

**HALAL AWARENESS AND HALAL CERTIFICATION: ITS EFFECT ON
CUSTOMER LOYALTY OF MIE GACOAN WITH CELEBRITY ENDORSMENT
AS AN INTERVENING VARIABLE**



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Abstract

Along with the increasing Muslim population and halal awareness, the halal lifestyle is inseparable from the lives of the world community because halal is no longer just a religious issue but has become a realm of trade and a symbol of global quality assurance, in the end halal products are not only important for Muslims but will be important for non-Muslims as well, so Halal Awareness and Halal Certification are determined as the dependent variables of the study. Mie Gacoan was chosen as the object of research because it is a very popular business in Indonesia and has implemented Islamic Branding with Halal Certification and digital marketing with the use of Celebrity Endorsement. This research is important to continue because it can provide consideration for business people in making more innovative, creative and strategic marketing strategy decisions according to location, era and consumer preferences. This research method is quantitative. Non-probability sampling technique. Primary data sources are questionnaires and secondary data from books, journals and relevant websites. The number of samples was determined based on the cochran formula with the resulting number of 96 samples and increased to 100 samples in the process. The sampling method is purposive sampling. The results showed that the effect of halal certification on customer loyalty had a significant and accepted effect and the other variables tested in this study did not show a significant effect so that it could not be accepted.

Keywords: Halal Awareness, Halal Certification, Customer Loyalty, Celebrity Endorsement, Mie Gacoan

INTRODUCTION

The halal industry has become a new manufacturing sector and is growing rapidly along with other global businesses across the world (Amalia & Indra Rahmatillah, 2023: 71). Currently, the halal lifestyle cannot be separated from the lives of world society (Makhtum & Faraby, 2024). Because the halal industry is no longer just a religious issue, but has become a business and trade area, and has become a lifestyle choice because it is a symbol of global quality assurance (Heidarzadeh Hanzaee & Reza Ramezani, 2011: 2). So that in the end, halal products are not only important for Muslims but will also be important for non-Muslims. So that the global halal industry will continue to grow along with the increasing halal awareness of the community and the Muslim population, which is predicted to continue to increase. Global awareness of the halal industry can be seen from the increasing number of countries that develop and implement the halal concept. Report Dinarstandard estimates that Muslim spending will grow by US\$2.8 trillion in 2025 and over the next 4 years the CAGR (Compound Annual Growth Rate) is estimated to reach 7.5% in six real sectors of the sharia economy, namely: FnB, fashion, cosmetics, health, media and recreation (Dinarstandard, 2022).

The food and beverage industry will grow very rapidly because it is a primary human need. The development of the halal food and beverage industry in Indonesia is driven by the demographic factor of Indonesia, whose population is predominantly Muslim, with a high level of halal consumption awareness (Adinugraha, 2022: 132). It is recorded that the Muslim population of Indonesia is 229.62 million people from a total population of 269.6 million people, or equivalent to 87.2% of the Indonesian population being Muslim (Hmaida & Ilma Dian Fasicha, 2024: 12). Furthermore, driven by the priority program of the Indonesian government in 2024, namely the obligation of halal certification, which will start from the food and beverage sector (Makhtum & Faraby, 2024: 56). This is also inseparable from Indonesia's seriousness in becoming part of the world's halal center and becoming a pioneer in the globalization of halal certification (Susetyohadi & Adha, 2021: 285). In 2024, the BPJPH (Halal Product Assurance Organizing Agency) received the GIFA (Global Islamic Finance Awards) Championship Award on Halal Certification because more than 5 million

products have been Halal Certified by BPJPH (Bpjph.halal.go.id, 2024). This allows halal food and beverages to provide profitable business opportunities in Indonesia.

