
FACTORS INFLUENCING MSMEs' DECISION TO OBTAIN HALAL CERTIFICATION FOR FOOD AND BEVERAGE PRODUCTS IN PONTIANAK CITY



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Abstract

This study analyzes the effects of Halal Knowledge, Halal Awareness, and Halal Certification Cost on MSMEs' Decision to Obtain Halal Certification for food and beverage products in Pontianak City. The study applies a quantitative approach with a causal-correlational design. A total of 100 microenterprise operators who had not obtained halal certification were selected as respondents using purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). Model evaluation included assessments of convergent validity, discriminant validity, construct reliability, the coefficient of determination, and path coefficient testing through the bootstrapping procedure. The results show that all indicators and constructs met the validity and reliability criteria. Halal Knowledge had a positive and significant effect on the decision to obtain halal certification. Halal Awareness had a positive and significant effect on the decision to obtain halal certification. Halal Certification Cost also had a positive and significant effect on the decision to obtain halal certification. The R-Square value of 0.634 indicates that the three variables explain 63.4% of the variation in the decision to obtain halal certification. Halal Awareness was identified as the variable with the largest contribution.

Keywords: Halal Knowledge, Halal Awareness, Halal Certification Cost, Halal Certification Decision, MSMEs

INTRODUCTION

Indonesia has a large halal market base because its Muslim population is among the largest in the world. The State of the Global Islamic Report 2024/25 records that Indonesia ranks third in the development of the global halal industry, while consumption of halal products is projected to continue increasing at both the national and international levels (Kawsar, 2025). At the same time, the national economy is supported by approximately 65.5 million MSMEs, which account for nearly 97% of all business units and contribute around 61% to Gross Domestic Product (Barianto et al., 2025). The value of this contribution is estimated at Rp9,580 trillion, accompanied by the absorption of approximately 97% of the national workforce (Kemenko Perekonomian RI, 2023). In the food sector, the number of micro and small industries was recorded at approximately 1.51 million units, or 36% of the total 4.21 million business units in 2020 (BPS, 2022).

The growth of microenterprises has also occurred in Pontianak City. Data from the Pontianak City Office of Cooperatives, Microenterprises, and Trade show an increase in the number of microenterprises from 8,195 units in 2020 to 76,736 units in 2025 (Dinas Koperasi, Usaha Mikro, dan Perdagangan Kota Pontianak, 2025). The city's MSME sector once contributed approximately 30% to Gross Regional Domestic Product (Siregar, 2022). The presence of micro and small enterprises is also associated with job creation, income generation, and the circulation of the local economy (Budiman et al., 2023). Of Pontianak City's approximately 672,000 residents, 59.2%, or around 398,000 people, are Muslim (BPS Kota Pontianak, 2023). As of early 2025, 3,473 business operators had reportedly obtained halal certificates (Jurnalis, 2025).

This figure remains far lower than the total number of microenterprises operating in Pontianak City. Of the 76,736 microenterprises in 2025, only 3,473 business operators were recorded as holding halal certificates (Jurnalis, 2025). In the same year, the Pontianak City Government facilitated the issuance of halal certificates for 40 business operators and organized halal supervisor training for 47 MSME operators (Pemkot Pontianak, 2025). At the national level, inspections conducted by LPPOM MUI from January to September 2024 covered 7,986 companies, while the number of halal-certified products from 2023 through September 2024 reached 239,588 products (BPJPH, 2024). At the regional level, limited information concerning procedures, administrative requirements, and certification schemes is still encountered by some MSME operators in Pontianak (Ayulestari, 2025).

The implementation of halal certification in Indonesia has a legal basis that binds business operators. Law Number 33 of 2014 concerning Halal Product Assurance regulates the assurance of halal status as part of consumer protection (Faridah, 2019). The provisions for micro and small enterprises were subsequently simplified through Law Number 11 of 2020, including provisions governing halal declarations by business operators through the self-declare mechanism (Dewi, 2022). The stages for implementing the certification obligation were further elaborated in Government Regulation Number 39 of 2021 concerning the Implementation of Halal Product Assurance (Laelasari et al., 2025). In practice, regular certification includes registration, inspection, transportation, and audit accommodation costs, the amounts of which depend on business scale and inspection requirements (Ma'wa & Alim, 2024).

