

BUILDING CONSUMER TRUST THROUGH HALAL CERTIFICATION AND DIGITAL MARKETING: EVIDENCE FROM CULINARY MSMEs IN TANGERANG

NINING PURWANINGSIH¹, ENENG WILIANA², HENDRA GALUH FEBRIANTO³, NANDAN LIMAKRISNA⁴, LIZA NORA⁵

^{1,2,3} UNIVERSITAS MUHAMMADIYAH TANGERANG, INDONESIA

⁴ UNIVERSITAS PERSADA INDONESIA Y.A.I., INDONESIA

⁵ UNIVERSITAS MUHAMMADIYAH JAKARTA, INDONESIA

EMAIL : nining@umt.ac.id, nengwili.umd@gmail.com, hendra@umt.ac.id, amarta.nandan@gmail.com, liza.nora@umj.ac.id

Abstract: This study examines the role of halal certification and digital marketing in enhancing consumer trust and its subsequent impact on the performance of culinary micro, small, and medium enterprises (MSMEs) in Tangerang City, Indonesia—a region with a predominantly Muslim consumer base. A quantitative approach was employed, utilizing Structural Equation Modeling (SEM), and the analysis was conducted via LISREL software. Data were collected from 100 consumers of halal-certified culinary MSMEs through structured questionnaires. The results indicate that halal certification has a significant positive effect on consumer trust, underscoring its role as a key signal of product legitimacy and religious compliance. Digital marketing also positively influences consumer trust, though to a lesser extent. Notably, consumer trust serves as a potent mediator between halal certification, digital marketing, and the performance of MSMEs. In contrast, the direct effects of halal certification and digital marketing on business performance are weak and statistically insignificant, highlighting the centrality of trust as a mediating mechanism. The findings suggest that MSMEs should strategically integrate halal certification with digital marketing efforts to communicate halal assurance and build long-term consumer loyalty effectively. This study contributes to the growing literature on halal consumption by empirically validating the mediating role of consumer trust in the relationship between certification, digital engagement, and business performance, particularly within an urban Indonesian context where halal adoption is still in its early stages of development.

Keywords: Halal certification; Digital marketing; Consumer trust; MSME performance; Structural equation modeling.

INTRODUCTION

MSMEs (Micro, Small, and Medium Enterprises) play a crucial role in the structure of the Indonesian economy. According to Law No. 20 of 2008 (Year, 2008), MSMEs are productive businesses that can absorb labor, increase community income, and support local economic growth. (Tambunan, 2012) In Tangerang City, culinary MSMEs are proliferating in response to the growing demand for ready-to-eat food, snacks, and other culinary products. (Sundari & Sulistyowarni, 2022), (Aini et al., 2023). However, in the face of the era of global competition and digital transformation, culinary MSMEs face significant challenges, especially in increasing consumer confidence and strengthening business performance. (Purwaningsih & Wiliana, 2024)

One of the main challenges is related to the halal aspect of products, which is of significant concern (Kusumaningtyas et al., 2024), considering that Indonesia is a country with the largest Muslim population in the world. (Diyah et al., 2022) The majority of Indonesians are very concerned about the halalness of the products they consume. (Muhammad Imaaduddin, 2024) (Bashir et al., 2018) (Utami & Genoveva, 2020) In line with this, the Indonesian government issued Law No. 33 of 2014 concerning Halal Product Assurance (JPH), which mandates halal certification obligations for all food and beverage products circulating on the market. This certification is now organized by the Halal Product Assurance Agency (BPJPH) under the Ministry of Religious Affairs, replacing the previous role of the Indonesian Ulema Council (MUI). (Badan et al., 2023) (Fatwa & Indonesia, 2022) (Year, 2014)

Halal certification is a crucial factor in shaping the purchasing behavior of Muslim consumers. Studies by Audina (2022) show that halal labels significantly enhance consumer trust and quality perception of food products, especially in Muslim-majority countries. (Harmen et al., 2024) This is reinforced by Maarif & Cahyoningtyas (2025), who state that the religious values inherent in halal labels play a role in shaping customer loyalty and increasing purchase intent.

Halal certification also enhances brand trust and image, as found in a study by Tieman (2011) of Southeast Asian consumers. Halal labels not only indicate legal and religious compliance but are also considered a symbol of ensuring product safety, cleanliness, and integrity.

In this context, culinary MSMEs in Tangerang City, which are one of the drivers of the local economy, have a strategic role in building consumer trust. (Mavilinda et al., 2021) Halal labels are not only a form of compliance with Sharia rules, but also an important factor in shaping positive perceptions and consumer loyalty to a product. (Kusuma et al., 2023) (Kusmayadi, 2024) This aligns with Sharia economic principles that prioritize honesty, fairness, and security in transactions. (Hariani et al., 2024).

However, in practice, many MSME actors lack an adequate understanding and access to the halal certification process. (Handayani et al., 2022) A lack of awareness and information about the importance of halal, especially in the food and beverage sector that utilizes critical raw materials, is one of the main obstacles. Therefore, assistance and education for MSME actors are needed so that the certification process is not only an administrative obligation, but also part of a religious commitment and competitiveness improvement strategy (Alam et al., 2011) (Al-Bara, 2018).

On the other hand, technological developments also open up new opportunities through digital marketing as a strategic tool for promotion and market penetration, expanding market reach, and strengthening consumer relationships. (Popescu et al., 2024) The use of social media, such as Instagram and Facebook, as well as other digital platforms, has been proven to increase sales volume, expand market reach, and strengthen communication between MSMEs and their consumers. (Pricopoaia et al., 2022) Research by Anugrah et al. indicates that the use of Instagram has a significant positive impact on the sales performance of MSMEs. (Nuseir & El, 2022) Research by Amelia et al. (2025) (Alfi Hasanah^{1,a}), Billy Boazter Sebastian Siregar², Hasyid Ahmad Wicaksono², and Luthfi Sya'baniyah states that social media plays a role in creating consumer engagement and increasing trust through interactive content and product value visualization, including halal certification. Meanwhile, a study by Elysa Anastasya, Jihan Salsabilla, Siti Komariah, and Moeljadi (2022) confirms that digital marketing significantly contributes to the growth of MSMEs through wider market access and cost-efficient promotion. For culinary MSMEs, especially in densely populated cities such as Tangerang, this presents an excellent opportunity to reach a more religious and quality-conscious market segment. (Muhammad et al., 2023).

