

The Influence of Halal Certification on Consumer Trust: Evidence from Food and Beverage MSMEs at Kotabaru Culinary Center, Driyorejo Gresik

Ardianas Taufiq Prakoso
Institut Al Azhar Menganti Gresik, Indonesia
taufik.p@gmail.com

Muhammad Kambali
Institut Al Azhar Menganti Gresik, Indonesia
hambali236@gmail.com

Eko Mardiyanto
Institut Al Azhar Menganti Gresik, Indonesia
ekomardiyanto45@gmail.com

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Abstract: *This study aims to analyze the influence of halal certification on consumer confidence in choosing food and beverage products for MSME actors at the Kotabaru Driyorejo Culinary Center, Gresik. Halal certification is believed to be an important factor in shaping consumer perceptions and beliefs, especially in areas with predominantly Muslim populations. This study uses a descriptive quantitative approach with data collection techniques through a closed questionnaire on 30 respondents selected using the incidental sampling method. Data were analyzed using validity, reliability, simple linear regression, T-test, and determination coefficients with the help of SPSS. The results of the study show that halal certification has a positive and significant effect on consumer trust. The value of the regression coefficient of 0.632 and the significance value of the T test of 0.000 (< 0.05) showed a significant relationship between the two variables. A correlation coefficient (R) of 0.605 indicates a fairly strong relationship, while an R^2 value of 0.366 indicates that 36.6% of the variation in consumer confidence is explained by the halal certification variable. These findings strengthen the relevance of halal certification as a strategic instrument to build consumer trust and increase the competitiveness of MSMEs in the era of halal industry globalization. In the international context, these results affirm the importance of accelerating halal certification as Indonesia's effort to compete in the global halal market.*

Keywords: *Halal certification, Consumer trust, MSMEs, Halal food industry, Linear regression*

Abstrak: *Penelitian ini bertujuan untuk menganalisis pengaruh sertifikasi halal terhadap kepercayaan konsumen dalam memilih produk makanan dan minuman pada pelaku UMKM di*

Sentra Kuliner Kotabaru Driyorejo, Gresik. Sertifikasi halal diyakini menjadi faktor penting dalam membentuk persepsi dan keyakinan konsumen, terutama di wilayah dengan dominasi penduduk Muslim. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan teknik pengumpulan data melalui kuesioner tertutup terhadap 30 responden yang dipilih menggunakan metode incidental sampling. Data dianalisis menggunakan uji validitas, reliabilitas, regresi linier sederhana, uji T, dan koefisien determinasi dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa sertifikasi halal berpengaruh positif dan signifikan terhadap kepercayaan konsumen. Nilai koefisien regresi sebesar 0,632 dan nilai signifikansi uji T sebesar 0,000 ($< 0,05$) menunjukkan hubungan yang signifikan antara kedua variabel. Koefisien korelasi (R) sebesar 0,605 mengindikasikan hubungan yang cukup kuat, sementara nilai R^2 sebesar 0,366 menunjukkan bahwa 36,6% variasi kepercayaan konsumen dijelaskan oleh variabel sertifikasi halal. Temuan ini memperkuat relevansi sertifikasi halal sebagai instrumen strategis untuk membangun kepercayaan konsumen dan meningkatkan daya saing UMKM di era globalisasi industri halal. Dalam konteks internasional, hasil ini menegaskan pentingnya percepatan sertifikasi halal sebagai upaya Indonesia untuk bersaing dalam pasar halal global.

Kata Kunci: Sertifikasi halal, Kepercayaan konsumen, UMKM, Industri makanan halal, Regresi linier

A. Introduction

Halal certification is an important element in the food and beverage industry, especially in a Muslim-majority country like Indonesia. This certification not only represents compliance with Islamic law, but also becomes an indicator of quality assurance and product safety that can increase consumer trust. Muslim consumers' awareness of the halalness of products continues to increase, which has a significant impact on purchasing preferences, especially in the micro, small, and medium enterprises (MSMEs) sector.

