal Conference 2012 (INHAC)* (pp. 685–705).

- Jamal, A., & Sharifuddin, J. (2014). Perceived value and perceived usefulness of halal labeling : The role of religion and culture. *Journal of Business Research*, 9. <https://doi.org/10.1016/j.jbusres.2014.09.020>
- Johnson, T., & Owen, L. (2003). Survey response rate reporting in the professional literature. *American Association for Public Opinion Research - Section on Survey Research Methods*, 127-133.
- Julander, C.R., & Soderlund, M. (2003). Effects of switching barriers on satisfaction, repurchase intentions and attitudinal loyalty. *SSE/EFI Working Paper Series in Business Administration*, 1, 1–22.
- Kamaruddin, R., Iberahim, H., & Shabudin, A. (2012). Halal compliance critical control point (HCCCP) analysis of processed food. In *2012 IEEE Business, Engineering and Industrial Applications Colloquium (BEIAC)* (pp. 383–387). <https://doi.org/10.1109/BEIAC.2012.6226088>
- Kang, M. (2016, May 9). A slice of the halal cake. *The Star Online*. Retrieved from <http://www.thestar.com.my/metro/smebiz/columns/2016/05/09/a-slice-of-the-halal-cake/>
- Kim, W. G., Ng, C. Y. N., & Kim, Y. S. (2009). Influence of institutional DINESERV on customer satisfaction, return intention, and word-of-mouth. *International Journal of Hospitality Management*, 28(1), 10–17. <https://doi.org/10.1016/j.ijhm.2008.03.005>
- Kim, W. S., & Ok, C. H. (2009). The effects of relational benefits on customers' perception of favorable inequity, affective commitment, and repurchase intention in full-service restaurants. *Journal of Hospitality & Tourism Research*, 33(2), 227–244. <https://doi.org/10.1177/1096348008329874>
- Kumar, P. (2002). The impact of performance, cost, and competitive considerations on the relationship between satisfaction and repurchase intent in business markets. *Journal of Service Research*, 5(1), 55–68.
- Kumar, R. (2014). *Research Methodology: A Step-By-Step Guide for Beginners* (4th ed.). London: SAGE Publications.
- Lada, S., Tanakinjal, G. H., & Amin, H. (2009). Predicting intention to choose halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management*, 2(1), 66–76. <https://doi.org/10.1108/17538390910946276>
- Ladhari, R. (2008). The effect of consumption emotions on satisfaction and word-of-mouth communications. *Psychology and Marketing*, 24(12), 1085–1108. <https://doi.org/10.1002/mar>
- Lee, M. K. O., Cheung, C. M. K., Lim, K.H. & Sia, C. L. (2006). Understanding customer knowledge sharing in web-based discussion boards: an exploratory study. *Internet Research*, 16(3), 289–303.

- Lee, S. E., Johnson, K. K. P., & Gahring, S. A. (2008). Small-town consumers' disconfirmation of expectations and satisfaction with local independent retailers. *International Journal of Retail & Distribution Management*, 36(2), 143–157. <https://doi.org/10.1108/09590550810853084>
- Li, E. Y., Hsiao, J. C.C., Yang, J. A.J., & Yen, H. R. (2009). Examining the antecedents of repurchase intention in convenience stores: a perspective of expectation-disconfirmation theory. In *The 9th Conference on Electronic Business* (pp. 1001–1007).
- Liao, S. H., Chung, Y. C., Hung, Y. R., & Widowati, R. (2010). The impacts of brand trust, customer satisfaction, and brand loyalty on word-of-mouth. In *International Conference on Industrial Engineering and Engineering Management* (pp. 1319–1323). <https://doi.org/10.1109/IEEM.2010.5674402>
- Low, K. C. P. (2008). The brand marketing of halal products: The way forward. *ICFAI Journal of Brand Management*, 4, 37–50.
- Machfud, A. K., Khatib, J., Haji-Ahmed, A. A., & Ahmad Dahlan, A. R. (2011). Halal product price indicator portal : Promoting Malaysia's local halal SMEs. In *ICSECS 2011* (pp. 254–262).
