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EXPLORING THE DRIVERS OF HALAL CERTIFICATION ADOPTION IN INDONESIAN'S MSMEs FOR SUSTAINABLE ECONOMIC EMPOWERMENT

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Abstract: Indonesia has achieved positive results in the world halal food sector in the SGIER, that Indonesia can compete in the global halal food, which will also have an impact on improving the sustainable economy in the halal food sector. Indonesia, through the Halal Product Guarantee Agency, implemented a mandatory halal certification program. This was implemented especially Micro, Small, and Medium Enterprises, can compete in providing halal-certified products. However, behind this achievement, it was found that the reality of halal certificate issuance in Depok have not made significant contribution to national achievements, namely only 6.05%. MSMEs as one of the pillars of the economy play a vital and significant role in contributing to state revenue. On the other hand, the Government requires halal certification for food and beverage products produced by micro, small, and medium enterprises until the deadline of October 2026. However, the proportion of MSMEs that have obtained halal certification is still relatively low when compared to the total number of MSMEs operating in Depok. This research uses a quantitative method by distributing questionnaires to respondents. Data will be processed using PLS, outer models, and inner models. The results of this study indicate that religiosity, halal literacy, and perceived benefits influence the interest in applying for halal certification. Religiosity influences interest in applying for halal certification due to the belief that selling halal products will encourage business owners to operate their businesses in accordance with religious principles. Halal literacy also influences interest in applying for halal certification among MSMEs in Depok City because a strong understanding encourages business owners to meet the needs of Muslim consumers more responsibly. Perceived benefits also play a role because halal certification serves not only as proof of halalness but also as a strategy to increase consumer loyalty.

Keywords: Halal Certification Adoption, MSMEs, Religiosity, Halal Literacy, Perceived Benefits, Sustainable Economy.

INTRODUCTION

The development of the global halal industry continues to experience rapid growth, driven by increasing awareness among Muslim consumers about the importance of complying with Islamic principles in consumption behavior. In Indonesia, this awareness is reflected in the growing demand for halal-certified products across food, beverage, cosmetics, and pharmaceutical sectors (BPJPH, 2023) One of the most crucial elements in convincing Muslim customers that a product is halal is certification.

In the development of the halal industry, regulations governing halal certification for food, beverages, cosmetics, and pharmaceutical products exist as part of the protection of Muslim consumers. Regulations regarding halal certification in Indonesia refer to the Halal Product Guarantee Law and the implementing agency, BPJPH. (Suko Wiryanto, 2024) The government has shown strong commitment through the enactment of Law No. 33 of 2014 on Halal Product Assurance, implemented by the Halal Product Guarantee Agency

(BPJPH). This regulation aims to provide legal certainty and consumer protection while ensuring that products circulating in the market meet halal standards (Maesyaroh, M., & Martiana, 2021) As the largest Muslim-majority country, Indonesia holds significant potential to become a key player in the global halal economy. According to the State of the Global Islamic Economy Report (Reuters, 2025) the halal food sector, which should be the backbone of the real sharia economy, has dropped to fourth place. Despite the mandatory nature of halal certification, the actual implementation at the MSME level remains suboptimal. Data from BPJPH (2023) show that only a small proportion of MSMEs—around 6.05% in Depok City—have obtained halal certification. This figure indicates that the policy has yet to achieve its intended impact on the ground. Several challenges persist, including limited awareness, perceived administrative complexity, and the assumption that certification offers minimal business benefits. This empirical gap highlights the disparity between regulatory mandates and business actors' behavioral responses (Ishak, Aqidah, N. A., & Rusydi, 2022).

Halal certification is seen as a factor that provides a competitive advantage for Indonesia in the global market. The government has demonstrated its interest in the halal industry through the enactment of Law No. 33 of 2014 concerning Halal Product Assurance, which mandates the requirement of halal certification for all products circulating in the market. This is a strategic step to ensure consumer rights are protected and products are guaranteed to meet halal standards. However, few studies have integrated these psychological and cognitive variables into a unified behavioral framework. Therefore, this research aims to fill this theoretical gap by applying a behavioral perspective to understand MSME motivation toward halal certification adoption—linking religiosity, literacy, and perceived benefits to certification intention. (Hafida, D., & Almaniq, 2024)

