
ANALYSIS OF FACTORS THAT INFLUENCE THE INTENTION AND BEHAVIOR OF FOOD AND BEVERAGE MSMEs IN CARRYING OUT HALAL CERTIFICATION



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Abstract

This study aims to analyze the influence of halal literacy and awareness, religiosity, perceived benefits, perceived ease, and external support on the intention and actual behavior of Micro, Small, and Medium Enterprises (MSMEs) in obtaining halal certification. The research focuses on identifying the most consistent factors affecting both variables to provide strategic recommendations for accelerating halal certification adoption among MSMEs. A quantitative approach was employed using the *Partial Least Squares Structural Equation Modeling* (PLS-SEM) method. Data were collected through a survey of 102 MSME owners in the food and beverage sector located in Bogor City and Bogor Regency, all of whom had already obtained halal certification. Respondents were selected based on the criteria of holding halal certification and domicile in the study area. The findings reveal that perceived ease is the most consistent factor influencing both the intention and actual behavior of MSMEs in obtaining halal certification, showing significant effects on both variables. External support significantly affects intention at the 10% significance level, while intention itself is a direct determinant of actual behavior. In contrast, halal literacy and awareness, religiosity, perceived benefits, and external support toward actual behavior show no significant influence. These results indicate that, although knowledge and religious values are conceptually important, they are insufficient to drive actual behavior without a perceived ease in the certification process. This highlights the need for strategies that focus on simplifying procedures, increasing access to practical information, and strengthening external support to convert intention into actual action.

Keywords: Halal Literacy, MSMEs, Intention, Actual Behavior, Halal Certification

INTRODUCTION

Halal is a very fundamental legal aspect in Islamic teachings, as reflected in the mention of the word halal and its derivatives 51 times in the Qur'an (Khasanah, 2023). The halal principle serves not only as a spiritual guideline but also as a practical guideline for daily life, including the consumption of food and beverages. In the modern context, the implementation of this principle is realized through halal certification, which serves as a guarantee of compliance with Sharia law and protection for Muslim consumers (Hikmatiar & Zaerofi, 2024). For Muslims, the halal label is a key indicator before purchasing a product.

As the country with the largest Muslim population in the world, Indonesia holds a significant responsibility to ensure the availability of halal products. The halal industry is now a significant driver of economic growth, as it not only meets domestic consumer demand but also opens up export opportunities to the global market (Jannah & Indra, 2024; Priantina & Sapian, 2023). According to the State of Global Islamic Economy Report 2023, Indonesia ranks second in the world in the halal food sector after Malaysia, while also affirming its ambition to become a global halal industry center (Dinard Standard, 2023).

In the context of the national economy, the Micro, Small, and Medium Enterprises (MSMEs) sector plays a vital role. MSMEs contribute approximately 60.5% to the national Gross Domestic Product (GDP) and employ 96.9% of the total workforce (Supriyanto, 2024). The food and beverage sector is the most dominant sector due to its basic needs, high competitiveness, and significant potential to penetrate the global market if product quality and halal certification standards are met.

However, the level of halal certification among MSMEs remains very low. Of the target of 10 million certified products, only around 3 million have obtained halal certification (Link UMKM, 2024). In fact, halal certification is not only a religious obligation but also provides strategic added value in the form of increased consumer trust and market access. The government, through Law No. 33 of 2014 and the BPJPH policy, requires all food and beverage products to have halal certification, with the first phase of implementation starting October 17, 2024 (BPJPH, 2024).

Despite the regulations being in place, the implementation of halal certification still faces a number of obstacles. Costs, limited understanding of procedures, and a lack of information are the main obstacles for MSMEs (Fatmawati et al., 2023). Government efforts such as the Self Declare program have indeed accelerated the certification process, but business participation is still not optimal (BPJPH, 2025). This suggests that in addition to structural factors, psychological and behavioral aspects also play a role in the low adoption of halal certification.

Various previous studies have confirmed that halal literacy, religiosity, and perceived benefits influence business actors' intentions to pursue certification (Amalia & Andni, 2023; Luthfiya et al., 2024; Pratikto et al., 2023). Halal literacy is the basis for understanding the concepts and procedures of certification (Agustiniingsih et al., 2024), while religiosity functions as an intrinsic motivation to integrate halal values in business (Haziq et al., 2014). In addition, the perception of benefits, such as increased consumer trust and business reputation, also strengthens this intention (Anggriani et al., 2024).

However, the theory of Reasoned Action (Fishbein & Ajzen, 2010) explains that individuals will only act if the perceived benefits outweigh the costs. In practice, intentions often do not translate into actual behavior, a phenomenon known as the intention-behavior

gap (Sheeran & Webb, 2016). In the context of halal certification, many MSMEs have good intentions but do not proceed to the implementation stage due to time, cost and bureaucratic process constraints (Kushwah et al., 2019).

To address this gap, external support and perceived ease of the process play important moderating roles. This support can take the form of technical assistance, financing, administrative assistance, or easy access to information (Pratikto et al., 2023). A study by Rofiah et al. (2024) found that MSMEs that received intensive assistance from the government or certification bodies completed the certification process more quickly and confidently than those that did not receive support.