A number of studies have examined halal certification among micro and small business operators from different perspectives. Kusumastuti et al. (2017) investigated awareness of halal certification among micro and small enterprises in Jakarta using SEM-

PLS. Giyanti and Indriastiningsih (2019) analyzed the relationship between SME owners' knowledge and awareness of halal certification in Surakarta City. These studies addressed knowledge and awareness but did not simultaneously examine the effects of Halal Knowledge, Halal Awareness, and Halal Certification Cost on certification decisions among food and beverage microenterprises in Pontianak City. Pramintasari and Fatmawati (2017) discussed halal awareness as an individual's understanding of products that are permitted and prohibited under Islamic teachings. Meanwhile, Ma'wa and Alim (2024) described audit and certification costs as part of business operators' financial considerations.

This study analyzes MSMEs' Decision to Obtain Halal Certification as the dependent variable, with Halal Knowledge, Halal Awareness, and Halal Certification Cost as the independent variables. Halal knowledge is associated with experience, skills, and theoretical and practical understanding of halal products (Adriani & Ma'ruf, 2020). This understanding encompasses the materials used, slaughtering processes, processing, and distribution that are free from elements inconsistent with halal requirements (Fitri & Jumiono, 2021). Halal awareness reflects business operators' concern regarding the halal status of materials and the production processes they undertake (Pramintasari & Fatmawati, 2017). Halal Certification Cost includes expenditures for registration, inspection, transportation, and audit-related operational requirements during the application process (Ma'wa & Alim, 2024). All variables were analyzed among food and beverage microenterprise operators in Pontianak City who had not obtained halal certification. This study aims to analyze the effects of Halal Knowledge, Halal Awareness, and Halal Certification Cost on MSMEs' Decision to Obtain Halal Certification for food and beverage products in Pontianak City.

REVIEW OF LITERATURE

Halal Knowledge

Halal knowledge refers to mastery of information concerning halal and haram principles based on Islamic law. This information covers the status of ingredients, stages of production, serving, and the provisions used to determine whether a product is halal (Ambali & Bakar, 2014). Product knowledge may be distinguished into product knowledge, purchasing knowledge, and usage knowledge, encompassing categories, attributes, brands, prices, and individuals' beliefs regarding particular products (Febriandika et al., 2023, as cited in Sani et al., 2023). Based on the form of mastery, knowledge consists of objective knowledge, which reflects factual information, and subjective knowledge, which describes an individual's assessment of the information they possess (Carlson et al., 2009, as cited in Sani et al., 2023). In relation to halal products, both forms include information concerning product categories, characteristics, use, distribution, and halal status (Nurhayati & Hendar, 2020).

Halal Knowledge is measured through business operators' understanding of halal-haram concepts and provisions, ingredients and production processes, product safety and hygiene, certification mechanisms, and the importance of holding a halal certificate in business activities (Ambali & Bakar, 2014). These indicators demonstrate the extent of MSME operators' mastery of both the substantive aspects of halal products and the administrative stages involved in applying for certification.

The knowledge possessed by business operators is related to the process of identifying certification requirements, benefits, and mechanisms before an application decision is made. Nuraliyah et al. (2023) found that knowledge and understanding had a

significant effect on MSMEs' decisions to obtain halal certification in Bangkalan. Azizah et al. (2025) also analyzed knowledge as one of the factors influencing food and beverage MSME operators' decisions to register for halal certification in Watampone City. Ginantaka et al. (2024) examined the understanding of micro and small business operators and the public regarding the mandatory halal certification of food and beverage products. Meanwhile, Rahmanita et al. (2023) identified BPJPH literacy and outreach as contributing to the formation of MSMEs' interest in participating in halal certification.

H1: Halal Knowledge has a positive and significant effect on MSMEs' Decision to Obtain Halal Certification for food and beverage products in Pontianak City.