Given that MSMEs are the backbone of Indonesia’s economy, their low level of participation in halal certification programs poses a serious obstacle to achieving national halal industry targets. As Imamah, Haryono, and Saharani (2023) emphasize, MSMEs serve as the main engine of socio-economic stability, especially in the post-pandemic recovery era. Therefore, encouraging MSME participation in halal certification is essential not only for religious compliance but also for achieving the vision of a sustainable and inclusive halal economy. (Imamah, N., Haryono, H., & Saharani, 2023). Indonesia ranks among the top five countries in the halal food sector. The halal certification initiative also supports the national agenda for sustainable economic empowerment, particularly for micro, small, and medium enterprises (MSMEs). MSMEs contribute approximately 60.51% to GDP and absorb 96.92% of the national workforce. (Hanafi, Saptawan, A., & Nengyanti, 2023) This is supported by the large number of MSMEs in Indonesia with West Java Province ranking first.

From a theoretical standpoint, existing studies on halal certification adoption tend to focus on institutional, regulatory, or administrative perspectives, with limited exploration of behavioral determinants that influence MSME decision-making. Previous research has rarely integrated variables such as religiosity, halal literacy, and perceived benefits in explaining MSME actors’ intentions to apply for halal certification. Religiosity has been identified as a foundational element shaping individual behavior and moral reasoning (Jannah & Al-Banna, 2021), which states that religiosity serves as the foundation for an individual's attitudes and behavior, based on their religious beliefs and values. Therefore, interest in halal certification can also be based on religious values or beliefs. In addition to religiosity, halal literacy can also influence interest in halal certification. Halal literacy is a crucial foundational element in the implementation of Halal Product Assurance (JPH). By understanding JPH, business actors will realize the importance of ensuring the halal status of their products. Halal literacy also provides knowledge on how to differentiate between halal and haram goods and services, as well as deepening understanding of Islamic law or sharia. Moreover, halal literacy—understood as the level of understanding and awareness regarding halal concepts and product assurance—plays a vital role in shaping business behavior. Higher literacy levels encourage entrepreneurs to align their production with halal standards (BPJPH, 2023).

Similarly, perceived benefits influence behavioral intention; if entrepreneurs believe that certification enhances competitiveness and consumer trust, they are more likely to pursue it (Pebruati et al., 2012)

According to the 1945 Constitution, and strengthened by the MPR Decree No. XVI / MPRRI / 1998 concerning Economic Politics to support Economic Democracy. Micro, Small, and Medium Enterprises (MSMEs) must be empowered as an important element in the community economy that has a position, function, and strategic opportunities to create a fair, balanced, and growing national economic structure. Then this definition is detailed again as follows (Law of the Republic of Indonesia Number 20 of 2008) Micro, Small, and Medium

Enterprises Based on the existing phenomena and background, the development of the halal industry is increasing therefore, MSME business actors should be aware of the importance of carrying out halal certification in order to advance the sustainable economy in Depok City. Based on this, in this study the researcher will analyze the influence of religiosity, halal literacy, and Word of mouth on the interest in submitting halal certification for MSMEs in Depok City.

This study aims to analyze the influence of religiosity, halal literacy, and perceived benefits on the intention to apply for halal certification among MSMEs in Depok City. Theoretically, this research contributes to expanding the understanding of halal certification adoption by integrating elements of faith-based behavior and perceived economic utility into a behavioral model. It enriches the existing literature on halal supply chain and Islamic business ethics (Wiryanto, 2024) by emphasizing individual-level determinants rather than institutional factors.

Practically, the study provides insights for policymakers—particularly BPJPH, the Ministry of Religious Affairs, and local governments—to design more effective educational campaigns, halal literacy programs, and incentive mechanisms that address both knowledge gaps and perceived value barriers. Strengthening these aspects is expected to accelerate MSME compliance with halal certification regulations before the 2026 deadline, ultimately supporting Indonesia's goal of becoming a global halal hub (Reuters, 2025).

METHODS

This research employed quantitative methods. Both primary and secondary data were used. Primary data is data directly provided to the individual collecting the data (the researcher). It can also be said that this data is obtained from a primary source, known as the respondent, through a questionnaire. Meanwhile, secondary data is defined as data obtained indirectly or through intermediaries, such as documents (Hikmawati, 2020). To obtain the primary data needed for the study, the researcher used a questionnaire via Google Forms as a data collection medium.

