

## Analyzing The Moderating Role Of Government Support In The Intention To Adopt Halal Practice

### Evidence From MSMEs In Indonesia

Raisa Fitri<sup>1\*</sup>

State University of Malang, Indonesia

#### Article's Information

**DOI:**

10.32812/jibeka.v19i1.2204

**ISSN-E:**

2620-875X

**CORRESPONDENCE\*:**

raisa.fitri.fe@um.ac.id

#### ABSTRACT

The study aims to examine the moderating effect of government support on the intention to adopt halal practice, which is influenced by the following factors: religiosity, consumer demand, and expected revenue in MSMEs. This study applied a quantitative approach involving hypothesis testing. Data distribution using an online questionnaire by researchers directly and in stages with the assistance of surveyors from the cooperative office; the number of data that met the criteria was 194 MSME respondents in Malang City. This study employed SEM-PLS analysis to examine the effect of government support as a moderating factor on the intention to adopt halal practices. This study found that government support does not moderate the intention in adopting halal practices, which is influenced by the following factors: consumer demand, and expected revenue. The findings of the direct influence that religiosity, consumer demand, expected revenue and government support affect the demand for adoption of halal practices.

**Keyword :** Government support, Small and medium enterprises, Halal practices.

#### ABSTRAK

*Tujuan penelitian untuk mengetahui peran moderasi dukungan pemerintah terhadap niat mengadopsi praktik halal yang dipengaruhi oleh faktor-faktor berikut: religiusitas, permintaan konsumen, dan pendapatan yang diharapkan pada UMKM. Dalam penelitian ini mengadopsi pendekatan kuantitatif dan uji hipotesis. Kemudian, data dikumpulkan melalui kuesioner online yang dilakukan oleh peneliti secara langsung dan bertahap dengan bantuan surveyor dari Dinas Koperasi; jumlah data yang memenuhi kriteria adalah 194 responden UMKM di Kota Malang. Untuk mengetahui pengaruh peran moderasi dukungan pemerintah terhadap minat mengadopsi praktik halal, penelitian ini menggunakan analisis SEM-PLS. Penelitian ini menemukan bahwa dukungan pemerintah tidak memoderasi minat UMKM dalam mengadopsi praktik halal, yang dipengaruhi oleh faktor-faktor berikut: permintaan konsumen, dan pendapatan yang diharapkan. Temuan pengaruh langsung bahwa religiusitas, permintaan konsumen, pendapatan yang diharapkan dan dukungan pemerintah mempengaruhi permintaan adopsi praktik halal.*

**Kata Kunci :** Dukungan Pemerintah, UMKM, Praktik Halal

## Introduction

Consumer understanding to use halal products increases over time, which ultimately makes MSMEs develop following consumer demand by implementing halal practices (Hakim, 2021), this brings a positive effect to MSMEs, as adopting halal practices enhances their performance (Salindal & Akmad, 2019). Consumers tend to prefer products with halal certification as a guarantee of halalness (Muslichah et al., 2020). Halal practices are not only about the halalness of the product but also about product quality and safety so they can provide trust to consumers. Halal practices have been demonstrated to bring advantages to consumers, regardless of whether they are Muslim or non-Muslim (Ambali & Bakar, 2014). According to prior research findings, non-Muslim consumers show a favorable attitude toward products with halal labeling (Aziz & Chok, 2013; Golnaz et al., 2010). They argue that the halal logo on a product signifies that it is safe and hygienic (Rezai et al., 2012).

Numerous studies have investigated the influence of adopting halal practices within the operations of MSME entrepreneurs. According to research by Ab Talib et al. (2017), halal certification influences business performance. Similarly, research by Santosa et al. (2022) explains that implementing halal practices positively affects financial performance. Another finding consistent with earlier research (Nordin et al., 2016) indicates that implementing halal certification benefits companies by enhancing consumer satisfaction and improving financial performance. Fitri et al., (2023) identified different research findings, concluding that the implementation of halal practices did not significantly influence MSME performance because they were carried out only to comply with government regulations that require food and beverage products to be labeled halal, not based on the wishes of the business actors themselves. Yusuf et al., (2016) stated that halal certification can increase sales in MSMEs and expand market coverage.

