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The Influence of Halal Certification (Self-Declaration) on the Purchase Intention of MSME Food Products in Bandung

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Abstract: The halal product market has garnered significant attention worldwide. Consumers are increasingly cognizant of the importance of selecting products that adhere to the halal principles of the Islamic faith. Halal certification plays a critical role in bolstering consumer confidence in a product. This study aims to explore the influence of halal certification on the purchase intention of Micro, Small, and Medium Enterprises (MSMEs) food products in Bandung. Specifically, it examines the impact of self-declared halal certification on consumers' purchasing decisions. The research sample comprised 100 respondents, and data analysis included validity and reliability tests, data normality tests, correlation analysis, simple linear regression analysis, and the coefficient of determination, utilizing the SPSS program. The findings indicate that self-declared halal certification has a positive and significant effect on the purchase intention of MSME food products in Bandung. This is evidenced by a t-value of 19.408 and a p-value (Sig) of 0.000, which is below the 5% alpha threshold, thereby confirming the research hypothesis.

Keyword: Halal Certification, MSME Products, Purchase Intention

INTRODUCTION

The halal product market has garnered significant attention worldwide. Consumers are increasingly aware of the importance of choosing products that adhere to the halal principles of Islam. In this context, Halal Certification becomes a crucial factor in establishing consumer trust in a product. For Micro, Small, and Medium Enterprises (MSMEs), which often serve as the backbone of local economies, obtaining halal certification is a vital yet challenging endeavor to gain consumer confidence.

Table 1. Population and Religious Composition of Bandung in 2022

| No | Religion | Number |
|----|-----------|-----------|
| 1 | Islam | 2.309.210 |
| 2 | Christian | 135.257 |
| 3 | Catholic | 55.827 |

| | | |
|---|---------------|--------|
| 3 | Hindu | 1.559 |
| 4 | Buddhist | 11.789 |
| 5 | Confucianism | 177 |
| 6 | Other Beliefs | 138 |

Source: (Bandungkota.bps.go.id, 2022)

According to the Indonesian population census data from 2020 to 2022, the number of Muslims in Bandung province reached 3,364,635. Indonesia, with its predominantly Muslim population, significantly influences the cultural landscape, particularly in food consumption practices. Although individual Muslim consumers may vary in their adherence to Islamic law based on their level of religiosity, generally, Muslim consumers exhibit a positive attitude towards products that incorporate halal principles in their marketing strategies.

Over time, significant changes have occurred, leading to the development of a modern, Islamic-oriented lifestyle in Indonesia. Many people are increasingly drawn to halal lifestyles, halal food, and other related aspects. In Islam, Muslims are required to consume halal food and beverages, as these become part of one's body and serve as crucial sources of energy for life.

From an Islamic perspective, the concept of halal is vital for a Muslim. Halal means permissible or allowed within the Islamic faith. Halal products must meet specific criteria according to Islamic law: (1) No Forbidden Ingredients: Halal products must not contain substances prohibited in Islam, such as pork, alcohol, animal blood, and similar items; (2) Halal Production Processes: In addition to the ingredients, the production process must adhere to Islamic principles. This includes the methods of processing, preparation, and handling throughout the entire production chain; (3) Avoiding Contamination with Haram Products: Halal products must ensure no contamination with forbidden (haram) products during production, storage, and distribution; (4) Halal Certification: Ideally, halal products should have certification from recognized authorities to assure consumers of their compliance with Islamic standards; (5) Clear Labeling and Information: Producers of halal products are expected to provide clear information to consumers about the halal status of their products, including labeling them appropriately. As emphasized in the Qur'an, Surah Al-Baqarah verse 173:

تَمَّا حَرَّمَ عَلَيْكُمُ الْمَيْتَةَ وَالدَّمَ وَلَحْمَ الْخِنْزِيرِ وَمَا أُهِلَّ بِهِ لِغَيْرِ اللَّهِ فَمَنْ اضْطُرَّ غَيْرَ بَاغٍ وَلَا عَادٍ فَلَا إِثْمَ عَلَيْهِ إِنَّ اللَّهَ غَفُورٌ رَحِيمٌ ﴿١٧٣﴾

It means: "He has only forbidden you what dies of itself, and blood, and the flesh of swine, and that over which any other name than that of Allah has been invoked; but whoever is driven to necessity, not desiring, nor exceeding the limit, no sin shall be upon him. Surely Allah is Forgiving, Merciful."