Halal Awareness

Halal awareness reflects the degree of an individual's concern regarding a product's halal status and its conformity with Islamic provisions. Its scope includes raw materials, processing, hygiene, storage, and product distribution to prevent contamination by prohibited elements. Awareness of halal food is formed through information, experience, and individual attention before a decision is made (Muslichah et al., 2019). Pramintasari and Fatmawati (2017) define halal awareness as the ability to recognize products that are permitted and prohibited for consumption based on the Qur'an and hadith. Such awareness also reflects an individual's concern regarding halal issues in the process of selecting and managing products (Aditya T, 2022).

In this study, Halal Awareness is represented by awareness of the halal status of marketed products, moral responsibility toward consumers, concern for the trust of Muslim and non-Muslim consumers, confidence that the production process is free from contamination by haram elements, and activities to seek information concerning product halal standards (Yunus et al., 2014; Muslichah et al., 2019; Pramintasari & Fatmawati, 2017). These indicators encompass the understanding, attention, and behavior of business operators in managing products in accordance with halal requirements.

Yusoff and Adzharuddin (2017) demonstrated a relationship between the level of halal awareness and consumers' decisions to purchase halal food. Among business operators, Harbit (2022) identified belief as the most dominant factor in shaping interest in applying for halal certification for MSME products in Balikpapan City. Anjelawaty (2024) discussed MSME operators' legal awareness of halal certification through educational, regulatory, and institutional support factors. Rahmanita et al. (2023) also examined the relationship between outreach and halal literacy and MSMEs' interest in participating in the certification process.

H2: Halal Awareness has a positive and significant effect on MSMEs' Decision to Obtain Halal Certification for food and beverage products in Pontianak City.

Halal Certification Cost

Cost is the sacrifice of economic resources expressed in monetary units to obtain goods or services that provide benefits in the current or subsequent periods (Siregar et al., 2013). Halal certification cost refers to expenditures charged to business operators during the application and inspection processes for halal certification. These cost components may include registration, audit implementation, product inspection, production-process complexity, business scale, and laboratory testing where required (Purwanto, 2019). In practice, certification fees constitute non-tax state revenue, except for the costs of product inspection or testing and the conduct of halal fatwa sessions (Nasution, 2021).

Regular halal certification financing consists of fixed regulatory costs and variable operational costs. Fixed costs include registration, halal determination, and inspection by a Halal Inspection Body. Variable costs include transportation, meals, accommodation, auditor lodging, and laboratory testing, the amounts of which depend on the business location, inspection duration, and characteristics of the production process (Ma'wa & Alim, 2024). Decree of the Head of BPJPH Number 141 of 2021 sets the basic certification fee for micro and small enterprises at Rp650,000, comprising Rp300,000 for registration and halal determination and Rp350,000 for inspection by the Halal Inspection Body.

The measurement of Halal Certification Cost encompasses the affordability of registration and halal determination fees, the affordability of inspection fees charged by the Halal Inspection Body, the ability to bear auditors' accommodation and transportation costs, and the appropriateness of the overall certification cost relative to the scale and financial capacity of the business (Decree of the Head of BPJPH Number 141 of 2021). These indicators reflect MSME operators' assessments of fixed and variable expenditures throughout the certification process.

Halal certification costs are associated with MSME operators' financial considerations before deciding to submit an application. Nuraliyah et al. (2023) examined certification cost as one of the factors associated with halal certification decisions among MSMEs in Bangkalan. Ma'wa and Alim (2024) explained that the amount of certification expenditure is influenced by business scale, inspection components, location distance, and audit-related operational requirements. Therefore, Halal Certification Cost in the research model reflects business operators' evaluation of the amount of expenditure required to obtain halal certification.

H3: Halal Certification Cost has a positive and significant effect on MSMEs' Decision to Obtain Halal Certification for food and beverage products in Pontianak City.

