

The Effect of Belief, Halal Certification, and Food Safety on the Decision to Purchase Halal Food Products

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ABSTRACT

Objectives: Based on the report of The Royal Islamic Strategic Studies Center (2022), Indonesia is one of the countries with the largest Muslim population in the world. The large number of Muslim population must of course be accompanied by guarantees of security, comfort, protection and legal certainty regarding the halalness of a product consumed.

Methodology: The quantitative research approach used proportionate stratified random sampling of 100 research respondents from the population of high school students at Islamic boarding schools in Kisaran. The analysis was conducted using a structural equation model, with SmartPLS 4.1 software.

Finding: The results showed that beliefs cannot have a direct effect on purchase decisions. Purchase intention has a positive effect on purchase decisions. The findings also showed that other factors such as halal certification and food safety have a positive impact on purchase decisions.

Conclusion: It is important to obtain more information related to product halalness and halal certification for products, especially foods that do not yet have it. That halal certification and food safety can increase consumer purchasing interest and purchase decisions. This finding has implications for manufacturers to ensure that their products are halal certified, referring to the regulations set by the Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia, namely the obligation for all MSME products to be halal certified and have guaranteed food safety.

Keywords: Belief; Halal Certification; Food Safety; Purchase Intention; Purchase Decision.

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INTRODUCTION

Indonesia is one of the countries with the largest Muslim population in the world. According to The Royal Islamic Strategic Studies Center (2022), the number of Muslims in Indonesia is 237,558,000 million people. North Sumatra Province is one of the provinces with a large Muslim population. According to BPS data in 2024, North Sumatra Province has 66.9% of the total population, including 88.94% of Muslims from Asahan Regency. The large number of Muslim population must of course be accompanied by guarantees of security, comfort, protection and legal certainty regarding the halalness of a product consumed (Denis, 2019). As has been regulated in the Qur'an, halal food and drinks are a must because they are a form of obedience to Allah SWT. Q.S An-Nahl verse 114 regulates the obligation to consume halal and good food and drinks.

The Indonesian Ulema Council (MUI) explains that what is meant by a halal product is a product that is in accordance with Islamic law and meets several criteria, including not containing pork, secondly, not containing prohibited ingredients such as materials made from blood, human organs, disgusting waste, slaughtered animals must be in accordance with Islamic teachings, product storage places, sales and means of transporting goods are not used for pork or other unclean things unless purified using Islamic procedures (Zahrah & Fawaid, 2019). Islam states that a food product can be categorized as halal if its health, safety and cleanliness are guaranteed, based on the principles of Islamic law (Ambali & Bakar, 2014).

Halal products continue to be promoted by various parties who are aware of how important it is to sell and buy halal products. It cannot be denied that halal products are one of the fastest growing consumer segments in the world (Setiawan et al., 2020). In line with these regulations, demand for halal products continues to increase, in addition to following sharia, consuming halal products seems to have become part of the lifestyle for every Muslim in the world, based on data from the Global Islamic Economic Report (GEIR, 2018). In the last five years, the growth of the industry that carries the halal concept in Indonesia has reached 40%, consisting of clothing, food, hotels, cosmetics, and financial sharia. Currently, halal is no longer merely a religious issue, but in the realm of business and trade (Borzooei & Asgari, 2013). Research shows that the halal label not only provides protection for Muslim consumers, but is also an important factor in their purchasing decisions (Ilham et al., 2023).

Non-Muslim consumers also assume that halal food shows the cleanliness, quality, and hygiene of food produced under the supervision of the Holistic Halal Assurance Management System, halal-certified packaging can be used as a quality standard for a product (Katadata Publication Team, 2020). The halal logo is a representation of the quality measure and meets Belief (Aziz & Chok, 2013). Belief is one of the important driving factors and can influence consumer behavior. This is based on the consumer's decision to buy a product depending on their level of faith (Nasrullah, 2015). The concept of halal is closely related to each person's personality values. Personality values are seen as things that can influence a person's behavior in choosing a product (Hansson & Lagerkvist, 2015).

