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HALAL SELF-DECLARE INTENTION AND REPORTED CERTIFICATION ENGAGEMENT AMONG INDONESIAN MICRO AND SMALL ENTERPRISES

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Abstract: Halal self-declare certification provides a simplified assurance pathway for eligible Indonesian micro and small enterprises (MSEs). This study examines self-declare intention and reported certification engagement among business actors who have experience with this pathway. Research Methods: A quantitative cross-sectional survey was conducted among 132 MSE owners or managers who had completed or were undergoing certification, selected through purposive sampling and surveyed with a structured questionnaire. Descriptive statistics and partial least squares structural equation modeling (PLS-SEM) were applied to an extended Theory of Planned Behavior (TPB) model incorporating halal awareness and religiosity. Results and Discussion: Attitude, halal awareness, and religiosity were positively associated with intention. Subjective norm and perceived behavioral control were not significantly associated with intention, while perceived behavioral control and intention were positively associated with reported engagement. Religiosity had the largest intention coefficient, and intention had the largest engagement coefficient. Average variance extracted and composite reliability supported convergent validity and internal consistency, although the conceptual proximity of intention and engagement warrants cautious interpretation. Conclusion: The findings highlight the complementary motivational and practical dimensions of engagement among certification-exposed MSEs and identify halal literacy and procedural assistance as relevant priorities for program evaluation. The cross-sectional design, purposive sample, and self-reported measures limit causal interpretation and generalization.

Keywords: Halal self-declare, micro and small enterprises, theory of planned behavior, religiosity, halal awareness

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INTRODUCTION

Indonesia's halal assurance framework is grounded in Law No. 33 of 2014, as amended through Law No. 6 of 2023. Government Regulation No. 42 of 2024 replaced Government Regulation No. 39 of 2021. Article 98 sets out the declaration pathway for micro and small enterprises (MSEs), including low-risk products or materials with established halal status, simple halal production processes, and halal product process (PPH) assistance; a business declaration alone is not an independently issued certificate. Article 160(2) sets October 17, 2026, as the end of the mandatory-certification transition for MSE food, beverage, slaughtered-product, and slaughtering-service categories (Republic of Indonesia, 2014, 2023, 2024).

The pathway operates at a substantial policy scale. In a report dated October 6, 2025, the Halal Product Assurance Agency (Badan Penyelenggara Jaminan Produk Halal, BPJPH) recorded 2.79 million halal certificates covering 9.6 million products across all its certification services, including 700 small food stalls (*warteg*) certified through the self-declare pathway. These figures do not represent the national total of self-declare certificates. BPJPH subsequently announced 1.35 million free-certification places under the 2026 SEHATI (Sertifikasi Halal Gratis) program; this figure is an allocation, not certificates already issued (BPJPH, 2025, 2026b). The distinction matters when interpreting program reach and the continuing need for participant support.

Producer-side studies have examined halal certification interest and engagement from several perspectives. Dawam et al. (2023) investigated internal and external determinants of self-declare interest among MSEs. Handayati et al. (2023) analyzed halal knowledge, religiosity, attitude, and certification intention, while Margarena et al. (2024) examined certification behavior and intention using the Theory of Reasoned Action. Fianto et al. (2026) investigated certification intention through a technology–organization–environment framework. Building on this literature, the present study focuses on the relationship between motivational evaluations, perceived execution capacity, intention, and reported engagement within the self-declare pathway.

This focus has practical relevance because certification participants must prepare business and product information as well as understand halal requirements. Implementation research reports limitations in awareness, assistance, and digital responsiveness (Jamaluddin et al., 2022), and difficulties in obtaining a Business Identification Number (Nomor Induk Berusaha, NIB) and accessing SIHALAL, BPJPH's online halal certification system (Shasa et al., 2025). These studies motivate examination of both motivational and operational dimensions, without assuming that a simplified procedure removes all barriers.

The Theory of Planned Behavior (TPB) distinguishes attitude, subjective norm, and perceived behavioral control as antecedents of intention, and intention and perceived control as antecedents of behavior (Ajzen, 1991). The present study extends this framework with halal awareness and religiosity to examine associations among certification-exposed MSE actors. All participants had initiated or completed certification at the time they reported their perceptions. Reported certification engagement (ENG)

encompasses the participation-related activities, plans, and evaluations captured by the questionnaire. This interpretation recognizes the cross-sectional nature of the data and distinguishes the survey construct from independently documented certification completion.