Although many studies discuss individual factors, there are still limited studies that comprehensively integrate external factors into halal certification behavior models. Surbakti et al. (2025) show that halal literacy and lifestyle only explain a small portion of the variation in certification intention, indicating a significant role for external variables such as policy support and ease of processing. Therefore, this study seeks to fill this research gap by simultaneously analyzing the role of internal (literacy, religiosity, perceived benefits) and external (mentoring, costs, ease of processing) factors.

Bogor City and Regency were chosen as the research locations because both represent areas with significant potential in the food and beverage MSME sector. Bogor City has approximately 68,000 MSMEs, 80% of which are engaged in the food and beverage sector (Pemerintah Kota Bogor, 2022), meanwhile, Bogor Regency has 34,636 MSMEs with only 10% being halal certified (Noviansyah, 2024). With a Muslim majority of over 90% (BPS West Java, 2024), this region reflects high religiosity potential but low certification adoption rates. This situation provides an important basis for this study to explore the factors influencing halal certification intentions and behavior among food and beverage MSMEs in Bogor.

Therefore, this study aims to analyze the influence of halal literacy, halal awareness, religiosity, perceived benefits, perceived ease of use, and external support on the intention of MSMEs to obtain halal certification. Furthermore, this study aims to examine the extent to which these intentions influence actual behavior in the halal certification process. Furthermore, this study analyzes the role of perceived ease of use and external support, both from the government and halal support institutions, on the actual behavior of MSMEs in obtaining halal certification. Therefore, the results of this study are expected to enrich empirical studies on the intention and behavior of halal certification and provide strategic recommendations for the government, certification institutions, and business actors in strengthening the national halal certification ecosystem.

REVIEW OF LITERATURE

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is an extension of the Theory of Reasoned Action (TRA). This theory posits that an individual's behavior is primarily determined by their intention to perform it, while intention itself is influenced by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control. These three components interact in shaping both behavioral intention and actual behavior.

Attitude toward the behavior reflects the extent to which an individual evaluates a particular action as favorable or unfavorable. In the context of halal certification, a positive attitude emerges when MSME actors perceive certification as providing tangible benefits, whether economic (e.g., increased sales), reputational (e.g., enhanced consumer trust), or spiritual (e.g., compliance with Islamic principles). Wibowo et al. (2021) demonstrate that business owners who regard halal certification as a strategic investment tend to develop more favorable attitudes toward the certification process, particularly when supported by adequate halal literacy (Fauzi et al., 2024).

Subjective norms refer to the perceived social pressure to perform or refrain from performing a certain behavior. In religious communities such as Bogor City, religiosity and social expectations from Muslim consumers play a significant role in shaping subjective norms. Public expectations for halal-assured products, along with the influence of religious communities, serve as strong drivers for MSMEs to pursue halal certification (Mukhtar & Butt, 2016; Pratikto et al., 2023). MSMEs affiliated with religious networks or communities have been found to exhibit stronger intentions to obtain halal certification.

Perceived behavioral control, meanwhile, relates to MSME actors' beliefs about their capability to undertake the certification process. This factor is influenced by procedural simplicity, cost considerations, prior experience, and external support such as assistance from BPJPH or LPPOM MUI. Susanti and Gunanto (2022) find that low perceived behavioral control constitutes a major barrier for many MSMEs, particularly in areas with limited resources. Therefore, perceptions of procedural ease and the availability of external support are crucial elements that not only strengthen intention but also facilitate the actual implementation of halal certification behavior.

Micro, Small, and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (MSMEs) constitute a central pillar of the Indonesian economy and are regulated under **Law Number 20 of 2008**. MSME classification is based on net assets and annual turnover: micro enterprises possess assets of up to IDR 50 million, small enterprises up to IDR 500 million, and medium enterprises up to IDR 10 billion. Within the food and beverage sector, MSMEs occupy a strategic position as it represents the largest proportion of business actors. In Bogor City, approximately 68,000 MSMEs are recorded as active, with nearly 80% operating in the food and beverage sector, making it a primary driver of the local economy.

Despite their substantial contribution, MSMEs continue to face significant challenges, including limited capital, restricted market access, and insufficient understanding of regulatory requirements and certification processes, including halal certification. Although many business actors recognize the importance of halal labeling, constraints in resources and administrative complexity often hinder its realization. Therefore, a comprehensive understanding of MSME characteristics and needs is essential to ensure that empowerment policies and assistance programs are appropriately targeted.

The flexible structure of MSMEs and their close connection to local communities make them well-positioned to implement sharia values, including a commitment to product halalness. However, effective implementation requires adequate halal literacy and a supportive ecosystem. In this context, the present study focuses on food and beverage MSMEs in Bogor City to empirically examine how business actors perceive, intend, and behave in adopting halal certification.

Halal Regulation in Indonesia

Halal regulation in Indonesia has evolved rapidly in response to increasing public awareness regarding the importance of halal and *thayyib* products. As the country with the world's largest Muslim population, Indonesia requires a robust halal assurance system to protect consumers and promote the growth of the halal industry. The development of halal regulatory frameworks reflects the government's commitment to ensuring that all products circulating in the market comply with sharia-based halal standards.

The primary legal foundation is stipulated in **Law Number 33 of 2014 concerning Halal Product Assurance (JPH)**, which mandates that all products distributed in Indonesia must be halal-certified, except those derived from non-halal materials. Business actors are required to ensure that all aspects of production, ranging from raw materials to facilities, comply with established halal standards. This regulation embodies both legal protection for consumers and increased responsibility for business actors in maintaining product halal integrity.

