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THE MORAL OBLIGATION TOWARD ADOPT HALAL PRACTICES

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ABSTRACT

The halal industry seems to have the potential to grow. The concept of halal is not only to fulfill the need for religion for the Muslim but also to become a "lifestyle" for the Non-Muslim. Therefore, JAKIM has developed the Malaysian Halal Certification Standard for micro-enterprise to meet the requirement for products and services that follow Islamic guidelines. Practicing halal can increase competitiveness and help micro-enterprises to penetrate the global markets. The issues of illegally imported meat cartel syndicate and adulteration of halal logo labeling have jeopardized the image of Malaysia as a pioneer of global halal and a center of halal hub in the international market. Hence, the element of moral obligations is important to affect the behavior of micro-enterprises to adopt halal practices. The result from the SEM-PLS approach on 361 samples of micro-enterprise shows that moral obligation is significant to the intention towards adoption of halal practices. The micro-enterprise especially the food producers must have the responsibility to supply or deliver the products by following specific guidelines prepared by the respective authority to ensure that the aspects of Halal are fully complied with the Syariah requirements and also considerate the requirement of cleanliness and safety. Promoting the moral obligation in halal practices is essential for the success and growth of micro-enterprises in the halal industry.

Keywords: *Moral obligation, Intention, Adopt Halal Practices*

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