Considering the condition of Tangerang City as a buffer city for the capital, with a large and diverse population, the optimization of halal certification and digital marketing is a crucial combination to encourage the progress of culinary MSMEs. (Kalbarini, 2022) Consumer trust can be established through legal compliance and halal assurance, while reach and interaction with consumers can be enhanced through digital media. (Syam & Hafid, 2025). These two approaches not only support business growth but also contribute to achieving sustainable Sharia economic goals. (Muntholip et al., 2025).

Furthermore, research by Ahmad Hendra Rofiullah and Hasbi Ash Shiddiqi (2024) emphasizes that the level of awareness among MSME actors regarding halal certification is still relatively low, despite the certification's potential to improve business image, market trust, and even people's purchasing power. (Maulana, 2022) This indicates that halal certification is not only a legal obligation (Law No. 33 of 2014) but also a strategic marketing tool that can enhance competitive advantage in an increasingly religious and quality-conscious market. (Mei et al., 2024) However, the halal certification process is often considered complicated and expensive by MSME actors. Obstacles such as a lack of information, inadequate mentoring (Mutamimah et al., 2023), and limited access to certification institutions are real challenges. Therefore, a more proactive approach from various parties is needed to bridge this need. (Heri Pratiko^A, Yuli Agustina^B, 2023) (Alfarizi, 2023) (Maksudi et al., 2023)

At the same time, digital marketing has proven to be a practical approach in supporting the growth of MSMEs in the era of information technology. (Anugrah et al., 2023) found that implementing digital marketing strategies through Instagram has a significant influence on increasing MSME sales. This demonstrates that social media is not only a communication tool but also a means of enhancing brand strength and competitiveness. (Raisa Fitri, Anastasia Ayu, 2024)

Digital marketing allows MSME actors to convey product messages in a more personal, visual, and interactive way. Through Instagram, business actors can display product photos, customer testimonials, production processes, and evidence of halal certification in real-time. (T. Lestari et al., 2024) This approach enables the formation of an emotional connection between the product and the consumer, thereby strengthening the perception of trust in product quality and integrity. (Katuk et al., 2020)

The combination of halal legality and the power of digital marketing is a strong dual strategy. (Qodir & Muhim, 2024) Found that the integration of halal messaging in digital campaigns significantly increases the perception of Muslim consumer trust and loyalty. Products that convey the transparency of the halal process through social media are more easily accepted and trusted by consumers. Research by Sulaiman et al. (2020) and Erna Soriana Imaningsih (2022) also supports the notion that the presence of halal certification in digital content enhances product positioning in the Sharia market and contributes to increasing the turnover of MSMEs.

Therefore, the combination of halal certification, which serves as a form of legality and religious value, and digital marketing, a modern promotional tool, has great potential in increasing consumer trust and enhancing the performance of culinary MSME businesses. (E. P. Lestari et al., 2024) However, facts on the ground show that many MSME actors in Tangerang City have not optimized the two strategies in an integrated manner. There is still a gap in understanding, limited access to technology, and the lack of an integrated education model that can help MSME actors adopt these two approaches as a unified business system. (Jatmiko et al., 2024)

This research has novelty compared to previous studies with similar themes. Some previous studies are as follows: research by Zakaria et al. (2016) states that halal certification for MSME products can increase consumer interest

and influence purchase decisions, ultimately leading to higher sales revenue. (Khairunnisa et al., 2020) stated that halal certification can affect the increase in MSME turnover in Bogor City. (Khairunnisa et al., 2020) (Alfi Hasanah1, a), Billy Billy Boazter Sebastian Siregar2, Hasyid Ahmad Wicaksono2, Luthfi Sya'baniyah3, 2022) stated that the interest of salt business actors in obtaining halal certification for their products. (Kalbarini, 2022) stated that halal certification has a positive impact on sales growth and an increase in consumer trust among Maha Bakery business actors in Pontianak. (Nukeriana, 2004) stated that the implementation of halal certificates in the city of Bengkulu for food producers and the fostering of consumer awareness have been carried out. Armiani and Basuki (2021) stated that halal-certified food products are a marketing strategy that affects the increase in sales to MSMEs in West Nusa Tenggara. Research by E. P. Lestari et al. (2024) identified that consumer trust serves as a mediating variable, playing a crucial role in linking halal attributes and marketing activities to MSME business performance.

In the SEM model, consumer trust is proven to be a significant indirect influence on increased revenue and customer loyalty. Thus, this research is both relevant and urgent to be carried out to examine how the optimization of halal certification and digital marketing can be effectively synergized, as well as how both contribute to increasing consumer confidence and enhancing the performance of culinary MSMEs in Tangerang City. Furthermore, the results of this research are expected to provide strategic recommendations for local governments, certification bodies, and MSME actors in building a competitive, ethical, and highly competitive culinary business ecosystem amid the dynamics of the digital market and the increasingly selective demands of the Muslim community.

METHOD

This study uses a quantitative approach using the SEM research method with software using LISREL. This research involves MSME owners engaged in the culinary business in Tangerang City. The population in this study is consumers of culinary MSME products in Tangerang City, with sampling carried out through purposive sampling techniques, which are selecting respondents based on certain criteria that are relevant to the purpose of the study. The number of samples used was 100 respondents, the feasibility criteria of the analysis using Structural Equation Modeling (SEM). The data used is primary data obtained directly from respondents through questionnaires. The questionnaire used in this study uses the Likert scale as a measuring tool.