The implementation of halal certification falls under the authority of the Badan Penyelenggara Jaminan Produk Halal (**BPJPH**) within the Ministry of Religious Affairs. BPJPH collaborates with Majelis Ulama Indonesia (**MUI**), particularly through its Fatwa Committee, to determine the halal status of products, as well as with Halal Inspection Bodies (LPH) responsible for audits and examinations. Derivative regulations, such as Government Regulation Number 39 of 2021 and Minister of Religious Affairs Regulation Number 26 of 2019, further clarify procedures for registration, inspection, and issuance of halal certificates. These regulations also introduce a self-declare mechanism for micro and small enterprises, aiming to make the certification process more accessible and affordable.

Since 17 October 2019, the government has implemented a phased mandatory halal certification policy, beginning with food, beverage, and slaughter products. This gradual approach provides an adaptation period for business actors, particularly MSMEs, to adjust and obtain support from halal facilitators. Through this comprehensive regulatory framework, Indonesia not only strengthens consumer protection but also enhances the competitiveness of halal products in the global market. Compliance with halal regulations thus becomes a strategic pathway for MSMEs to improve product quality, credibility, and competitiveness at both national and international levels.

RESEARCH METHOD

This research employed a quantitative method with an explanatory research approach. This approach aimed to test and explain the causal relationships between variables in the developed model, including the influence of halal literacy, religiosity, perceived benefits, ease of use, and external support on the intentions and actual behavior of MSMEs in obtaining halal certification. This study also sought to confirm the developed theoretical model using empirical data from food and beverage MSMEs in Bogor City and Regency.

The data used in this study consisted of primary and secondary data. Primary data were obtained directly through questionnaires distributed to MSMEs in the food and beverage sector that already had halal certification. The questionnaire was designed to measure halal literacy levels, perceived benefits, ease of use, religiosity, external support, and actual intentions and behaviors in obtaining halal certification. Meanwhile, secondary data were obtained from sources such as scientific journals, government reports (the Cooperatives and

MSMEs Agency, BPJPH), and official documents from halal certification bodies. Both types of data were used to strengthen the theoretical foundation and provide empirical context for the conditions of MSMEs in the research area.

Data collection was conducted through an online questionnaire using Google Forms, aimed at MSMEs in the food and beverage sector in Bogor City and Regency. To measure respondents' perceptions, a five-point Likert scale was used, where respondents were asked to indicate their level of agreement with each statement, ranging from strongly disagree (1) to strongly agree (5). This scale allowed researchers to objectively quantify respondents' attitudes and opinions. The use of this survey method is expected to comprehensively describe the views and experiences of MSMEs regarding the halal certification process.

The purposive sampling technique was used to select respondents with certain criteria, namely MSMEs that have been operating for at least one year and already have halal certification. Based on the recommendations of Hair et al. (2022), an adequate sample size for a complex research model ranges from 100–200 respondents. Therefore, this study targeted a minimum of 100 respondents, considered representative, to analyze the proposed model.

The collected data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the help of SmartPLS software version 3.9. The SEM-PLS method was chosen because of its advantages in testing theoretical models with many latent variables and indicators, and its ability to handle small to medium sample sizes without requiring the assumption of a normal distribution. Furthermore, SEM-PLS is effective in analyzing direct and indirect relationships between variables and evaluating the validity and reliability of research constructs, resulting in more comprehensive results that can be used for empirical testing of theoretical models.

Research Hypothesis Development

A hypothesis is a tentative answer to the research objective derived from the conceptual framework. Based on the theoretical review and conceptual framework, the hypotheses proposed in this research are:

- a. Halal literacy and awareness are part of a business actor's ability to understand the importance of halal products and the certification process. According to **Fatmawati et al. (2023)**, halal literacy positively influences attitudes and intentions to choose halal products. Another study by **Firdaus et al. (2020)** showed that increased halal understanding drives business actors' intentions to implement a halal assurance system. Therefore, the hypothesis developed in this study is:

H1: Halal literacy and awareness positively influence the intention to obtain halal certification.

- b. Religiosity acts as an internal factor influencing an individual's attitudes and behavior in carrying out religious obligations, including in the context of running a business in accordance with Sharia principles (Putri et al., 2025). Furthermore, religious elements, dimensions, and values can influence how individuals view and perform their emotional and cognitive functions (**Irsanti & Pamuncak, 2024**). According to research by **Fatmawati et al. (2023)**, high levels of religiosity encourage business actors to choose and sell halal products. Therefore, the following hypothesis is developed:

H2: Religiosity has a positive influence on the intention to obtain halal certification.