The provisions regarding the obligation of Halal Certificate are regulated in Law No. 33 of 2014 Article 4 which states, "Products that circulate, enter, and are traded throughout Indonesia are required by law to have halal certification". This law shows that halal certificates have a strong legal basis that cannot be ignored by every business actor, both small and medium. The environment of the Islamic boarding school is accustomed to food provided by the dormitory, so the food there should be guaranteed halal. However, how far does each student realize the importance of halal awareness and know that every product must have halal certification. Food

that has met the requirements set by sharia law can provide peace and security for those who consume it, so it can be ascertained that the food has gone through an official halal certification process, until it gets an authentic halal logo. Like the research conducted by (Faturrohman, 2020) that Belief is the most influential factor in consumer purchasing intentions for halal products. Other research by Nurhasanah & Hariyani (2017) states that food safety has a positive effect on increasing consumer health reasons for purchasing intentions for halal food products. Research by Suryaputri et al. (2020) explains that halal certification has a positive influence on purchase intentions.

LITERATURE REVIEW

Consumer behavior is the activities of individuals who are directly involved in obtaining and using goods and services, including the decision making process and preparation for determining these activities (Utami et al., 2021). Consumer behavior is a study that examines individuals, groups, and organizations in selecting, purchasing, using, and evaluating products to satisfy their needs and desires (Kotler & Keller, 2016). Consumer behavior is dynamic behavior between affection and cognition, behavior and the environment in which humans carry out exchange activities in life (Setiadi, 2010).

The Halal concept emphasizes cleanliness, safety, cleanliness, virtue, purity, manufacturing, production, processes, honesty, truth, and food service as well as other financial and social activities on the excellent platform of Islam. In line with consumer awareness of halal food products today, guaranteeing product quality, functionality and safety, in accordance with established standards, is expected to provide a form of competitive advantage for producers (Hussein et al., 2016). Therefore, compliance with these standards provides a general perception of the expected quality and accuracy of product features. In connection with consumer needs and expectations, halal is an important element in a product that is highly sought after by Muslim consumers (Wilson, 2014). Islam is a perfect religion, where every aspect of life is regulated in such a way as to create harmony and balance. This regulation also covers the most basic aspect of human life, namely consumption. The basic law of consuming food is halal. This is as stated in Q.S Al An'am verses 118-119 which allows believers to consume good food, namely any food that is pure and not dangerous. The word halal indicates that it is permissible or permitted, in accordance with Sharia standards (Ishak et al., 2016).

Belief refers to a person's level of obedience to the teachings and practice of his religion in daily life (Abou - Youssef et al., 2015). This influences a person in terms of attitudes, values, behavior and daily routines of any cultural group and forms an individual's moral system that follows certain practices and norms such as food consumption habits (Ekoyudho, 2021). Confidence is the level of loyalty and faith in God's commands. As a person's level of commitment to religion, belief influences a person's consumption and loyalty to a product or service (Tang & Li, 2015). Thus, this is a personal commitment to God that can influence social communication, as well as decisions to consume products or services (Suhartanto et al., 2018).

Halal certification is a requirement to obtain permission to include a halal label on product packaging from the authorized government agency (Paju, 2016). A halal certificate is an acknowledgment of the halalness of a product issued by BPJPH based on a written halal fatwa issued by the MUI. BPJPH (Halal Product Guarantee Organizing Agency) is an institution under the Ministry of Religion which is tasked with carrying out the Halal Product Certification and Guarantee process as well as organizing JPH. For food products, halal information can be seen from the label or logo on the packaging.

Food safety is an important attribute in purchasing food products (Hussain et al., 2016). Food safety will influence consumer purchasing decisions, because unhealthy food will cause many diseases in the human body. In an Islamic perspective, based on sharia law, food safety meets the requirements of halal and thayyibv(good). Therefore, consumers need food safety guarantees. Consumers pay more attention to food safety because it will have an impact on their health. Meanwhile, for non-Muslim consumers, food safety is considered the most important aspect in determining whether they will buy halal food or not (Lee et al., 2016). Based on the parameters for determining halal food, food processing must comply with Islamic law, including the process of slaughtering, storing, preparing, serving and maintaining cleanliness to ensure safety (Haque et al., 2015). Halal food is not only about religion, but also about goodness (tayyib) for humans (Alzeer et al., 2018).