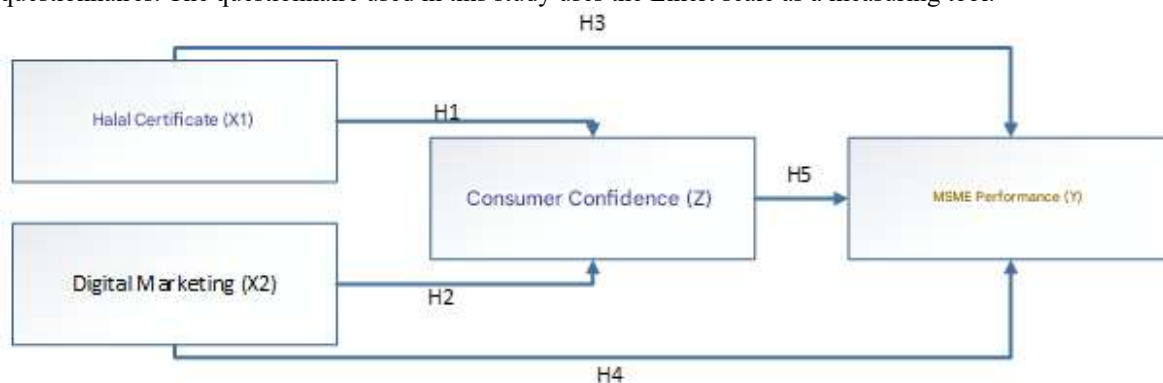


Figure 1 Research Models and Hypotheses

Hypotheses

Halal certification is not only a label, but can show that the product has gone through a process that prioritizes cleanliness, safety and trust. Products that are halal certified tend to be more trusted by Muslim consumers, thus building stronger trust. Consumers who believe in halal-certified products spend more time consuming them, (Syam & Hafid, 2025). Trust in halal products is built through halal certification, (E. P. Lestari et al., 2024), consumer trust is relevant to halal product purchasing behavior, (Sulaiman et al., 2020). Concluding that halal certification affects consumer confidence. Based on the variable relationships described, the hypothesis in this study is

H1: Halal Certification has a positive and significant influence on consumer trust

Effective digital marketing can build consumer trust in brands and products. Research (Comanoiu & Farooq, 2024), states that the importance of e-commerce builds consumer trust. The results of the study (A. C. E. Putri et al., 2024) state that if digital marketing affects customer trust, the hypothesis in this study can be formulated as follows:

H2 : Digital Marketing has a positive and significant influence on consumer trust

Halal certification can influence purchasing decisions and can improve the performance of business actors; in this case, it is an increase in sales and competitiveness. Halal certification makes a high contribution to improving the performance of MSMEs, (R. Putri, 2024). Halal certification gains consumer trust and ultimately increases market share and has an impact on improving business. (Raisa Fitri, Anastasia Ayu, 2024) The importance of halal

certification in encouraging the improvement of MSME performance, (Alfarizi, 2023) Halal certification affects MSME Performance, (Jatmiko et al., 2024). Based on previous theories and research, the hypotheses built are:

H3 : Halal certificates have a positive and significant influence on the performance of MSMEs

Digital marketing is most effective in marketing businesses because it can provide market information on a larger scale (Pricopoaia et al., 2022). Digital marketing replaces traditional marketing and has a significant impact on global marketing. (Nuseir & El, 2022). Research (Popescu et al., 2024) found that digital marketing has a significant impact on business performance, in line with research (Muhammad Razie Effendi, Risydi Abubakar, 2022) stating that digital marketing affects the performance of MSMEs. However, research (Chusumastuti et al., 2023) found that the direct influence of digital marketing on business performance is very small. Based on previous theories and research, the hypotheses built are:

H4: Digital marketing has a significant influence on the performance of MSMEs

Consumer trust is important to build long-term relationships between business actors and customers. Consumer trust can be established by having halal certification for business actors and using digital marketing as a means of promotion to customers. In this study, the hypothesis can be formulated:

H5: Consumer Trust has a positive and significant influence on the performance of MSMEs

RESULTS AND DISCUSSION

Result

The results of the data analysis revealed several key findings regarding the characteristics of micro, small and medium enterprises (MSMEs) and their owners. In terms of MSME characteristics, it was observed that the type of food business was more predominant, namely as many as 85 respondents representing 85%. Followed by annual turnover, turnover of less than 2 billion per year as many as 81 respondents (81%) entered the micro business category while those who entered the small business category with an annual turnover of more than 2 billion were 19 respondents (19%). Next, businesses that already have halal certificates are 48 respondents (48%), while 22 respondents (22%) are in the certification process, and 30 respondents (30%) do not have halal certification. This indicates that there are still one-third of business actors who have not been involved in the halal certification process. This can be caused by a lack of information, a lack of understanding of the benefits of halal certification, or other obstacles such as the cost and access of certification services. For the category of digital marketing use, on average, business actors have used digital marketing media, namely 70 respondents (70%) and those who still do not use as many as 30 respondents (30%). Judging from the length of time they have had a business, it shows that the average business that has been pioneered for more than one year, namely 67 respondents (67%) and 33 respondents (33%) are still classified as new in the category of starting their business.

Overall, the data analysis provides valuable insights into the characteristics of MSMEs in the Tangerang City area. These findings can be the basis for further research and the development of targeted strategies to support and improve the MSME sector in Tangerang City.