- c. Perceived Benefits of Halal Certification refers to the perception that halal certification can provide benefits to MSMEs, including consumer trust, increased competitiveness, and market expansion. Research by Rahman et al. (2021) and Latif et al. (2022) shows that business owners are more likely to pursue halal certification if they perceive the economic and social benefits of such certification. Therefore, the following hypothesis is proposed:
H3: Perceived benefits have a positive effect on the intention to obtain halal certification.
- d. Within the Theory of Planned Behavior framework, intention is the primary predictor of actual behavior. Several studies, such as those by **Ajzen (1991 and Pratikto et al. (2023)** show that intention has a direct influence on actual behavior in adopting certain behaviors, including in the context of halal consumption and production. Therefore, the hypothesis developed in this study is:
H4: Intention has a positive influence on actual behavior in obtaining halal certification.
- e. Perceived Ease of Use refers to the extent to which MSMEs perceive the halal certification process to be accessible and easy to navigate. Research by **Khasanah (2023) dan Rofiah et al. (2024)** shows that perceived ease of procedure is a significant factor motivating business owners to apply for halal certification. In this context, the higher the perceived ease of use, the stronger the influence of intention on actual behavior in obtaining halal certification. Therefore, the following hypothesis is developed:
H5: Perceived ease of use has a positive effect on intention to obtain halal certification.
- f. Perceived ease of use refers to the extent to which MSMEs perceive the halal certification process to be accessible and simple, without significant obstacles. Research by Khasanah (2023) and Rofiah et al. (2024) shows that perceived ease of procedure is a key factor motivating business actors to actually implement the halal certification process. The higher the perceived ease of use, the greater the likelihood of business actors translating their intentions into action. Based on this, it is assumed that perceived ease of use positively influences actual behavior in obtaining halal certification.
H6: Perceived ease of use positively influences actual behavior in obtaining halal certification.
- g. External support, such as government assistance, certification process assistance, or incentives from Islamic financial institutions, plays a crucial role in facilitating the intention to obtain halal certification. According to **Khasanah (2023), Pratikto (2024) and Rofiah et al. (2024)**, support from the halal ecosystem significantly assists MSMEs in completing the certification process. Therefore, the following hypothesis is proposed:
H7: External support has a positive effect on the intention to obtain halal certification.
- h. External support includes various forms of assistance provided by external parties, such as government assistance, facilitation of the certification process by relevant institutions, and incentives from Islamic financial institutions. This support plays a crucial role in overcoming obstacles faced by MSMEs, enabling their intention to

obtain halal certification to be translated into concrete actions. Research by Khasanah (2023), Pratikto (2024), and Rofiah et al. (2024) shows that support from the halal ecosystem significantly assists business actors in completing the certification process. Based on these findings, it is assumed that external support positively influences actual behavior in obtaining halal certification.

H8: External support positively influences actual behavior in obtaining halal certification.

RESULTS AND DISCUSSION

Respondent Profile

The total number of respondents in this study was 102. Based on gender, the majority of respondents were women (61 respondents) (59.8%), while 41 were men (40.2%). This indicates that the food and beverage MSME sector in the region is predominantly run by women, reflecting their important role in the development of micro and small businesses. In terms of age, the majority of respondents were in the 41–50 age range (34 respondents) (33.3%), followed by those aged 31–40 (31.4%). There were 18 respondents aged 50 and over (17.6%), while the youngest age group was 18 (17.6%). This age distribution indicates that the majority of entrepreneurs are of productive age and have relatively extensive experience in running a business.

In terms of their most recent education, the majority of respondents had a tertiary education background (D3/S1/S2/S3) of 60 people (58.8%), followed by high school graduates/equivalent of 34 people (33.3%), and junior high school graduates/equivalent of 8 people (7.8%). This data shows that the majority of MSMEs have a secondary or higher education level which can contribute to an understanding of the importance of legality and certification in business. Based on domicile, 69 respondents (67.6%) came from Bogor City and 33 people (32.4%) from Bogor Regency. This reflects that the majority of MSMEs who were respondents to the study are concentrated in urban areas, which generally have wider access to markets, infrastructure, and policies supporting the MSME sector.

Table 1.
Respondent Profile Data

| Variable | Category | Frequency | Percentage |
|--------------------------------|---|-----------|------------|
| Gender | Male | 41 | 40.2% |
| | Female | 61 | 59.8% |
| Age | 20–30 years | 18 | 17.6% |
| | 31–40 years | 32 | 31.4% |
| | 41–50 years | 34 | 33.3% |
| | > 50 years | 18 | 17.6% |
| Highest Education Level | Junior High School or equivalent | 8 | 7.8% |
| | Senior High School or equivalent | 34 | 33.3% |
| | Higher Education (Diploma/Bachelor’s/Master’s/Doctoral) | 60 | 58.8% |
| Domicile | Bogor City | 69 | 67.6% |
| | Bogor Regency | 33 | 32.4% |

Source: Authors' calculation (processed data)

PLS SEM Model Estimation Results

Outer Model Evaluation

In the Partial Least Squares (PLS-SEM) approach, the outer model analysis, or measurement model, aims to evaluate the extent to which the indicators used can represent the latent variables validly and reliably. The outer model explains the relationship between the latent construct and its manifest indicators, so it is important to ensure that each indicator adequately measures the intended construct. There are three main components used in testing the outer model: outer loading value, Construct Reliability and Validity, and discriminant validity.

The outer model evaluation in this study aims to ensure that the indicators used can represent the latent constructs validly and reliably. The analysis results show that all indicators have outer loading values above 0.7, in accordance with the criteria of Hair et al. (2019), indicating that these indicators are valid in explaining the latent variables. Constructs such as Religiosity, Perceived Ease of Use, and Actual Behavior even had values above 0.9, indicating a very strong contribution. Meanwhile, several indicators with values below 0.7, such as LK3 and PM2, were eliminated to optimize the model.