Currently, the development of MSMEs in Malang City is approximately 8,000 MSME actors (<https://malangkota.go.id/umkm-kota-malang/>). Not all MSMEs in Malang City have halal certificates. The challenges faced by MSMEs in adopting halal practices are also still low due to several obstacles that occur in the field related to regulations (Siaw & Rani, 2012), including certification costs, complex halal certification procedures (Maryati et al., 2016), limited dissemination of cross-regional standards and limited human resource capabilities (Prabowo et al., 2015).

Through the Cooperative Department and the Ministry of Religion, the government formed a special task force to provide services and assistance to MSMEs related to halal services. The government conducts socialization and supervision activities to ensure that products distributed in the community, particularly in the Malang area, meet halal standards.

The greater the government's support, the more favourable business actors will be in adopting Halal standards. Several researchers have identified factors that motivate businesses to implement halal practices. Research from Anam et al., (2021) concluded that religiosity shape the attitudes of entrepreneurs in managing their businesses. Silalahi et al., (2022a) argued that several factors, including religiosity, government support, consumer demand, expectations of high profits and competitiveness, influence halal practices in MSMEs. Furthermore, Margarena & Ikhwan Setiawan, (2022) concluded that government regulations could strengthen the relationship between perceived economic benefits and the

intention to obtain halal certification among MSMEs. However, this study reveals that government policies have not been able to maximize their efforts in encouraging MSME entrepreneurs to certify their products. Customer pressure is an external pressure that may influence the decision to adopt halal practices (Ngah et al., 2014).

Likewise, this study seeks to assess whether adopting halal practices can ensure improved performance for MSMEs, thereby encouraging business owners to promptly pursue halal certification. Therefore, government support plays an important role because government policies will influence companies to have an interest in adopting halal practices. This study specifically aims to analyze the influence of religiosity (RLG), consumer demand (COD), and expected revenue (ERE) on the intention to adopt halal practices (IAH), with government support (GSU) serving as a moderating variable for MSMEs in Malang City. From this, the following hypothesis is formulated:

H1: RLG strongly and positively influences the IAH.

H2: COD strongly and positively influences the IAH.

H3: ERE strongly and positively influences the IAH.

H4: GSU strongly and positively influences the IAH.

H5: The impact of COD on the IAH is moderated by GSU.

H6: The impact of ERE on the IAH is moderated by GSU.

## **Method**

This study applied a quantitative approach involving hypothesis testing. Data distribution using an online questionnaire by researchers directly and in stages with the assistance of surveyors from the cooperative office; the number of data that met the criteria was 194 MSMEs respondents in Malang. The selected respondents had the criteria of producing products required to obtain the government's halal certification, such as food, beverage, medicine, and cosmetic products. The research utilized structural equation modeling (SEM-PLS) to evaluate the connections among the constructs."

## **Result and Discussion**

This study involved a total of 194 respondents, all of whom produce items that necessitate halal certification. The respondents mostly produce food and beverage products (95.9%), followed by fashion (2.6%), and medicines and herbal (1.5%). The number of Muslim respondents are the most interested in adopting halal practices (96.9%), followed by non-Muslim respondents (3.1%). Furthermore, the length of business establishment is mostly 1-5 years (86.6%), followed by 6-10 years (9.3%), more than 11-15 years (2.6%), and length of business 16-20 years (1.5%). The majority of respondents are micro-scale MSMEs with 1-5 employees (97.9%) then small-scale businesses with 6-19 employees (2.1). Furthermore, the respondents comprise 75.8% without halal certification, while 24.2% have obtained halal certification.

