

The Effect of Halal Certification on Consumer Trust and Purchase Decisions for MSME Products in Boyolali: A Field Study of Business Actors and Consumers

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ABSTRACT

The halal industry in Indonesia has grown significantly alongside rising public awareness of consuming products that comply with Islamic principles. Halal certification is an important instrument for guaranteeing product compliance and strengthening consumer trust. This study analyzes the effect of halal certification on consumer trust and purchase decisions for micro, small, and medium-sized enterprises (MSME) in Boyolali. It uses a quantitative approach with an associative design. Primary data were collected through a questionnaire administered to 100 respondents selected by purposive sampling and analyzed using descriptive statistics, a normality test, and simple linear regression, estimated separately for each outcome. The results show that halal certification has a positive and significant effect on both consumer trust and purchase decisions. The presence of a halal certificate raises consumer confidence in product quality and compliance, encouraging purchase. These findings indicate that halal certification is strategically important, not only as a religious guarantee but also as a marketing instrument that strengthens MSME competitiveness, thereby contributing to the development of the Islamic economy in Indonesia.

1. Introduction

The halal industry in Indonesia has grown increasingly dynamic as public awareness of consuming products consistent with Islamic principles has risen (Latifah & Abdullah, 2022). As the country with the world's largest Muslim population, Indonesia holds great potential for developing a halal ecosystem, particularly in the micro, small, and medium enterprise (MSME) sector (Nasor & Hermanto, 2024). Halal certification is a key instrument for guaranteeing product compliance and improving the competitiveness of business actors (Widyaningsih, 2023). Within the Islamic economy, certification concerns not only the religious dimension but also carries broad economic implications, including higher consumer trust (Fatimah et al., 2022). A halal certificate is therefore a strategic factor in driving sharia-based economic growth in Indonesia (Ibrahim & Fauziah, 2023).

Empirically, the halal sector's contribution to the Indonesian economy continues to rise. According to the State of the Global Islamic Economy report, Indonesia is among the largest national markets for global halal food consumption, with food-sector spending exceeding USD 184 billion (DinarStandard, 2023). Data from the Halal Product Assurance Organizing Agency (BPJPH) show that, by 2023, more than one million products in Indonesia had been certified halal, most of them from the MSME sector (BPJPH, 2023). However, the number of MSMEs holding halal certification remains small relative to the more than 64 million MSMEs nationwide. This reveals a gap between

the potential and the realization of halal certification at the level of business actors — a matter of concern because certification can shape consumer perceptions and choices.

From a consumer-behavior perspective, trust is a key factor influencing purchase decisions (Nuzulia & Khasanah, 2023). Consumers tend to choose products they consider safe, of good quality, and consistent with the values they hold, including the halal dimension (Qoni'ah, 2022). Halal certification functions as an official guarantee that can raise consumer confidence in a product (Japar et al., 2024). When consumers see a halal label on an MSME product, they are more confident that it has passed verification against sharia standards (Maulana, M. F., & Nahidloh, 2023). In this sense, certification is not only a religious symbol but also an effective marketing instrument for building consumer loyalty (Priantina & Sopian, 2023). Theoretically, this mechanism reflects signaling logic — a credible third-party label reduces the information asymmetry consumers face — and, through the confidence it creates, feeds into the evaluative stage that precedes purchase.

Simultaneously, MSME actors face various obstacles in obtaining halal certification (Rachman & Hasan, 2025). These include a limited understanding of the certification procedure, cost constraints, and the perception that processing a certificate is complicated and time-consuming (Arifin, 2023). As a result, many MSMEs have not prioritized certification in developing their businesses (Nurdiansyah, 2023), even though, in an increasingly competitive market, halal certificates can be a significant source of added value (Makbul et al., 2023). Moreover, government regulation through the Halal Product Assurance Law requires products in circulation to be certified; therefore, MSMEs must adapt to this policy (Maulana, 2024). A lack of readiness to meet regulations can undermine the market competitiveness of their products.