- Mai, L. W. & Ness, M. R. (1999). Canonical correlation analysis of customer satisfaction and future purchase of mail-order specialty food. *British Food Journal*, 101(11), 857–870.
- Malaysian-German Chamber of Commerce and Industry (2016, January). *Potential and Challenges of Confectionery Products in the Malaysian Market*. Retrieved from <http://mblbc.org/wp-content/uploads/The-Potential-and-Challenges-of-Confectionery-Products-in-the-Malaysian-Market-2015.pdf>
- Malek, H. & Aziz, A. (2017, September 20). Bumiputera SMEs urged to tap into halal industry. *The Malaysian Reserve*. Retrieved from <https://themalaysianreserve.com/2017/09/20/bumiputera-smes-urged-tap-halal-industry/>
- Manjur, R. (2016). *Mondelēz Malaysia crafts out a strategy to entice millennials*. Retrieved from <http://www.marketing-interactive.com/mondelez-malaysia-crafts-strategy-entice-millennials/>
- Masnono, A. (2005). *Factors Influencing the Muslim Consumer's Level of Confidence on Halal Logo Issued by Jakim : An Empirical Study*. (Master thesis, University Sains Malaysia, Malaysia). Retrieved from http://eprints.usm.my/25625/1/factors_influencing_the_muslim_consumer%e2%80%99s_level_of_confidence_on_halal_logo_issued_by_jakim_an_empirical_study.pdf
- Mathew, V. N., Amir Abdullah, A. M. R., & Mohamad Ismail, S. N. (2012). Acceptance on halal food among non-Muslim consumers. In *International Halal Conference* (pp. 262–271). <https://doi.org/10.1016/j.sbspro.2014.01.1127>

- Mendenhall, W., Beaver, R. J., & Beaver, B. M. (2012). *Introduction to Probability and Statistics* (14th ed.). Boston, MA, United States: Brooks/Cole.
- Mohamad, N., & Backhouse, C. (2014). A framework for the development of halal food products in Malaysia. In *International Conference on Industrial Engineering and Operations Management* (pp. 693–702).
- Mohamed, Z., Rezai, G., Shamsudin, M. N., & Chiew, E. (2008). Halal logo and consumers' confidence: What are the important factors? *Economic and Technology Management Review*, 3, 37–45.
- Mohamed, Z., Shamsudin, M. N., & Rezai, G. (2013). The effect of possessing information about halal logo on consumer confidence in Malaysia. *Journal of International Food & Agribusiness Marketing*, 25, 73–86. <https://doi.org/10.1080/08974438.2013.800008>
- Mohayidin, M. G., & Kamarulzaman, N. H. (2014). Consumers' preferences toward attributes of manufactured halal food products. *Journal of International Food & Agribusiness Marketing*, 26(2), 125–139. <https://doi.org/10.1080/08974438.2012.755720>
- Mohd Dali, N. R. S., Nooh, M. N., Nawai, N., & Mohammad, H. (2009). Is Halal products are more expensive as perceived by the consumers? Muslimpreneurs challenges and opportunities in establishing a blue ocean playing field. *Journal of Management and Muamalah*, 2, 39–62.
- Mohd Daud, N., Abdul Aziz, H., Baharudin, N. H., & Shamsudin, S. F. (2012). Identifying the determinant attributes of halal cosmetics product that influence its positioning strategy in Malaysian Market. *Journal of Applied Sciences Research*, 8(1), 301–313.
- Mohd Daud, N., Ramli, L., Jemahadi, N., & Razalli, R. H. (2011). Examining critical success factors of consumers' attitude towards nutritional labelling of SMEs products in Malaysia. *Australian Journal of Basic and Applied Sciences*, 5(8), 944–950.