A number of previous studies have shown the importance of halal certification in influencing consumer behavior. Research by Karimah and Darwanto¹ found that halal certification has a significant effect on the intention to buy imported food products. Similar findings were also reported by Aprilia and Saraswati², who concluded that halal awareness as an intervening variable of halal certification had a positive effect on Muslim consumers' decisions to buy Wardah cosmetics.

However, most of the studies focused on cosmetic products and student perceptions in the campus environment. There are still few studies that specifically highlight the influence of halal certification on consumer confidence in choosing food and beverage products at the local level, especially for MSME actors in Driyorejo District. In fact, consumer trust is a crucial indicator in purchasing decision-making and brand loyalty, especially in the midst of the rise of products that have not been standardized halal.

The Halal Product Assurance Agency (BPJPH) has encouraged the acceleration of halal certification, especially for MSME actors. This certification is not only a form of regulatory compliance, but also a business strategy to increase competitiveness, expand the

¹ N Karimah and D Darwanto, "Effect of Halal Awareness, Halal Certification, Food Ingredients Composition, Halal Marketing and Religiosity on Purchase Intention of Imported Food Products," *Al-Kharaj: Jurnal Ekonomi, Keuangan ...*, no. Query date: 2023-11-01 23:41:28 (2021), <https://scholar.archive.org/work/wuoxid2czfb5vets4f2vueig6i/access/wayback/http://journal.laaroiba.ac.id/index.php/alkharaj/article/download/319/264>.

² F Aprilia and TG Saraswati, "Analysis of Halal Awareness as an Intervening Variable on the Influence of Halal Certification on Buying Interest in Wardah Halal Cosmetics in Pemalang Regency," *Scientific Journal of Management, Economics, & ...*, no. Query date: 2023-11-01 23:41:28 (2021), <http://www.journal.stiemb.ac.id/index.php/mea/article/view/980>.

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Muhammad Kambali,
Eko Mardyanto*

market, and build a positive business image. Kambali and Arif³ emphasized that halal labeling has been proven to strengthen consumer trust, expand marketing reach, and increase customer loyalty to MSME products.

The underlying regulation is contained in Law Number 33 of 2014 concerning Halal Product Assurance, which was later strengthened by Law Number 11 of 2020 concerning Job Creation. In the regulation, micro and small business actors are required to have a halal certificate no later than October 17, 2024. This obligation is accompanied by convenience, such as exemption from management fees for micro and small business actors. However, until now, the implementation of these regulations has not fully impacted various regions, including in Driyorejo District.

Data from the Gresik Regency Cooperatives and SMEs Office recorded that there were 3,351 MSME actors in Driyorejo District in 2021. However, field observations show that most food and beverage business actors do not have halal certificates, and do not even display halal labels on their products. This condition indicates a gap between regulation and implementation at the grassroots level. Ironically, consumers continue to buy these products even though they do not have clarity on their halal status.

By considering the relevance and urgency of the issue, this study aims to analyze the influence of halal certification on consumer confidence in choosing food and beverage products in MSMEs in Driyorejo District. This research is expected to contribute to the development of halal product literature, as well as a policy reference for stakeholders, especially in increasing the awareness and compliance of MSME actors on the importance of halal certification.

³ Muhammad Kambali and Muhamad Arif, "Asset Based Community Development Through Halal Certification Assistance for MSE Products in Driyorejo Gresik Regency," *Journal of UNDIKMA Service* 5, no. 1 (2024): 139–51, <https://doi.org/10.33394/jpu.v5i1.10484>.

B. Literature Review

Halal Certification Concept

Certification is an important step that must be fulfilled to ensure that a product meets the set quality standards. Through the certification process, products are scientifically tested and evaluated using the latest methods and advanced technology. This ensures that the product is safe to consume, meets hygiene standards, and meets the specified quality requirements. Halal certification according to LPPOM MUI includes an inspection process that includes procedural stages to ensure that raw materials, production processes, and halal assurance systems of a company's products meet the standards that have been set. Halal certification is an official assessment from the MUI which is given in the form of a written decision to declare that a product can be consumed in accordance with the principles of Halal in Islam. The main purpose of halal certification for medicines, food, and cosmetics is to safeguard and protect the rights of Muslim consumers regarding products that comply with Islamic principles. MUI halal certification is a requirement to get a halal label on product packaging and business outlets.

