

The Influence of Halal Certification and Halal Quality Assurance Practices on Business Competitive Advantage: Case Study of MSMEs in West Java

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Article Info

Article history:

Received Jun 9, 2018

Revised Nov 20, 2018

Accepted Dec 11, 2018

Keywords:

Business Competition; Halal quality assurance; Halal Certification; MSMEs.

ABSTRACT

As indicated by Law Number 33 of 2014 and PP Number 39 of 2021 which regulates three product groups, the number of halal certificates will reach 730 thousand in 2023, showing increasing interest in halal food certificates. First, food and beverage products. Second, raw materials, food additives and auxiliary materials for food and beverage products. Third, slaughtered products and slaughtering services. West Java in September 2023 will occupy the number 1 position according to the BPJPH with a number of halal certifications of 219,511. Increasing the number of products that have been certified halal can make businesses competitive and compliance with halal quality assurance practices increases. The purpose of this research is to find out whether Halal Certification and Halal Quality Assurance Practices influence Business Competitive Advantage. This research uses a quantitative approach with a descriptive survey method. The respondents in this research were 100 MSEs who had self-declared halal certificates in West Java. The research results conclude that halal certification programs and halal quality assurance practices influence business competitive advantage. In the end, halal certification programs and halal quality assurance practices can increase a business's competitive advantage positively and significantly.

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INTRODUCTION

Increased interest in halal certification has occurred in recent years, especially after the time line was created, namely October 17 2024, according to the provisions of Law no. 33 of 2014 and Government Regulation Number 39 of 2021, there will be halal certification obligations that must be fulfilled for three product categories (Luthviati and Jenvitchuwong, 2021). First, processed food and drinks. Second, raw

materials, food additives and auxiliary materials for food and beverage products. Third, slaughtered products and slaughtering services. Withdrawal of goods from circulation, administrative fines, written warnings, and withdrawal of goods if they do not carry out halal certification in three groups (Charity, 2017).

The concept of halal includes more than just ingredients; it also includes preparation, slaughter, cleaning, handling, and proper management practices (Kurniawati & Savitri, 2020). It is not surprising that halal food certification is highly prioritized because food is a continuous consumption which is a basic human need. By 2024, it is projected that Muslims will spend more money on halal food and drinks by \$1.97 trillion (Sayogo, 2018). According to a report by the Warta Ekonomi social media account, Indonesia will be the second largest Muslim country in the world in 2024, with around 236 million Muslim residents. It is not surprising that Indonesia is the largest consumer market for halal food in the world. (Yasid et al., 2016). Dinar Tandard (2020) explained that in 2019, Indonesia's Muslim population spent \$144 billion on food and drink. Indonesia continues to develop its sharia economy. One proof of this is Indonesia's ranking in the Global Islamic Economy Indicator, where the country is in fourth position (Nadhifah & Adinugraha, 2020).

The number of self-declared halal certifications in Indonesia is increasing, namely in September 2023, almost 750 thousand have been submitted to the fatwa committee and 730 thousand have had their halal certificates issued, especially in West Java. In September 2023, there will be 219,511 who already have a self-declaration halal certificate based on information from BPJPH social media. The availability of halal certificates can be a promising opportunity for business continuity because the rapid growth of the Muslim population can increase customer purchasing power (De Boni & Forleo, 2019). Additionally, it can have a positive impact on the overall performance of the business and specifically increase sales volumes. This is what encourages MSME players to be more aware of the importance of meeting the needs and providing appropriate services for Muslim consumers (Bashir, 2019). This is also an encouragement for MSME players to obtain halal certification for their products, because this can provide additional motivation (Talib, 2015).

However, according to research conducted by Hendratmoko (2021), the development of MSMEs in Indonesia is hampered by low performance and productivity, especially at the micro business level. Survey results from 2012 to 2021 show that around 98.7 percent of micro businesses have not been able to reach a higher level (Hendratmoko, 2021). Just like the findings (Ramayanti, 2017), In Indonesia, MSMEs currently face obstacles such as limited ability to innovate, lack of effective managerial skills, and capital constraints. This causes business operational performance to be hampered (Ramayanti, 2017). Accessed from DataIndonesia.Id, The increasing number of business actors in Indonesia, especially MSMEs, shows a positive trend with growth of 1.98 percent. This fact reflects the promising and profitable business potential for business actors. Since the last ten years, there has been an increase in micro, small and medium enterprises (MSMEs). The number of MSMEs currently reaches 64.2 million, with a contribution of 61.07 percent or IDR 8,573.89 trillion to GDP, according to data released by the Ministry of Cooperatives and MSMEs in March 2021 (Hakim, 2021).