Purchase intention is a consumer's interest in buying a particular brand (Tariq et al., 2013). The purchasing process shows consumer behavior, perceptions and attitudes towards a brand (Borzooi & Asgari, 2013). Purchase intention is a personal behavioral tendency and an individual's conscious plan to purchase a particular product in purchasing a brand based on the benefits and value perceived by consumers (Wang & Tsai, 2014). According to Kotler (2005), buying interest is something that arises after receiving stimulation from the product he sees, from there an interest arises in trying the product until finally buying it so he can own it. Meanwhile, Wu (2011) states that purchase intention represents the possibility that consumers will plan or be willing to buy a particular product or service within a certain time period.

Purchase decision is the stage where the buyer has made a choice, purchased the product and consumed it (Hsu, 2019). A purchasing decision is a thought where an individual evaluates various options and finally decides on a product choice from among the many choices. According to Puspa (2017), purchasing decisions are stages in the buyer's decision-making process where consumers actually buy. A purchasing decision is a process where consumers recognize the problem, look for information about a particular product or brand and evaluate each alternative well to be able to solve the problem, which ultimately leads to a purchasing decision (Gerber et al., 2016). According to Jajere et al. (2019), the factor that influences customer purchasing decisions is the emotional bond that exists between the customer and the manufacturer itself, after the customer uses the company's products and services and finds that the product or service provides added value (Shah Alam et al., 2011).

The hypothesis developed in this research is as follows:

- H1: There is a positive influence of belief on purchase intention
- H2: There is a positive influence of halal certification on purchase intentions
- H3: There is a positive influence of food safety on purchase intention
- H4: There is a positive influence of belief on purchasing decisions
- H5: There is a positive influence of halal certification on purchasing decisions
- H6: There is a positive influence of food safety on purchasing decisions
- H7: There is a positive influence of purchase intention on purchasing decisions

Framework for research a research framework that describes the relationship between research variables can be built based on the literature review presented previously, with the following details, 3 independent variables (Belief, Halal Certification and Food Safety), 1 dependent variable (Purchase Decision) and Purchase Intention as an intervening variable, This can be seen in Figure 1.

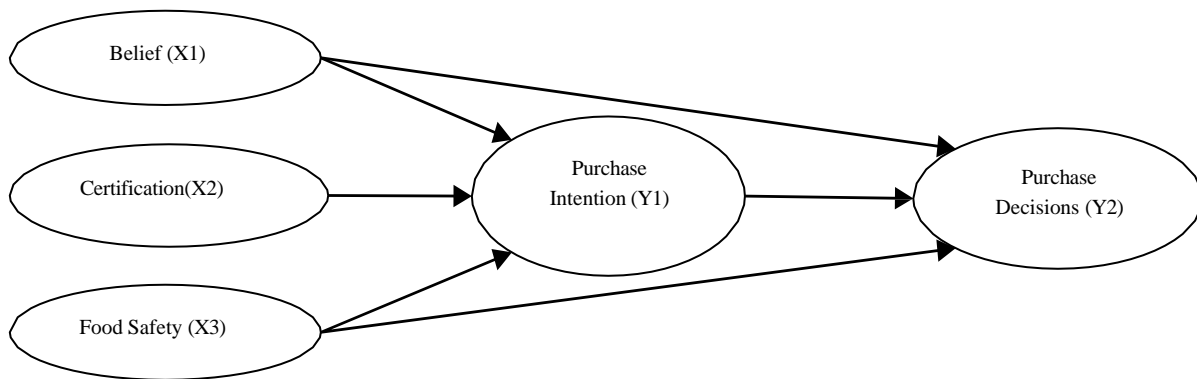


Figure 1 Research Conceptual Framework

METHOD

This research is to find out the quantitative results based on the sophisticated tools and materials used. This research is quantitative research with a causal approach. All high school students at Madrasah Aliyah Kisaran became the research population (grades 1-3). Determining a sample of 100 people was determined using the Cohen table, while determining the number of samples in each sub-population using proportionate stratified random sampling, calculated using a formula to obtain proportional frequencies in each sub-population (class level). There are 26 class 10 students, 30 class 11 students, 44 class 12 students. SEM (Structural Equation Modeling) results are calculated using analysis tools provided by SmartPLS. One of the studies conducted by Isaskar et al. (2019) regarding consumer satisfaction using SEM-PLS as an analytical tool to explain the factors that influence satisfaction.