Mie Gacoan is a trademark of PT. Pesta Pora Abadi, which was established in early 2016, Mie Gacoan is a business engaged in the food and beverage sector, which is a very popular and rapidly growing culinary business in Indonesia, with the use of the tagline "Mie Pedas No. 1 in Indonesia". As reported on its official website (Miegacoan.co.id, 2025), Mie Gacoan has more than 100 branches in several regions in Indonesia and followers on the official Instagram (@mie.gacoan, 2025) as many as 752 thousand active followers in early 2025. Mie Gacoan is one of the restaurants in Indonesia that understands the potential of the halal food and beverage business, so Mie Gacoan carried out halal certification in November 2022 and received the With Category Excellent (Miegacoan.co.id, 2025). Food products with bad names cannot receive halal certification (Syarif, 2024: 663). The naming of the menu is considered inappropriate, thus becoming an obstacle to the Halal Certification of Mie Gacoan (Nailis & Rheisa Nailatul Izza, 2024: 589). So, Mie Gacoan tried to change the names of its menus from those that were originally inspired by the names of spirits to what they are today to comply with the halal standards issued by the MUI in fatwa Number 4 of 2003, by not using names or symbols of food and drinks that lead to falsehood and disbelief. Mie Gacoan was chosen as the object of research because Mie Gacoan is a very popular business, is growing rapidly, and implements strategies of Islamic branding by conducting halal certification and digital marketing by using celebrity endorsement.

Halal has become an important concept for Muslims. Awareness is a person's ability to understand, feel, and be aware of events and objects (Ismaya & Wati Susilawati, 2022: 14). Halal awareness is Muslim awareness of the concept, principles and processes of halal so that, in the end, halal priorities emerge for them to consume (Sri Ernawati & Iwan Koerniawan, 2023: 209). Therefore, halal awareness becomes an important factor in customer purchasing decision making before customer loyalty occurs. According to Izzuddin, the level of customer awareness and understanding of halal products varies, but even so, Muslim customers will still have a positive attitude towards products that use a halal approach strategy in their marketing process (Izzuddin, 2018: 101).

Halal Certification can guarantee that the products consumed have met the halal standards set by the MUI (Indonesian Ulema Council) because they have gone through an audit stage and been approved by the BPJPH (Halal Product Guarantee Agency). Suetyohadi said that companies that can provide products with the clarity of the expected information to customers, including halal product information, will form customer loyalty towards their products (Susetyohadi & Adha, 2021: 286). So, halal certified products must have a marker because halal food cannot be known only based on taste, aroma and texture (Bashir, 2019: 1998). Halal certification also has advantages in terms of business by providing added value in promotion and sales (Juliana & Relly Revinda, 2024: 154). Halal certification can also protect the Muslim community from products that are not good or haram (Hamdani & Nurma Sari, 2021: 199). Halal certification can protect the rights of customers by providing legal certainty regarding product quality (Shofiyulloh & Misrochah, 2024: 10). Because halal certification is not only for marketing considerations but also for determining the quality of a product (Istanti & Heri Pratikto, 2019: 199). So, by considering the phenomenon of the Muslim population, the opportunities for halal food businesses in Indonesia, the increasing public awareness of the importance of a product's halalness, the positive attitude of Muslim customers towards halal products and the commitment of halal industries in Indonesia, the Halal Awareness variable was chosen and Halal Certification as a dependent variable to determine how much influence it has on Muslim Customer Loyalty.

According to Yunus, unknown brands reduce consumer trust, so they do not influence customer loyalty even though the product is certified as a halal product by the local religious authority (Yunusa & Wan Edura Wan Rashid, 2014: 147). So, creative and innovative marketing in the digital era is also a very important factor in business development. Moreover, the growth of Indonesian internet users is consistent and significant with a growth rate reaching 79.5% in 2024 (Prasetiyo & Rehan Gustiawan, 2024: 70). So, the approach to digital marketing is also part of the marketing strategy steps (Wahyuni & Amanda, 2024: 17). Strategy digital marketing will be more effective with the use of celebrity endorsement. The use of celebrity endorsement to attract the hearts of customers so as not to lose their loyalty (Nilammadia & Tis Atin, 2020: 2). Celebrity endorsement is one of the potential factors to influence purchasing decisions (Rahmawati & Muinah Fadhilah, 2024: 482). A

celebrity endorser should be a famous figure who has expertise, suitability and popularity among the public. Seeing the significant growth of internet users in Indonesia, considering the digital era and the marketing approach strategy through celebrity endorsement implemented by Mie Gacoan, it was decided that Celebrity Endorsement is an intervening variable to analyze more deeply how Halal Awareness and Halal Certification can influence Customer Loyalty.

Customer Loyalty is the customer's loyalty to a product based on a positive attitude towards repeat purchases. Repeat purchase activities are carried out by customers to form loyalty, the highest one (Susetyohadi & Adha, 2021: 286). Customer loyalty is a decision customer to continue using and recommending a product from the same company. Customer loyalty is a profitable collaboration between customers and producers (Indriani & Mohammad Rizal, 2023: 823). Where customer loyalty can increase product sales for producers and producers can meet their demands, so that they can provide satisfaction for customers. In increasing or maintaining customer loyalty, there are many ways, one of which is islamic branding and digital marketing.