However, according to previous studies such as those conducted by (Asyhari et al., 2018), Hardiani (2019), (Rahmawati et al., 2022), (Afiyati et al., 2019) dan Marini, Hesti & Yuniarti (2021) The conclusion is that there is a positive and significant relationship between competitive advantage and the performance of Micro, Small and Medium Enterprises (MSMEs). This is due to the crucial role of competitive advantage as the main driver in achieving superior performance in market competition. This competitive advantage is reflected through various strategies implemented to improve business performance.

Although from a logical perspective, implementing halal certification cannot stand alone in influencing business performance. Findings from (Md Nawi et al., 2023) and (Supian et al., 2019) highlighting how important it is for business owners to be serious in maintaining consistency in carrying out operational procedures in accordance with halal principles. Meanwhile, research (Lau et al., 2016) Confirming that a halal product quality assurance system is a key factor in achieving business success. Apart from that, according to (Pradana et al., 2022) from the perspective of Muslim students. Design/methodology/approach: Data were collected from 500 Muslim students living in Spain. Variance-based structural equation modelling was applied to evaluate the association between halal credence, attitude towards halal, need for cognition and purchase intention. Findings: This study reveals that the need for cognition does not act as a moderating variable, while halal credence factor is an important factor affecting attitude towards halal and purchase intention. Practical implications: This study provides an additional study on the topic of halal consumer behaviour, especially by showing an empirical result from Spain. Originality/value: This study is the first attempt to incorporate the need for cognition into the relationship between halal credence, attitude towards halal and purchase intention (traditional theory of planned behaviour model "The implementation of halal certification is used as a means to obtain official recognition in the business world, where industry players utilize halal certification as a strategy to improve their organizational achievements."

By referring to the situation that has been mentioned, the importance of research on halal certification of food products with business competitive advantages, the results of literature studies also encourage researchers to carry out research on the Effect of Halal Certification and Halal Quality Assurance Practices on Business Competitive Advantage. This research aims to explore and obtain data regarding the influence of Halal Certification and Halal Quality Assurance Practices on Business Competitive Advantage in food products that have self-declared halal certification.

Understanding the influence of halal certificates and halal quality assurance practices on business competitive advantage will provide benefits to the micro culinary industry by increasing understanding and insight into the certified micro culinary industry so that they continue to carry out checks on the halalness of a product, and can inspire micro culinary industries that are not yet certified to apply halal standards. The innovation of this research is examining business competitive advantage as a dependent variable.

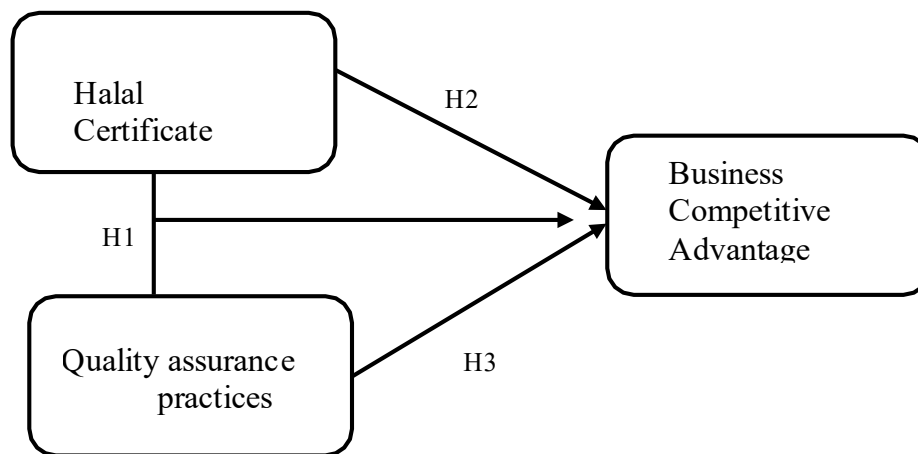
This research examines the impact of halal certification and halal quality assurance practices on business competitive advantage, which is an important aspect

in the sustainability and success of a business. This provides a new perspective in research related to halal certification and halal quality assurance practices.