Table 2.
Outer Loading Values

| Indicator | Latent Variable | Outer Loadings |
|-----------|------------------------------|----------------|
| LK1 | Halal Literacy and Awareness | 0.880 |
| LK2 | | 0.802 |
| R1 | Religiosity | 0.874 |
| R2 | | 0.886 |
| R3 | | 0.904 |
| PM1 | Perceived Benefits | 0.885 |
| PM3 | | 0.887 |
| NM1 | Intention | 0.880 |
| NM2 | | 0.802 |
| NM3 | | 0.880 |
| PK1 | Perceived Ease of Use | 0.875 |
| PK2 | | 0.921 |
| PK3 | | 0.901 |
| DE1 | External Support | 0.839 |
| DE2 | | 0.852 |
| DE3 | | 0.752 |
| DE4 | | 0.779 |
| PA1 | Actual Behavior | 0.910 |
| PA2 | | 0.944 |
| PA3 | | 0.919 |

Source: Model estimation results using SmartPLS

The results of the convergent validity test using the Average Variance Extracted (AVE) value indicate that all constructs have values above 0.5, thus all variables are declared to meet the convergent validity criteria. The highest AVE value was found in the Actual Behavior construct (0.854), followed by Perceived Ease of Use (0.809) and Religiosity (0.789). This indicates that each construct is able to explain more than 50% of the variance of its indicators, so that these indicators are consistent in measuring the intended concept.

Table 3.
Results of Average Variance Extracted (AVE) Test

| Construct | Average Variance Extracted (AVE) |
|------------------------------|----------------------------------|
| External Support | 0.651 |
| Halal Literacy and Awareness | 0.709 |
| Intention | 0.748 |
| Actual Behavior | 0.854 |
| Perceived Ease of Use | 0.809 |
| Perceived Usefulness | 0.785 |
| Religiosity | 0.789 |

Source: Model Estimation Results using Smart PLS

Furthermore, the results of the discriminant validity test using the Fornell-Larcker criteria also showed that all constructs could be empirically distinguished from one another. The square root of the AVE (diagonal value) for each construct was greater than the correlations between the other constructs. For example, the square root of the AVE for Actual Behavior, at 0.924, was higher than its correlations with other variables, indicating that the construct better represented its own indicators. Thus, the measurement model had good ability to differentiate between the latent variables tested.

Construct reliability was tested using three main indicators: Cronbach's Alpha, rho_A, and Composite Reliability (CR). The results showed that almost all constructs had values above 0.7 for all three measures, indicating good reliability. The Actual Behavior construct had the highest CR value (0.946), while the Halal Literacy and Awareness construct had Cronbach's Alpha (0.594) and rho_A (0.614) values slightly below the minimum threshold, although its CR (0.829) still met the criteria. This indicates that the constructs in the model are generally acceptable in terms of reliability. Overall, the results of the outer model evaluation show that all indicators in this study meet the validity and reliability criteria required in the PLS-SEM analysis.

Table 4.
Construct Reliability Test Results

| Construct | Cronbach's Alpha | rho_A | Composite Reliability |
|------------------------------|------------------|-------|-----------------------|
| External Support | 0.822 | 0.837 | 0.881 |
| Halal Literacy and Awareness | 0.594 | 0.614 | 0.829 |
| Intention | 0.829 | 0.850 | 0.898 |
| Actual Behavior | 0.915 | 0.919 | 0.946 |
| Perceived Ease of Use | 0.883 | 0.897 | 0.927 |
| Perceived Usefulness | 0.726 | 0.726 | 0.879 |
| Religiosity | 0.866 | 0.873 | 0.918 |

Source: Model Estimation Results using Smart PLS

Structural Model Evaluation

Structural model evaluation was conducted to test the relationships between latent variables and confirm the research hypotheses after the measurement model was declared valid and reliable. This analysis aimed to determine the extent to which the independent variables were able to explain the dependent variable in the model. In this study, the evaluation was conducted using several key indicators, namely the Coefficient of Determination (R^2), Effect Size (F^2), Variance Inflation Factor (VIF), and Predictive Relevance (Q^2), which were estimated using a bootstrapping approach in SmartPLS software.

The results of the Coefficient of Determination (R^2) test showed that the Intention variable had an R^2 value of 0.549 and an adjusted R^2 of 0.526, indicating that 54.9% of the variation in Intention could be explained by the independent variables in the model, while the remaining 45.1% was influenced by other factors outside the model. Meanwhile, the Actual Behavior variable had an R^2 value of 0.578 and an adjusted R^2 of 0.565, indicating that 57.8% of its variation was explained by the variables in the model. Based on Hair et al.'s (2019) criteria, an R^2 value between 0.50 and 0.75 is categorized as moderate, so this model has quite good explanatory power for the dependent variable, both for Intention and Actual Behavior.

Furthermore, the results of the F Square (F^2) test show the level of influence (effect size) of each independent variable on the dependent variable. Based on Cohen's criteria (2013), a value of 0.02 indicates a small effect, 0.15 a medium effect, and 0.35 a large effect. The results show that on the variables of Intention, External Support (0.102), Perceived Ease of Use (0.092), Perceived Benefit (0.056), and Religiosity (0.026) have a small effect, while Halal Literacy and Awareness only have a very small effect (0.004). Meanwhile, on Actual Behavior, Intention has a moderate effect (0.260), and Perceived Ease of Use has a small to nearly medium effect (0.194). These results indicate that the variable with the greatest contribution to Actual Behavior is Intention.