- Mohd Nawi, N., & Mohd Nasir, N. I. (2014). Consumers' attitude toward the Food Safety Certificate (FSC) in Malaysia. *Journal of Food Products Marketing*, 20, 140–150. <https://doi.org/10.1080/10454446.2014.921879>
- Mohd Shahar, F. (2016, December 23). Daim, Toblerone chocolates have no halal certs, says Jakim. *New Straits Time*. Retrieved from <http://www.nst.com.my/news/2016/12/198937/daim-toblerone-chocolates-have-no-halal-certs-says-jakim>
- Mohd Sirajuddin, M. D., Saad, M. A., Sahri, M., Khalid, M. M., & Yaakub, M. A. Z. (2014). Benchmarking tayyib as the best practice for halal logistic management: The Quranic perspective. *Islamic-Principle Based Management Techniques*, 1–8(18), 21–23.

- Mohd Sirajuddin, M. D., Sahri, M., Khalid, M. M., Yaakob, M. A. Z., & Harun, H. M. F. (2013). Introducing halalan tayyiban concept in global industry practices : An innovative attempt. In *International Proceedings of Economics Development and Research* (pp. 44–49). <https://doi.org/10.7763/IPEDR>.
- Mohd Suki, N., & Abang Salleh, A. B. (2016). Does halal image strengthen consumer intention to patronize halal stores: Some insights from Malaysia. *Journal of Islamic Marketing*, 7(1), 120-132. <https://doi.org/10.1108/JIMA-12-2014-0079>
- Mohtar, N. M., Amirnordin, N. A., & Haron, H. (2014). Ayamas Food Corporation Sdn. Bhd: A study on the factors of consumer behaviour towards halal product selection. *Procedia - Social and Behavioral Sciences*, 121, 166–185. <https://doi.org/10.1016/j.sbspro.2014.01.1118>
- Molinari, L. K., Abratt, R., & Dion, P. (2008). Satisfaction, quality and value and effects on repurchase and positive word-of-mouth behavioral intentions in a B2B services context. *Journal of Services Marketing*, 22(5), 363–373. <https://doi.org/10.1108/08876040810889139>
- Montfort, K. V., Masurel, E., & Rijn, I. V. (2000). Service satisfaction: An Empirical analysis of consumer satisfaction in financial services. *The Service Industries Journal*, 20(3), 80–94. <https://doi.org/10.1080/026420600000000033>
- Muhamad Yunus, N. S. N., Wan Rashid, W. E., Mohd Ariffin, N., & Mohd Rashid, N. (2014). Muslim's purchase intention towards non-Muslim's Halal packaged food manufacturer. *Procedia - Social and Behavioral Sciences*, 130, 145–154. <https://doi.org/10.1016/j.sbspro.2014.04.018>
- Nooh, M. N., Nawai, N., Mohd Dali, N. R. S., & Mohammad, H. (2007). Halal branding: An exploratory research among consumers in Malaysia. In *Proceedings of 3rd UNITEN International Business Management Conference Human Capital Optimization Strategies Challenges and Sustainability* (pp. 16–18).
- Nunnally, J. O. (1978). *Psychometric Theory*. New York: McGraw-Hill.
- Nurdeng, D. (2009). Lawful and unlawful foods in Islamic law focus on Islamic medical and ethical aspects. *International Food Research Journal*, 16(4), 469–478.
- Nyilasi, G (2005). *Connected Marketing*. London, UK: Butterworth-Heinemann.
- Nykiel, R. A. (2007). *Handbook of Marketing Research Methodologies for Hospitality and Tourism*. New York: The Haworth Hospitality & Tourism Press.
- Oliver, L. R. (1977). Effect of expectation and disconfirmation on post exposure product evaluations: an alternative interpretation. *Journal of Applied Psychology*, 62(4), 480–486.

- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
- Oliver, R. L. (1981). Measurement and evaluation of satisfaction processes in retail settings. *Journal of Retailing*, 57, 25–48.
- Oliver, R. L. (1993). Cognitive, affective and attribute bases of the satisfaction response. *Journal of Consumer Research*, 20(3), 418–430.
- Oliver, R. L. (2010). *Satisfaction: A Behavioral Perspective on the Consumer* (2nd ed.). New York: Taylor & Francis.
- Oliver, R. L., & Burke, R. R. (1999). Expectation processes in satisfaction formation: A field study. *Journal of Service Research*, 1(3), 196–214.