This research uses a survey instrument using a Likert scale consisting of four levels. Belief has 2 indicators of belief in religion (Aslan, 2023) and following religious orders (Basri & Kurniawati, 2019). Halal certification has 4 indicators to ensure halal certification for the product to be purchased, recognizing the halal certification logo from BPJPH, only consuming halal certified products, and the halal logo is important in product selection (Aslan, 2023). Food safety has 3 indicators: Expired Date, the product is in good condition, and halal food is clean (Nurhasanah, 2017) and not dirty (Purwanto et al. 2021). Purchase intention is 2 indicators of the desire to try halal products (Usmandani & Darwanto, 2021) and the desire to buy halal products (Aslan, 2023). The 3 indicators of purchasing decisions are choosing products that are guaranteed to be halal (Simbolon, 2019), recognizing the product brand (name, slogan, jargon), high quality standards (Syahnur & Bahari, 2023).

RESULTS AND DISCUSSION

Results

Table 1 contains information about respondents. Variables of interest in this research include gender, age, and grade level.

Table 1 Characteristics of respondents (N = 100)

| Characteristics | | Frequency | Percentage (%) |
|-----------------|--------------|-----------|----------------|
| Gender | Man | 46 | 46% |
| | Woman | 54 | 54% |
| Age | 14 years old | 2 | 2% |
| | 15 years old | 12 | 12% |
| | 16 years old | 41 | 41% |
| | 17 years old | 45 | 45% |
| Grade Level | Grade X | 26 | 26% |
| | Grade XI | 30 | 30% |
| | Grade XII | 44 | 44% |

Source: Processed Primary Data (2024)

Based on table 1 above, it shows that in this study the number of male respondents was 46 respondents and 54 female respondents. This shows that the majority of students at MAS Qur'an Kisaran are women. Human age can be grouped into several ranges, where each group range describes the stage of human growth. One of the age categorizations mentioned by the Indonesian Ministry of Health (2009) on its official website depkes.go.id is childhood (6 – 11 years), early adolescence (12 – 16 years), late adolescence (17 – 25 years). Early adulthood (26 – 35), late adulthood (36 – 45 years), and old age (46 and above). This shows that in this study the number of respondents who dominated this filling was 45 people aged 17 years, and 1 respondent who was at least 14 years old. The class levels at MAS Qur'an consist of classes X, XI and XII. Data shows that the number of students studying at class XII dominates at 44%, followed by class XI students at 30% and class X students at 26%.

1. Research Variable Validity Test

The figures presented in Table 2 show that the loading factor and AVE (average variance extraction) values for each indicator are above the threshold of 0.5. Thus, the measurement and indication of convergent validity of the research variables are considered good.

Table 2 Loading Factors Value and AVE

| Research Variable | Indicator Items | Outer Loading Factor Value | AVE |
|-----------------------------|-----------------|----------------------------|-------|
| Belief (Blf-X1) | Blf-X1.1.1 | 0,875 | 0,761 |
| | Blf-X1.2.1 | 0,870 | |
| Halal Certification (HC-X2) | HC-X2.1.1 | 0,835 | 0,592 |
| | HC-X2.2.1 | 0,713 | |
| | HC-X2.3.1 | 0,788 | |
| | HC-X2.4.1 | 0,735 | |
| Food Safety (FS-X3) | FS-X3.1.1 | 0,679 | 0,559 |
| | FS-X3.2.1 | 0,775 | |
| | FS-X3.3.1 | 0,785 | |
| Purchase Intention (PI-Y1) | PI-Y1.1.1 | 0,931 | 0,886 |
| | PI-Y1.2.1 | 0,952 | |
| Purchase Decisions (PD-Y2) | PD-Y2.1.1 | 0,638 | 0,484 |
| | PD-Y2.1.2 | 0,630 | |
| | PD-Y2.2.1 | 0,716 | |
| | PDY2.3.1 | 0,711 | |
| | PD-Y2.4.1 | 0,772 | |