A Variance Inflation Factor (VIF) test was conducted to ensure the absence of multicollinearity among the independent variables. Based on the estimation results, all VIF values were below the tolerance limit of 5.0 recommended by Hair et al. (2019). For the dependent variable, Intention, VIF values ranged from 1.618 to 2.320, while for Actual Behavior, they ranged from 1.755 to 1.893. These values indicate that there is no significant correlation between the independent variables, thus validly interpreting the relationships between the variables in the model, and making the model suitable for hypothesis testing.

The results of the Predictive Relevance (Q^2) test demonstrate the model's ability to accurately predict observed data. Based on calculations using a blindfolding procedure, a Q^2 value of 0.250 was obtained for the Intention variable and 0.546 for Actual Behavior. A Q^2 value greater than zero indicates good predictive relevance for the model. Referring to Hair et al. (2019), a Q^2 value of 0.250 indicates low to moderate relevance, while a value of 0.546 indicates strong relevance. Thus, this research model has adequate predictive power for the dependent variable.

Overall, the structural model evaluation results indicate that the research model has met all the eligibility criteria for PLS-SEM analysis. The relatively high R^2 and Q^2 values indicate that the model has good explanatory and predictive capabilities, while the F^2 results indicate that Intention is the most dominant factor in influencing the Actual Behavior of MSMEs in obtaining halal certification. The absence of multicollinearity problems strengthens the

conclusion that the relationships between constructs are stable and reliable. Thus, this structural model is declared suitable for testing the hypothesis of relationships between variables in the study.

Hypothesis Testing Results

Hypothesis testing in this study was conducted using significance levels of 5% ($\alpha = 0.05$) and 10% ($\alpha = 0.10$), meaning the hypothesis is accepted if the p-value is less than 0.05 for high significance, and less than 0.10 for moderate significance. Based on the test results, four hypotheses showed significant results. First, the hypothesis regarding the influence of external support on the intention to obtain halal certification (H4) had a p-value of 0.052, which is significant at the 10% significance level. Second, the hypothesis regarding the influence of intention on actual behavior (H6) showed significant results with a p-value of 0.011, which is below the 5% threshold. Third, the hypothesis regarding the influence of perceived ease of use on intention (H2) was significant at the 5% significance level with a p-value of 0.041. Fourth, the hypothesis regarding the influence of perceived ease of use on actual behavior (H5) was also significant at the 5% significance level with a p-value of 0.023.

Table 5.
Hypothesis Testing Results

| Hypothesis | Original Sample | T-Statistics | P-Values | Remarks |
|---|-----------------|--------------|----------|-----------------|
| Halal Literacy & Awareness → Intention | 0.067 | 0.165 | 0.869 | Not Significant |
| Religiosity → Intention | 0.150 | 0.682 | 0.495 | Not Significant |
| Perceived Usefulness → Intention | 0.145 | 0.653 | 0.513 | Not Significant |
| Intention → Actual Behavior | 0.440 | 2.563 | 0.011 | Significant |
| Perceived Ease of Use → Intention | 0.170 | 2.050 | 0.041 | Significant |
| Perceived Ease of Use → Actual Behavior | 0.226 | 2.279 | 0.023 | Significant |
| External Support → Intention | 0.288 | 1.944 | 0.052 | Significant |
| External Support → Actual Behavior | 0.050 | 0.544 | 0.587 | Not Significant |

Source: Model Estimation Results using Smart PLS

Conversely, several hypotheses were insignificant because they had a p-value greater than 0.10. The hypothesis regarding the influence of halal literacy and awareness on the intention to obtain halal certification had a p-value of 0.869. Religiosity on intention had a p-value of 0.495. Perceived benefits on intention had a p-value of 0.513. External support on actual behavior had a p-value of 0.587. These results indicate that the factor that consistently influences the intention and actual behavior in obtaining halal certification is the perception of ease, while other external variables such as halal literacy and environmental support do not have a direct significant influence on most of the relationships tested.

The Influence of Halal Literacy and Awareness on Intention to Obtain Halal Certification

Hypothesis H1 indicates that halal literacy and awareness do not significantly influence intention to obtain halal certification, with a p-value of 0.869. This result indicates that even though business actors have a certain level of knowledge and awareness of the importance of halal products, this does not necessarily motivate them to have a strong intention to formally obtain halal certification.

Theoretically, knowledge and awareness are part of the cognitive aspect in forming attitudes that can then influence intentions, as explained in the Theory of Planned Behavior (Ajzen, 1991). However, in this context, insignificant results may indicate that knowledge alone is not enough to motivate action, especially if it is not accompanied by other factors such as perceived economic benefits, social support, or prior experience. Several previous studies have found that halal literacy has a significant impact on the intention to obtain certification, such as those by Fatmawati et al. (2023) and Firdaus et al. (2020). However, these differences in results may be due to sample characteristics, business scale, and perceived risks and costs in the certification process. For some MSMEs, although aware of the importance of halal certification, the administrative burden and costs are often perceived as heavier than the short-term benefits obtained.

The results of this study also raise the possibility that MSMEs' halal literacy and awareness have not yet been internalized into urgent business needs. In other words, existing knowledge remains normative (merely knowing and being aware) but has not yet transformed into instrumental motivation (knowing the economic benefits). This indicates a gap between knowing and doing, which in consumer behavior studies is often influenced by situational factors, such as access to practical information, availability of mentoring, and support from relevant institutions.