METHODS

Based on the initial analysis, the importance of research and hypothesis development it was decided to create a research model consisting of three hypotheses, as shown in Pict 1:

Figure 1. Research Design



H1 = The effect of halal certification and quality assurance practices on business competitive advantage

H2 = Halal certification has a significant positive influence on business competitive advantage

H3 = Halal quality assurance practices have a significant positive influence on business competitive advantage

This study applies a quantitative approach with a descriptive survey method. The data collection technique uses a questionnaire using a Likert scale and the analysis applied in this research is multiple regression. The respondents in this study were 100 MSEs who had self-declared halal certificates in West Java. A final questionnaire containing 25 indicators was prepared and distributed for survey purposes. Described in Table 1 provides further details about the statement indicators.

Table 1. Variable Indicator

Variable	Indicator	Reference
Halal Certification	I understand all halal certification procedures thoroughly.	(Septiani & Ridlwan, 2020) has been modified
	Halal certificate for free self-declaration criteria	
	Implementation of halal certification standards does not involve any process complicated.	

Variable	Indicator	Reference
	Halal certification approval can be completed in less than 30 days.	
	Halal Product Guarantee Administering Agency (BPJPH) regularly carry out quality control after the certification process.	
	Product packaging has a halal logo	
	I display halal certification to customers to provide proof that the product has met halal standards.	
	Having a halal certificate indicates that product handling is better Good.	
	Halal certification is an important requirement to enter the halal market global.	
	Halal certification is an added value for my products	
Halal quality assurance practices	My business has strict control over contingencies environmental pollution and the potential for products to become unlawful for consumption.	(Lau, et al., 2016) has been modified
	In my business, we have a product development procedure that includes the stages of determining content and assessing halal status product.	
	To ensure that raw materials are halal and comply with operational requirements, my company has procedures for ordering and purchasing raw materials.	
	My business has procedures to ensure ongoing process safety, such as product safety controls, measuring instrument calibration, control of cross contamination, worker clothing, and K3.	
	My business is ready to accept sanctions if it violates the rules.	
	My efforts are always to report to the authorities.	
	To maintain halal standards, my business is always making improvements operational.	
	Good operational recording system and document management used in my company.	
	There is socialization and training to employees regarding updates regarding halal food policy	
	My business always conducts surveys with customers regarding product halalness	
Business competitive advantage	My business adopts more of the latest packaging but no leaving behind the characteristic packaging characteristics	(Porter 1997) has been modified
	My business makes a lot of use of product digitalization	
	My business further improves service for customer satisfaction	
	I created a flash sale program to reduce costs	
	My business has its own characteristics and other people don't have it	

Sampling in this study used purposive sampling, namely MSMEs who already had self-declared halal certificates. The data collection process was carried out online via Google Form over a period of two months, from October to November 2023. The analysis process used the SPSS application.

RESULT AND DISCUSSION

Respondent Characteristics

Table 2. Respondent Characteristics

Variable	Description	Frequency
Gender	Man	60
	Woman	40
County town	City/District Tasikmalaya	30
	City/District Bandung	30
	Banjar City	3
	Bekasi City	2
	Bogor City	3
	City of Cimahi	2
	City of Cirebon	5
	Depok city	3
	Sukabumi city	2
	Kab. Garut	5
	Cianjur regency	5
	Pangandaran regency	5
	Majalengka regency	5

This research was aimed at 100 respondents, namely business actors who have a free halal certificate (SEHATI) with the characteristics of the respondents' length of business and the area where the respondents live spread across West Java.

Uji statistic

Table 3. Partial Test Results (T Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.417	1.109		3.080	.003
	Sertifikasi Halal	.292	.033	.641	8.791	.000
	Praktik Jaminan Mutu Halal	.087	.031	.204	2.796	.006

a. Dependent Variable: Y2

sumber: hasil penelitian 2023

A partial test is carried out to determine whether each independent variable in the regression model has an individually significant influence on the dependent variable. If the probability (significance) is less than 0.05 or the calculated t value is greater than the table t value, then the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, and vice versa. Of the two independent variables included in the regression model, the variables Halal Certificate (X1) and Halal Quality Assurance Practices (X2).

The Halal Certificate variable (X1) on business competitive advantage, it is known that the t count of the halal certificate variable (X1) is 8.791 and the t table is 1.98472, so by comparing the t count with the t table the result is $8.791 > 1.98472$ and the significance value is $0.000 < 0.05$, so it can be concluded that there is an influence between the halal certificate variable (X1) on the business Competitive Advantage variable (Y).