Although many companies have used Celebrity Endorsement as a promotional strategy, there are still few studies that examine how the role of Celebrity Endorsement can be an intervening variable between the influence of Halal Awareness, Halal Certification on Customer Loyalty. This research is important to continue because it can identify more deeply the influence of awareness of product halalness and the influence of Halal Certification on Consumer Loyalty of Mie Gacoan with Celebrity Endorsement as an intervening variable. This research will provide considerations for business actors in making decisions on more innovative, creative, and strategic marketing strategies according to location, era, and consumer preferences.

Based on the research title, 7 hypotheses were obtained, namely:

- H1:** Halal Awareness has a direct impact on Customer Loyalty.
- H2:** Halal Awareness has a direct impact on Celebrity Endorsement.
- H3:** Halal Certification has a direct impact on Customer Loyalty.
- H4:** Halal Certification has a direct impact on Celebrity Endorsement.
- H5:** Celebrity Endorsement has a direct impact on Customer Loyalty.

H6: Halal Awareness has an indirect effect on Customer Loyalty with Celebrity Endorsement as an intervening variable.

H7: Halal Certification has an indirect effect on Customer Loyalty with Celebrity Endorsement as an intervening variable.

From the results of the background description and the results of relevant previous research, a framework for thinking was prepared to facilitate the research presented. In Figure 1, as follows:

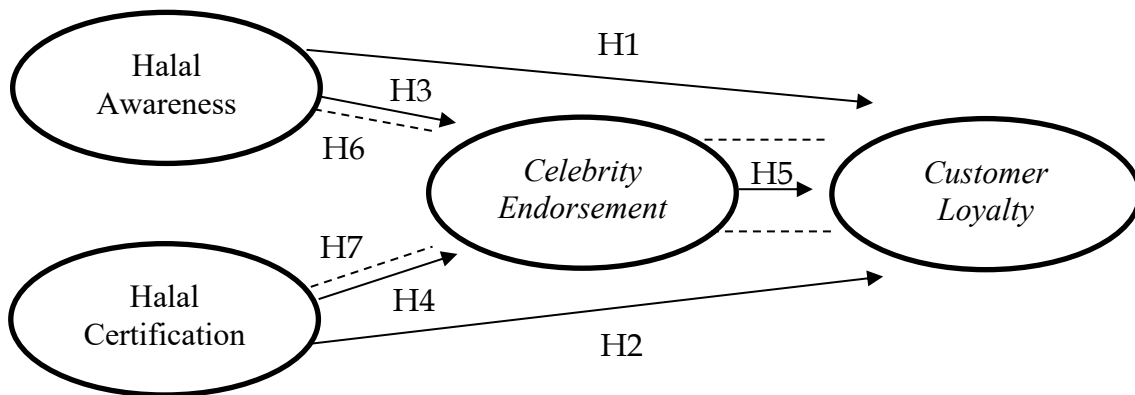


Figure 1.
Framework of Thinking

REVIEW OF LITERATURE

Halal Awareness

Halal Awareness is the understanding and knowledge regarding the concept of halal for a Muslim, regarding something good and permissible for consumption (Vizano & Khamaludin Khamaludin, 2021: 443). In addition, is the ability to feel about an event and object (Saputra & Jaharuddin, 2022). Halal awareness involves a person's awareness to understand and ensure that the product they wish to consume or purchase complies with the principles and laws. According to Juliana, there are several indicators to determine Halal Awareness, namely: a) Halal knowledge, b) Awareness of halal products, c) Priority for buying and consuming halal products, d) Awareness of product cleanliness and safety (Juliana & Muhammad Wafa Rizaldi 2022: 171).

Halal Certification

Halal certification is a written decision of BPJPH (Halal Product Guarantee Agency) that confirms the halalness of a product or service that is in accordance with law and Sharia.

Because, Halal certification is a process carried out to provide halal status (Qorirotul Uyun & Mashudi Mashudi, 2024: 296). Therefore, halal certification can provide protection, peace of mind, and guarantee the quality of a product. So that halal certification can be used as a protection for consumers from substances that are forbidden for consumption by the Muslim community (Nailis & Rheisa Nailatul Izza, 2024: 589). According to Utomo, there are some indicators of Halal Certification: a) Understanding the halal logo, b) Choosing products based on Islamic law and MUI fatwas, c) Choosing products based on the halal logo, d) Ability to distinguish between genuine and fake halal logos (Utomo & Ustadus Sholihin, 2024).