Furthermore, this insignificant result may also reflect a compliance gap, where business owners are aware of the importance of regulations but are reluctant to comply due to perceived complexity. Psychological factors such as perceived behavioral control (perceived ease or difficulty of certification) and subjective norms (social pressure or the business environment) may be more influential than halal literacy alone. Therefore, cognitive education alone is less effective without interventions such as economic incentives, simplified procedures, or social pressure to drive business owners' intentions.

The Influence of Religiosity on the Intention to Obtain Halal Certification

Hypothesis H2 in this study examines the effect of religiosity on the intention to obtain halal certification. Based on the test results, the p-value of 0.495 indicates that the effect is not significant. This means that the level of religiosity of business actors is not statistically proven to influence their intention to obtain halal certification. This result indicates that in the context of MSMEs in the food and beverage sector in Bogor City and Bogor Regency, moral and spiritual motivation is not yet a primary determinant of the intention to obtain certification.

This finding is not entirely in line with the Theory of Planned Behavior framework (Ajzen, 1991), which explains that personal values and subjective norms, including religiosity, should influence behavioral intentions. This difference in results also contrasts with research by Lada et al. (2009), Mukhtar & Butt (2016), and Fatmawati et al. (2023), which found that religiosity has a positive relationship with halal-related behavior or intentions. In this study, other factors such as perceived ease of procedures, external support,

and potential business benefits likely play a more dominant role in influencing MSME decisions than religiosity alone.

Further analysis suggests that these results may reflect a gap between religious beliefs and business practices. Religiosity as a personal belief can foster awareness of the importance of halal certification, but if it is not linked to tangible benefits such as increased consumer trust, opportunities to enter modern retail, or access to export markets, it is insufficient motivation to pursue formal certification. In other words, religiosity in this context may be internally spiritual, while business decisions are more influenced by external, practical factors.

Furthermore, it is possible that the dimensions of religiosity measured in this study are more related to individual aspects of worship (rituals, prayers, and beliefs) than to socio-economic aspects of religiosity that drive compliance in business. This aligns with the findings of Mukhtar & Butt (2016) that religiosity influences halal behavior only when linked to social norms and consumer perceptions. Therefore, it is possible that MSMEs feel it is sufficient to maintain halal aspects in their production without feeling obligated to pursue certification as a manifestation of their religiosity.

The Influence of Perceived Benefits on Intention to Obtain Halal Certification

Hypothesis H3 examines the influence of perceived benefits on the intention to obtain halal certification. Based on the test results, the p-value of 0.513 indicates that the effect is not significant. This finding indicates that business actors do not yet view the benefits of halal certification as a determining factor in forming intentions. In fact, halal certification is generally believed to increase consumer trust, expand the market, and improve a business's image. However, these benefits have not yet been fully perceived by MSMEs, and therefore have not become a primary motivation in the decision-making process.

From the perspective of the Value-Based Adoption Model, the perceived benefits of an innovation are one of the primary drivers of behavioral adoption. However, when these benefits are not directly perceived or communicated ineffectively, the intention to adopt weakens. These results align with research by Sukardani et al. (2018), which found that small and medium-sized enterprises (SMEs) often lack awareness of the long-term benefits of halal certification. Another study by Dewantara dan Sholihah (2025) also stated that a low level of understanding of benefits is a major obstacle to increasing business participation in halal certification programs.

This situation highlights the need for more intensive outreach and education strategies, particularly from the government and halal certification bodies. The information provided should emphasize practical benefits, such as increased turnover, export opportunities, or ease of entry into large retail chains. Consistent with the findings of Amiah et al. (2024), clear and measurable perceived benefits can increase business owners' intention to obtain halal certification. Therefore, although the perceived benefits were not significantly impacted in this study, appropriate interventions can strengthen positive perceptions and encourage MSMEs' intention to pursue halal certification.

The Influence of Intention on Actual Behavior in Obtaining Halal Certification

Hypothesis H4 indicates that intention has a positive and significant effect on actual behavior toward obtaining halal certification, with a p-value of 0.003. This result is one of the most statistically robust findings in this study, confirming that the stronger a business owner's intention, the more likely they are to actually undertake the halal certification

process. This finding aligns with the Theory of Reasoned Action (Fishbein & Ajzen, 2010) and the Theory of Planned Behavior (Ajzen, 1991), which state that intention is a direct determinant of actual behavior.

Business owners with strong commitment and clear motivation are more likely to overcome administrative, technical, and financial barriers in the halal certification process. This demonstrates that the psychological factor of intention can serve as a key driver for realizing concrete actions. Research by Alam dan Sayuti (2011) also supports this finding, where halal intention was shown to significantly influence actual behavior in both consumption and adoption of halal certification.

Furthermore, Sukardani et al. (2018) and Pratikto et al. (2023) found that business owners and consumers with high levels of intention toward halal principles were more consistent in complying with halal standards, both during the planning and implementation stages. Furthermore, these results have strategic implications: increasing intention can be a gateway to accelerating the adoption of halal certification among MSMEs. The government and supporting institutions can focus programs on education and outreach that emphasize the long-term benefits of halal certification, including broader market access and increased consumer trust.