MSMEs' Decision to Obtain Halal Certification

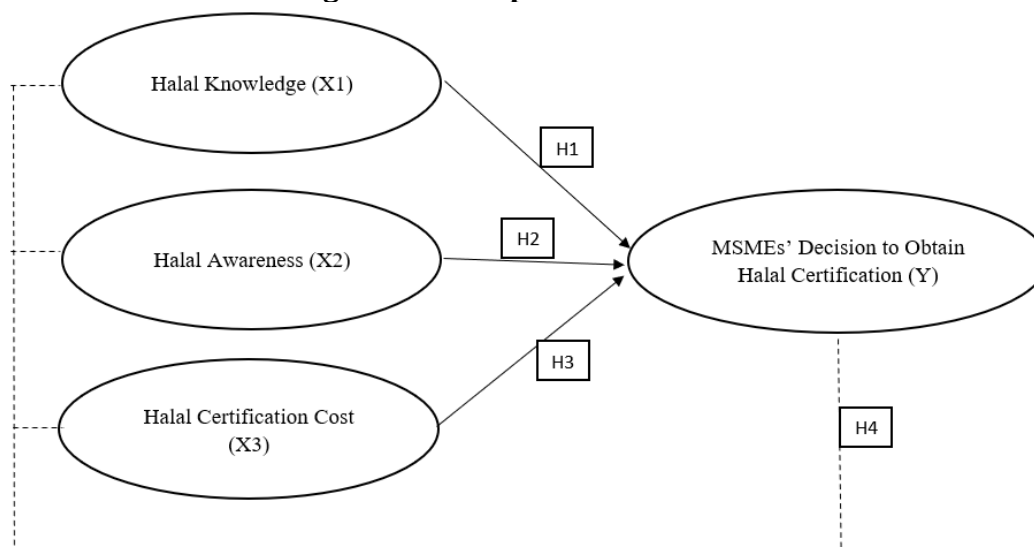
Halal certification is a process of examining ingredients and production activities to determine a product's conformity with halal requirements, which is subsequently indicated by displaying a halal label on the product. Maisyarah Rahmi (2021) defines it as an official document stating that a product complies with Islamic principles and serves as part of the protection afforded to Muslim consumers. A certificate is issued after the ingredients, production process, and inspection requirements have been declared compliant with the applicable provisions (Ramadhani, 2022). In Indonesia, the implementation of halal product assurance is based on Law Number 33 of 2014 (Agus, 2017), while the administrative authority to issue halal certificates has rested with BPJPH since the law came into effect (Faridah, 2019).

A decision is the outcome of information processing that directs an individual or organization toward a particular course of action. Kotler and Armstrong (2016) explain purchasing decisions as part of the behavior of individuals, groups, or organizations in selecting, acquiring, using, and evaluating products, services, ideas, or experiences. Buchari Alma (2016) states that decisions are formed through the processing of information related to economic conditions, technology, culture, products, prices, locations, promotion, physical evidence, human resources, and processes. According to Tjiptono (2015), the decision process begins with problem recognition and continues with the search for information regarding available alternatives. Mastery of product knowledge also serves as a basis for

making choices (Fadilah et al., 2020), while decision formation involves cognitive, affective, and conative dimensions (Nuraliyah et al., 2023).

MSMEs' Decision to Obtain Halal Certification is measured through the decision to obtain a halal certificate as an expression of compliance with Islamic law, the consideration that certification may influence consumer choice, recognition of the need for legality and halal assurance, the search for information concerning procedures and requirements, and an evaluation of the benefits of certification relative to the costs incurred (Kotler & Armstrong, 2016). In the research model, MSMEs' Decision to Obtain Halal Certification is positioned as an endogenous variable influenced by Halal Knowledge, Halal Awareness, and Halal Certification Cost.

Figure 1. Conceptual Framework



RESEARCH METHOD

This study employs a causal-correlational design with a quantitative approach to analyze the effects of Halal Knowledge, Halal Awareness, and Halal Certification Cost on MSMEs' Decision to Obtain Halal Certification. The quantitative approach processes numerical data through systematic statistical procedures to explain relationships among social variables (Watson, 2015). The study was conducted in Pontianak City because there were 76,736 microenterprises in 2025, while only 3,473 businesses had obtained halal certification (Jurnalis, 2025). The research population comprised 4,210 MSMEs in the food and beverage sector across six districts. The sample was selected using purposive sampling based on the following criteria: operating as a microenterprise in accordance with Government Regulation Number 7 of 2021, conducting a food or beverage business, being located in Pontianak City, and not yet holding a halal certificate issued by BPJPH. This technique was used because sample members were selected based on characteristics aligned with the research objectives (Sugiyono, 2017).