Celebrity Endorsement

Celebrity endorsement is a marketing strategy that involves famous figures or celebrities to support by recommending products, so that it can increase brand credibility and appeal to consumers (Ummu Sya'adah & Muhammad Sulthon, 2022: 4). So that a product can reach the customer which ultimately creates an interest in customer consumption (Ezekiel & Lena Ellitan, 2023: 99). Celebrity endorsement is someone who is known by the public and can influence others so that they are interested in something that is being promoted, this marketing strategy is often used to increase the popularity of a product so that it reaches the target market. Celebrity endorsement will be effective when the Endorser's personality matches the character of the brand or product being marketed (Ummu Sya'adah & Muhammad Sulthon, 2022: 5). According to Muthia, there are three important indicators of Celebrity Endorsement, namely: a) Attractiveness, the attractiveness possessed by the Celebrity, b) Trustworthiness, Trust in the Celebrity, c) Expertise, the expertise possessed by the Celebrity (Muthia & Ma'ruf, 2024: 124).

Customer Loyalty

Customer loyalty is the customer's effort to be loyal and subscribe (Damayanti, 2021: 35). Customer loyalty occurs with awareness and impressions of perceived quality, so that strong trust and pride emerge and can be proven by recommendations and repeat purchases (Pranajaya & Teddy Setiawan, 2021: 307). According to Al-Hakam, here are some indicators of Customer Loyalty, namely: a) Intention to repurchase or repeat purchases, b) Product recommendations to others, c) Loyalty to the product or company, d) Willingness to pay a price premium (Al-Haqam & Hamali, 2016: 205).

RESEARCH METHOD

This research method is quantitative. Quantitative method is a research method that emphasizes numbers and then analyzes using the most appropriate statistical method (Hardani & Nur Hikmatul Auliya, 2020: 238). to produce comparable values so that it can explain the hypothesis set in the study. The technique used to determine the sample is non-probability. Mie Gacoan customers whose population is not known for certain, then the number of samples is determined by calculating the Cochran formula:

$$n = \frac{Z^2 p \cdot q}{e^2}$$

Explanation:

n = Number of Samples

z = Price in the normal curve for a 5% deviation, with a value of 1.96

p = probability of being correct, 50% = 0.5

q = 50% chance of being wrong = 0.5

e = margin of error 10%

$$\begin{aligned} n &= \frac{(1,96)^2 \cdot (0,5) \cdot (0,5)}{(0,10)^2} \\ n &= \frac{3,8416,0,25}{0,01} \\ n &= 96,04 = 96 \end{aligned}$$

From the results of the Cochran formula calculation, the minimum value produced is 96 samples, which are rounded up to 100 samples.

The purposive sampling method is used for sampling. Purposive sampling is a strategy for selecting samples intentionally based on considerations to provide important information that cannot be obtained from other options (Agit & Luluk Nur Aini, 2023: 14). It is expected that the purposive sampling method can obtain ideal and relevant samples according to the needs of the research sample being conducted. The following are the inclusion criteria for this research sample: a) Are consumers of Mie Gacoan, b) Are social media users, c) Are Muslim, d) And are at least 16 years old and a maximum of 64 years old in 2025. By determining the age range, it is expected to be able to analyze more deeply and reach all generations that meet the main criteria in points a, b, and c. In this study, the primary

data is in the form of a questionnaire, and the secondary data is obtained from journals, books and websites that are relevant to what is being studied. The data collected uses the SEM-PLS analysis technique through SmartPLS Software version 4. SEM-PLS has always been the method of choice and is preferred, especially for intervening model analysis (Jr. & Hult, 2021: 3-24). This data analysis method and software were chosen because of their ability to read and test data more efficiently, the completeness of modern and flexible modes and features can facilitate data analysis and the ability to process complex models so that the results produced are significant (Setiabudh & Suwono, 2024: 2-3).