Figure 1 Conceptual Framework

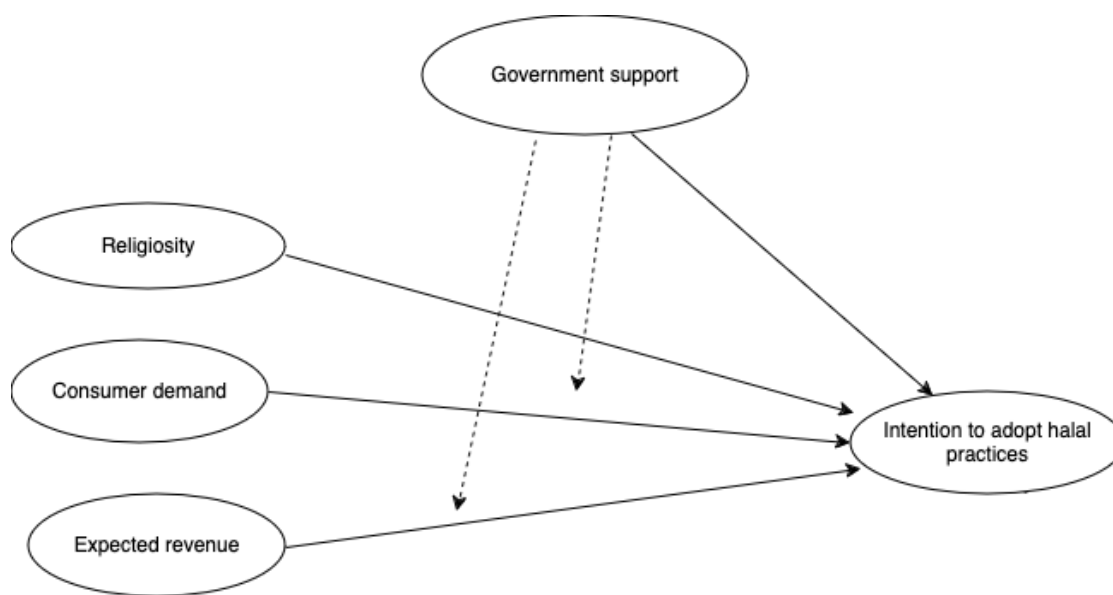


Table 1. FL, CR, & AVE

	Factor Loading	CR	AVE
Religiosity		0.761	0.516
RLG1	0.791		
RLG 3	0.643		
RLG 4	0.714		
Consumer Demand		0.926	0.757
COD1	0.831		
COD2	0.878		
COD3	0.888		
COD4	0.882		
Expected Revenue		0.836	0.629
ERE1	0.776		
ERE2	0.796		
ERE3	0.807		
Government Support		0.782	0.545
GSU2	0.776		
GSU3	0.685		
GSU4	0.750		
Intention to Adopt Halal		0.791	0.516
IAH1	0.815		
IAH2	0.664		
IAH3	0.757		

Source: Data processed by SmartPLS 4.0

In addition, discriminant validity was confirmed in this stud, as indicated by the results presented in Table 2. Discriminant validity in the results of this study was also achieved according to the Fornell-Larcker criteria. The Fornell-Lacrker Criterion table can be seen in Table 2.

**Table 2. Discriminant Validity**

Variable	COD	ERE	GSU	IAH	RLG
Consumer demand	0.870				
Expected revenue	0.240	0.793			
Government support	0.478	0.515	0.714		
Intention to adopting halal	0.468	0.475	0.643	0.748	
Religiosity	0.411	0.460	0.585	0.655	0.719

Source: Data processed by SmartPLS 4.0

Referring to the results shown in Table 3, IAH has a value of 0.542, which, according to Chin, (1988), is included in the moderate level. This explains that religiosity, consumer demand, expected revenue, and government support contribute to forming the variable intention to adopt halal by 54.2%.

**Table 3. Coefficients of Determinants**

	R Square	R Square Adjusted
Intention to adopt halal	0.557	0.542

Source: Data processed by SmartPLS 4.0

Hypothesis testing is by that suggested by Hair et al., (2010), employing a 5% significance level and a minimum t-statistic threshold of 1.96. A hypothesis is considered accepted if the t-statistic value is  $\geq 1.96$  and the p-value is  $\leq 0.05$ . The outcomes of the hypothesis tests are provided in Table 4.