- Othman, M., Salehuddin, N., Abdul Karim, M. S., & Ghazali, H. (2013). Customers' satisfaction towards institutional foodservices: An insight into universities in the Klang Valley, Malaysia. *Journal of Business and Policy Research*, 8(2), 1–15.
- Pallant, J. (2011). *SPSS Survival Manual: A Step by Step Guide to Data Analysis Using SPSS* (4th ed.). New South Wales, Australia: Allen & Unwin.
- Parasuraman, A., Ziethaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *The Journal of Marketing*, 41-50.
- Parasuraman, A., Ziethaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multi-item scale for measuring customer perceptions of the service quality. *Journal of Retailing*, 64(1) 41-50.
- Peri, C. (2006). The universe of food quality. *Food Quality and Preference*, 17, 3–8.
- Poniman, D., Purchase, S., & Sneddon, J. (2015). Traceability systems in the Western Australia halal food supply chain. *Asia Pacific Journal of Marketing and Logistics*, 27(2), 324–348. <https://doi.org/http://dx.doi.org/10.1108/02683940010305270>
- Prinsloo, N. (2013). Consumer satisfaction with food labels during the pre-purchase in-store evaluation: a study in Gauteng. *Journal of Chemical Information and Modeling*, 53, 1689–1699. <https://doi.org/10.1017/CBO9781107415324.004>
- Quantaniah, N. A., Noreina, & Nurul, S. (2013). Selecting halal food : a comparative study of the Muslim and non-Muslim Malaysian student consumer. In *2nd International Conference on Technology Management, Business and Entrepreneurship* (pp. 438–453).
- Redman, N. E. (2007). *Food Safety: A Reference Handbook* (2nd ed.). Santa Barbara, CA: ABC-CLIO.
- Reisig, M. D., & Chandek, M. S. (2001). The effects of expectancy disconfirmation on outcome satisfaction in police-citizen encounters. *Policing: An International*

- Rezai, G. (2008). *Consumers' Confidence in Halal Labeled Manufactured Food in Malaysia*. (Doctoral thesis, University Putra Malaysia, Malaysia). Retrieved from <http://psasir.upm.edu.my/4736/>
- Rezai, G., Mohamed, Z., Shamsudin, M. N., & Chiew, E. (2009). Concerns for halalness of halal-labelled food products among Muslim consumers in Malaysia: Evaluation of selected demographic factors. *Economic and Technology Management Review*, 4, 65–73.
- Rezai, G., Mohamed, Z., Shamsudin, M. N., & Chiew, E. (2010). Non-Muslims' awareness of halal principles and related food products in Malaysia. *International Food Research Journal*, 17, 667–674.
- Riaz, M. N., & Chaudry, M.M. (2004). *Halal Food Production*. Boca Raton, Louisiana: CRC Press.
- Saabar, S. S., & Ibrahim, S. (2014). The knowledge of halal and advertising influence on young Muslims awareness. In *International Proceedings of Economics Development and Research* (pp. 36–39). <https://doi.org/10.7763/IPEDR>.
- Sabbe, S., Verbeke, W., & Van Damme, P. (2009). Confirmation/disconfirmation of consumers' expectations about fresh and processed tropical fruit products. *International Journal of Food Science and Technology*, 44(3), 539–551. <https://doi.org/10.1111/j.1365-2621.2008.01842.x>
- Said, M., Hassan, F., & Musa, R. (2011). Empirical study on the influence of country-of-origin on consumers' perception towards their purchase intention of Malaysia's halal food products. In *IEEE Colloquium on Humanities, Science and Engineering Research* (pp. 865–870).
- Said, M., Hassan, F., Musa, R., & Rahman, N. A. (2014). Assessing Consumers' Perception, Knowledge and Religiosity on Malaysia's Halal Food Products. *Procedia - Social and Behavioral Sciences*, 130, 120–128. <https://doi.org/10.1016/j.sbspro.2014.04.015>
- Schindler, R. M. (2011). *Pricing Strategies: A Marketing Approach*. Thousand Oaks, CA: Sage Publications.
- Schröder, M. J. A. (2013). *Food Quality and Consumer Value: Delivering Food That Satisfies*. New York: Springer Science & Business Media.