RESULTS AND DISCUSSION

In this study, data were obtained from distributing questionnaires filled out by respondents, namely Muslim consumers of Mie Gacoan. The data collected were 100 respondents who were in accordance with the respondent criteria in this study. The characteristics of respondents are presented in table 1 as follows:

Table 1.
Respondent Characteristics

Characteristics	Respondents	Frequency	Presentation
Gender	Man	34	34%
	Woman	66	66%
Age	16-25 Years	88	88%
	26-45 Years	10	10%
	46-65 Years	2	2%
Income	Rp. < 500,000	36	36%
	Rp. 501,000 - Rp. 2,000,000	55	55%
	Rp. 2,001,000 - Rp. 5,000,000	9	9%
Region	East Java	88	88%
	Central Java	3	3%
	West Java	3	3%
	Special Region of Yogyakarta	1	1%
	South Sumatra	2	2%
	Bali	1	1%
	Bengkulu	1	1%
	South Kalimantan	1	1%

Source: Data obtained using Google Forms Questionnaire, 2025.

From table 1, data tabulation shows that 88% of Mie Gacoan customers come from East Java, with an income range of Rp. 501,000 to Rp. 2,000,000. which is dominated by teenage girls aged 16-25 years.

Outer Loadings

External loading or outer loadings is a test that can measure the correlation between indicators and latent variables. The closeness of the relationship between indicators and latent variables can be known by the high value of outer loadings and the outer loadings value can be accepted if > 0.7 , and if < 0.4 , it is always eliminated from the analysis process (Setiabudh & Suwono, 2024: 42). The results of the outer loadings test are presented in table 2 as follows:

Table 2.
Outer Loadings Results

	Outer Loadings
X1.1 <- X1. Halal Awareness	0.942
X1.2 <- X1. Halal Awareness	0.962
X1.3 <- X1. Halal Awareness	0.944
X1.4 <- X1. Halal Awareness	0.739
X2.1 <- X2. Halal Certification	0.923
X2.2 <- X2. Halal Certification	0.846
X2.3 <- X2. Halal Certification	0.829
X2.4 <- X2. Halal Certification	0.952
Y1.1 <- Y1. Customer Loyalty	0.883
Y1.2 <- Y1. Customer Loyalty	0.878
Y1.3 <- Y1. Customer Loyalty	0.708
Y1.4 <- Y1. Customer Loyalty	0.732
Z1.1 <- Z1. Celebrity Endorsements	0.917
Z1.2 <- Z1. Celebrity Endorsements	0.909
Z1.3 <- Z1. Celebrity Endorsements	0.939

Source: Data processed using SmartPLS, 2025.

From table 2, test results outer loadings can be seen that the resulting value is > 0.7 , meaning that the relationship between the indicator and the latent variable is close or accepted.

Construct Validity and Reliability

In PLS-SEM, compared to cronbach's alpha, composite reliability is more appropriate for measuring reliability. Composite reliability can produce higher suitability estimates

because what is measured is the actual reliability value of a construct, while cronbach's alpha only measures the lower limit of the construct's reliability value, and the accepted composite reliability value is > 0.7 (Setiabudh & Suwono, 2024: 44). The results of the construct validity and reliability tests are presented in table 3 as follows:

Table 3.
Construct Validity and Reliability

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
X1. Halal Awareness	0.920	0.937	0.945	0.813
X2. Halal Certification	0.910	0.916	0.938	0.790
Y1. Customer Loyalty	0.814	0.833	0.879	0.647
Z1. Celebrity Endorsement	0.912	0.924	0.944	0.849

Source: Data processed using SmartPLS, 2025.

From table 3, the results of the validity and reliability test of the AVE construct show that the value of all variables is > 0.5 , meaning that the test can be continued and composite reliability shows that the value of all variables is > 0.7 , meaning that the construct is declared reliable.

Discriminant Validity (Cross loadings)

Discriminant validity is used to test differences between constructs that should actually be different (Hardani & Nur Hikmatul Auliya, 2020: 394). It can be said to be valid if the intended loading value is > 0.7 from the cross loading test results (Garson, 2016: 68-69). The cross loading test results are presented in table 4 as follows:

Table 4.
Cross-Loadings Test Results

	X1. Halal Awareness	X2. Halal Certification	Y1. Customer Loyalty	Z1. Celebrity Endorsement
X1.1	0.942	0.911	0.749	0.437
X1.2	0.962	0.932	0.772	0.457
X1.3	0.944	0.877	0.766	0.423
X1.4	0.739	0.629	0.577	0.336
X2.1	0.923	0.923	0.741	0.437
X2.2	0.704	0.846	0.688	0.379
X2.3	0.724	0.829	0.718	0.347
X2.4	0.964	0.952	0.790	0.457

Y1.1	0.715	0.757	0.883	0.370
Y1.2	0.671	0.722	0.878	0.418
Y1.3	0.537	0.538	0.708	0.303
Y1.4	0.634	0.618	0.732	0.372
Z1.1	0.427	0.425	0.402	0.917
Z1.2	0.344	0.367	0.391	0.909
Z1.3	0.489	0.464	0.463	0.939

Source: Data processed using SmartPLS, 2025.