The population of this research comprises culinary MSMEs operating in Depok City that produce and sell food or beverage products. As the exact number of such MSMEs is not publicly documented, the population size is considered unknown. According to (Sugiyono, 2022), a sample is a subset or representative of the quantity and characteristics of a population. Following Hair (Hair et al., 2018) the minimum sample size in PLS-SEM is determined by multiplying the number of indicators by a ratio between 5 and 10 respondents per indicator. This study employs 30 indicators across all constructs; hence, the minimum sample size is 150 (5×30), and the actual number of valid responses collected was 186 MSME owners.

The sampling technique used is non-probability purposive sampling, in which respondents were selected based on specific inclusion criteria: MSMEs operating within the culinary sector in Depok City, Businesses that have been operating for at least one year, and Owners or managers familiar with halal certification issues. Primary data were collected through an online questionnaire (Google

Form) distributed between March and May 2024. The questionnaire was developed in Bahasa Indonesia to ensure clarity for respondents. Respondents provided informed consent before participation, and all responses were treated anonymously and confidentially. The research instrument was developed based on established constructs from prior studies and adapted to the halal certification context. Each item was measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The operationalization of variables and indicators is presented below:

Table 1. Measurement Scale

Variable	Indicators	Source	Measurement Scale
Religiosity (X1)	Belief in Islamic values, awareness of halal obligations, adherence to Islamic business ethics, intention to act according to religious principles	Jannah & Al-Banna (2021); Wahab et al. (2024)	5-point Likert
Halal Literacy (X2)	Understanding of halal concepts, ability to distinguish halal/haram, awareness of halal certification procedures, and knowledge of Islamic law in business	Rahmat et al. (2022); Fatmawati et al. (2023)	5-point Likert
Perceived Benefits (X3)	Perceived advantages of halal certification (trust, competitiveness, customer loyalty, and business sustainability)	Mahendra et al. (2024)	5-point Likert
Interest in Halal	Intention to apply for	Zahusa &	5-point Likert

Certification (Y)	halal certification, perceived urgency, readiness, and motivation to comply with halal regulations	Ikhsan (2021); Wulandari (2022)

Source: Authors' own creation

Before full distribution, the instrument underwent content validity testing by three experts in Islamic economics and halal supply chain management. Their feedback led to minor revisions in wording to enhance clarity and cultural relevance. A pilot test with 30 MSME owners was conducted to assess internal consistency. The Cronbach's Alpha values of all constructs exceeded 0.70, confirming the instrument's reliability.

Data analysis was performed using PLS-SEM to test the measurement and structural models. The analysis process included: Outer model evaluation, to assess validity and reliability (using factor loadings, Cronbach's alpha, composite reliability, and Average Variance Extracted [AVE]); Inner model evaluation, to test the relationships among constructs using path coefficients, R^2 values, and t-statistics from bootstrapping; and Hypothesis testing, with a significance threshold of $p < 0.05$. Descriptive statistics were used to describe respondent profiles, including business type, duration of operation, and certification status.

RESULT AND DISCUSSION

Halal certification plays a highly strategic role, especially for businesses producing consumer goods or products used directly by the public. The importance of this certification is inseparable from the characteristics of consumers in Indonesia, the majority of whom are

Muslim. Muslim consumers have an obligation to ensure the halalness of the goods they consume or use, especially food, beverages, and other items directly related to their daily lives. Government Regulation Number 39 of 2021 serves as a crucial foundation for the gradual implementation of halal certification obligations, with a key milestone set for October 17, 2024. This regulation emphasizes that halal certification is a legal obligation that must be fulfilled by businesses, particularly those engaged in the production of consumer goods. This provision encourages greater attention from businesses to the halal certification process as part of their compliance with regulations and market needs.

Based on the test results, the loading factor can be used to measure the coefficient value of the latent variable with the indicators it reflects. If the loading factor value is greater than 0.7, it is considered valid.