A calculation using the Slovin formula with a 10% margin of error produced 97.67 respondents, which was subsequently rounded to 100 respondents, in line with sample-size considerations for SEM-PLS analysis (Hair et al., 2017). Primary data were collected through a structured questionnaire administered to respondents who met the sampling criteria

(Arikunto, 2010). Each statement was measured using a five-point Likert scale, ranging from strongly disagree with a score of 1 to strongly agree with a score of 5, to measure respondents' perceptions and attitudes toward the research variables (Sugiyono, 2017).

Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to test the measurement and structural models simultaneously. Evaluation of the outer model included convergent validity based on a minimum loading factor of 0.70 and a minimum Average Variance Extracted of 0.50, discriminant validity, and construct reliability based on minimum Composite Reliability and Cronbach's Alpha values of 0.70. The inner model was subsequently evaluated using R-Square to measure the ability of Halal Knowledge, Halal Awareness, and Halal Certification Cost to explain MSMEs' Decision to Obtain Halal Certification, with values of 0.67, 0.33, and 0.19 categorized as strong, moderate, and weak, respectively (Machali, 2021). Hypotheses were tested using the bootstrapping procedure by considering path coefficients, T-statistics, and P-values. A hypothesis was accepted when the T-statistic exceeded the critical value used or when the P-value was below 0.05 (Machali, 2021).

RESULTS AND DISCUSSION

Outer Model Assessment

a. Convergent Validity Test

The convergent validity test was conducted by assessing the loading factor of each indicator in representing its latent variable. An indicator was considered to meet convergent validity when its loading factor exceeded 0.70. The convergent validity test results for all research variables are presented in Table 1.

Table 1. Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
Halal Knowledge (X1)	X1.1	0.873	Valid
	X1.2	0.865	
	X1.3	0.823	
	X1.4	0.796	
	X1.5	0.878	
Halal Awareness (X2)	X2.1	0.864	Valid
	X2.2	0.752	
	X2.3	0.804	
	X2.4	0.801	
	X2.5	0.821	
Halal Certification Cost (X3)	X3.1	0.880	Valid
	X3.2	0.863	
	X3.3	0.891	
	X3.4	0.886	
	X3.5	0.890	
MSMEs' Decision to Obtain Halal Certification (Y)	Y1.1	0.816	Valid
	Y1.2	0.718	
	Y1.3	0.738	
	Y1.4	0.823	
	Y1.5	0.736	

Source: Processed Data, 2026

Based on Table 1, all indicators of Halal Knowledge (X1), Halal Awareness (X2), Halal Certification Cost (X3), and MSMEs' Decision to Obtain Halal Certification (Y) have loading factor values above 0.70. Accordingly, all indicators meet the convergent validity criteria and adequately represent the constructs being measured.

b. Discriminant Validity

The discriminant validity test was conducted using the Fornell–Larcker criterion to ensure that each construct is empirically distinct from the other constructs. Discriminant validity is established when the value of a construct is higher than its correlations with other latent constructs in the model. The discriminant validity test results are presented in Table 2.

Table 2. Discriminant Validity Test Results

Variable	Halal Certification Cost	MSMEs' Decision to Obtain Halal Certification	Halal Awareness	Halal Knowledge
Halal Certification Cost	0.882			
MSMEs' Decision to Obtain Halal Certification	0.591	0.767		
Halal Awareness	0.382	0.717	0.809	
Halal Knowledge	0.200	0.475	0.756	0.847

Source: Processed Data, 2026

Based on Table 2, all constructs have Fornell–Larcker values that are higher than their correlations with the other constructs. Accordingly, each variable meets the discriminant validity criterion and can be clearly distinguished.

c. Average Variance Extracted (AVE)

Construct validity was also evaluated using the Average Variance Extracted (AVE). A variable was considered valid when its AVE value exceeded 0.5. The AVE test results are presented in Table 3.