The production and processing stages in the halal certification process involve a thorough audit and inspection, starting from the selection of raw materials to the process of exploring the final product. In order to ensure that all raw materials used are halal, a thorough search is carried out in the inspection process. With the halal certificate they have, companies can provide clues that their products have met the halal standards that have been set. This of course provides trust and protection to Muslim consumers that the product is feasible and in accordance with Islamic sharia rules. Halal certificates also have a very important role in terms of facilities for traders and also have the opportunity to open global

access for halal products.⁴ From the above understanding, it can be concluded that halal certification is a legality of the halalness of a product that is traded through a decision from the MUI (*Indonesian Ulama Council*).

Halal Certification Indicators

According to Abdul Aziz, and Vui said that the halal certification variable uses the following indicators:

- a. Using a halal label is an important factor in the selection of a product. Which means that the halal label has a function as a characteristic that food and beverages are in accordance with Islamic rules.
- b. Choosing products based on halal labels. That is, consumers only choose products that have been certified halal based on halal labels.
- c. Always be vigilant in choosing halal labeled products. This means that consumers are wary of products that are labeled halal related to their authenticity
- d. Pay attention to the original and non-original halal labels. That is, consumers know the characteristics of the authenticity of halal labels.⁵ Products with halal logos are marked with the latest halal logo and have a halal certificate identity number.

The Concept of Consumer Trust

Trust is the belief of each of them in the goodness of individuals and other groups in carrying out their duties and obligations in terms of common interests. According to Helena Theodora, in prianan, trust is a psychological sphere that is attention to accept as it is in accordance with expectations for good behavior from others. Meanwhile, according to Helena Theodora in Jogiyanto, trust is the stage

⁴ Dewi Ayu Widyaningsih, "Halal Certification from the Perspective of Maqashid Sharia," *Falah Journal of Sharia Economic Law* 4, no. 1 (2023): 61–72, <https://doi.org/10.55510/fjhes.v4i1.224>.

⁵ Mat'atul Ainiyah et al., "The Effect of Halal Certification and Price on Pempelian Decisions (Case Study on Ice Cream Mixue Ciceri Serang City)," *Journal of Sharia Management and Finance* Vol 2, no. 1 (2023), <https://doi.org/DOI%252010.35905/moneta.v2i1.5398>.

of individual evaluation after receiving, processing, and collecting information. From these stages, various assessments and assumptions emerged⁶. Trust is a core factor in success, trust also has a huge influence on the level of effectiveness and efficiency in product sales. Consumer confidence can also be interpreted as the willingness of consumers to buy or use products based on the belief that the products purchased and used are in accordance with expectations⁷. Consumer trust in halalness in a food and beverage product is a form of consumer caution towards food and beverages that are prohibited by Islamic law.

Consumer Confidence Indicators

According to Kotle&Keller, there are at least 4 dimensions as a reference to determine consumer trust, including:

- a. *Benevolence* or seriousness and sincerity, which is how much an individual trusts the seller in order to have good behavior to customers.
- b. *Ability*, which is an evaluation of something that can be carried out by an individual. This means that sellers are able to give confidence to buyers and provide a guarantee of satisfaction and security when making transactions.
- c. *Integrity* or integrity, which is how much an individual believes in the honesty of the seller to maintain and fulfill the agreement that has been made with the customer.
- d. *Willingness to depend*, which is in the form of a customer's willingness to have a sense of dependence on the seller's product in the form of negative risks that may arise.⁸

⁶ Helena Theodora, *Strategi Pelayanan Customer Service Dalam Meningkatkan Kepercayaan Dan Kepuasan Pelanggan Pada PT. Telkom Indonesia Cabang Maumere*, 2023, <http://repositori.stiamak.ac.id/id>.