Table 2. Outer Loading Value

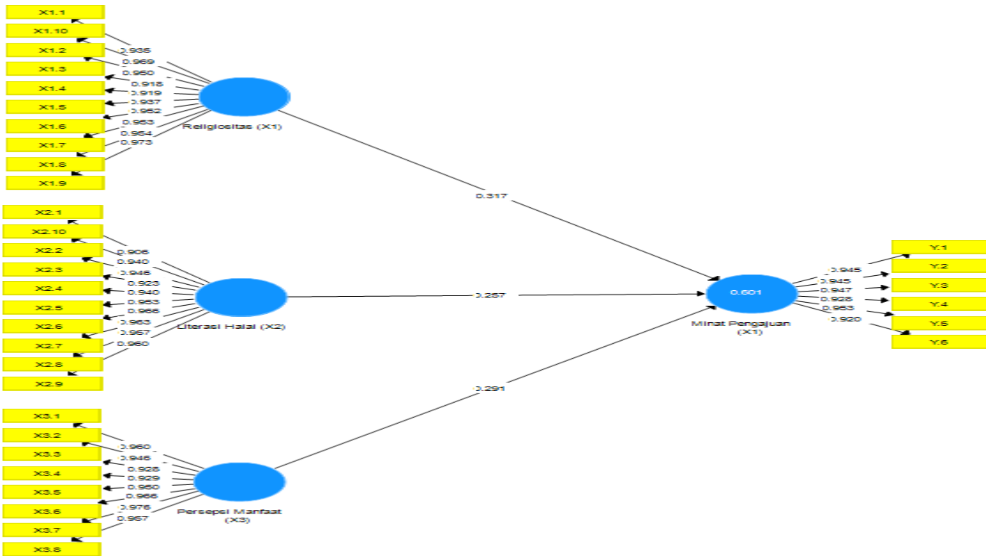
	Interst (Y)	Religiosity (X1)	Halal Literacy (X2)	Perception of Benefits (X3)
R.1		0.935		
R.2		0.950		
R.3		0.918		
R.4		0.919		
R.5		0.937		
R.6		0.952		
R.7		0.953		
R.8		0.954		
R.9		0.973		
R.10		0.969		
LH.1			0.906	

LH.2			0.946	
LH.3			0.923	
LH.4			0.940	
LH.5			0.953	
LH.6			0.966	
LH.7			0.963	
LH.8			0.957	
LH.9			0.960	
LH.10			0.940	
PM.1				0.960
PM.2				0.946
PM.3				0.928
PM.4				0.929
PM.5				0.950
PM.6				0.966
PM.7				0.976
PM.8				0.957
MP.1	0.945			
MP.2	0.945			
MP.3	0.947			

Source: Processed primary data

All statements presented are declared valid because their outer loading values exceed 0.5 as listed in the table above. In terms of the MP5 submission interest variable, it has the highest outer loading value (0.953), while MP6 has the lowest value (0.920). Among the statements in the religiosity variable, R9 has the highest outer loading (0.973), while R3 has the lowest value (0.918). LH6 has the largest outer loading for the halal literacy variable (0.966), while LH1 has the lowest outer loading (0.906). The outer loading statement for the perceived benefits variable with the highest value, PM7, is 0.976, while the one with the lowest value, PM3, is 0.928. Adjustments to the model are made as follows:

Figure 1.: Data Processing Results with PLS



The AVE value in testing research variables is used to determine the results of the discriminant validity test. This test is based on the validity value; a test is considered poor if the test value is less than 0.5.

Tabel 3. Average Variance Extracted (AVE)

Average Variance Extracted (AVE)	
Interest	0.894
Religiosity	0.883
Halal Literacy	0.906
Perception of Benefits	0.895

Based on the data processing and the table above, both independent and dependent variables have AVE values greater than 0.5. The religiosity variable has the lowest AVE value (0.883), while the perceived benefits variable has the highest AVE value (0.906). This test confirms the validity results previously tested, thus all variables and indicators in this study are declared valid.

Table 4. Reliability test

	Cronbach's Alpha	Composite Reliability
Interest	0.987	0.988
Religiosity	0.973	0.978
Halal Literacy	0.985	0.987
Perception of Benefits	0.987	0.988

Based on the table above, each variable has a composite reliability value of more than 0.7. The religiosity variable has the lowest value (0.978), while the interest in submitting and perceived benefits variables achieved the highest values (0.988). These findings indicate that the reliability test is reliable. The Cronbach's Alpha value for the interest in submitting and perceived benefits variables is 0.987.

The religiosity variable also has a high reliability value of 0.973. The halal literacy variable has a very high reliability value, as indicated by its reliability value of 0.985. Thus, it can be concluded that the reliability test of this study is reliable. The Coefficient of Determinant test is conducted to evaluate how well the independent variables in a study represent the dependent variable. The R-Square criterion is acceptable if the value reaches 0.19, which is considered weak, 0.33, which is moderate, and 0.67, which is strong.