- Sekaran, U. (2003). *Research Methods for Business A Skill-Building Approach* (4th ed.). New York: John Wiley & Sons.
- Serenko, A., & Stach, A. (2009). The impact of expectation disconfirmation on customer loyalty and recommendation behavior: investigating online travel and tourism services. *Journal of Information Technology Management*, 20(3), 26–41.

- Shafie, S., & Othman, M. N. (2006). Halal certification: an international marketing issues and challenges. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.458.2667&rep=ep1&type=pdf>
- Shah Alam, S., Mohd Jani, M. F., Che Senik, Z., & Ahmad Domil, A. K. (2011). Assessing barriers of growth of food processing SMIs in Malaysia : A factor analysis. *International Business Research*, 4(1), 252–259.
- Shah Alam, S., & Mohamed Sayuti, N. (2011). Applying the Theory of Planned Behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management*, 21(1), 8–20. <https://doi.org/10.1108/10569211111111676>
- Sherif, M., & Hovland, C. I. (1961). *Social Judgments: Assimilation and Contrast Effects in Communication and Attitude Change*. New Haven: Yale University Press Smith.
- Sheth, J. N., & Parvatiyar, A. (1995). Relationship marketing in consumer markets: antecedents and consequences. *Journal of the Academy of Marketing Science*, 23(4), 255–271.
- Silverman, G. (1997). How to harness the awesome power of word of mouth. *Direct Marketing*, 60, 32–37.
- Siniscalco, M. T. & Auriat, N. (2005). Questionnaire design. *UNESCO International Institute for Educational Planning*. Retrieved from http://www.iiep.unesco.orccg/fileadmin/user_upload/Cap_Dev_Training/Trainin g_Materials/Quality/Qu_Mod8.pdf.
- SME Corp (2015a, December 21). *SME Definitions*. Retrieved from <https://www.smecorp.gov.my/index.php/en/policies/2015-12-21-09-09-49/sme-definition>
- SME Corp (2015b, December 21). *SME Statistics*. Retrieved from <https://www.smecorp.gov.my/index.php/en/policies/2015-12-21-09-09-49/sme-statistics>
- SME Corp (2017, September 26). *Economic Census 2016: Profile of SMEs*. Retrieved from http://www.smecorp.gov.my/images/SMEAR/latest/2/Census%20English_FINAL.pdf
- Soesilowati, E. S. (2010). Business opportunities for halal products in the global market : Muslim consumer behaviour. *Journal of Indonesian Social Sciences and Humanities*, 151–160.
- Spreng, R. A., & Mackoy, R. D. (1996). An empirical examination of a model of perceived service quality and satisfaction. *Journal of Retailing*, 72(2), 201-214.
- Statista (2016). *Sales value of manufactured chocolate products and sugar confectionery in Malaysia from 2012 to 2016*. Retrieved from

<https://www.statista.com/statistics/642679/sales-value-of-chocolate-products-and-sugar-confectionery-in-malaysia/>

- Swan, J. E., & Martin, S. (1981). Testing comparison level and predictive expectations model of satisfaction. *Advances in Consumer Research*, 77-82.
- Syed Marzuki, S. Z. (2012). *Understanding restaurant managers' expectations of halal certification in Malaysia* (Doctoral thesis, University of Canterbury, Christchurch, New Zealand). Retrieved from <http://thehalalfood.info/upload/articles/Research7.pdf>
- Szymanski, D. M., & Henard, D. H. (2001). Customer satisfaction: A meta-analysis of the empirical evidence. *Journal of the Academy of Marketing Science*, 29(1), 16-35.
- Tabachnick, B. G. & Fidell, L. S. (2007). *Using Multivariate Statistics* (5th ed.). Boston: Pearson Education.
- Teas, R. K., & Palan, K. M. (2003). Disconfirmed expectations theory of consumer satisfaction: an examination of representational and response language effects. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 16, 81-105.