Data Analysis

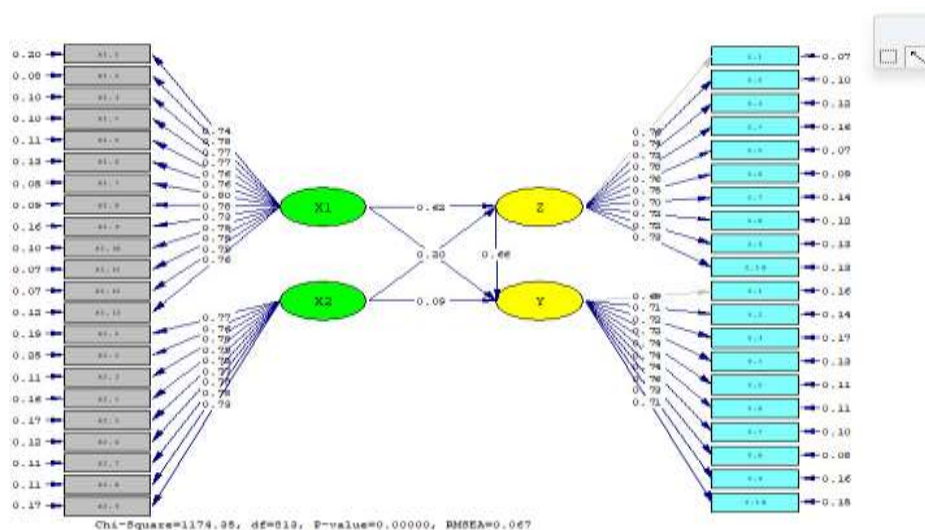


Figure 2 : Structural Model Bootstrapping Results

Validitas Convergence

Table 1 Average Variance Extracted (AVE)

Variable	AVE
Halal Certification	0.543
Digital Marketing	0.632
Consumer Trust	0.580
MSME Performance	0.550

Based on Table 1, the Average Variance Extracted (AVE) value for all constructs or variables can be observed. All AVE values > 0.5 meaning that convergent validity is met for the entire latent construct.

DISCRIMINATORY VALIDITY

Table 2 Discriminating Validity (cross Loading)

Variabel	Halal Certification (SH)	Digital Marketing (DM)	Consumer Trust (KC)	Performance of MSMEs (KU)
Halal Certification (SH)	0.824			
Digital Marketing (DM)	0.512	0.849		
Consumer Trust (KC)	0.437	0.583	0.866	
Performance of MSMEs (KU)	0.468	0.546	0.671	0.831

Based on table 2 all indicators have a loading factor value above 0.70, which indicates that each indicator has good convergent validity to its construct. Since each indicator also shows the highest load on the corresponding construct, the discriminant validity is met.

Reliability Test

Table 3 Composite Reliability

Variable	Number of Indicators	Composite Reliability (CR)	Information
X1 – Halal Certification	13	0.955	Reliabel
X2 – Digital Marketing	7	0.931	Reliabel
Z – Consumer Trust	7	0.929	Reliabel
Y – MSME Performance	10	0.942	Reliabel

Based on Table 3 above, the Cronbach value for all constructs shows a satisfactory level of reliability, as it meets the criteria of good reliability. In addition, the reliability value of composites further emphasizes the reliability of the construct.

Coefficient of determination (R-squared)

Table 4 Coefficient of Determination (R2)

Variable endogenous	Exogenous Variables Affecting	R ² (Coefficient of Determination)	Interpretasi
Z (Consumer Trust)	X1 (Halal Certification), X2 (Digital Marketing)	0.62	62% variation in Consumer Trust is explained by Halal Certification and Digital Marketing
Y (MSME Performance)	X1, X2, Z (Consumer Trust)	0.66	66% of MSME Performance Variations are explained by Halal Certification, Digital Marketing, and Consumer Trust

Table 4 presents the R-square test value for the halal certification variable and digital marketing together explaining the 62% variability of consumer confidence. Meanwhile, the variables of halal certification, digital marketing and consumer trust together explain 66% of the variability of MSME performance.

Model Fit Test

Table 5 Goodness of Fit Model SEM

No.	Indeks Goodness of Fit	Value
1	Chi-Square	1174.35
2	Degrees of Freedom (df)	813
3	P-Value	0.00000
4	RMSEA (Root Mean Square Error of Approximation)	0.067

Table 5 presents a chi-square value ($p < 0.05$) theoretically does not show an unfit model but the RMSEA value shows 0.067, indicating that the model is in the good fit category because it is below <0.08 .

Hypothesis Test Results

Table 6 Value of Cophysin Pathway

Jalur	Path Coefficients	Standard Deviation	T-Statistics	P-Value	Information
X1 → Z	0.62	0.088	7.09	< 0.001	Significant
X2 → Z	0.34	0.078	4.30	< 0.001	Significant
Z → Y	0.66	0.12	5.45	< 0.001	Significant
X1 → Y	0.20	0.10	1.94	0.052	Close to significant ($\alpha \approx 0.05$)
X2 → Y	0.091	0.082	1.11	0.266	Insignificant

DISCUSSION

1. Halal certification against consumer trust

The results of the hypothesis test show that there is a significant positive influence of halal certificates on consumer confidence with a p-value of 0.001. This shows that the legality of the product is able to increase the perception of trust from the consumer side, this finding is in line with previous research conducted by (Aziz & Vui, 2015). (Teng et al., 2014), (Aniza et al., 2017) which stated that halal certification plays an important role in building consumer trust, which then has an impact on buying interest, but there are several research results (Fuadati & Amanah, 2025) that personal beliefs and social norms are more dominant in forming trust than halal labels. Similarly, (Visca Mirza Vristiyana, n.d.) It shows that knowledge and religiosity play a role more in consumer trust in halal products than formal certification itself.

2. Digital marketing to consumer trust

The results of the hypothesis test show that there is a significant positive influence of digital marketing on consumer trust with a p-value of 0.001. This suggests that digital promotion strategies show that they are able to increase consumer trust. These findings are in line with the results of the study (Singh & Sarigam, 2025), which states that Interaction through digital marketing on social media (especially reviews, forums, and recommendations) significantly increases consumer trust in brands. Meanwhile, the results of the study (Wijaya, 2024) state that digital marketing content that is not authentic or too sales-oriented does not foster trust, and can even have a negative impact on brand trust.