Boyolali Regency, a center of economic growth in Central Java, has many MSMEs operating in the food and beverage sector. This potential is a major opportunity for developing the halal industry at the local level (Latifah & Abdullah, 2022). However, not all MSMEs in Boyolali hold halal certification, which produces variation in consumer trust toward the products on offer (Nasor & Hermanto, 2024). Consumers in Boyolali also vary in their awareness of the importance of the halal label when making purchase choices (Nuzulia & Khasanah, 2023). These conditions make Boyolali a relevant setting for examining the relationship between halal certification, consumer trust, and purchase decisions (Japar et al., 2024).

Halal certification research has extensively examined its role in developing the Islamic economy and shaping the behavior of business actors and consumers. Putri and Jubba (2023) found that halal certification has significant implications for the growth of Indonesia's halal industry through increased market trust and business expansion. Hartini and Malahayatie (2024) showed that halal certificates play an important role in business management, particularly in improving product quality and production systems in the food and beverage industry. Tahliani and Renaldi (2023) concluded that certification can enhance firm competitiveness by improving product images and consumer trust.

Other studies emphasize the role of certification in the MSME context and the challenges of its implementation. Syari et al. (2025) reported that certification helps strengthen the Islamic economy by raising the capacity and competitiveness of MSMEs. Muntholip and Setiawan (2025), through a literature study, found that certification is a strategic factor for MSME competitiveness, even though its implementation still faces obstacles. Khairawati et al. (2025) identified the main constraints in the certification process, such as cost limitations, low business-actor literacy, and the complexity of the required procedures.

Although prior work has examined halal certification from the perspectives of industry, management, and MSME competitiveness, there remains a limitation in directly linking certification to consumer trust and purchase decisions, particularly in a local context such as Boyolali. Most earlier studies have focused on the business-actor or policy side; therefore, few have integrated the consumer perspective on both outcomes simultaneously within a single study. This study addresses this gap. (Testing consumer trust as a mediating variable between certification and purchase remains an open question, which we position as a direction for future research.)

Accordingly, this study analyzes the effect of halal certification on consumer trust and purchase decisions for MSME products in Boyolali. It is expected to contribute theoretically to the study of the Islamic economy, particularly consumer behavior toward halal products, and practically to serve as a reference for MSME actors seeking to strengthen their competitiveness through certification and for the government in formulating more effective halal-industry policies. Two hypotheses were tested: H1 — halal certification has a positive and significant effect on consumer trust, and H2 — halal certification has a positive and significant effect on purchase decisions.

3. Methodology

This study uses a quantitative approach with an associative design to analyze the effect of halal certification on consumer trust and purchase decisions for MSME products in Boyolali. The data were primary data collected through a questionnaire. The population comprises consumers who have purchased MSME products in Boyolali, and the sample was drawn using purposive sampling. The sample consisted of 100 respondents who met specific criteria — having purchased MSME products and being aware of, or attentive to, the halal label on the products they consumed. The instrument used a Likert scale ranging from 1 to 5.

Before further analysis, the instrument was tested for validity and reliability. The validity test showed that all statement items had a correlation coefficient (*r*-count) greater than the *r*-table critical value of 0.197 (*df* = *n* – 2 = 98; α = 0.05, two-tailed) and were therefore declared valid. The reliability test showed that all variables had a Cronbach's alpha greater than 0.70 and were therefore declared reliable. The initial analysis presents the respondent profile, descriptive statistics summarizing response tendencies, and a normality test to confirm that the data are normally distributed. The detailed normality output is not reported here but met the required assumption for further analysis.

After the basic assumptions were satisfied, the analysis proceeded with a simple linear regression to test the effect of halal certification on each dependent variable. Because the model has a single predictor (halal certification), two separate simple linear regression models were estimated: one for consumer trust and one for purchase decisions. Hypotheses were tested using the *t*-test for the partial effect, with the criterion that a significance value below 0.05 indicates the hypothesis is accepted and a value above 0.05 indicates it is rejected. The coefficient of determination (*R*-squared) was used to gauge the extent of the variation in each dependent variable that the independent variable explains.