Table 3. AVE Test Results

Variable	AVE
Halal Knowledge (X1)	0.718
Halal Awareness (X2)	0.655
Halal Certification Cost (X3)	0.778
MSMEs' Decision to Obtain Halal Certification (Y)	0.589

Source: Processed Data, 2026

Based on Table 3, all variables have Average Variance Extracted (AVE) values above 0.50. Accordingly, each construct is valid and adequately explains the variance in its indicators.

d. Reliability Test

The reliability test was conducted to assess the internal consistency of the research instrument using Cronbach's Alpha and Composite Reliability. A construct was considered reliable when both values exceeded 0.70. The reliability test results are presented in Table 4.

Table 4. Reliability Test Results

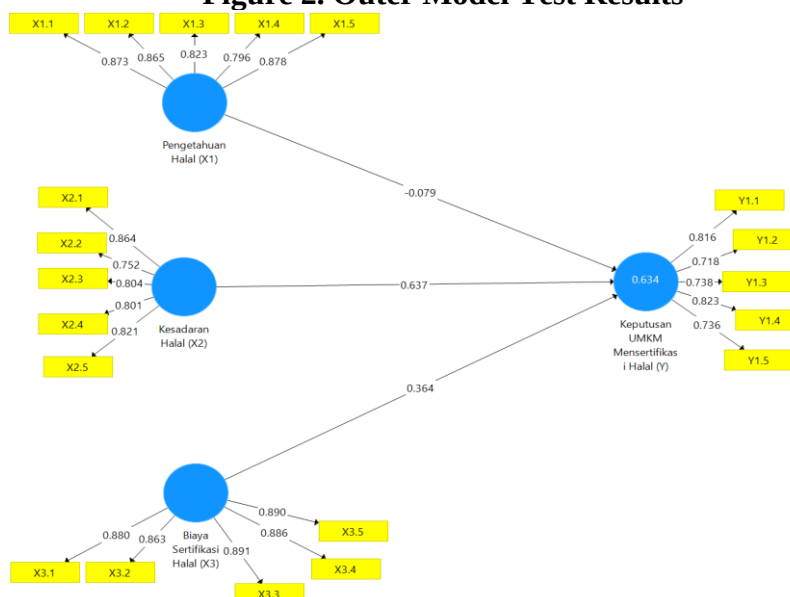
Variable	Cronbach's Alpha	Composite Reliability
Halal Knowledge (X1)	0.902	0.927

Halal Awareness (X2)	0.868	0.905
Halal Certification Cost (X3)	0.929	0.946
MSMEs' Decision to Obtain Halal Certification (Y)	0.825	0.877

Source: Processed Data, 2026

Based on Table 4, all variables have Composite Reliability and Cronbach's Alpha values above 0.70. Accordingly, all constructs are reliable and suitable for use in the research instrument. The outer model test results are shown in Figure 2.

Figure 2. Outer Model Test Results



Source: SmartPLS Output, 2026

Inner Model Assessment

a. Coefficient of Determination (R-Square Test)

In SEM-PLS analysis, the R-square (R^2) value is used to measure the ability of the independent variables to explain the dependent variable. R^2 values of 0.67, 0.33, and 0.19 are categorized as strong, moderate, and weak, respectively. The R-square test results are presented in Table 5.

Table 5. R-Square Test Results

Endogenous Variable	R-Square	Adjusted R Square
MSMEs' Decision to Obtain Halal Certification (Y)	0.634	0.623

Source: Processed Data, 2026

Based on the R-Square test results in Table 5, the Adjusted R-Square value of 0.623 indicates that Halal Knowledge (X1), Halal Awareness (X2), and Halal Certification Cost (X3) explain 62.3% of MSMEs' Decision to Obtain Halal Certification (Y), while the remaining 37.7% is influenced by other factors outside the model. The R-Square value of 0.634 indicates that the model's explanatory ability is in the moderate category.

b. Direct Effect

The direct effect test determines the direct effects of exogenous latent variables on an endogenous latent variable. This analysis is based on the path coefficient values obtained from the bootstrapping results. The direct effect test results are presented in Table 8.