The research questions are: (1) How are attitude, subjective norm, perceived behavioral control, halal awareness, and religiosity associated with self-declare intention among certification-exposed MSE actors? (2) How are perceived behavioral control and intention associated with reported certification engagement in this group? Respondent characteristics provide the descriptive context for interpreting these relationships.

Hypothesis development

Attitude concerns the evaluation of certification as beneficial or worthwhile. When an owner views certification as consistent with business development and reliable halal assurance, stronger intention is theoretically expected. Earlier producer-side research associates favorable evaluations of certification with stronger certification intention (Handayati et al., 2023).

H1: Attitude is positively associated with self-declare intention.

Subjective norm represents expectations attributed to significant others, including business partners, customers, and fellow entrepreneurs. Social endorsement can make certification salient even when firms face competing demands. However, its relevance may differ across reference groups: Mahidin et al. (2019) found a significant subjective-norm relationship in SME halal-logistics adoption, and Margarena et al. (2024) examined family support in certification. Neither setting is identical to self-declare participation.

H2: Subjective norm is positively associated with self-declare intention.

Perceived behavioral control concerns whether actors believe that sufficient time, procedural understanding, and product eligibility allow them to complete certification requirements. The TPB allows perceived control to relate both to motivational readiness and to behavioral realization, although perceived and actual control are not equivalent (Ajzen, 1991).

H3: Perceived behavioral control is positively associated with self-declare intention. Its separate association with engagement is specified in H6.

Halal awareness concerns understanding and attention to halal requirements rather than a general assessment of administrative convenience. Awareness may increase the perceived relevance of formal certification to an enterprise's products. Producer-side certification findings provide grounds for the proposed relationship, while differences between knowledge and awareness measures must be recognized (Handayati et al., 2023; Margarena et al., 2024).

H4: Halal awareness is positively associated with self-declare intention.

Religiosity concerns the importance of religious teachings and practices to the actor. Religious commitment may provide a reason to pursue halal assurance independently of immediate commercial returns. Producer-side research supports examining this

motivational dimension, although a high religiosity score does not itself establish compliance or product halalness (Dawam et al., 2023; Handayati et al., 2023).

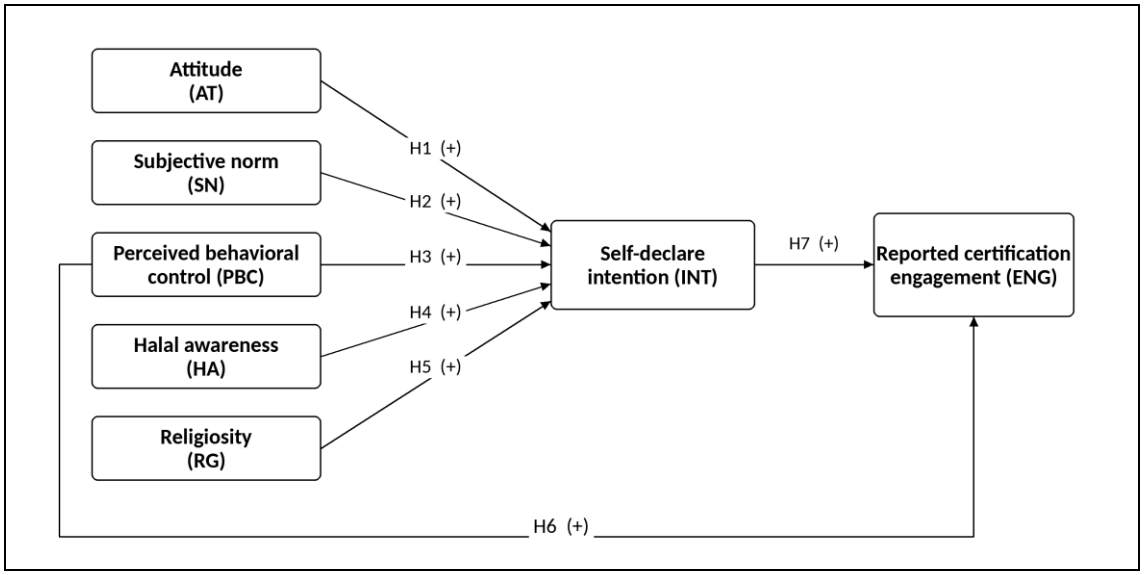
H5: Religiosity is positively associated with self-declare intention.