⁷ Agustini Hermawati, "Pengaruh Penanganan Keluhan, Komunikasi Pemasaran dan Kepercayaan terhadap Loyalitas (Literature Review Manajemen Pemasaran)," *Jurnal Manajemen dan Pemasaran Digital* 1, no. 1 (2023): 14–28, <https://doi.org/10.38035/jmpd.v1i1.18>.

⁸ Satria Adirama et al., "Tingkat Kepercayaan Konsumen Terhadap Keputusan Pembelian Pada Marketplace Shopee Di Kota Bandung," *Jurnal Ilmu Sosial, Manajemen, dan Akuntansi* Vol 3, no. 1 (2024).

C. Research Methods

This study uses a descriptive quantitative approach with the field research method, which aims to measure and describe the influence of halal certification on consumer confidence in food and beverage products. Quantitative methods are used to obtain objective data through the measurement of statistically analyzed variables. The data was collected through a closed questionnaire instrument using the Likert scale, which was designed to capture consumer perceptions and attitudes towards the halal aspects of MSME products in Driyorejo District.

The data source consists of primary and secondary data. Primary data was obtained through the distribution of questionnaires to consumers at the Kotabaru Driyorejo culinary center, while secondary data was obtained from relevant journals, books, and official sources. The study population is consumers of food and beverage products in the region, with a non-probability sampling technique of the type of incidental sampling, and a sample of 30 respondents. The data analysis techniques used were descriptive statistical analysis to describe the characteristics of respondents and research variables, as well as simple linear regression analysis to test the effect of halal certification (variable X) on consumer confidence (variable Y), with the help of SPSS software.

D. Results and Discussion

Respondent Characteristics

This study involved 30 respondents who were consumers of food and beverage products at the Kotabaru Driyorejo Culinary Center. Based on gender, 60% of respondents were female and 40% were male. In terms of age, the majority of respondents (63.3%) were over 25 years old. Meanwhile, as many as 86.7% of respondents were Muslim, indicating high relevance to the issue of halal products at the research site.

Description of Research Variables

The independent variable in this study is halal certification, which is measured through four indicators: the use of halal labels, preferences for choosing products based on

halal labels, awareness of halal labels, and knowledge of the authenticity of halal labels. The results of the questionnaire showed that most respondents gave "Strongly Agree" and "Agree" responses, with the highest indicator on knowledge of the authenticity of halal labels (73%).

The dependent variable, namely consumer trust, is also measured through four indicators: benevolence, ability, integrity, and willingness to depend. These four indicators predominate positive responses, with the highest score on the integrity indicator (63%). These findings show that perceptions of halal certification correlate with increased consumer confidence in food and beverage products.

Validity and Reliability Tests

The research instrument was declared valid with the value of r for each item greater than the r of the table (0.361). The reliability of the instrument was also relatively good, with a *Cronbach's Alpha* value of 0.647 for the halal certification variable (medium reliability category) and 0.813 for the consumer confidence variable (high reliability category). This shows that the measurement instrument used can be trusted in measuring the variables being studied.

Classic Assumption Test

The normality test using *the Kolmogorov-Smirnov* produced a significance value of 0.168 (> 0.05), which indicates that the data is normally distributed. The linearity test between the halal certification variable and consumer confidence showed a significance value of deviation from linearity of 0.172 (> 0.05), which means that there is a valid linear relationship between the two variables.

Simple Linear Regression Analysis

The results of a simple linear regression analysis show that halal certification has a positive and significant influence on consumer confidence. The regression equations obtained are:

$$Y = 6.799 + 0.632X$$

Table 1. Linear Regression Test Results						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
I	(Constant)	6.799	2.889		2.354	.026
	Sertifikasi_Halal	.632	.157	.605	4.019	.000

a. Dependent Variable : Y Kepercayaan_Konsumen

The regression coefficient of 0.632 shows that every one unit increase in perception of halal certification will increase consumer confidence by 0.632 units. The calculated t-value is 4.019 > the table is 1.701, and the significance value is 0.000 < 0.05, indicating a statistically significant influence.