3. Consumer trust in the performance of MSMEs

The results of the hypothesis test show that consumer trust shows a significant influence on the performance of MSMEs with a p-value of 0.001. This finding is in line with the results of the study (Kader et al., 2024), which states that consumer trust has been proven to play a significant mediator in the relationship between product innovation, distribution, and digital marketing strategies and MSME marketing performance. (Camelia et al., 2024) states that consumer trust significantly affects consumer satisfaction, which is indirectly important for the performance of culinary MSME management.

4. Halal certificate for MSME performance

The results of the hypothesis test that halal certificates have an effect on the performance of MSMEs even though the effect is very small can be seen from the p-value of 0.052. The findings of the study results (Kalbarini, 2022) that halal certification increases consumer confidence and sales growth, which has an impact on overall business performance. Meanwhile, the results of the study (Mukhammad Jauhari Silmi1, 2025) found that products with halal certification that are well communicated have an impact on increasing consumer trust and loyalty, which strengthens the long-term performance of MSMEs

5. Digital Marketing on MSME Performance

The results of the hypothesis test that digital marketing does not have a significant influence, judging from the p-value of $0.266 > 0.05$, this hypothesis is contrary to the results of the study (Cindy, 2025) with the findings that

digital marketing promotes brand awareness and brand trust, which leads to an increase in small business performance.

From the table of the coefficient value of the pathway, it can be concluded that these results show that halal certification is the dominant factor that builds consumer trust, and this trust is an important link towards improving the performance of MSMEs. Meanwhile, digital marketing has a weaker influence directly or indirectly, which indicates that digital marketing is more effective when used as a trust-strengthening medium, not as the main tool for improving performance. These findings are consistent with the principles of sharia economics, where the legality and halalness of products are the main foundation of the Muslim community's beliefs. Digital marketing is still important, but it should be directed to communicate halal aspects, ethical values, and business transparency, so that consumer trust and loyalty are formed naturally.

CONCLUSION

This study examines the influence of halal certification and digital marketing on consumer trust and business performance among micro, small, and medium enterprises (MSMEs) in Tangerang City, Indonesia, with consumer trust serving as a mediating variable. Based on data collected from a sample of 100 MSMEs, the findings reveal that halal certification exerts a strong and significant positive effect on consumer trust. This underscores the critical role of halal assurance in shaping consumer confidence, particularly among Muslim consumers who prioritize religious compliance in their purchasing decisions.

In addition, digital marketing demonstrates a positive, albeit moderate, impact on both consumer trust and business performance. While its direct effect is less pronounced than that of halal certification, digital marketing contributes to enhanced market reach, brand visibility, and customer engagement key elements for business growth in the digital era.

Most notably, consumer trust functions as a significant mediator in the relationship between both halal certification and digital marketing, and business performance. Although the direct effects of halal certification and digital marketing on performance are relatively weak, their indirect effects through consumer trust are substantially stronger and statistically significant. This highlights that consumer trust acts as a crucial psychological and behavioral bridge through which certification and digital strategies translate into improved business outcomes.

Nonetheless, this study has several limitations. First, the sample is confined to MSMEs in Tangerang City, where halal certification adoption remains low, potentially limiting the generalizability of the findings. Second, there is a scarcity of existing academic literature integrating halal certification, digital marketing, and consumer trust in the context of MSMEs, which constrains theoretical comparison and development.

Future research should expand the geographical scope to include more diverse urban and rural settings, incorporate additional variables such as product quality, pricing strategy, or digital literacy, and adopt longitudinal designs to capture dynamic changes over time. From a practical standpoint, the findings suggest that MSMEs should adopt an integrated strategy combining formal halal certification with effective digital marketing efforts while prioritizing the development of consumer trust as a central driver of sustainable business performance.

Acknowledgments

I want to express my sincere gratitude to the Ministry of Education, Culture, Research, and Technology for the research grants it has provided. This grant is highly beneficial for the implementation of my research project, titled "Building Consumer Trust Through Halal Certification And Digital Marketing: Evidence From Culinary Msme In Tangerang." This support is a significant boost for the development of science and academic contributions in the fields of MSMEs.

REFERENCES

- Ahmad Hendra Rofiullah, Hasbi Ash Shiddiqi, A. S. (2024). Esa vol 6 no 1 2024 februari. *Jurnal Kajian Ekonomi Syariah*, 6(1), 11–22.
- Aini, L. N., Santoso, 2Fuji, & Khirdany, 3Elvin Nury. (2023). Currency : Currency : *Jurnal Ekonomi Dan Perbankan Syariah*, 02.
- Al-Bara, R. N. (2018). Analisis Pengaruh Label Halal Pada Produk Makanan Terhadap Keputusan Pembelian Konsumen Masyarakat Kota Medan Universitas. *Jurnal Agama Dan Pendidikan Islam*, 9950(December), 227–248.
- Alam, S. S., Mohd, R., & Kamaruddin, B. H. (2011). *Is religiosity an important determinant on Muslim consumer behaviour in Malaysia ? March*. <https://doi.org/10.1108/17590831111115268>
- Alfarizi, M. (2023). PERAN SERTIFIKASI HALAL DAN KEPATUHAN PRAKTIK HALAL TERHADAP KINERJA BISNIS BERKELANJUTAN : INVESTIGASI PEMODELAN EMPIRIS SEKTOR UMKM THE ROLE OF HALAL CERTIFICATION AND COMPLIANCE OF HALAL PRACTICES TO SUSTAINABLE BUSINESS PERFORMANCE : INVESTIGATION OF. 22(1), 93–116. <https://doi.org/https://doi.org/10.32488/harmoni.v1i22.654>
- Alfi Hasanah1,a), Billy Billy Boazter Sebastian Siregar2, Hasyid Ahmad Wicaksono2, Luthfi Sya'baniyah3, Z. A. (2022). MELALUI PENGENALAN SERTIFIKASI HALAL. *Indonesian Journal of Halal*, 4(2), 67–