- The Star Online (2016, April 1). Malaysia's halal exports expected to grow 19% to RM50bil this year. *The Star Online*. Retrieved from <http://www.thestar.com.my/business/business-news/2016/04/01/malysias-halal-exports-are-expected-to-grow-19-to-rm50bil-this-year/>
- Tieman, M., Che Ghazali, M., & Vorst, J. G. A. (2013). Consumer perception on halal meat logistics. *British Food Journal*, 115(8), 1112-1129. <https://doi.org/10.1108/BFJ-10/2011-0265>
- Tieman, M., Vorst, J. G. A., & Che Ghazali, M. (2012). Principles in halal supply chain management. *Journal of Islamic Marketing*, 3(3), 217-243. <https://doi.org/10.1108/17590831211259727>
- Tinsley, H., & Brown, S. (2000). *Handbook of Applied Multivariate Statistics and Mathematical Modeling*. San Diego, CA: Academic Press.
- Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction formation : an extension. *Journal of Marketing Research*, 25(2), 204-212.
- Utusan Online (2015, October 23). Sijil halal pengeluar roti ditarik balik. *Utusan Online*. Retrieved from <http://www.utusan.com.my/berita/nasional/sijil-halal-pengeluar-roti-ditarik-balik-1.149563>
- Verbeke, W., Rutsaert, P., Bonne, K., & Vermeir, I. (2013). Credence quality coordination and consumers' willingness-to-pay for certified halal labelled meat. *Meat Science*, 95(4), 790-797. <https://doi.org/10.1016/j.meatsci.2013.04.042>

- Wan Omar, M., Fadzil, M. I., Mohd Ali, M. N., & Shaharudin, M. R. (2011). The effectiveness of Bumiputra SME food product packaging in the Malaysian customers' perception. *Canadian Social Science*, 7(2), 102–109.
- Wan Omar, W. M., Muhammad, M. Z., & Che Omar, A. (2008). An analysis of the Muslim consumers' attitudes towards "halal" food products in Kelantan. In *ECER Regional Conference* (pp. 165–177).
- Wang, W. T., & Chang, W. H. (2013). The integration of the expectancy disconfirmation and symbolic consumption theories: A case of virtual product consumption. In *46th Hawaii International Conference on System Sciences* (pp. 2949–2956). <https://doi.org/10.1109/HICSS.2013.530>
- Widodo, T. (2013). The influence of Muslim consumer's perception toward halal food product on attitude and purchase intention at retail stores. *Jurnal Ekonomi Dan Bisnis*, 23(1), 1–30.
- Woodruff, R.B., & Gardial, S.F. (1996). *Know Your Customer: New Approaches to Understanding Customer Value and Satisfaction*. Cambridge, Massachusetts: Blackwell.
- Yamane, T. (1967). *Statistics: An Introductory Analysis* (2nd ed.). New York: Harper and Row.
- Yang, X. C., Zhang, X. H., & Zuo, F. (2009). Word of mouth: The effects of marketing efforts and customer satisfaction. In *International Joint Conference on Artificial Intelligence* (pp. 687–690). <https://doi.org/10.1109/JCAI.2009.45>
- Yener, D. (2014). Factors that affect the attitudes of consumers toward halal-certified products in Turkey. *Journal of Food Products Marketing*, 1–19. <https://doi.org/10.1080/10454446.2013.843483>
- Yuksel, A., & Yuksel, F. (2001). The expectancy-disconfirmation paradigm: A critique. *Journal of Hospitality & Tourism Research*, 25(2), 107–131.
- Yüksel, A., & Yuksel, F. (2008). *Tourist Satisfaction and Complaining Behavior: Measurement and Management Issues in the Tourism and Hospitality*. New York: Nova Science Publishers.
- Zielenberg, M., & Pieters, R. (2004). Beyond valence in customer dissatisfaction: a review and new findings on behavioral responses to regret and disappointment in failed services. *Journal of Business Research*, 57(4), 445–455.
- Zulfakar, M. H., Mohamed Anuar, M., & Ab Talib, M. S. (2014). Conceptual framework on halal food supply chain integrity enhancement. *Procedia - Social and Behavioral Sciences*, 121, 58–67. <https://doi.org/10.1016/j.sbspro.2014.01.1108>