Source: Processed Primary Data by SmartPLS (2024)

Based on table 2, it is known that there are three indicator measurement items that have a loading factor below 0.7, namely at X3.1.1, it gets 0.679; Y2.1.1 obtained 0.638; and Y2.1.2 obtained 0.630. However, according to Chin (1998) the measurement scale for loading factor values of 0.5 – 0.6 is considered sufficient. So it can be concluded that all indicator measurement items are valid and meet the requirements.

Apart from that, convergent validity is also measured by Average Variance Extracted (AVE), if the AVE value of each variable has a value of >0.5 then it has met the convergent validity criteria (Solimun et al, 2017). All of the latent variables in this study have AVE values above 0.5. An AVE value of more than 0.5 indicates that the construct or latent variable being measured is able to explain variations in the indicators used to measure the construct. If AVE > 0.5 then there are no problems with the model being tested (Duryadi, 2021).

Table 3 Correlations among latent variables

| Variable | Blf-X1 | HC-X2 | FS-X3 | PI-Y1 | PD-Y2 |
|----------|--------------|--------------|--------------|--------------|--------------|
| Blf-X1 | 1.000 | 0.440 | 0.231 | 0.394 | 0.448 |
| HC-X2 | 0.440 | 1.000 | 0.404 | 0.513 | 0.588 |
| FS-X3 | 0.231 | 0.404 | 1.000 | 0.486 | 0.538 |
| PI-Y1 | 0.394 | 0.513 | 0.486 | 1.000 | 0.677 |
| PD-Y2 | 0.448 | 0.588 | 0.538 | 0.677 | 1.000 |

Source: Processed Primary Data by SmartPLS (2024)

2. Research Variable Reability Test

Table 4 presents two metrics, namely composite reliability and cronbach's alpha, which are employed to assess the dependability of the research variables.

Table 4 Reliability Test Result

| Cutt off value | Blf-X1 | HC-X2 | FS-X3 | PI-Y1 | PD-Y2 | Notes | |
|-----------------------|--------|-------|-------|-------|-------|-------|---------------------------------|
| Cronbach's alpha | >0.6 | 0.610 | 0.735 | 0.873 | 0.686 | 0.770 | All items meet the requirements |
| Composite reliability | >0.7 | 0.791 | 0.823 | 0.940 | 0.864 | 0.853 | |

Source: Processed Primary Data by SmartPLS (2024)

Based on the data shown in Table 4, it can be observed that the Cronbach's alpha value for each variable is above the threshold of 0.6. Furthermore, the composite reliability value is above the threshold of 0.7. Therefore, all constructs have met the specified criteria.