- 70.
- Amelia, F. C., Suryasuciramadhan, A., Choirunnissa, I., Jl, A., Serang, R., No, K. M., Jaya, K. C., & Serang, K. (2025). Pemanfaatan Media Sosial Instagram dalam Membangun Brand Image Wardah sebagai Produk Kosmetik Halal di Indonesia Universitas Bina Bangsa , Indonesia Pemanfaatan Media Sosial Instagram dalam Membangun Brand Image Wardah sebagai Produk keinginan semata , me. *Jurnal Riset Rumpun Ilmu Sosial, Politik Dan Humaniora*, 4(April). <https://doi.org/https://doi.org/10.55606/jurrish.v4i2.4876>
- Aniza, N., Jusoh, Q., & Kepal, N. (2017). *2013 Selecting Halal Food : A Comparative Study Of The Muslim And Non Muslim Malaysian Student Consumer*. June.
- Anugrah, M. D., Oktarini, K. W., Oktarida, A., & Firmansyah, F. (2023). PENINGKATAN KINERJA UMKM MELALUI DIGITAL MARKETING. In *Jurnal Daya Saing* (Vol. 9, Issue 2, pp. 548–554). Komunitas Manajemen Kompetitif. <https://doi.org/10.35446/dayasaing.v9i2.1353>
- Armiani, B Basuki, S. N. (2021). 1 , 2 , 3. *Prosiding Seminar STIAMI*, 8(1), 22–27.
- Audina, N. (2022). *How Consumer Trust Moderating Effect on Purchase Intention of Halal Food Product ?* 10(7), 161-173. file:///C:/Users/Eneng Wiliana/Downloads/ABR-12616 (1).pdf
- Aziz, Y. A., & Vui, C. N. (2015). *Journal of International Food & 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*. January 2013. <https://doi.org/10.1080/08974438.2013.723997>
- Badan, K., Jaminan, P., & Halal, P. (2023). *BPJPH*.
- Bashir, A. M., Bayat, A., Olutuase, S. O., Ariff, Z., & Latiff, A. (2018). Factors affecting consumers ' intention towards purchasing halal food in South Africa : a structural equation modelling. *Journal of Food Products Marketing*, 00(00), 1–23. <https://doi.org/10.1080/10454446.2018.1452813>
- Camelia, I., Achmad, L. I., Ainulyaqin, M. H., & Edy, S. (2024). *Analisis Peran Sertifikasi Halal pada Bisnis UMKM Kabupaten Bekasi*. 10(02), 1474–1484.
- Chusumastuti, D., Zulfikri, A., & Rukmana, A. Y. (2023). Pengaruh Digital Marketing dan Kompetensi Wirausaha Terhadap Kinerja Pemasaran (Studi ada UMKM di Jawa Barat). In *Jurnal Bisnis dan Manajemen West Science* (Vol. 2, Issue 2, pp. 22–32). PT. Sanskara Karya Internasional. <https://doi.org/10.58812/jbmws.v2i02.334>
- Cindy, I. Z. (2025). *Penerapan Strategi Digital Marketing Untuk Meningkatkan Brand Awareness Pada UMKM Asing Da Xiong Shao Kao di Kota Batam*. 6(2), 1927–1933.
- Comanoiu, A., & Farooq, M. U. (2024). *AI-Driven Digital Marketing : Samsung ' s Strategic Approach to Dominating the Tech Market*. September.
- Diyah, N. E., Riyanti, A., & Madura, U. T. (2022). IMPLEMENTASI SERTIFIKASI HALAL PADA KULINER UMKM KECAMATAN BURNEH KABUPATEN BANGKALAN. 1(12), 2863–2874.
- Elysa Anastasya, Jihan Salsabilla, Siti Komariah, & Moeljadi. (2022). Peranan Digital Marketing Bagi Usaha Mikro , Kecil , Dan Menengah (UMKM) Desa Balaraja. *Prosiding Simposium Nasional Multidisiplin Universitas Muhammadiyah Tangerang Volume 4, 2022 Peranan, 4, 122–133*. <http://jurnal.umt.ac.id/index.php/senamu/index>
- Erna Soriana Imaningsih, J. S. (2022). Penerapan sertifikasi halal untuk meningkatkan kinerja umkm di jakarta. *JURNAL PENGABDIAN MASYARAKAT*, 145–149.
- Fatwa, K. K., & Indonesia, M. U. (2022). *MUI* (pp. 1–10).
- Fuadati, S. R., & Amanah, L. (2025). *DETERMINANTS FROM INTENTION TO PURCHASE HALAL PRODUCTS TO A CUSTOMER IN A PRIVATE*. 24(1), 193–206.
- Handayani, W., Totok, Y., Prasetio, T., & Pital-, E. (2022). *International Journal of Data and Network Science*. 6, 961–972. <https://doi.org/10.5267/j.ijdns.2022.1.015>
- Hariani, D., Ekonomi, F., Mohammad, U., & Thamrin, H. (2024). *Peningkatan Produktivitas dan Daya Saing UMKM Halal Food Indonesia inovatif dan unik . Bisnis kuliner UMKM memberikan kontribusi besar dalam penciptaan Industri makanan halal di Indonesia sudah ada sejak akhir tahun 1976 ditandai Kesehatan . Indonesia ada*. 5(2), 374–390. <https://doi.org/https://doi.org/10.37012/ileka.v5i2.2335>
- Harmen, H., Indriani, R., Alfahmi, F., Kristin, O. V., & Medan, N. (2024). *Analisis dampak sertifikasi labelisasi halal terhadap perkembangan umkm di bangkalan*. 9(204), 1516–1528. file:///C:/Users/Eneng Wiliana/Downloads/13_hilma2.pdf
- Heri PratikoA, Yuli AgustinaB, T. M. K. (2023). *THE INFLUENCE OF VARIOUS FACTORS ON MSME HALAL CERTIFICATION BEHAVIOR : AN ANALYSIS WITH INTENTION AS AN INTERVENING VARIABLE* Article history : Keywords : The Influence of Various Factors on MSME Halal Certification Behavior : An Analysis With Intention a. 1–18. <https://doi.org/https://doi.org/10.26668/businessreview/2023.v8i9.3444>
- Jatmiko, N. S., Rufianti, R., Sugiarti, I. D., Rahmah, A., & Sarailla, S. E. (2024). Pendampingan Pembuatan Laporan Keuangan, Digital Marketing Serta Sosialisasi Pengurusan Perizinan Sertifikasi Halal UMKM Keripik Usus Ibu Parmiat. In *Plakat : Jurnal Pelayanan Kepada Masyarakat*. <https://doi.org/10.30872/plakat.v6i1.13348>
- Kader, M. A., Prawiranegara, B., Ananda, R., Setiawan, P., Shelyanti, A., & Pratama, M. B. Y. (2024). *Digitalisasi UMKM Melalui Literasi Digital dan Digital Marketing Dalam Meningkatkan Kualitas Produk*