Tabel 5. R-Square

R-Square	
Minat Pengajuan	0.601

Source: Processed primary data

Based on the data processing results seen in the table above, the R2 value is 0.601. This R-square value is classified as moderate. This statement explains that the dependent variable in this study, namely the interest in submitting, can be explained by the independent variables - religiosity, halal literacy and perceived benefits - by 60.1%, the remaining value is explained by other variables not included in this study by 39.9%.

Table 6. T Statistics

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Religiositas -> Minat Pengajuan	0.257	2.115	0.035
Literasi Halal -> Minat Pengajuan	0.291	2.243	0.025
Persepsi Manfaat - > Minat Pengajuan	0.317	2.077	0.038

Source: Processed primary data

Based on the hypothesis test results in the t-statistic table above, religiosity has a positive influence on interest in applying for halal certification, amounting to 0.257 or 25.7%. Interest in applying for halal certification was found to be positively influenced by the halal literacy variable, amounting to 0.291 or 29.1%. Furthermore, MSMEs' halal certification application had a positive influence of 0.317 or 31.7% on the perceived benefits variable.

Based on the data processing results, the t-statistic value for the religiosity variable is 2.115, higher than the t-table value of 1.984. The p-value of 0.035 is lower than the 0.05 significance level. Therefore, the interest in applying for halal certification among MSMEs in Depok City is significantly influenced by the religiosity variable, as indicated by the conclusion that H1 is accepted and H0 is rejected..

The t-statistic for the halal literacy variable is 2.243, which also exceeds the t-table value of 1.984. Furthermore, the p-value of 0.025 is below the 0.05 significance level. These results indicate that the halal literacy variable significantly influences the interest in applying for halal certification among MSMEs in Depok City, with H1 accepted and H0 rejected.

Finally, for the perceived benefits variable, the t-statistic value of 2.077 is greater than the t-table value of 1.984. Furthermore, the p-value of 0.038 is lower than the 0.05 significance level. Therefore, perceived benefits significantly influence the interest in applying for halal certification among MSMEs in Depok City, as indicated by the acceptance of H1 and the rejection of H0.

Based on the respondents' answers indicated by the index value, the religiosity variable has the highest value, especially the religiosity statement 9 (R9) which indicates that culinary MSMEs have understood the concept of the consequences of their business activities. This belief can be a driving factor to run a business according to halal principles, including in submitting halal certification as a form of commitment to the religious values of business actors understanding the existence of a spiritual dimension in their business activities. In addition, the religiosity variable that has the lowest index value is the religiosity statement 3 (R3) which shows the large quantity of business actors who are not yet fully sure whether the products they offer are truly halal and also shows that the commitment or awareness of business actors regarding the importance of providing halal products is still not strong enough.

The findings of this study confirm that religiosity, halal literacy, and perceived benefits significantly influence MSME owners' intention to apply for halal certification in Depok City. These results provide strong empirical support for the behavioral foundation of halal certification decisions and align with the Theory of Planned Behavior (TPB) proposed by Ajzen (1991). Within this theoretical lens, religiosity can be understood as a normative belief—that is, an internalized moral obligation derived from faith and social expectation—which guides individuals' behavioral intentions.

The empirical evidence reveals that religiosity exerts the strongest influence on the intention to apply for halal certification. This aligns with TPB, in which normative belief reflects perceived social or moral pressure to perform a behavior. In the context of halal certification, highly religious MSME owners perceive certification not merely as a business procedure but as an act of religious duty. In this sense, religiosity functions as an internalized normative driver that legitimizes halal certification as a reflection of faith-based responsibility. The result also supports the argument of Jannah and Al-Banna (2021) that religiosity determines not only spiritual awareness but also behavioral consistency in daily business practice. Therefore, halal certification behavior among MSME actors in Indonesia can be interpreted as a manifestation of their moral alignment with Islamic ethical values.

The second factor, halal literacy, significantly contributes to MSMEs' intention to pursue certification. According to TPB, this corresponds to the behavioral belief component, where knowledge and awareness shape perceived outcomes and attitudes toward a behavior. Entrepreneurs with higher halal literacy levels possess stronger cognitive understanding of halal assurance, certification procedures, and market benefits, leading to positive attitudes toward compliance.