From table 4, the cross loading test results show that all intended load values are > 0.7 and the intended load show different value than other latent variables, which show validity.

Structural Model Testing (Inner Model)

R-square is a statistical test that can show how well variable X explains variable Y (Setiabudh & Suwono, 2024: 46-47). The criteria for r-square are as follows: 0.67 is considered substantial, 0.33 moderate and 0.19 weak ((Chin 1998: 323) Edeh et al., 2023: 80). The results of the internal model test are presented in table 5 as follows:

Table 5.
Inner Model Test Results

	R-square	Adjusted R-square
Z1. Celebrity Endorsement	0.218	0.202
Y1. Customer Loyalty	0.695	0.686

Source: Data processed using SmartPLS, 2025.

From table 5, the results of the structural model test inner model can be seen that Celebrity Endorsement shows an r-square value of 0.218, meaning that the predictor variables or variables Halal Awareness and Halal Certification in explaining the variable Celebrity Endorsement are 21.8%, and 78,2% is explained by other variables outside this research. This means that the r-square value in the weak criteria is indicated by the test results.

The results of the structural model test inner model show that customer loyalty shows an r-square value of 0.695, meaning that the predictor variables or variables Halal Awareness, Halal Certification and Celebrity Endorsement in explaining the variable Customer Loyalty are 69,5%, which means 30,5% is explained by other variables. This means that the r-square value in the substantial criterion is indicated by the test results.

Hypothesis Testing

Hypothesis testing is based on the t-statistic value measured by the t-table to determine whether there is an influence or not. Based on 100 samples with a 10% margin of error the t-statistic value $> 1,660$. Besides that, p-values < 0.05 to determine significance. The results of the hypothesis test are presented in table 6 and 7 as follows:

Table 6.
Hail Path Coefficients Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values
X1. -> Y1.	0.196	0.190	0.173	1.129	0.259
X1. -> Z1.	0.266	0.269	0.255	1,045	0.296
X2. -> Y1.	0.644	0.652	0.167	3,853	0.000
X2. -> Z1.	0.208	0.209	0.262	0.795	0.427
Z1. -> Y1.	0.092	0.093	0.065	1,409	0.159

Source: Data processed using SmartPLS, 2025.

From Table 6 of the path coefficients test, it can be seen that the influence of Halal Awareness on Customer Loyalty shows a t-statistic value $1.129 < 1.660$ t-table, which means it has no effect, and p-values show a value of $0.259 > 0.05$, meaning it is not significant. Thus, **H1**: Halal Awareness has a direct impact on Customer Loyalty, is not accepted.

The influence of Halal Awareness on Celebrity Endorsement shows the t-statistic value $1.045 < 1.660$, t-table means no effect, and p-values show a value of $0.296 > 0.05$, which means it is not significant. Thus, **H2**: Halal Awareness has a direct impact on Celebrity Endorsements, is not accepted.

The influence of Halal Certification on Customer Loyalty shows the t-statistic value $3.853 > 1.660$ t-table, which means it has an effect, and p-values show a value of $0.000 < 0.05$, which means significant. Thus, **H3**: Halal Certification has a direct impact on Customer Loyalty, being accepted.

The influence of Halal Certification on Celebrity Endorsement shows the t-statistic value $0.795 < 1.660$ t-table, which means it has no effect, and p-values show a value of $0.427 > 0.05$, meaning it is not significant. Thus, **H4**: Halal Certification has a direct impact on Celebrity Endorsements, is not accepted.

The influence of celebrity endorsement on customer loyalty shows the t-statistic value $1.409 < 1.660$ t-table, which means it has no effect, and p-values show a value of $0.159 >$

0.05, meaning it is not significant. Thus, **H5**: Celebrity Endorsements directly to Customer Loyalty, is not accepted.