**Table 4. Hypothesis Evaluation**

	Original Sample (O)	T Statistics	P Values	Hypothesis result
RLG-> IAH	0.403	5.242	0.000	Supported
COD -> IAH	0.206	2.892	0.004	Supported
ERE -> IAH	0.168	2.008	0.045	Supported
GSU -> IAH	0.175	2.421	0.016	Supported

The hypothesis testing results revealed that H1 to H4 (refer to Table 4) were accepted. From Table 5 above, it is proven that there is a positive and significant influence of RLG on IAH ( $\beta = 0.403$ ,  $t = 5.242$ ,  $p < 0.05$ ), followed by COD which has a significant influence on IAH ( $\beta = 0.206$ ,  $t = 2.892$ ,  $p < 0.05$ ), and ERE has a significant influence on IAH ( $\beta = 0.168$ ,  $t = 2.008$ ,  $p < 0.05$ ), and the results of GSU are proven to have a significant influence on IAH ( $\beta = 0.175$ ,  $t = 2.421$ ,  $p < 0.05$ )

**Table 5. Moderating analysis**

	Original Sample (O)	T Statistics	P Values	Hypothesis testing
Government support x Consumer demand -> Intention adopt halal	-0.002	0.023	0.982	Not Supported
Government support x Expected revenue -> Intention adopt halal	-0.037	0.484	0.628	Not Supported

The results of the hypothesis testing reveal that the moderating effects in H5 and H6 were not supported. This study found that government support does not moderate the intention

in adopting halal practices, which is influenced by the following factors: consumer demand, and expected revenue.

## Discussion

Silalahi et al., (2022b) propose that the positive influence of religiosity on intention to obtain halal certification is advantageous for the government in its role as a policymaker for halal obligations. The application of religiosity is strengthened by halal certification on their products. Halal certification is a business reputation building strategy (Kubota et al., 2016). These results correspond with the findings of Alfarizi, (2023), which state that the religiosity of MSME owners and the level of Islamic financial literacy plays an essential role in on the intention to obtain halal certification.

This study's findings suggest that consumer demand plays a key role in influencing MSMEs' intention to implement halal practices. This finding is in line with the results of Malik et al., (2019); Mutmainah, (2018), which indicate that greater awareness of halal products among consumers in Indonesia leads to increased consumer demand. However, this finding contradicts the results of (Silalahi et al., 2022b) and (Soesilawati & Yuliana, 2013) whose research suggests that consumer demand does not significantly influence the intention to implement halal practices. This is because the predominantly Muslim population tends to assume that the products they purchase are halal, even if the packaging does not display a halal logo. This belief results in reduced demand for halal-certified products, as the demand in predominantly Muslim areas is generally lower than in areas with a smaller Muslim population.

The results explain that expected revenue has a notable impact on the intention to obtain halal practice. This result aligns with the research conducted by Kubota et al., (2016) and Talib et al., (2017), which suggest that the intention to adopt halal practices can drive business growth. MSMEs with products that have halal certification will enhance the selling value of their products, particularly among Muslim consumers, and increase the expected revenue. This advantage is also explained by a study in (Perdana et al., 2018) that halal practices are a marketing strategy to enter a larger market.

This study concludes that government support plays a significant role in boosting MSMEs' intention to adopt halal practices. This research is supported by Silalahi et al., (2022b) that government support has impact on the intention to obtain the halal certification. Research (Dawam et al., 2023) also found that external factors such as government support significantly influence MSMEs' interest in pursuing halal certification. Government initiatives, such as mandatory halal certification, requiring halal compliance for operational permits, providing tax incentives for halal practices, and offering free halal certification, can significantly influence MSMEs' interest in obtaining halal certification. The government's efforts to motivate MSME actors to implement halal practices are evidenced by a self-declared halal certification program for MSME actors based on BPJPH Decision No. 33 of 2022, which concerns technical assistance for halal product processing and the determination of halal certification requirements.