4. Results and Discussion

3.1 Results

The results are presented below, beginning with an overview of the respondents and the basic assumption tests preceding the regression analysis.

Table 1. Respondent Profile

Category	Subcategory	Count	Percentage (%)
Gender	Male	44	44%
	Female	56	56%
Age	17–25 years	48	48%
	26–35 years	32	32%
	> 35 years	20	20%
Education	Senior high school / equivalent	36	36%
	Diploma / Bachelor	52	52%

Occupation	> Bachelor	12	12%
	Student	40	40%
	Employee	36	36%
	Other	24	24%

Based on Table 1, the majority of respondents are women (56, or 56%), while men account for 44 (44%). By age, most respondents fall in the 17–25 range (48, or 48%), indicating a predominance of younger consumers of MSME products. By education, diploma/bachelor's degree graduates dominate (52, or 52%), suggesting a reasonably good capacity to understand product information, including the halal label. By occupation, most respondents are students (40, or 40%), followed by employees (36, or 36%), reflecting a diversity of backgrounds.

Table 2. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Halal Certification	100	2.80	5.00	4.20	0.45
Consumer Trust	100	2.60	5.00	4.15	0.50
Purchase Decision	100	2.70	5.00	4.18	0.47

As shown in Table 2, all study variables had mean values above 4, indicating that respondents tended to rate halal certification, consumer trust, and purchase decisions positively. Halal certification had a mean of 4.20, indicating that respondents regarded the presence of a halal certificate as important. Consumer trust had a mean of 4.15, indicating a high level of trust in certified MSME products. Purchase decisions had a mean of 4.18, indicating that respondents tended to choose products with a halal guarantee. The relatively small standard deviations indicate fairly homogenous responses.

Table 3. Normality Test (Kolmogorov–Smirnov)

Variable	Asymp. Sig. (2-tailed)
Halal Certification	0.200
Consumer Trust	0.200
Purchase Decision	0.200

Based on the Kolmogorov–Smirnov normality test, all variables had a significance value (Asymp. Sig.) of 0.200, greater than 0.05). This indicates that the data were normally distributed and met the normality assumption; therefore, the data were suitable for the subsequent simple linear regression analysis.

Table 4. Significance Test (t-test)

Independent Variable	Dependent Variable	Sig.	Result
Halal Certification	Consumer Trust	0.000	Significant

Independent Variable	Dependent Variable	Sig.	Result
Halal Certification	Purchase Decision	0.000	Significant

As shown in Table 4, halal certification has a significance value of 0.000 for both consumer trust and purchase decisions. Because these values are below 0.05, halal certification has a significant effect on both outcomes. Therefore, the hypotheses positing an effect of halal certification on the two dependent variables (H1 and H2) are accepted.

Table 5. Coefficient of Determination (R-squared)

Model	R	R Square	Percentage
1 (Halal Certification → Consumer Trust)	0.693	0.480	48.0%
2 (Halal Certification → Purchase Decision)	0.721	0.520	52.0%

As shown in Table 5, Model 1 has an R-squared of 0.480, meaning that halal certification explains 48.0% of the variation in consumer trust, while the remaining 52.0% is influenced by variables outside the model. Model 2 has an R-squared of 0.520, meaning that certification explains 52.0% of the variation in purchase decisions, while the remaining 48.0% is influenced by unexamined factors. The R values in both models indicate a fairly strong association between the independent and dependent variables; thus, the model explains the observed phenomenon reasonably well.

3.2 Discussion

The results show that halal certification significantly affects consumer trust in Indonesia. This confirms that a halal certificate is not merely a formal label but a guarantee capable of raising consumers' positive perceptions of MSME products. In this context, consumers are more confident about the quality, safety, and compliance of certified products. This finding aligns with Nasrudin and Nursari (2025), who argue that certification serves as an instrument to protect Muslim consumers, and with Ilham et al. (2023), who hold that a halal label provides legal certainty and a sense of security for consumers. Qodir and Muhim (2024) likewise found that certification is a form of producer responsibility that protects consumers through product transparency.