- dan Volume Penjualan. 349–362.
- Kalbarini, R. Y. (2022). Label Halal dan Dampaknya Terhadap Pendapatan Usaha Maha Bakery di Kota Pontianak. In *Halal Research Journal*. <https://doi.org/10.12962/j22759970.v2i1.226>
 - Katuk, N., Ku-mahamud, K. R., Noor, M., & Hamid, A. (2020). *Halal certi fication for tourism marketing : the attributes and attitudes of food operators in Indonesia*. <https://doi.org/10.1108/JIMA-03-2020-0068>
 - Khairunnisa, H., Lubis, D., & Hasanah, Q. (2020). *Kenaikan Omzet UMKM Makanan dan Minuman di Kota Bogor Pasca Sertifikasi Halal The Increase of Food and Beverage MSME ' s Total Revenue in Bogor City Post Halal Certification*. 8(2), 109–127. <https://doi.org/10.29244/jam.8.2.109-127>
 - Kusmayadi, H. (2024). *Halal Branding Construct and It ' s Influence on Purchase Intention and WoM in Indonesia*. 5(7), 553–574. <https://doi.org/10.47153/jbmr.v5i7.1068>
 - Kusuma, C. A., Business, F., Anandya, D., & Business, F. (2023). *Journal of Entrepreneurship & Business*. 02(04), 125–137. <https://doi.org/10.24123/jeb.v4i2.5719>
 - Kusumaningtyas, D. P., Arrozi, F., Mafula, F., & Syahidin, M. (2024). URGENSI SERTIFIKASI HALAL DAN DAMPAKNYA TERHADAP UMKM: STUDI KASUS PADA UMKM SEDAP T-RASYA LAMONGAN. In *Jesya*. <https://doi.org/10.36778/jesya.v7i1.1509>
 - Lestari, E. P., Negeri, I., Kalijaga, S., Konsumen, K., & Madu, P. (2024). *Pengaruh sertifikasi halal terhadap kepercayaan konsumen pada produk madu di ma andalusia* 12. 2(2), 1–16. <http://ejournal.staindirundeng.ac.id/index.php/aliqtishad>
 - Lestari, T., Yulianto, A., Ikhwan, S., Manajemen, S., & Setiabudi, U. M. (2024). *Pengaruh Literasi Keuangan , Digital Marketing , dan Sertifikasi Halal terhadap Peningkatan Kinerja UMKM (Studi Kasus pada UMKM Mitra Mandiri Brebes)*. 2(3), 56–74. <https://jurnal.eraliterasi.com/index.php/jecmer/>
 - Maarif, A. K., & Cahyoningtyas, R. A. (2025). *Pengaruh Label Halal dan Kesadaran Halal pada Produk Kosmetik terhadap Keputusan Pembelian Mahasiswa di Pacitan*. 5(2), 11045–11054. <https://joecy.org/index.php/joecy>
 - Maksudi, Bahrudin, & Nasruddin. (2023). Faktor-faktor Yang Mempengaruhi Sertifikasi Halal dalam Upaya Pemenuhan Kepuasan Konsumen. *Ilmiah, Jurnal Islam, Ekonomi Ilmiah, Jurnal Islam, Ekonomi*, 9(01), 825–840. <https://doi.org/http://dx.doi.org/10.29040/jiei.v9i1.8508>
 - Maulana, N. (2022). *Potensi Pengembangan Industri Halal Indonesia Di Tengah Persaingan Halal Global*. 8, 136–150. <https://doi.org/10.24252/iqtisaduna.v8i2.32465>
 - Mavilinda, H. F., Nazaruddin, A., & Siregar, L. D. (2021). *Menjadi “ UMKM Unggul ” Melalui Optimalisasi Strategi Pemasaran Digital dalam Menghadapi Tantangan Bisnis di Era New Normal*. 2(1), 17–28. <https://doi.org/http://dx.doi.org/10.29259/jscs.v2i1.29>
 - Mei, A., Widigdo, N., & Nugroho, R. E. (2024). *Peningkatan Literasi Sertifikasi Halal untuk Keberlanjutan UMKM Meruya Selatan*. 5(3), 1962–1971. <https://doi.org/10.31949/jb.v5i3.9105>
 - Muhammad Imaaduddin1, M. (2024). PENGARUH LABEL HALAL TERHADAP KEPUTUSAN PEMBELIAN. *Jurnal Ilmiah Manajemen*, 5(2), 109–115.
 - Muhammad, N., Maryam, S., Yahaya, I., Suleiman, I. Y., Karim, F., Usman, A., & Ago, S. (2023). *The Impact of Industry 4 . 0 on Digital Marketing : Leveraging Emerging Technologies for Business Growth*. 13(12), 66–79. <https://doi.org/10.6007/IJARBSS/v13-i12/19723>
 - Muhammad Razie Effendi, Risydi Abubakar, N. B. (2022). Pemasaran digital dan kinerja umkm: dapatkah inovasi produk menjadi variabel mediasi? *Jurnal Manajemen Indonesia*, 7(2).
 - Mukhammad Jauhari Silmi1, A. (2025). ADVANTAGE : IMPLICATIONS FOR PROFITABILITY OF. *Jurnal Studi Ekonomi Syariah*.
 - Muntholip, A., Setiawan, N., Islam, B., & Rosyid, A. (2025). *Sertifikasi Halal dan Daya Saing UMKM di Indonesia : Studi Systematic Literature Review*. 26–38. <https://jurnal.itscience.org/index.php/jumansi>
 - Mutamimah, F., Fahlefi, R. S., Saraswati, H., Sudrajat, B., & Hidayat, W. (2023). *PENGARUH SERTIFIKASI HALAL DAN HARGA TERHADAP KEPITUSAN PEMBELIAN (STUDI KASUS PADA ICE CREAM MIXUE CICERI KOTA SERANG)*. 02(01), 18–34. <https://doi.org/10.35905/moneta.v2i1.5398>
 - Nukeriana, D. (2004). *DI KOTA BENGKULU*. 154–166.
 - Nuseir, M., & El, G. (2022). *International Journal of Data and Network Science The effect of digital marketing capabilities on business performance enhancement : Mediating the role of customer relationship management (CRM)*. 6, 295–304. <https://doi.org/10.5267/j.ijdns.2022.1.008>
 - Popescu, F., Bîrl, G., & Gigauri, I. (2024). *The Effects of a Digital Marketing Orientation on Business Performance*.
 - Pricopoaia, O., Micu, A., & Susanu, I. O. (2022). *The Implications of Digital Marketing on Business Performance*. https://eia.feaa.ugal.ro/images/eia/2022_3/PricopoaiaMicuSusanu.pdf
 - Purwaningsih, N., & Wiliana, E. (2024). *The Influence of Social Media on The Performance of Micro , Small , and Medium Enterprises (MSMEs) in Tangerang Regency in An Effort to Penetrate The Global Market*. 5(6).
 - Putri, A. C. E., Wahyudi, M. R., Hijri, A. Y. Al, Andromeda, Y., Febriyana, K., Nurhasanah, S. D., Gustina, A. E., Faradilah, F., Ningsi, N., & Faiziyah, N. (2024). Meningkatkan Daya Saing UMKM melalui Pendampingan Pembuatan NIB dan Sertifikat Halal di Desa Gadingan. In *Prosiding Webinar Pengabdian Masyarakat*. <https://doi.org/10.23917/abdimas.5229>