This study found that government support does not moderate the intention in adopting halal practices, which is influenced by the following factors: consumer demand, and expected revenue. Government support must strengthen how business actors feel much-expected returns in influencing their decisions to adopt halal practices. The process of obtaining halal

certification has so far been an obstacle for some MSME actors in implementing halal certification (Maryati et al., 2016; Prabowo et al., 2015; Viverita et al., 2017). The halal certification process is considered a lengthy procedure by MSME business actors. However, the government has provided support by implementing a self-declare system that is free of charge at the beginning. However, if the halal certification period ends, M.S.M.E. actors must re-register their products to obtain a new halal certificate and are charged a fee for certificate extension. The majority of respondents are small businesses;. However, currently, halal certification registration is free of charge, if the halal certification period expires, MSME actors must be charged a fee for certificate extension. The results of this study (Giyanti et al., 2021) conclude that the motivation to get expected returns encourages producers to implement halal certification practices. However, knowledge and perception of certification procedures do not significantly affect the intention to carry out halal certification. This result differs from the findings (Margarena & Ikhwan Setiawan, 2022), showing that government support through Government policies strengthens the correlation between perceived economic benefits and halal certification intentions; however, the increase in government support has not been maximally encouraging MSME entrepreneurs to certify their products.

## **Conclusion**

This study concludes that religiosity, consumer demand, expected revenue and government support has a significant influence on MSMEs' intention to obtain halal practices. I among MSMEs. The findings suggest that religiosity plays a significant role in influencing the decision to adopt halal certification, supporting the idea that religious commitment can drive business decisions, especially in Muslim-majority markets. Consumer demand also significantly influences the adoption of halal practices, highlighting the increasing awareness and preference for halal products among Indonesian consumers. This demand aligns with the competitive advantages of halal-certified products, especially in domestic and global markets. Likewise, expected revenue was found to influence the intention to adopt halal practices significantly. The implementation of halal practices has many benefits for companies. Halal certification enhances product satisfaction and boosts financial performance, undoubtedly increasing expected revenue.

However, this study found that government support does not moderate the intention in adopting halal practices, which is influenced by the following factors: consumer demand, and expected revenue. This shows that the challenges in implementing and fulfilling halal standards still need to be improved. To strengthen the relationship between consumer demand and expected revenue in adopting halal practices, further steps are needed from the government to facilitate the certification process and provide more effective support to small business actors.

Through this research, we hope that Government support can provide support, especially for micro-scale MSMEs; the government can provide a free policy in processing to obtain halal certification, not only at the time of initial registration but can be valid for life as long as the MSME meets the halal stand set by the government. Hence, government efforts to enhance halal awareness, such as through frequent socialization, campaigns, and training programs, are essential. Furthermore, these activities can serve as platforms for inviting MSMEs that have successfully adopted halal practices to share their insights and experiences. Future research is expected to incorporate additional factors that can enhance

the impact of obtain the halal practices on MSMEs in Indonesia, with an emphasis on businesses operating on a larger scale.