The results also show that halal certification significantly affects purchasing decisions. Consumers consider price, quality, and the halal dimension when choosing products. Thus, certification becomes an important factor in the decision-making process, especially in a Muslim community such as Boyolali. This is consistent with Azzahar (2025), who found that certification is part of an effective marketing strategy for increasing purchase intention, and Tahliani and Renaldi (2023), who reported that certification can enhance firm competitiveness through greater trust that feeds into purchase decisions. Therefore, certification plays a strategic role in shaping consumption behavior.

In a broader sense, these results reinforce the role of certification in developing the halal industry and Islamic economy. Certification affects not only micro-level outcomes such as trust and purchase, but also the growth of the halal industry as a whole. This aligns with Putri and Jubba (2023), who show that certification has implications for the growth of Indonesia's halal industry, and with Syari et al. (2025), who find that certification strengthens the

Islamic economy by raising MSME capacity. Hariani (2024) argues that certification improves the productivity and competitiveness of halal MSMEs, enabling them to compete in wider markets.

From a managerial standpoint, certification also has important implications for MSME business management. It encourages business actors to improve production quality, maintain hygiene standards, and adopt better management systems. This aligns with Hartini and Malahayat (2024), who find that a halal certificate improves the quality of business management in the food and beverage industry. Fadhli et al. (2024) find that certification can raise MSME competitiveness by increasing product added value, and Tati et al. (2024) stress the importance of strategy in distributing certification to MSME actors to foster local economic self-reliance.

Nonetheless, the implementation of halal certification among MSMEs still faces obstacles. These results implicitly show that not all MSMEs hold certification, which can affect the level of consumer trust and purchase decisions. This is consistent with Khairawati et al. (2025), who identified constraints such as cost limitations and low business-actor understanding, and with Zulaiha and Saepurohman (2024), who documented problems in submitting certification applications, particularly for local MSMEs. Ariska et al. (2023) add that the self-declare scheme still requires assistance to operate optimally.

These results also support Muntholip and Setiawan (2025), who argued that certification is a strategic factor for MSME competitiveness despite implementation challenges. Certification serves not only as a guarantee of compliance but also as a product differentiation tool in a competitive market. Therefore, MSME actors should treat certification as part of a sustainable business strategy, and optimizing it can help improve MSMEs' position in both domestic and global markets.

This study has several limitations. The study was conducted only in Boyolali; therefore, the results may not be generalizable to areas with different characteristics. It uses a purely quantitative approach and, therefore, cannot explore respondents' perceptions and experiences in depth. Because the sample was purposively selected from consumers who noticed halal labels, some self-selection toward halal-aware respondents is likely, which may amplify the observed effects. The variables were limited to certification, trust, and purchase, excluding factors such as price, product quality, and promotion. Future research should therefore widen the study area, adopt a mixed-method design, add further variables, and test consumer trust as a mediator between certification and purchases.

5. Conclusion

Halal certification has a positive and significant effect on consumer trust and purchase decisions for MSME products in Boyolali. A halal certificate raises consumer confidence in the quality, safety, and compliance of products, thereby encouraging purchase. Certification also serves as a strategic factor for strengthening MSME competitiveness amid intensifying market competition. It therefore carries not only a religious dimension but also a tangible economic effect on consumer behavior.

The implications indicate that MSME actors should treat certification as a priority in business development to raise consumer trust and expand market share. Government and related institutions should provide easier access, outreach, and assistance in the certification process so that more MSMEs can obtain a certificate. This study also contributes to the Islamic economics literature, particularly in understanding the relationship between certification, consumer trust, and purchase decisions as part of Muslim consumer behavior.

This study is limited to Boyolali, so its results cannot be broadly generalized, and its quantitative-only approach cannot fully capture respondents' perspectives. The set of variables is also limited and does not reflect all factors affecting purchase decisions. Future research should widen the study area, use a mixed-method design, add variables such as price, product quality, and promotion, and test consumer trust as a mediating variable, so that the findings become more comprehensive and in-depth.

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