From this verse, Allah forbids the consumption of animals that die without being slaughtered, flowing blood, or pork, which is considered impure and forbidden, or animals slaughtered in the name of entities other than Allah, such as idols. However, if a person is in a state of emergency, compelled by severe hunger, and consumes forbidden food not out of desire but due to necessity and without exceeding the need, then there is no sin upon them. Allah is Forgiving and Merciful towards those compelled to consume such food.

Data from the Halal Certification Institute of the Indonesian Council of Ulama (LPPOM MUI) for the period 2019-2022 indicates that by 2022, of 33,296 companies, 8,333 MSMEs had been certified halal. Furthermore, by June 2022, LPPOM MUI had certified 2,310 MSME entrepreneurs. Consequently, Muslims seek products for consumption that align with their religious teachings, as evidenced by the high demand for halal-certified products in Indonesia. Halal certification provides a security assurance for Muslims to consume a product confidently. This certification is evidenced by the halal logo on product

packaging. There are two main urgencies for halal certification: (1) Consumer Trust: Halal certification plays a crucial role in building consumer trust, especially among Muslims who consume halal products as part of their religious beliefs. With halal certification, consumers can be assured that the products they purchase meet specific standards and requirements necessary in Islam. This includes the production process, the ingredients used, and processing methods that comply with Islamic law; (2) Access to International Markets: Halal certification is also essential for accessing international markets with large Muslim populations. Countries with a Muslim majority, such as Indonesia, Malaysia, Turkey, and Middle Eastern nations, have specific requirements regarding halal products. With halal certification, producers can expand their market share to these countries and access more significant business opportunities in the global market. Thus, halal certification is not only relevant from a religious and trust perspective but also has a significant impact on marketing and market penetration for producers and businesses.

Food ingredients are the components contained in food products. These ingredients are a key factor in predicting consumer purchase intentions towards a food product. Many Indonesian Muslims do not closely monitor the ingredients in their food, leading to unscrupulous individuals mixing halal and non-halal substances.

The urgency of halal product issues for Muslims in Indonesia is significant due to the large Muslim population and their need for products that adhere to their religious principles. Here are some reasons why halal product issues are crucial: (1) Religious Compliance: For Muslims, consuming food and using products that are halal is a religious obligation. Adherence to halal laws is vital in daily religious practices; (2) Trust and Safety: Halal certification assures Muslims that the products they consume or use have met the halal standards set by competent authorities. This builds trust and provides a sense of safety regarding the products consumed; (3) Health and Food Safety: Halal products are often associated with high health and hygiene standards. Halal certification typically involves strict supervision of the ingredients used in production, ensuring that the products are safe for consumption; (4) Potential Market: Indonesia has the largest Muslim population in the world, making the halal product market in Indonesia vast with significant economic potential. Offering halal products can open up wide and profitable business opportunities; (5) Government Commitment: The Indonesian government has enacted laws mandating halal certification for products sold in the Indonesian market. This demonstrates the government's commitment to protecting Muslim interests and ensuring the availability of quality halal products. Thus, the issue of halal products is important not only from a religious perspective but also has significant social, economic, and health impacts for Muslims in Indonesia.

Micro, Small, and Medium Enterprises (MSMEs) in Bandung City are diverse, spanning various industry sectors. Examples of MSMEs in Bandung include: (1) Culinary Industry: Restaurants, food stalls, coffee shops, bakeries, and traditional snack businesses. (2) Fashion and Textiles: Clothing artisans, fashion boutiques, accessory manufacturers, bag craftsmen, and textile producers. (3) Handicrafts: Artisans creating crafts from materials such as wood, fabric, ceramics, bamboo, and metal. (4) Creative Products: Graphic design, printing, art production, and interior design firms. (5) Trade: Grocery stores, bookstores, electronics shops, toy stores, and service businesses. (6) Beauty Industry: Beauty salons, skincare stores, and personal care product manufacturers. Bandung is renowned as a hub of creativity and innovation, where MSMEs often emphasize elements of creativity, design, and technology in their products and services. This highlights the extensive potential and diversification of MSMEs in the city.

Table 2. Number of MSMEs in Bandung City

| No | Year | Number of MSMEs in Bandung |
|----|------|----------------------------|
| 1 | 2019 | 14.974 |

| | | |
|---|------|--------|
| 2 | 2020 | 15.790 |
| 3 | 2021 | 17.755 |
| 4 | 2022 | 36.739 |
| 5 | 2023 | 38.614 |

Source: (Satudata.bandungkab.go.id, 2022)

Based on Table 2, there has been a significant increase in the number of MSMEs in Bandung from 2019 to 2023. In 2019, there were 14,974 MSMEs, which increased to 15,790 in 2020, and to 17,755 in 2021. The most notable rise occurred in 2022, where the number of MSMEs surged to 36,739, continuing to grow to 38,614 in 2023.