This result corroborates research by Hafida and Almaniq (2024), which emphasized that literacy acts as an enabler of behavioral transformation in halal-oriented industries. Comparable patterns are also observed in Thailand's halal food sector (Heidarzadeh Hanzaee & Reza Ramezani, 2011), where education and literacy training programs significantly increase small business participation in halal certification. Thus, enhancing halal literacy at the grassroots level remains essential for the effectiveness of Indonesia's halal ecosystem policy.

The variable perceived benefits also show a positive and significant effect on certification intention, indicating that MSMEs' motivation is not solely religious but also instrumental and market-oriented. Within the TPB framework, this aligns with attitude toward behavior, where belief in the economic and reputational gains of certification reinforces intention. Respondents recognize that halal certification improves consumer trust, product competitiveness, and long-term business sustainability.

Conceptually, the behavioral pattern identified in Depok's MSME sector reflects a hybrid motivation structure—religious, cognitive, and utilitarian—similar to those found in other Muslim-majority contexts. However, compared to Malaysia and Brunei, where government-led halal awareness programs are well institutionalized, Indonesian MSMEs still exhibit a gap between awareness and action. The certification rate (6.05%) remains far lower than in Malaysia, where over 60% of SMEs in the food sector are certified (BPJPH, 2023).

This suggests that Indonesia’s halal ecosystem, though supported by a strong regulatory framework (Law No. 33/2014), requires greater integration between religious motivation and practical facilitation. Lessons from Malaysia, Thailand, and the UK indicate that effective halal certification systems balance moral persuasion with market incentives and administrative simplicity. Therefore, Indonesia’s halal development policy should not only emphasize compliance but also foster behavioral enablers—education, cost reduction, and digital accessibility—to bridge the gap between intention and action.

Theoretically, this study extends the Theory of Planned Behavior by contextualizing religiosity as a normative construct in the domain of Islamic economic behavior. The findings demonstrate that faith-driven moral beliefs can coexist with economic rationality in shaping MSME decisions. This hybrid behavioral model offers a more nuanced explanation of halal certification adoption, bridging behavioral science and Islamic ethics.

Practically, the results provide insights for BPJPH and policymakers to design more effective outreach strategies. Educational interventions that strengthen halal literacy and highlight both religious and economic benefits can enhance MSME participation rates before the 2026 mandatory certification deadline. Furthermore, collaborations with local halal centers and universities may amplify the behavioral transformation necessary for Indonesia to position itself as a global halal hub.

CONCLUSION

This study confirms that religiosity, halal literacy, and perceived benefits significantly influence the intention of MSME actors to apply for halal certification. From a theoretical standpoint, the findings strengthen the Theory of Planned Behavior (TPB) by demonstrating that religiosity operates as a normative belief shaping behavioral intention within the context of Muslim entrepreneurship. Religiosity functions not merely as an individual value but as a moral and spiritual compass guiding business decision-making in accordance with Islamic principles. Thus, the religiosity construct can be integrated into behavioral models to provide a more comprehensive explanation of halal compliance and certification behavior among Muslim business owners.

From a practical perspective, the results offer valuable implications for policymakers and halal authorities such as BPJPH and MUI. These institutions should design more targeted strategies to enhance halal literacy and communicate the tangible benefits of halal certification for MSMEs. A religiosity-based awareness approach—through public campaigns, training, and mentoring programs—can simultaneously strengthen spiritual motivation and rational understanding in pursuing halal certification. Moreover, improving access to certification facilities and educational initiatives will help MSMEs perceive certification not only as a regulatory requirement but also as a strategic instrument to build consumer trust, strengthen competitiveness, and ensure business sustainability within Indonesia's halal economy ecosystem.

Despite its contributions, this study has several limitations. The sample was confined to culinary MSMEs in Depok City, thereby limiting the generalizability of the findings to other sectors or regions. The quantitative and cross-sectional design also constrains the ability to capture behavioral dynamics over time. Additionally, the model only examined three key determinants, while other relevant factors—such as government support, social norms, or digital literacy—were not incorporated.

Accordingly, future research directions should adopt mixed-method or longitudinal approaches to capture deeper behavioral insights and causal relationships over time. Comparative studies across different regions or industries are recommended to identify contextual variations in halal certification behavior. Furthermore, exploring moderating variables such as firm size, digital readiness, or technological adoption could enrich the theoretical framework and provide a more nuanced understanding of halal certification adoption among MSMEs in Indonesia.

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