Perceived capacity may also be associated with certification-related engagement once an actor is involved in the pathway. Favorable intentions can coexist with administrative or production constraints, making perceived control relevant to participation.

H6: Perceived behavioral control is positively associated with reported certification engagement. Intention is also expected to relate positively to engagement under the theoretical framework (Ajzen, 1991; Margarena et al., 2024).

H7: Self-declare intention is positively associated with reported certification engagement. Figure 1 presents the hypothesized relationships.

Figure 1. Conceptual model of self-declare intention and reported certification engagement



Source: Authors' conceptual model. ENG = reported certification engagement. Arrows indicate hypothesized associations.

METHODS

Design, sampling, and scope of inference

This study employed a quantitative cross-sectional design to examine halal self-declare intention and reported certification engagement among Indonesian micro and small enterprises. The unit of analysis was the enterprise owner or manager. The purposive sample comprised 132 respondents who had completed or were in the process of completing halal self-declare certification. Data were collected using a structured questionnaire covering respondent characteristics and seven latent-variable domains, measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Purposive sampling was used to select respondents with direct experience of the self-declare pathway. This approach provides insight into variation among certification-exposed business actors; consequently, the findings are interpreted within this group and are not generalized to all Indonesian micro and small enterprises or to businesses that have not initiated certification.

Annual-sales bands and occupational categories are reported to describe the respondents. These categories are not direct measures of eligibility for the self-declare pathway, which also depends on applicable product, material, process, and enterprise requirements (BPJPH, 2026a). The open-ended annual-sales category above IDR 500 million does not distinguish the exact turnover of individual enterprises. Likewise, occupational status is distinct from the respondent's role as an enterprise owner or manager.

Sample-size sensitivity

A post hoc sensitivity analysis was conducted to characterize the statistical sensitivity of the sample. For a fixed-predictor regression approximation with n = 132, five predictors, $\alpha = .05$, and 80% power, a noncentral F calculation yields a minimum detectable omnibus f^2 of approximately .102 (df = 5, 126). For one incremental predictor within the same model, the corresponding f^2 is approximately .060 (df = 1, 126). The calculation follows the regression power framework described by Faul et al. (2009), with the noncentrality parameter $\lambda = n \times f^2$. These values provide an approximate sample-size benchmark; they do not establish the power of individual latent-variable paths or indirect associations. Interpretation also depends on measurement quality, model specification, and the non-probability sampling design (Kock & Hadaya, 2018).

Measurement and interpretation of engagement

Attitude covered business development, competitiveness, time efficiency, and perceived benefits. Subjective norm concerned other entrepreneurs, partners, customers, and important local actors. Perceived behavioral control covered time availability, product eligibility, and procedural understanding. Halal awareness covered halal meaning, slaughter principles, halal consumption priorities, prohibited materials, and concern for halal issues. Religiosity covered religious teachings, obedience, religious learning, accountability, and prayer. Intention covered interest in the scheme, effort to meet halal standards, responsibility for halal assurance, information seeking, and comparison with regular certification.

Reported certification engagement covered certification planning, certification of new products, recommendations to other entrepreneurs, product-eligibility assurance, and preference for the simpler self-declare procedure. The construct therefore captures a combination of participation-related activities, plans, and evaluations. It is interpreted as self-reported engagement rather than an independently verified measure of certification completion. Intention also includes intended effort and information seeking, making the conceptual proximity between intention and engagement relevant when interpreting their association.

Appendix A summarizes the substantive coverage of the seven constructs. The descriptions identify the domains represented by the measures rather than reproducing questionnaire statements verbatim. Attitude represents evaluative beliefs, subjective norm captures perceived social influence, and perceived behavioral control reflects perceived capacity. Halal awareness and religiosity represent related but distinct dimensions of knowledge, attention, beliefs, and practices. The interpretation of intention and engagement takes account of their overlapping motivational and participation-related content.

Data analysis

Data analysis proceeded in two stages. Descriptive statistics first summarized respondent characteristics. Partial least squares structural equation modeling (PLS-SEM) was then used to estimate the measurement and structural models linking attitude, subjective norm, perceived behavioral control, halal awareness, religiosity, intention, and reported certification engagement. PLS-SEM allowed the relationships among multiple latent constructs to be examined within a single model (Hair et al., 2019). Structural associations were evaluated using path coefficients, t-statistics, and p-values, with statistical significance interpreted at the .05 level.