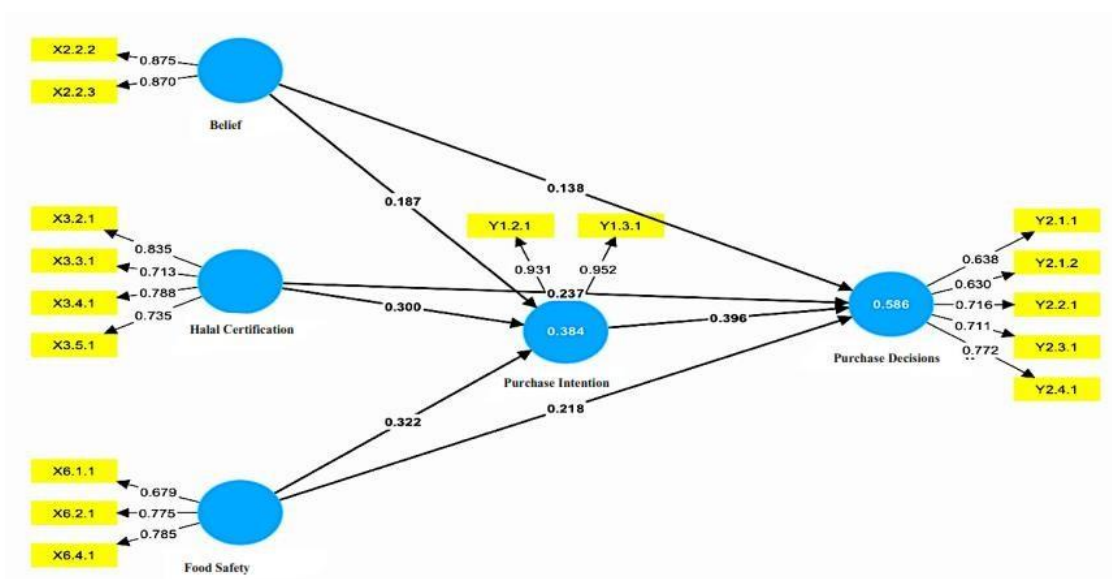


Figure 2 Coefficient of research model path

3. Hypothesis Testing

Hypothesis testing was performed by utilizing the anticipated significance levels for the model parameters stated in Table 5.

Table 5 Hypothesis Testing

| Hypothesis | Path Coefficient | P-value | Decision |
|--------------------|------------------|---------|----------|
| H1: Blf-X1 → PI-Y1 | 0.187 | 0.035 | accepted |
| H2: HC-X2 → PI-Y1 | 0.300 | 0.004 | accepted |
| H3: FS-X3 → PI-Y1 | 0.322 | 0.000 | accepted |
| H4: Blf-X1 → PD-Y2 | 0.138 | 0.063 | rejected |
| H5: HC-X2 → PD-Y2 | 0.237 | 0.014 | accepted |
| H6: FS-X3 → PD-Y2 | 0.218 | 0.025 | accepted |
| H7: PI-Y1 → PD-Y2 | 0.396 | 0.000 | accepted |

Source: Processed Primary Data by SmartPLS (2024)

Belief has a path coefficient value of 0.187 on the value of purchase intention with a p value of 0.035. The p value of 0.004 indicates the influence of halal certification on purchase intention, and the influence of food safety on purchase intention with a p value of 0.000 indicates that H1; H2; H3 are accepted and have a significant effect. However, the value of the belief variable does not show any influence on purchasing decisions with a value of 0.063. This indicates that the H4 hypothesis is rejected.

The halal certification value with a p value of 0.014 and a path coefficient of 0.237, and the food safety value of 0.025 and a path coefficient of 0.218 indicate that both variables tend to have a significant effect on purchasing decisions. That consumers generally pay attention to the cleanliness and comfort of food related to its safety guarantee. This observation provides evidence that H5 and H6 are accepted. This finding also provides support that H7 is accepted, because the higher the value of a person's purchase intention, the higher the decision to buy.

Discussion

According to this research belief, halal certification, food safety, and purchase intention can be the main factors that influence the purchase decision of halal food products. To clarify, the following sections will provide a systematic discussion and analysis of the research findings in sequence:

The Influence of Belief on Purchase Intention. Belief has a positive and significant influence on purchase intention. In general, awareness of belief in halal products has a significant influence on purchase intention of halal products. This means that a person's high awareness of Belief in halal products that someone has will increase the intention to buy and consume halal products. This is in accordance with the opinion of Fauzia et al. (2019), that belief has a significant influence on purchase intention and belief has an influence on purchase intention on food products, meaning that a person's high belief will increase the intention to buy food products. Consumers are more religious will intend to buy more halal food according to their religious beliefs and prevent themselves from engaging in activities prohibited by religious guidelines (Schneider et al., 2011). Belief also has a strong influence on consumer actions and behavior to buy halal food.

The Influence of Halal Certification on Purchase Intention. Halal certification has a positive and significant influence on purchase intention. This is because when consumers decide to buy a product, they will pay attention to the halal certification listed on a product because of the belief that the product is guaranteed to be clean, safe and halal. This gives an idea to Muslims in the world that something that enters the body must be lawful according to Islamic law and also beneficial for themselves. This statement is in line with Hayani (2019), that halal-certified products indicate the cleanliness, quality and hygiene of a product. Halal certification will give a positive image in the form of consumer trust in the product.