Table 7.
Indirect Effects Test Results

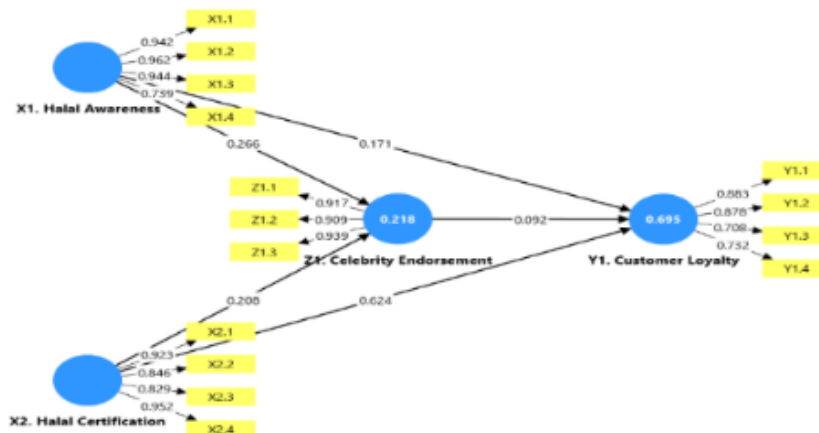
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ((O/STDEV))	P values
X1. -> Z1. -> Y1.	0.025	0.025	0.034	0.722	0.470
X2. -> Z1. -> Y1.	0.019	0.020	0.033	0.587	0.557

Source: Data processed using SmartPLS, 2025.

From Table 7, the results of the indirect effects test show that the influence of the dependent variable X1 on the independent variable Y1, with Z1 as the intervening variable, shows a t-statistic value $0.722 < 1.660$ t-table, which means it has no effect and p-values show a value of $0.470 > 0.05$, meaning it is not significant. Thus, **H6**: Halal Awareness has an indirect effect on Customer Loyalty with Celebrity Endorsement as an intervening variable, which is not accepted.

The influence of the dependent variable X2 on the independent variable Y1, with Z1 as the intervening variable, shows the t-statistic value $0.587 < 1.660$ t-table, which means it has no effect, and p-values show a value of $0.557 > 0.05$, meaning it is not significant. Thus, **H7**: Halal Certification has an indirect effect on Customer Loyalty with Celebrity Endorsement as an intervening variable, which is not accepted.

Figure 2.
Measurement Model Testing



Source: Data processed using SmartPLS, 2025.

The Influence of Halal Awareness on Customer Loyalty

The results of the hypothesis test explain that the influence of Halal Awareness on Customer Loyalty of Mie Gacoan shows that H1 is not accepted. Proven based on the results of the SEM-PLS analysis technique through SmartPLS version 4 software, which shows there is no effect of Halal Awareness on Customer Loyalty, with t-statistics showing a smaller value than the t-table which means no effect, and p-values show value bigger than 0.05 which means no significant. Then, Halal Awareness does not have a significant effect on Customer Loyalty Mie Gacoan. The absence of influence between Halal Awareness on Customer Loyalty Mie Gacoan may be caused by other factors such as Halal Lifestyle, where Halal Lifestyle is also a trigger or driver in making Muslim customers purchasing decisions (Nurazizah & Nila Aprilia, 2024: 63). Before Customer Loyalty occurs.

The Influence of Halal Awareness on Celebrity Endorsement

The results of the hypothesis test explain that the influence of Halal Awareness on Celebrity Endorsement shows that H2 is not accepted. Proven based on the results of the SEM-PLS analysis technique through SmartPLS version 4 software, which shows there is no effect of Halal Awareness on Celebrity Endorsement with t-statistics showing a smaller value than the t-table which means no effect, and p-values show value bigger 0.05 which means no significant. then, Halal Awareness does not have a significant effect on Celebrity Endorsement Mie Gacoan. The test results also show a low r-square value, which, if measured by the percentage of the ability to explain Halal Awareness Against Celebrity Endorsement, is only 21.8%, which means 78,2% is explained by other variables outside this study.

The Influence of Halal Certification on Customer Loyalty

The results of the hypothesis test explain that the influence of Halal Certification on Customer Loyalty of Mie Gacoan shows that H3 is accepted. Proven based on the results of the SEM-PLS analysis technique through SmartPLS version 4 software, which shows there is effect of Halal Certification on Customer Loyalty, with t-statistics showing a value greater than the t-table which means influential, and p-values show values maller 0.05 which means significant. So, Halal Certification has a significant effect on Mie Gacoan Customer Loyalty. The results of this study support the research results (Susetyohadi & Adha, 2021:

291) with research findings that Halal Certification has a positive and significant effect on Customer Loyalty.