## References

- Ab Talib, M. S., Abdul Hamid, A. B., & Ai Chin, T. (2015). Motivations and limitations in implementing Halal food certification: A Pareto analysis. *British Food Journal*, 117(11), 2664–2705. <https://doi.org/10.1108/BFJ-02-2015-0055>
- Ab Talib, M. S., Ai Chin, T., & Fischer, J. (2017). Linking Halal food certification and business performance. *British Food Journal*, 119(7), 1606–1618. <https://doi.org/10.1108/BFJ-01-2017-0019>
- Ahmad, A. N., Rahman, A. A., & Rahman, S. A. (2015). Assessing Knowledge and Religiosity on Consumer Behavior towards Halal Food and Cosmetic Products. *International Journal of Social Science and Humanity*, 5(1), 10–14. <https://doi.org/10.7763/IJSSH.2015.V5.413>
- Alfarizi, M. (2023). Kinerja Berkelanjutan UMKM Kuliner Indonesia dalam Praktik Standar Halal: Investigasi Kapabilitas Internal-Tekanan Eksternal Bisnis. *J-FINE JOURNAL OF FINANCE, BUSINESS AND ECONOMY*, 1(1), 21–55.
- 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>
- Anam, M. S., Mochlasin, M., Yulianti, W., Afisa, I., & Safitri, N. A. (2021). Pengaruh Sikap, Norma Subjektif, Religiusitas, Pengetahuan Kewirausahaan, dan Faktor Demografi terhadap Minat Berwirausaha. *Jurnal Ilmu Manajemen*, 9(4), 1369–1382. <https://doi.org/10.26740/jim.v9n4.p1369-1382>
- Aziz, Y. A., & 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>
- Azmi, F. R., Abdullah, A., Yahaya, S. H., Woźniak, M., & Purnomo, M. R. A. (2019). ADOPTION OF HALAL STANDARD IN MALAYSIAN FOOD INDUSTRY: A CASE OF SMALL AND MEDIUM ENTERPRISES. 13(3).
- Azmi, F. R., Musa, H., Sihombing, H., & Fen, F. S. (2018). Adoption Factors of Halal Standards: The Malaysian Perspectives. In N. Muhammad Hashim, N. N. Md Shariff, S. F. Mahamood, H. M. Fathullah Harun, M. S. Shahrudin, & A. Bhari (Eds.), *Proceedings of the 3rd International Halal Conference (INHAC 2016)* (pp. 315–329). Springer Singapore. [https://doi.org/10.1007/978-981-10-7257-4\\_29](https://doi.org/10.1007/978-981-10-7257-4_29)
- Chin, W. W. (1988). The partial least squares approach for structural equation modeling. In *Modern methods for business research* (pp. 295–336). Lawrence Erlbaum Associates Publishers.



- Chin, W. W. (1998). The partial least squares approach for structural equation modeling. *Modern Methods for Business Research*, 295–336.
- Dawam, K., Laela, S. F., Hendrasto, N., Rehman, H. M., & Hasan, M. K. (2023). Determinants of Micro and Small Enterprise's Interest to Participate in Self-Declare Halal Certification. *Journal of Digital Marketing and Halal Industry*, 5(1), 1–22. <https://doi.org/10.21580/jdmhi.2023.5.1.15041>
- Fitri, R., Sudarmiatin, S., & Zonna Lia, D. A. (2023). Urgency of Halal Certification on the Performance of MSMEs. *Journal of Economics, Finance and Management Studies*, 06(10), 1–9. <https://doi.org/10.47191/jefms/v6-i10-12>
- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.0*. Semarang: Universitas Diponegoro Semarang.
- Giyanti, I., Indrasari, A., Sutopo, W., & Liquiddanu, E. (2021). Halal standard implementation in food manufacturing SMEs: Its drivers and impact on performance. *Journal of Islamic Marketing*, 12(8), 1577–1602. <https://doi.org/10.1108/JIMA-11-2019-0243>
- Golnaz, R., Zainalabidin, M., Nasir, M., & Chiew, E. (2010). Non-Muslims' awareness of Halal principles and related food products in Malaysia. *International Food Research Journal*, 17, 667–674.
- Gursoy, D., Altinay, L., & Kenebayeva, A. (2017). Religiosity and entrepreneurship behaviours. *International Journal of Hospitality Management*, 67, 87–94. <https://doi.org/10.1016/j.ijhm.2017.08.005>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis. 7th Edition*. Pearson, New York.
- Hakim, L. (2021). Potensi UMKM Dalam Membangun Perekonomian Yang Terdampak Pandemi. *INSIGHT : Islamic Economy Bulletin*, 14–15.
- Haryono, S. (2017). *Metode SEM Untuk Penelitian Manajemen Amos Lisrel PLS*. <https://openlibrary.telkomuniversity.ac.id/pustaka/136193/metode-sem-untuk-penelitian-manajemen-amos-lisrel-pls.htm>
- Ishardini, C., Junaedi, D., & Salistia, F. (2022). Minat Beli Masyarakat Nonmuslim terhadap Produk Makanan Halal. *Reslaj: Religion Education Social Laa Roiba Journal*, 4(1), 14–35.
- Joseph F. Hair, Jr. ; G. T. M. H. C. M. R. M. S. (2021). A primer on partial least squares structural equation modeling (PLS-SEM)-Third Edition.
- Khalek, A. A. (2014). Young Consumers' Attitude towards Halal Food Outlets and JAKIM's Halal Certification in Malaysia. *Procedia - Social and Behavioral Sciences*, 121, 26–34. <https://doi.org/10.1016/j.sbspro.2014.01.1105>
- Kubota, S., Kono, H., & Chiba, T. (2016). Possibility of exporting halal-certificated food in Hokkaido, Japan: Acceptance by Malaysian consumers. *International Food and*