Table 3. Number of Halal-Certified MSMEs in Bandung City

| No | Tahun | Jumlah UMKM Sertifikat Halal |
|----|-------|------------------------------|
| 1 | 2014 | 125 |
| 2 | 2015 | 100 |
| 3 | 2016 | 250 |
| 4 | 2017 | 300 |
| 5 | 2018 | 350 |

Source: (Satudata.bandungkab.go.id, 2022)

Table 3 illustrates the number of MSMEs in Bandung that have obtained halal certification, showing a significant increase from 2014 to 2018. The number of halal-certified MSMEs rose from 125 in 2014 to 350 in 2018. This upward trend reflects the growing awareness and commitment of business owners to the halal certification of their products, which plays a crucial role in influencing consumer purchase intentions in Bandung.



Figure 1. The Role of MSMEs in the Halal Product Industry

Source: (Halalalui.org, 2020)

Indonesia not only has the potential to be the largest consumer market for halal food but also to become the largest producer of halal food due to its abundant natural resources. However, this potential has not been fully realized. Although Law No. 33 of 2014 concerning Halal Product Assurance (UU JPH) serves as the legal framework for halal products in Indonesia, its impact on the growth and acceleration of the halal industry has not been significant. This is partly because the halal industry, particularly the halal food and beverage sector, faces several challenges. One major challenge is demand and market access. The number of Muslims in Indonesia and globally continues to rise. According to the Masterplan for Sharia Economic Development of the Republic of Indonesia 2019-2024, the growth rate of the middle-class population is increasing by 7-8% annually, which in turn boosts purchasing

power. This presents a substantial market opportunity, especially for Indonesia, where the majority of the population is Muslim. Additionally, there is a growing awareness among consumers about the importance of consuming halal food.



Figure 2. The Halal Certification Flow (Self-Declare) in MSMEs

Source: sertifikasihalalindonesia.com

Self-Declaration refers to the declaration of the halal status of products by micro and small business owners themselves. However, this does not mean that entrepreneurs can independently declare their products as halal without any oversight. The self-declare mechanism must adhere to certain conditions, including guidance from registered Halal Product Process (PPH) advisors and halal determination by the MUI Fatwa Commission.

According to Drs. K.H. Sholahuddin Al-Aiyub, M.Si, Chairman of the Indonesian Ulema Council (MUI) for Sharia Economy and Halal, self-declaration must still undergo the MUI Fatwa Commission process and be determined by competent individuals. "We are opening one million free halal certification quotas through the business actor declaration or self-declare mechanism," stated M Aqil Irham, Head of BPJPH, in a written statement on Tuesday (10/1/2023).

In some cases, MSMEs might self-declare their products as compliant with halal standards without obtaining certification from an official external body. This phenomenon has sparked debate regarding consumer trust in halal claims made by producers themselves and how this impacts consumer purchase interest.

Consumer purchase interest in products from Micro, Small, and Medium Enterprises (MSMEs) involves a complex interplay of various factors. These include trust in product quality, relative pricing, market availability, social environmental influences, halal certification including self-declaration, previous experiences with MSME brands, and psychological and emotional aspects. Consumers tend to evaluate product quality, offered prices, market availability, and social influences before making purchasing decisions. Halal status is also a crucial factor, where the influence of halal certification, including self-declaration announced by producers, plays a significant role for consumers sensitive to halal aspects of products. This highlights the inherent complexity in the process of forming

purchase interest related to MSME products, where diverse factors interact and influence the final consumer purchase interest.

Based on previous studies, there is a notable relationship between Halal Certification (Self Declare) and Purchase Intention. According to research by Yusuf et al. (2024), the halal certification variable has a positive and significant effect on the purchase intention of Mixue products. The findings suggest that the presence of halal certification plays a crucial role in consumers' purchase intentions for products that have obtained such certification. The higher the perceived quality of a product, as indicated by its halal certification, the more likely consumers are to be attracted to purchase it. This result is consistent with studies by Mahardika (2019) and Partini (2022), which also found that halal certification significantly influences purchase intention.

Novita et al. (2022) argue that halal certification provides a security guarantee for Muslims in consuming food products that adhere to Islamic teachings. Therefore, this aspect is important to consider when determining purchase intentions for halal products intended for consumption. Their study also found that the halal certification variable has a significant positive effect on the intention to purchase halal products.