Table 8. Direct Effect Test Results

Hypothesis	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Decision
H1	Halal Knowledge -> MSMEs' Decision to Obtain Halal Certification	0.167	1.987	0.047	Accepted
H2	Halal Awareness -> MSMEs' Decision to Obtain Halal Certification	0.611	6.806	0.000	Accepted
H3	Halal Certification Cost -> MSMEs' Decision to Obtain Halal Certification	0.221	3.099	0.002	Accepted

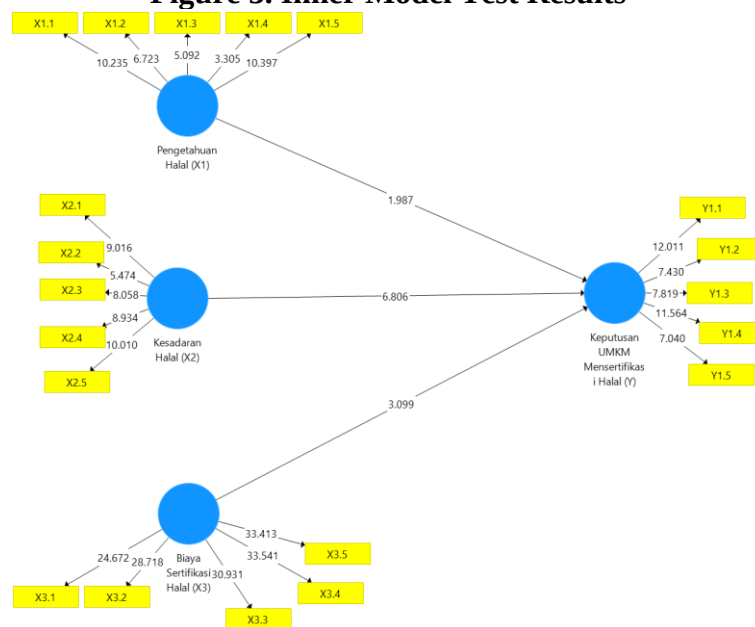
Source: Processed Data, 2026

Based on Table 8, the direct effect test results can be described as follows:

- 1) Halal Knowledge (X1) has a significant effect on MSMEs' Decision to Obtain Halal Certification (Y), with a T-statistic of $1.987 > 1.96$ and a P-value of $0.047 < 0.05$. Accordingly, the first hypothesis is accepted.
- 2) Halal Awareness (X2) has a significant effect on MSMEs' Decision to Obtain Halal Certification (Y), with a T-statistic of $6.806 > 1.96$ and a P-value of $0.000 < 0.05$. Accordingly, the second hypothesis is accepted.
- 3) Halal Certification Cost (X3) has a significant effect on MSMEs' Decision to Obtain Halal Certification (Y), with a T-statistic of $3.099 > 1.96$ and a P-value of $0.002 < 0.05$. Accordingly, the third hypothesis is accepted.

The inner model test results are shown in Figure 3.

Figure 3. Inner Model Test Results



Source: SmartPLS Output, 2026

Based on Figure 3, Halal Knowledge (X1), Halal Awareness (X2), and Halal Certification Cost (X3) have positive effects on MSMEs' Decision to Obtain Halal

Certification (Y), with path coefficients of 0.167, 0.611, and 0.221, respectively. Halal Awareness has the strongest effect. The R-Square value of 0.634 indicates that the three variables explain 63.4% of the variation in the decision to obtain halal certification, while the remaining 36.6% is influenced by other factors outside the model.

The Effect of Halal Knowledge on MSMEs' Decision to Obtain Halal Certification

The test results show that Halal Knowledge has a significant effect on MSMEs' Decision to Obtain Halal Certification, with a T-statistic of 1.987 and a P-value of 0.047. This finding indicates that an understanding of halal concepts, benefits, requirements, and certification procedures can encourage MSME operators in Pontianak City to apply for halal certification. Adequate knowledge helps business operators view halal certification not merely as regulatory compliance but also as an effort to increase consumer trust, expand market reach, and strengthen competitiveness. Therefore, outreach, training, and assistance should be strengthened to reduce business operators' uncertainty in managing the certification process. This finding differs from that of Meirahmawati et al. (2025), who reported that halal knowledge did not affect the decision to obtain halal certification.