The variable Halal Quality Assurance Practices (X2) on Business Competitive Advantage, it is known that the t calculated variable Halal Quality Assurance Practices (X2) is 2.796 and the t table is 1.98472, so comparing the calculated t with the t table the result is $2.796 > 1.98472$ and the significance value is $0.006 < 0.05$, it can be concluded that there is an influence between the Halal Quality Assurance Practices variable (X2) on the Business Competitive Advantage Variable (Y).

Table 4. Simultaneous test (F test)

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	94.646	2	47.323	50.804	.000 ^a
	Residual	90.354	97	.931		
	Total	185.000	99			

a. Predictors: (Constant), Praktik Jaminan Mutu Halal, Sertifikasi Halal

b. Dependent Variable: Y2

sumber: hasil penelitian 2023

The simultaneous test (F test) is used to assess whether the independent variables together have an effect on the dependent variable. If the significance value is less than 0.05 or the calculated F value exceeds the table F value, then the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, indicating the existence of a simultaneous influence. If the significance value is more than 0.05 or the calculated F value is smaller than the table F value, then the null hypothesis (H_0) is accepted and the alternative hypothesis (H_a) is rejected, indicating there is no simultaneous influence.

From the results of the ANOVA test or F test in the table above, the calculated F value is 50,804 and the F table value is 3.09, which is calculated based on the

degrees of freedom $df = n - k - 1 = 100 - 2 - 1 = 97$ (where k is the number independent variable and n is the number of samples). Because the calculated F value is greater than the F table value, namely $50.804 > 3.09$, and the significance value of 0.000 is smaller than 0.05 , the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, which means the variables Halal Certificate and Quality Assurance Practices Halal (X_1, X_2) together have a significant effect on the Business Competitive Advantage (Y) variable.

Table 5. Determination Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 ^a	.512	.502	.96513

a. Predictors: (Constant), Praktik Jaminan Mutu Halal, Sertifikasi Halal

sumber: hasil penelitian 2023

From the SPSS summary model output, the adjusted R Square value is 0.502 , which indicates that 50.2% of the variation in the variable of interest can be explained by the independent variables, namely Halal Certificate and Halal Quality Assurance Practices. This means that the simultaneous influence of the Halal Certificate variable (X_1) and Halal Quality Assurance Practices (X_2) on the business competitive advantage variable (Y) is 50.2% . Meanwhile, the remainder (49.8%) is explained by other factors outside the model. The standard error of the estimate (SEE) is 0.96513 . The smaller the SEE value, the more accurate the regression model is in predicting variables.

The Influence of Halal Certificates and Halal Quality Assurance Practices on Business Competitive Advantage

Based on the research results in Table 5, the independent variables have a significant influence on the business competitive advantage of MSMEs in West Java. This is proven by the results of the F test which shows the calculated F value is greater than the table F value, namely $50,804 > 3.09$, with a significance of 0.000 which is smaller than 0.05 . Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, which indicates that the independent variables, namely halal certificate and halal quality assurance practices (X_1, X_2), together have a significant effect on the dependent variable, namely excellence competing business (Y).

Apart from that, to test the overall impact, it can also be done by applying the coefficient of determination test (R^2). If the R^2 value is not equal to 0 , this indicates that the independent variables jointly influence the dependent variable. Based on Table 6 above, the R Square value is 0.502 , which is not the same as 0 .

This indicates that the variables Halal Certification and Halal Quality Assurance Practices together have a significant effect on the dependent variable, namely business competitive advantage.

The first hypothesis establishes a positive and significant relationship so that it becomes empirical evidence between halal certification and halal quality assurance practices on business competitive advantage. The results of the first hypothesis research argue that evidence of a halal certificate in the packaging, superior product quality and safety, and strict control over halal quality assurance procedures can really help companies have a competitive advantage. This is in line with the research conducted (Zailani et al., 2017) Halal certification in logistics is found to provide a competitive advantage for companies by increasing customer trust and corporate image. It can be said that, because it has a halal certificate on the packaging, there is socialization of many products that are already halal certified and there are control points in the production process, this can create a competitive advantage for businesses that include the level of customer trust in the product, the added value for the product and increasing business excellence. This study extends the findings by showing that halal certification and halal quality assurance practices not only provide advantages in the context of logistics, but also in the overall competitive advantage of the business. Elaboration of Findings This study mentions several aspects that can provide competitive advantages, such as the presence of a halal certificate on the packaging, socialization of halal-certified products, and the presence of control points in the production process.