Table 2. Test Results t						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
I	(Constant)	6.799	2.889		2.354	.026
	Sertifikasi_Halal	.632	.157	.605	4.019	.000

Coefficient of Determination

The correlation coefficient value (R) of 0.605 indicates a fairly strong positive relationship between the halal certification variable and consumer confidence. An R² value of 0.366 indicates that 36.6% of the variation in consumer confidence can be explained by perceptions of halal certification, while the rest is influenced by other variables outside the research model.

Table 3. Ui R2 Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.605 ^a	.366	.343	1.337

a. Predictors: (Constant), Sertifikasi_Halal

Discussion

The results of this study clearly show that ****halal certification has a positive and significant influence on consumer confidence**** in food and beverage products in the Kotabaru Driyorejo Culinary Center area. These findings reinforce the consumer trust theory put forward by Mayer, Davis, and Schoorman (1995), which states that trust is built on the perception of the ability, integrity, and benevolence of the product provider. In this context, halal certification is a symbol of the integrity and commitment of producers to religious values and high quality standards.

The dominance of Muslim respondents in this study (86.7%) is an important factor that strengthens the urgency of the existence of halal labels. Halal certification is not only considered as a fulfillment of religious aspects, but also as a form of consumer protection for safe and clean products. This is in accordance with the view of Awan, Siddiquei, and Haider (2015), who stated that the perception of halal is closely related to the perception of quality, trust, and loyalty of Muslim consumers. Thus, halal labeling not only has theological implications, but also strategic in establishing product preferences and differentiation in the market.

Furthermore, these findings support previous research by Islinda Syam et al. (2022) which found that halal certification affects consumer confidence in choosing MSME products in Watampone City. Similarly, a study by Vikaliana et al. (2022) shows that understanding of halal certification, religious identity, and halal awareness makes a significant contribution to halal product purchase intentions, especially in the cosmetics and food industries. Thus, the results of this study fill a gap in the literature by providing

empirical evidence at the local level, especially in the food and beverage MSME sector in semi-urban areas such as Driyorejo, Gresik.

From a regulatory perspective, these findings support government policies through Law Number 33 of 2014 and its revision in the Job Creation Law (Law No. 11 of 2020), which requires MSME actors to have halal certification starting October 17, 2024. The implementation of this regulation is very important considering that research shows that some consumers have paid close attention to the presence of halal labels before making purchases. Therefore, efforts to accelerate halal certification for MSME actors are not only a form of compliance with regulations, but an urgent market need.

However, it should be noted that although the results showed a significant influence, the value of the determination coefficient ($R^2 = 0.366$) showed that there were still 63.4% of other variables that also influenced consumer confidence. This indicates the need to examine additional factors, such as price, product quality, promotion, and local brand reputation, which can interact with the perception of halal.

Practically, this result has strategic implications for MSME actors, local governments, and certification bodies. For business actors, halal certification can be used as an instrument to increase competitiveness and market trust. For the government, these findings can be the basis for formulating policies to assist and subsidize halal certification costs. Meanwhile, for academics, these results open up opportunities for further research with a more complex multivariate approach, as well as comparative studies between regions or business sectors.⁹

Global Context of the Halal Food Industry

The phenomenon of increasing trust in halal-certified products is not only happening in Indonesia, but is also a global trend that shows significant growth in the halal food and beverage industry. Based on a report from the State of the Global Islamic Economy Report

⁹ DFA Sup et al., "Dinamika Regulasi Sertifikasi Halal Di Indonesia," *JESI (Jurnal Ekonomi ...)*, no. Query date: 2023-11-01 23:41:28 (2020), <https://ejournal.almaata.ac.id/index.php/JESI/article/view/1332>.