These results also demonstrate that intention plays a critical mediating role, linking cognitive factors (such as literacy and awareness), normative factors (such as religiosity), and contextual factors (such as perceived ease and external support) to actual behavior. In other words, without strong intention, other factors tend to stall at the perception or attitude stage, rather than developing into actual behavior. This explains why intention is often considered a "psychological bridge" in behavioral theory.

Furthermore, these findings indicate that intention is dynamic and malleable. External factors such as public awareness campaigns, consistent regulations, or even economic incentives can strengthen businesses' intentions to pursue halal certification. This opens up opportunities for policy interventions targeting intention building through more persuasive campaigns, storytelling from successful MSMEs, and mentoring programs that instill confidence in completing certification procedures.

The Influence of Perceived Ease of Use on Intention and Actual Behavior

This study examined the effect of perceived ease of use on the intention to obtain halal certification, and the results showed a positive and significant effect ($p = 0.041$). This indicates that the easier the halal certification procedure is perceived by business actors, the greater their intention to undergo the process. This finding aligns with the Technology Acceptance Model (Davis, 1989), which emphasizes that perceived ease of use is a key factor in driving the adoption of a new system or procedure.

Furthermore, perceived ease of use also had a positive and significant effect on actual behavior toward obtaining halal certification ($p = 0.023$). This means that ease of access to information, administrative processes, and technical requirements can facilitate business actors in actually completing the certification process. This finding is consistent with the research of Iberahim et al., (2012), which stated that procedural ease will encourage concrete action if business actors have a positive perception of the process.

Further analysis showed that the significant effect of perceived ease of use on intention and actual behavior underscores the importance of user experience in halal certification bureaucracy. MSMEs tend to have limited resources, both financial and administrative, so

they are highly responsive to perceptions of whether certification procedures are perceived as complicated or simple. If the process is perceived as complicated, business owners will delay or even abandon certification. Conversely, when the procedural flow is clear, transparent, and has minimal obstacles, the tendency to act immediately increases significantly.

Furthermore, the positive relationship between perceived ease of use and actual behavior confirms the effective mediation of intention. Within the Theory of Planned Behavior framework, intention is the primary predictor of actual behavior, and this study demonstrates that perceived ease of use can strengthen that intention until it is actually realized in action. This indicates that business owners feel not only cognitively motivated but also practically driven by the minimization of technical barriers that typically hinder them.

The Influence of External Support on Intention and Actual Behavior

The analysis showed that external support had a positive and significant effect on intention at the 10% significance level ($p = 0.052$), but was not significant on actual behavior ($p = 0.587$). This finding indicates that assistance or encouragement from external parties, such as the government, certification bodies, or business associations, can influence the formation of intention, but is not strong enough to encourage actual action to obtain halal certification.

Within the framework of Social Support Theory, social and external support are expected to strengthen intention and facilitate behavioral change. Research by Ab Talib (2017) indicates that support from government agencies and halal institutions plays a significant role in accelerating the certification process. However, the results of this study do not fully support this finding, particularly at the stage of actual behavior. A possible cause is the ineffectiveness of the support received by business actors, both in terms of clarity of information, technical assistance, and incentives provided.

This also aligns with the Theory of Planned Behavior (TPB) framework. External support can be interpreted as part of subjective norms that play a role in shaping intentions, but the process of converting them into actual behavior is still heavily influenced by perceived behavioral control or perceived ease. In other words, despite external encouragement, MSMEs may still perceive the certification process as too complicated, expensive, or requiring resources beyond their capacity. This explains why external support significantly impacts intentions, but not their behavioral outcomes.

Furthermore, MSMEs tend to have limited capital, administrative knowledge, and limited access to information, making it difficult for them to translate their intentions into actual behavior. In this context, general external support such as outreach or regulation is insufficiently effective without more concrete interventions.

CONCLUSION

The results of this study indicate that perceived ease of use is the most consistent factor influencing both the intention and actual behavior of MSMEs in obtaining halal certification. Furthermore, external support significantly influences the formation of intention, while intention is shown to be a direct determinant of actual behavior. Conversely, halal literacy and awareness, religiosity, and perceived benefits did not show significant effects, indicating that knowledge and religious values are not strong enough to motivate action without the perception of ease in the certification process.

These findings provide important implications for the government, certification bodies, and MSME facilitators to prioritize strategies to increase ease of access and simplify halal certification procedures. External support needs to be directed at concrete technical assistance, administrative assistance, and financing facilitation so that business actors' intentions can be transformed into actual behavior. The use of digital technology also needs to be expanded to accelerate the certification process and improve the efficiency of public services.

Furthermore, the research findings emphasize the importance of optimizing mentoring programs and direct incentives for MSMEs that have demonstrated interest in halal certification. Although literacy, religiosity, and perceived benefits do not directly influence behavior, these aspects still need to be strengthened through practical, evidence-based approaches to ensure business actors understand the economic and spiritual benefits of halal certification.

This research has several limitations, including the limited research area of MSMEs in Bogor and the cross-sectional quantitative approach. Future studies are recommended to expand the geographic scope and business sectors, and include variables such as trust in halal institutions, self-efficacy, and the influence of the business community. With these development directions, future research is expected to enrich our understanding of the halal certification adoption process and strengthen the halal ecosystem among Indonesian MSMEs.

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