The Effect of Halal Certificates on Business Competitive Advantage

The second hypothesis states that the halal certificate variable has a positive and significant effect on business competitive advantage. Based on table 4, it can be seen that the Halal Certificate variable (X1) has an impact on business competitive advantage. It is known that the t count of the halal certificate variable (X1) is 8.791 and the t table is 1.98472, so by comparing the t count with the t table the result is $8.791 > 1.98472$ and the significance value is $0.000 < 0.05$, then it can be concluded that there is an influence between the halal certificate variable (X1) and the business Competitive Advantage variable (Y). This clearly shows that H01 is rejected and Ha1 is accepted. From these values it can be concluded that the Halal Certificate variable has a significant positive influence on business competitive advantage. So the halal certificate variable (X1) partially influences business competitive advantage (Y) in MSMEs in West Java.

It can be concluded that halal certificates can increase the business competitive advantage of MSMEs in West Java. By being certified halal, MSME products can add value to a product, and the product has official legality to guarantee the halalness of the product. This is in line with research conducted (Bakhri, 2020) and (Tahliani & Renaldi, 2023) namely the positive impact of having a halal certificate in increasing income. This also proves that halal certificates have a significant relationship in influencing the income level of MSME players and halal product certification has positive implications for increasing the company's competitiveness. However, this research focuses on the MSME context in West Java, thereby providing a more specific picture of the geographical context. Apart from that,

the Legality and Added Value Aspect states that halal certification provides official legality and added value to the product.

Influence of Halal Quality Assurance Practices on Business Competitive Advantage

The third hypothesis states that the Halal Quality Assurance Practice variable (X2) has a positive and significant effect on business competitive advantage (Y). Based on table 4, it is known that the variable Halal Quality Assurance Practices (X2) on Business Competitive Advantage, it is known that the t calculated variable Halal Quality Assurance Practices (X2) is 2.796 and t table is 1.98472, then comparing the calculated t with the t table the results are $2.796 > 1.98472$ and The significance value is $0.006 < 0.05$, so it can be concluded that there is an influence between the Halal Quality Assurance Practices variable (X2) on the Business Competitive Advantage Variable (Y). This clearly shows that H02 is rejected and Ha2 is accepted. From these values it can be concluded that the Halal Quality Assurance Practices variable (X2) has a significant positive influence on business competitive advantage. Thus, the variable Halal Quality Assurance Practices (X2) partially influences business competitive advantage (Y) in MSMEs in West Java.

It can be concluded that Halal Quality Assurance Practices can increase the business competitive advantage of MSMEs in West Java. Implementing halal quality assurance practices can differentiate food MSMEs from their competitors who have not implemented halal quality assurance practices, apart from that, it can also be an added value to the competitiveness of MSMEs in the market and make them more attractive to consumers who place halalness as a priority in product selection. Halal quality assurance ensures that halal products are monitored in terms of quality, including cleanliness of raw materials and production processes, as well as protection of consumer rights. The best culinary products will become more attractive in the market, strengthen the company's reputation and increase consumer confidence. In line with research (Alfarizi, 2023) the adoption of halal operational standards has a significant effect on the business performance of Indonesian Culinary MSMEs, namely by adopting halal protocols, culinary MSMEs can meet this market demand and open up wider market opportunities, thereby increasing business income and profitability. However, this research is more specific in examining the influence of halal quality assurance practices, not just the adoption of halal operational standards in general. This provides a new contribution in understanding specific aspects of halal quality assurance that can increase competitive advantage. The concept of Competitive Advantage seen from product quality explains that halal quality assurance practices can increase the competitive advantage of MSMEs in the market.

CONCLUSION

This research concludes that halal certification and halal quality assurance practices have a positive and significant effect on business competitive advantage. In a case study of SMEs in West Java, it was found that having halal certification adds value and enhances consumer trust. Meanwhile, the implementation of halal

quality assurance practices, such as strict production controls and raw material monitoring, distinguishes certified SME products from competitors who have not adopted halal standards. This helps SMEs improve their competitiveness and reputation in the market, particularly for consumers who prioritize halal products.

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