The Influence of Food Safety on Purchase Intention. Food safety affects consumer purchase intentions. Food safety represented by the expiration date, safety assurance certification, product condition, and product origin are indicators of food safety variables. Food safety is a factor that drives consumer purchase intentions about health in choosing halal food. The more consumers believe that the halal food products they buy are safe to consume, the more confident consumers will be that the consumption of halal food products is healthy and guaranteed to be safe (Titus & Hubeis, 2016). Therefore, the influence on consumer health on food safety will affect attitudes and intentions to buy healthy food (Michaelidou & Hassan, 2008).

The Influence of Belief on Purchasing Decisions. Belief can be said to be an attitude or behavior of obedience and understanding of a person towards the religion they believe in so that they act in accordance with the rules and obligations of that religion in their lives. Basically, the application of religious teachings from each religion always teaches goodness to its adherents (Hidayat, 2016). The increasing level of religious understanding or level of belief does not necessarily make consumers stricter in selecting the products they will buy, or in other words, the increasingly good understanding of religion is not in line with its application in all aspects of daily life, so that the implications are still partial and not comprehensive.

The Influence of Halal Certification on Purchasing Decisions. Halal certification has a positive effect on purchasing decisions. According to Saputra et al. (2022) Halal certification is one of the quite important requirements for a product besides a distribution permit. The increasing trend of halal products makes consumers when deciding to buy a product will check how halal certification is. Consumers feel that products that have halal certification provide peace of mind when using the product and increase the product's ability to be marketed, and

also boost consumer confidence. In addition, according to Era Susanti et al. (2018) indicated that the presence of halal certification on packaged products can be more convincing for the public in buying products and products labeled halal will feel satisfied, feel safe and believe in the halal and safety of the product.

The Influence of Food Safety on Purchasing Decisions. food safety has a positive and significant impact on purchasing decisions. The existence of food safety will prevent food from contamination with hazardous chemicals that can interfere with or endanger human health. Food safety is an important factor in making purchasing decisions. A consumer will perceive the product to be purchased as being in the safe category or not through information from the product which can be seen not only from the packaging but from the information media also providing complete information related to the product to be purchased (Nur et al., 2021).

The Influence of Purchase Intention on Purchasing Decisions. that purchase intention has a positive and significant influence on purchasing decisions. In line with research by Asa'lul's research (2016). This shows that a person's purchasing decision power will be strong if a strong intention arises in a person. Purchase intention is often a means of analyzing consumer behavior (Sudiksa et al., 2018). Purchase intention is a situation when a customer is willing and intends to engage in a product purchase. Purchase intention or consumer purchase priority begins through the collection of product information based on personal experience and the surrounding environment which then information reaches a certain level and finally consumers arrive at the process of estimating, evaluating and deciding to purchase a product.

CONCLUSION AND RECOMMENDATION

The findings of this study indicate that belief variable does not affect purchasing decisions. This is because religion and belief depend on the individual themselves on how someone interprets and applies the teachings. Halal certification and food safety variables on purchasing decisions through purchase intentions also have a positive and significant influence. Based on the analysis that has been done, the purchase intention variable has a positive and significant relationship to the purchase decision of halal food products. This means that the higher the purchase intention of MAS Qur'an students, the higher the purchasing power or purchasing decision of a person. The high purchase intention of students at MAS Qur'an shows that information related to the halalness of food products both inside and outside the school is well received so that it reaches the stage of purchasing the product.

This study in the future can add the number of respondents and variables used. It is hoped that when adding a larger number of respondents, it can provide a variety of answers in further research, whether there are things that were not previously known. It is useful for food producers to ensure that their products are halal certified, referring to the regulations set by the Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia, namely the obligation of all MSME products for food & beverages, traditional medicines, herbs, and chemical cosmetic products must be halal certified within the period October 2024 - October 2026, and guaranteed food safety because the halal food opportunities in Indonesia are very large.

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