- Agribusiness Management Review, International Food and Agribusiness Management Association*, 20(3). <https://doi.org/10.22004/AG.ECON.264230>
- Malik, R. F., Hermawan, A., & Asnawi, Y. H. (2019). THE EFFECT OF HALAL AWARENESS, HALAL CERTIFICATION AND HALAL MARKETING TOWARD HALAL PURCHASE INTENTION OF FAST FOOD AMONG MUSLIM MILLENIALS GENERATION. *Russian Journal of Agricultural and Socio-Economic Sciences*, 90(6), 76–83. <https://doi.org/10.18551/rjoas.2019-06.11>
- Margarena, A. N., & Ikhwan Setiawan, A. (2022). THE EFFECT OF PERCEIVED VALUE OF ECONOMIC BENEFITS TOWARDS SMES HALAL CERTIFICATION INTENTION MODERATED BY GOVERNMENT POLICY REGULATION. *International Journal of Education and Social Science Research*, 05(02), 308–320. <https://doi.org/10.37500/IJESSR.2022.5219>
- Maryati, T., Syarief, R., Bogor Agricultural University, Hasbullah, R., & Bogor Agricultural University. (2016). Analisis Faktor Kendala dalam Pengajuan Sertifikat Halal. (Studi Kasus: Pelaku Usaha Mikro, Kecil dan Menengah Makanan Beku di Jabodetabek). *Jurnal Ilmu Produksi Dan Teknologi Hasil Peternakan*, 4(3), 364–371. <https://doi.org/10.29244/jipthp.4.3.364-371>
- Muslichah, M., Abdullah, R., & Abdul Razak, L. (2020). The effect of halal foods awareness on purchase decision with religiosity as a moderating variable: A study among university students in Brunei Darussalam. *Journal of Islamic Marketing*, 11(5), 1091–1104. <https://doi.org/10.1108/JIMA-09-2017-0102>
- Mutmainah, L. (2018). The Role of Religiosity, Halal Awareness, Halal Certification, and Food Ingredients on Purchase Intention of Halal Food. *Ihtifaz: Journal of Islamic Economics, Finance, and Banking*, 1(1), 33. <https://doi.org/10.12928/ijefb.v1i1.284>
- Ngah, A. H., Zainuddin, Y., & Thurasamy, R. (2014). Barriers and enablers in adopting Halal transportation services: A study of Malaysian Halal Manufacturers.
- Nordin, D., Husain, R., Yulia, A., Basar, S. A., & Salleh, M. F. (2016). THE EFFECT OF HALAL CERTIFICATION ON FINANCIAL PERFORMANCE OF HALAL FOOD COMPANIES IN MALAYSIA. *PROCEEDINGS OF UNISEL BESTARI RESEARCH PROJECTS (UBRP)*.
- Perdana, F. F. P., Jan, M. T., Altunişik, R., Jaswir, I., & Kartika, B. (2018). A RESEARCH FRAMEWORK OF THE HALAL CERTIFICATION ROLE IN PURCHASE INTENTION OF MUSLIM CONSUMERS ON THE FOOD PRODUCTS FROM MUSLIM MAJORITY COUNTRIES IN THE MIDDLE EAST AND NORTH AFRICA. *International Journal Of Modern Trends in Business Research*, 1(2), 15–28.
- Prabowo, S., Abd Rahman, A., Ab Rahman, S., & Samah, A. A. (2015). Revealing factors hindering halal certification in East Kalimantan Indonesia. *Journal of Islamic Marketing*, 6(2), 268–291. <https://doi.org/10.1108/JIMA-05-2014-0040>
- Rezai, G., Mohamed, Z., & Nasir Shamsudin, M. (2012). Non-Muslim consumers' understanding of Halal principles in Malaysia. *Journal of Islamic Marketing*, 3(1), 35–46. <https://doi.org/10.1108/17590831211206572>