The Effect of Halal Awareness on MSMEs' Decision to Obtain Halal Certification

Halal Awareness was found to have a significant effect on MSMEs' Decision to Obtain Halal Certification, with a T-statistic of 6.806 and a P-value of 0.000. The greater MSME operators' concern for product halal status, the needs of Muslim consumers, and their responsibility to maintain product quality, the stronger their tendency to obtain halal certification. Business operators with a high level of halal awareness generally regard certification as a form of commitment, a means of enhancing credibility, and a strategy for expanding market reach. Therefore, education, campaigns, outreach, and assistance should be continuously implemented to strengthen halal awareness among MSMEs. This finding is consistent with Camelia et al. (2024) and Kristin et al. (2024), who showed that halal awareness encourages certification decisions and enhances consumer trust, consumer loyalty, and business development.

The Effect of Halal Certification Cost on MSMEs' Decision to Obtain Halal Certification

The test results show that Halal Certification Cost has a significant effect on MSMEs' Decision to Obtain Halal Certification, with a T-statistic of 3.099 and a P-value of 0.002. MSME operators tend to apply for certification when the required cost is considered affordable and commensurate with the benefits obtained. Conversely, costs perceived as burdensome to a business's financial condition may impede the certification decision. This finding is consistent with Anggraini and Zahra (2025), who stated that certification cost is an important consideration in MSMEs' decision-making. Therefore, government financing assistance, facilitation, and free halal certification programs are needed to reduce financial barriers and increase the number of MSMEs holding halal certificates.

CONCLUSION

The results show that the measurement model met the validity and reliability requirements, as indicated by loading factor values above 0.70, Average Variance Extracted values exceeding 0.50, and Cronbach's Alpha and Composite Reliability values above 0.70. In the structural model, Halal Knowledge, Halal Awareness, and Halal Certification Cost jointly explained 63.4% of the variation in MSMEs' Decision to Obtain Halal Certification, with an Adjusted R-Square value of 0.623, while the remaining 36.6% was associated with

other factors outside the model. Partially, Halal Knowledge had a positive and significant effect, with a path coefficient of 0.167, a T-statistic of 1.987, and a P-value of 0.047. Halal Awareness also had a positive and significant effect, with a coefficient of 0.611, a T-statistic of 6.806, and a P-value of 0.000, while Halal Certification Cost had a positive and significant effect, with a coefficient of 0.221, a T-statistic of 3.099, and a P-value of 0.002. These findings confirm that the decision to obtain halal certification is formed through a combination of knowledge, concern for product halal status, and business operators' assessment of the affordability of certification costs.

The principal finding of this study is the dominant effect of Halal Awareness compared with Halal Knowledge and Halal Certification Cost. The path coefficient of 0.611 indicates that MSME operators' decisions depend not only on their mastery of information concerning certification procedures but, more importantly, on the belief that halal assurance forms part of a business's responsibility to consumers. This awareness encourages business operators to maintain raw materials, production processes, storage, packaging, and distribution in accordance with halal principles.

In practical terms, increasing the number of halal-certified MSMEs requires a strategy that integrates education, awareness strengthening, and financial support. The Pontianak City Government, halal product assurance authorities, and MSME assistance agencies should expand needs-based outreach, provide procedural training, simplify access to information, and offer assistance from document preparation through certificate issuance. Free certification or cost-subsidy programs should also be maintained and targeted at MSMEs facing the greatest financial constraints. For business operators, halal certification should be positioned as an investment in building credibility, increasing consumer trust, and expanding market reach. Future studies are advised to include variables such as religiosity, perceived benefits, procedural ease, service quality, government support, digital literacy, and market orientation, while also expanding the geographical and business-sector coverage to provide a more comprehensive understanding of halal certification decisions.

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