- Putri, R. (2024). Tantangan Sertifikasi Halal pada Pelaku Usaha Mikro Kecil dan Menengah (UMKM) Produk Pangan di Kabupaten Pamekasan. *Journal Of Islamic Economic Business*, 02(05), 222–242.
- Qodir, A., & Muhim, A. (2024). PERAN PRODUSEN DALAM MELINDUNGI KONSUMEN MELALUI SERTIFIKASI HALAL PRODUK. In *International Journal Mathla'ul Anwar of Halal Issues*. <https://doi.org/10.30653/ijma.202441.107>
- Raisa Fitri, Anastasia Ayu, A. (2024). JPRO Vol. 5 No. 2 Tahun 2024 E-ISSN: 27755967. *JPRO*, 5(2), 324–336.
- Singh, S., & Sarigam, L. V. (2025). *Effective Role of Digital and Social Media Marketing on Consumer Behavior*. April 2024. <https://doi.org/10.22214/ijraset.2024.60564>
- Sulaiman, A., Salleh, A., Suki, N. M., Hashim, N., Abang, A. S., & Ismawi, N. (2020). *Sobel Statistical Test on the Mediation Effect of Halal Image toward Intention to Patronage Retail Stores*. 8(3). <https://doi.org/10.18178/joebm.2020.8.3.639>
- Sundari, S., & Sulistyowarni, I. (2022). *CULINARY MSME DEVELOPMENT STRATEGY DURING THE COVID-19 PANDEMIC*. 7(1), 60–71.
- Syam, I., & Hafid, A. (2025). *Jurnal Al-Istishna : Jurnal Kajian Ekonomi dan Bisnis Islam Pengaruh Sertifikat Halal Terhadap Peningkatan Kepercayaan Konsumen (Studi Kasus Konsumen AHA Food di Kota Watampone) Pendahuluan*. 01(02), 136–148.
- Tahun, U. no 20. (2008). No Title. *Undang-Undang No 20 Tahun 2008 Tentang UMKM, 1*.
- Tahun, U. nomor 33. (2014). *UU no 33 (Issue 1)*.
- Tambunan, T. T. (2012). *Usaha mikro kecil dan menengah di Indonesia : isu-isu penting*. LP3ES, 2012. <https://library.bpk.go.id/koleksi/detil/jkpkbpkpp-p-13496>
- Teng, P. K., Jamaliah, W., & Jusoh, W. (2014). *AWARENESS , RECOGNITION AND INTENTION : INSIGHTS FROM A NON- MUSLIM CONSUMER SURVEY REGARDING HALAL LABELED FOOD PRODUCTS*. January 2013. <https://doi.org/10.13140/2.1.2822.8168>
- Tieman, M. (2011). The application of Halal in supply chain management: in-depth interviews. *Journal of Islamic Marketing*, 2(2). <https://doi.org/10.1108/17590831111139893>
- Utami, N. N., & Genoveva, G. (2020). *THE INFLUENCE OF BRAND IMAGE , HALAL LABEL , AND HALAL AWARENESS ON CUSTOMERS PURCHASING DECISION*. 4(2), 355–365.
- Visca Mirza Vristiyana. (n.d.). *Pengaruh religiusitas dan pengetahuan produk halal terhadap penilaian produk halal dan minat pembelian produk halal*. 85–100.
- Wijaya, H. D. (2024). *Dampak Penggunaan Media Sosial dalam Meningkatkan Brand Awareness pada Perusahaan Start-Up*. 4, 8033–8043.
- Zakaria, Z., Campus, D., & Ahmad, Z. (2016). *Influence of HALAL Certification on Customers ' Purchase Intention : Rhetoric or Reality*. September.