(DinarStandard, 2023), global Muslim consumer spending on halal food reached more than \\$.1.27 trillion in 2022, and is projected to continue to increase as the world's Muslim population grows and consumer awareness of halal products increases.¹⁰

Non-Muslim countries are also starting to notice the great potential of this halal sector. For example, Thailand, through its "Kitchen of the World" strategy, is actively promoting the halal industry by strengthening a certification and supervision system based on digital technology to guarantee the authenticity of products. Australia and Brazil, which are major meat exporters, even have halal-certified special production units for export markets to Muslim-majority countries. Meanwhile, Malaysia and the United Arab Emirates have been pioneers in building a holistic halal ecosystem, with institutions such as JAKIM and Dubai Islamic Economy Development Centre (DIEDC) fully supporting halal regulation, certification and promotion.

In this context, Indonesia as a country with the largest Muslim population in the world is actually lagging behind in an integrated and efficient halal certification ecosystem. The low level of halal certification for MSMEs is a big challenge. Based on data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia (2023), of the approximately 64 million MSMEs in Indonesia, only about 3.5% have halal certificates. This shows that there is a gap between the potential of the domestic halal market and the readiness of business actors to meet halal standards formally.¹¹

This study, which focuses on consumer perceptions of MSME halal products in semi-urban areas such as Driyorejo, indirectly represents a general portrait of the gap. Consumers have shown a positive response and high trust in halal-certified products, but MSME actors still face administrative, cost, and information challenges related to the certification process. This discrepancy can pose a risk to national competitiveness,

¹⁰ Iman Ali Liaqat, "State of the Global Islamic Economy Report," DinarStandard, December 26, 2023, <https://www.dinarstandard.com/post/state-of-the-global-islamic-economy-report-2023>.

¹¹ "Catatan Akhir Tahun 2023: BPJPH Banyak Mendapatkan Penghargaan Bergengsi | Badan Penyelenggara Jaminan Produk Halal," accessed February 2, 2026, <https://bpjph.halal.go.id/detail/catatan-akhir-tahun-2023-bpjph-banyak-mendapatkan-penghargaan-bergengsi>.

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especially when local products have to compete with imported halal products that have been certified with a more established system globally¹².

As such, the results of this study are not only relevant locally, but also have important implications in the international context. To be able to compete and take a strategic role in the global halal industry supply chain, Indonesian MSMEs need to accelerate their certification process through affirmative policies, cost incentives, and digitalization of halal processes as done in major competing countries. High domestic consumer confidence in halal labels can be a strength base to grow the national halal market, as well as prepare MSMEs to enter the world halal product export market.

E. Conclusion

This study shows that halal certification has a positive and significant influence on consumer trust in food and beverage products in the Kotabaru Driyorejo Culinary Center area. The majority of respondents showed high awareness and preference for the existence of halal labels, which was associated with trust in the integrity, ability, and goodwill of manufacturers in providing safe and sharia-compliant products. This is in line with consumer trust theory and the results of various previous studies. On the other hand, this study also reveals a gap between the high level of consumer awareness and the fact that there are still many MSME actors who have not yet pocketed halal certificates. This phenomenon is not only a local problem, but also part of the national challenge in developing a globally competitive halal ecosystem. With the increasing trend of the halal industry in the world and the potential of the global market that continues to grow, Indonesian MSMEs are required to accelerate the halal certification process in order to compete, not only in the domestic market, but also in the international halal product export market. Halal certification is proven not only as a normative obligation, but also as

¹² Nila Salsabila Aufa Nila et al., "Pengaruh Program Sertifikasi Halal Terhadap Penjualan Produk Umkm Bidang Pangan Di Kabupaten Gresik," *Al-Maqashid: Journal of Economics and Islamic Business* 4, no. 2 (2024): 52–60, <https://doi.org/10.55352/maqashid.v4i2.1046>.

a branding strategy, consumer protection, and a driver of competitive advantage in the food and beverage industry.

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