- Salindal, & Akmad, N. (2019). Halal certification compliance and its effects on companies' innovative and market performance. *Journal of Islamic Marketing*, 10(2), 589–605. <https://doi.org/10.1108/JIMA-04-2018-0080>
- Santosa, C. W., Fahma, F., & Damayanti, R. W. (2022). Effect of Halal Certification on Logistic Performance and Financial Performance. *Jurnal Teknik Industri*, 24(2), 117–128. <https://doi.org/10.9744/jti.24.2.117-128>
- Shariff, S. M., & Lah, N. A. A. (2014). Halal Certification on Chocolate Products: A Case Study. *Procedia - Social and Behavioral Sciences*, 121, 104–112. <https://doi.org/10.1016/j.sbspro.2014.01.1112>
- Siaw, C.-L., & Rani, N. S. A. (2012). A Critical Review on the Regulatory and Legislation Challenges Faced by Halal Start-up SMEs Food Manufacturers in Malaysia. *Procedia - Social and Behavioral Sciences*, 57, 541–548. <https://doi.org/10.1016/j.sbspro.2012.09.1222>
- Silalahi, S. A. F., Fachrurazi, F., & Fahham, A. M. (2022a). Factors affecting intention to adopt halal practices: Case study of Indonesian small and medium enterprises. *Journal of Islamic Marketing*, 13(6), 1244–1263. <https://doi.org/10.1108/JIMA-05-2020-0152>
- Silalahi, S. A. F., Fachrurazi, F., & Fahham, A. M. (2022b). Factors affecting intention to adopt halal practices: Case study of Indonesian small and medium enterprises. *Journal of Islamic Marketing*, 13(6), 1244–1263. <https://doi.org/10.1108/JIMA-05-2020-0152>
- Singh, R. K., Garg, S. K., & Deshmukh, S. G. (2008). Strategy development by SMEs for competitiveness: A review. *Benchmarking: An International Journal*, 15(5), 525–547. <https://doi.org/10.1108/14635770810903132>
- Soesilawati, E. S., & Yuliana, C. I. (2013). A comparison of consumers' behavior in Muslim majority and minority areas. *Jurnal Ekonomi Dan Pembangunan*, 21(2), 167–178.
- Straub, D. W. (1989). Validating Instruments in MIS Research. *MIS Quarterly*, 13(2), 147–169.
- Talib, M., Chin, T. A., & Fischer, J. (2017). Linking halal food certification and business performance. *British Food Journal*, 119(7), 1606–1618.
- Viverita, Kusumastuti, R. D., & Rachmawati, R. (2017). Motives and Challenges of Small Businesses for Halal Certification: The Case of Indonesia. *World Journal of Social Sciences*, 7(1), 136–146.
- Yusuf, A. H., Shukor, S. A., & Bustamam, U. S. A. (2016). Halal Certification vs Business Growth of Food Industry in Malaysia. *Journal of Economics, Business and Management*, 4(3), 247–.
- Zailani, S., Kanapathy, K., Iranmanesh, M., & Tieman, M. (2015). Drivers of halal orientation strategy among halal food firms. *British Food Journal*, 117(8), 2143–2160. <https://doi.org/10.1108/BFJ-01-2015-0027>