The purpose of this research is to analyze the halal certification process for MSME products in Bandung City, measure consumer purchase intentions towards these products, and evaluate the impact of halal certification, particularly self-declared halal certification, on consumer purchase intentions. This study aims to provide a deep understanding of how halal certification can enhance the competitiveness of MSME products and drive local economic growth by increasing consumer trust and purchase intention. The results of this research are expected to offer insights for MSME operators and relevant stakeholders on the importance of halal certification in marketing strategies and product development.

The explanations above, sourced from existing theories and previous studies, highlight the interconnectedness between different researchers discussing the influence of halal certification on purchase intention. This underscores the need for further research and deeper analysis of these variables. This study also seeks to address gaps in previous research by exploring the topic of "The Influence of Halal Certification (Self Declare) on Purchase Intention of MSME Food Products in Bandung City."

RESEARCH METHOD

This study adopts a descriptive-correlational approach to identify and explain the relationship between self-declared halal certification and consumer purchase intention towards MSME products. The descriptive approach is used to depict the characteristics and phenomena related to consumer perceptions of product halalness, while the correlational approach is utilized to evaluate the relationships or associations between the observed variables. By integrating these two approaches, this study aims to provide a comprehensive understanding of how self-declared halal certification can influence consumer purchase intention towards MSME products.

The quantitative method involves a systematic investigation of a population or sample that will be examined. Sample selection is conducted carefully. To collect research data, an appropriate research instrument is employed, followed by quantitative/statistical data analysis to test the selected hypotheses. In quantitative research, the relationship between the researcher and the subjects is distant, ensuring independence and objectivity. As data collection involves questionnaires, the quantitative researcher does not know the individual respondents who completed the questionnaire (Sugiyono, 2021b).

According to Sugiyono (2021), descriptive research involves analyzing or describing a research object without drawing broader conclusions. This study, titled "The Influence of Halal Certification (Self Declare) on the Purchase Intention of MSME Food Products in

Bandung City," employs descriptive research with a quantitative methodological approach. The research setting for this study is non-contrived, meaning it is conducted in a normal or naturally occurring situation. This implies that the natural activities of the research subjects are observed without researcher interference. Additionally, cross-sectional data is defined as data collected at a specific point in time (Indrawati, 2015).

RESULT AND DISCUSSION

The respondents involved in completing the questionnaire included both individuals who were aware of halal certification and those who were not. The survey was disseminated via Google Forms and shared through social media platforms such as WhatsApp, Instagram, and Line to gather responses. The questionnaire process began with screening questions about gender, age, occupation, income, purchase of halal food products, and experience consuming halal and certified foods in Bandung. After answering the screening questions, respondents proceeded to questions regarding Halal Certification and Purchase Intention. The questionnaire was distributed to 100 respondents. The details of the questionnaire distribution for this study are provided below.

Table 4. Details of Questionnaire Distribution

| Classification of Questionnaire | Number |
|--------------------------------------|--------|
| Number of questionnaires distributed | 100 |
| Number of questionnaires confirmed | 100 |
| Number of valid questionnaires | 100 |

Source: Processed Data, 2024

Based on Table 4.1, 100 questionnaires were distributed, and all 100 were confirmed, resulting in a valid response rate of 100%.

Descriptive Analysis

Based on the data analysis from 100 respondents in Bandung, responses regarding the halal certification variable were very positive. Of the eleven items evaluated, the majority of respondents provided high scores, with percentages ranging from 76.2% to 90.8%. Overall, the halal certification variable scored 84.3% of the ideal score, categorized as very good. This indicates that respondents possess a good understanding of the halal logo, its display on products, and trust in the raw materials and production processes of halal MSME food products in Bandung. Additionally, the findings show that respondents tend to prefer and consider halal food products from MSMEs in Bandung and have knowledge of halal certification in other countries.

Meanwhile, respondents' responses to the purchase intention variable also showed positive results. Of the eleven items evaluated, the majority of respondents gave high scores, with percentages ranging from 75.8% to 85%. Overall, the purchase intention variable scored 82.2% of the ideal score, categorized as good. Respondents demonstrated a strong interest in halal MSME food products in Bandung, with a desire to purchase regularly and obtain information and references from various media. Furthermore, respondents indicated a primary preference and priority for halal MSME food products in Bandung and sought information through social media, print media, and online media. Overall, the findings of this study indicate that halal certification has a significant influence on the purchase intention of MSME products in Bandung, with both variables showing very positive results.