The Influence of Halal Certification on Celebrity Endorsement

The results of the hypothesis test explain that the influence of Halal Awareness on Celebrity Endorsement shows that H4 is not accepted. Proven based on the results of the SEM-PLS analysis technique through SmartPLS version 4 software, which shows there is no effect of Halal Awareness on Celebrity Endorsement with t-statistics showing a smaller value than the t-table which means no effect, and p-values show value bigger 0.05 which means no significant. then, Halal Awareness does not have a significant effect on Celebrity Endorsement, Mie Gacoan. The test results also show a low r-square value, which, if measured by the percentage of the ability to explain Halal Awareness Against Celebrity Endorsement, is only 21,8%, which means 78,2% is explained by other variables outside this study.

The Influence of Celebrity Endorsement on Customer Loyalty

The results of the hypothesis test explain that the influence of Celebrity Endorsement on Customer Loyalty of Mie Gacoan shows that H5 is not accepted. Proven based on the results of the SEM-PLS analysis technique through SmartPLS version 4 software, which shows there is no effect of Celebrity Endorsement on Customer Loyalty with t-statistics showing a smaller value than the t-table which means no effect, and p-values show value bigger 0.05 which means no significant. Then, Celebrity Endorsement does not have a significant effect on Customer Loyalty Mie Gacoan. the absence of influence between Halal Awareness on Customer Loyalty Mie Gacoan may be caused by other factors, such as Mie Gacoan is in great demand because it offers products at affordable prices, but has high quality (Ezekiel & Lena Ellitan, 2023: 99). Also, called the best price to quality in its class (Sholikhah & Hadita, 2023: 694).

The Influence of Halal Awareness on Customer Loyalty with Celebrity Endorsement as an Intervening Variable

The results of the hypothesis test explain that the influence of Halal Awareness on Customer Loyalty of Mie Gacoan with Celebrity Endorsement as an Intervening Variable shows that H6 is not accepted. Proven based on the results of the SEM-PLS analysis

technique through SmartPLS version 4 software, which shows the there is no effect of Halal Awareness on Customer Loyalty of Mie Gacoan with Celebrity Endorsement as an Intervening Variable with t-statistics show a smaller value than the t-table which means no effect, and p-values show value bigger 0.05 has no meaningful significance. So it can be concluded that Celebrity Endorsement is not able to mediate between Halal Awareness and Customer Loyalty, Mie Gcoan. If analyzed descriptively, Customer Halal Awareness is not a determinant of Customer Loyalty Mie Gcoan and Celebrity Endorsement is not able to influence Customer Halal Awareness towards Customer Loyalty Mie Gacoan.

The Influence of Halal Certification on Customer Loyalty with Celebrity Endorsement as an Intervening Variable

The results of the hypothesis test explain that the effect of Halal Certification on Customer Loyalty of Mie Gacoan with Celebrity Endorsement as an Intervening Variable shows that H7 is not accepted. Proven based on the results of the SEM-PLS analysis technique through SmartPLS version 4 software, which shows the there is no effect of Halal Certification on Customer Loyalty of Mie Gcoan with Celebrity Endorsement as an Intervening Variable with t-statistics shows a smaller value than the t-table which means no effect, and p-values show value bigger 0.05 has no meaningful significance. So it can be concluded that Celebrity Endorsement is not able to mediate between Halal Certification and Customer Loyalty of Mie Gcoan. If analyzed descriptively, Mie Gacoan Customers pay attention to Halal Certification before deciding on their Loyalty, but without considering the Celebrity Endorsement used by Mie Gacoan.

CONCLUSION

Based on the calculation of the cochran formula, the data processed in this study were 100 samples with the specified sample criteria, non-probability was used as a sampling technique, the data analysis technique using SEM-PLS through SmartPLS software version 4 showed the results of the study that the effect of Halal Certification on Customer Loyalty had a significant effect so that it could be accepted, meaning that Mie Gacoan which has been Halal Certified will affect Customer Loyalty and the rest of all the variables tested did not show a significant effect so that it could not be accepted. This study shows limitations, so it

is expected that in further research, the cochrane formula can be used with a 5% margin of error to reach Mie Gacoan customers more widely and in this study Celebrity Endorsement cannot mediate Halal Awareness and Halal Certification on Customer Loyalty so that in further research, moderation variables can be used as research updates.

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