Classical Assumption Test

The researcher employed several tests to determine the impact of halal certification (self-declare) on the purchase intention of MSME food products in Bandung. According to

Indrawati (2019), the only requirement for using multiple linear regression is the classical assumption test. Hypothesis testing, such as normality, heteroscedasticity, and multicollinearity tests, necessitates these classical assumptions. This study utilized three classical assumption tests: the Normality Test, Heteroscedasticity Test, and Multicollinearity Test.

Normality Test

The normality test is used to examine the regression model. Indrawati (2019) asserts that normality testing is a prerequisite for data analysis, implying that the data must be tested beforehand. In the study on the Influence of Halal Certification (Self Declare) on Purchase Intention of MSME Food Products in Bandung, the normality test was employed since the residual values of the questionnaire items could be observed through a histogram and a P-plot. Based on the histogram, the diagonal line follows the bell-shaped curve of the histogram, indicating that the data is normally distributed. Additionally, the P-plot, used as a visualization method, shows that the points on the P-plot closely align with the diagonal line, further confirming normal distribution.

Multicollinearity and Heteroscedasticity Tests

According to Sujarweni (2019), multicollinearity testing determines whether the independent variables in a model correlate with one another. The Variation Inflation Factor (VIF) is used to identify the presence of multicollinearity. In this study, the test results showed that the tolerance value and VIF value for the Halal Certification (Self Declare) variable were 1.000, greater than 0.10 and less than 10, indicating no multicollinearity. Meanwhile, the heteroscedasticity test assesses whether there is a difference in variance between observations within a regression model. The scatterplot graph revealed that the points are randomly dispersed both above and below the zero line on the Y-axis, leading to the conclusion that there is no heteroscedasticity in this regression model.

Multiple Linear Regression Analysis and Hypothesis Testing

According to Sugiyono (2021), multiple linear regression analysis involves one dependent variable and two or more independent variables. In this study, the variable of Halal Certification (Self Declare) positively influences Purchase Intention, represented by the regression equation $Y = 2.589 + 0.932X$. The F-test reveals a significance value of 0.00, which is less than 0.05, indicating that the Halal Certification (Self Declare) variable simultaneously affects the Purchase Intention of MSME food products in Bandung. The T-test further supports this hypothesis, with a t-value of 19.408 and a p-value of 0.000, demonstrating a significant positive impact of Halal Certification (Self Declare) on Purchase Intention. The coefficient of determination (R^2) is 0.794, suggesting that 79.4% of the variation in Purchase Intention can be explained by the Halal Certification (Self Declare) variable, while the remaining 20.6% is influenced by other variables outside this regression model.

The empirical results indicate that Halal Certification (Self Declare) significantly and positively impacts the Purchase Intention of MSME food products in Bandung. This is evidenced by a t-value of 19.408 and a p-value (Sig) of 0.000, which is below the 5% alpha level, supporting the hypothesis that there is a positive influence of Halal Certification (Self Declare) on Purchase Intention. The overall percentage for the eleven questions regarding the Halal Certification (Self Declare) variable is 84.3%, which falls into the "Very Good" category according to the continuum score line. These findings suggest that halal certification provides additional assurance to consumers regarding the halal status and safety of the products they purchase.

This explanation aligns with previous research conducted by Yusuf et al. (2024), which demonstrated that Halal Certification (Self Declare) provides crucial information to buyers and shapes their purchasing attitudes. This certification increases the likelihood of consumers choosing products endorsed as halal by recognized authorities over uncertified alternatives. The assurance provided by Halal Certification (Self Declare) ensures that the products not only comply with halal norms but are also free from harmful substances, thereby enhancing consumer trust and purchase intention. Consequently, halal certification plays a vital role in ensuring compliance with religious norms and in building consumer confidence in the quality and safety of MSME food products in Bandung.

CONCLUSION

Based on the analysis, data processing, and discussion regarding the influence of Halal Certification (Self Declare) on the Purchase Intention of MSME Food Products in Bandung City, with a sample of 100 respondents, it was found that Halal Certification (Self Declare) has a positive and significant partial influence on the Purchase Intention of MSME Food Products in Bandung City. This is evidenced by a t-value of 19.408 and a p-value (Sig) of 0.000, which is below the 5% alpha threshold, thereby supporting the acceptance of the research hypothesis. These findings indicate that halal certification enhances consumer trust and purchase intention toward MSME food products, providing assurance of halal status and product quality, which is crucial for consumers. Therefore, MSMEs in Bandung City are advised to consider halal certification as a strategy to increase the attractiveness of their products and expand market share, given the significant benefits that can be derived from adopting such certification.

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