Convergent validity was assessed using average variance extracted (AVE), and internal consistency reliability was assessed using composite reliability (CR). These statistics address the shared variance and consistency of the indicators; they do not, by themselves, establish that conceptually adjacent constructs are empirically distinct. Discriminant validity is a separate measurement consideration, for which complementary criteria such as the heterotrait–monotrait ratio (HTMT) provide relevant evidence (Fornell & Larcker, 1981; Henseler et al., 2015). Associations involving intention and engagement are therefore interpreted with attention to their conceptual proximity. The use of a single self-report questionnaire also warrants consideration of common-method influences (Kock, 2015).

The structural results are presented in Table 3. R^2 and adjusted R^2 summarize the proportion of variance explained within the sample, while the reported f^2 values describe the contributions of selected structural relationships. These measures are interpreted separately from out-of-sample predictive performance. Predictive assessment additionally requires an appropriate evaluation procedure and prediction-error benchmarks, such as those used in PLSpredict (Shmueli et al., 2019).

Specific indirect point estimates were calculated as products of the component path coefficients. These products summarize the indirect associations implied by the specified model. They are descriptive estimates rather than tests of mediation, because inference about an indirect association requires a confidence interval for the product itself. The cross-sectional design further limits interpretation of these associations as temporal or causal mechanisms.

RESULT AND DISCUSSION

Respondent profile

Table 1 summarizes the respondent profile. Women constituted 53.8% of the sample, and the largest age band was 31–40 years. Education and occupational categories were heterogeneous, and 43.9% of respondents reported annual sales below IDR 100 million. These characteristics describe the certification-exposed respondents and provide context for the structural analysis. Percentages are rounded and may not sum to exactly 100% within each characteristic.

Table 1. Respondent profile

Characteristic	Frequency	Percentage (%)
Gender: Male	61	46.2
Gender: Female	71	53.8
Age: 21–30 years	40	30.3
Age: 31–40 years	65	49.2
Age: 41–50 years	27	20.5
Education: Junior high school	18	13.6
Education: Senior high school	30	22.7
Education: Diploma	28	21.2
Education: Bachelor's degree	32	24.2
Education: Postgraduate	24	18.2
Main or secondary occupation: Private employee	13	9.8
Main or secondary occupation: Civil servant	17	12.9
Main or secondary occupation: Freelancer	13	9.8
Main or secondary occupation: Student	8	6.1
Main or secondary occupation: Entrepreneur	81	61.4
Annual sales: < IDR 100,000,000	58	43.9
Annual sales: IDR 100,000,000–200,000,000	18	13.6
Annual sales: IDR 200,000,000–300,000,000	16	12.1
Annual sales: IDR 300,000,000–400,000,000	12	9.1
Annual sales: IDR 400,000,000–500,000,000	11	8.3
Annual sales: > IDR 500,000,000	17	12.9

Source: Authors' processed survey data (n = 132).

Measurement assessment

The AVE values range from .757 to .797, and composite reliability ranges from .920 to .946 (Table 2). These values exceed the conventional minimum criteria for convergent validity and internal consistency (Hair et al., 2019). Nevertheless, high internal consistency should be interpreted alongside the substantive coverage of the indicators. In particular, intention and engagement contain conceptually related content, and the AVE and composite reliability results alone do not resolve their discriminant

validity. The structural relationships are therefore interpreted as exploratory associations among the measured constructs.

Table 2. Convergent validity and internal consistency

Construct	AVE	Composite reliability
Attitude	.797	.940
Subjective norm	.764	.942
Perceived behavioral control	.794	.920
Halal awareness	.757	.940
Religiosity	.766	.942
Self-declare intention	.777	.946
Reported certification engagement	.764	.942

Source: Authors' analysis.

Structural associations

Table 3 presents the structural path estimates and the results of hypothesis testing. Attitude, halal awareness, and religiosity are positively associated with intention at the .05 significance level. Subjective norm and perceived behavioral control are not significantly associated with intention. Both perceived behavioral control and intention are positively associated with reported certification engagement. These results describe associations within the sample and should be interpreted in light of the cross-sectional design and self-reported measures.

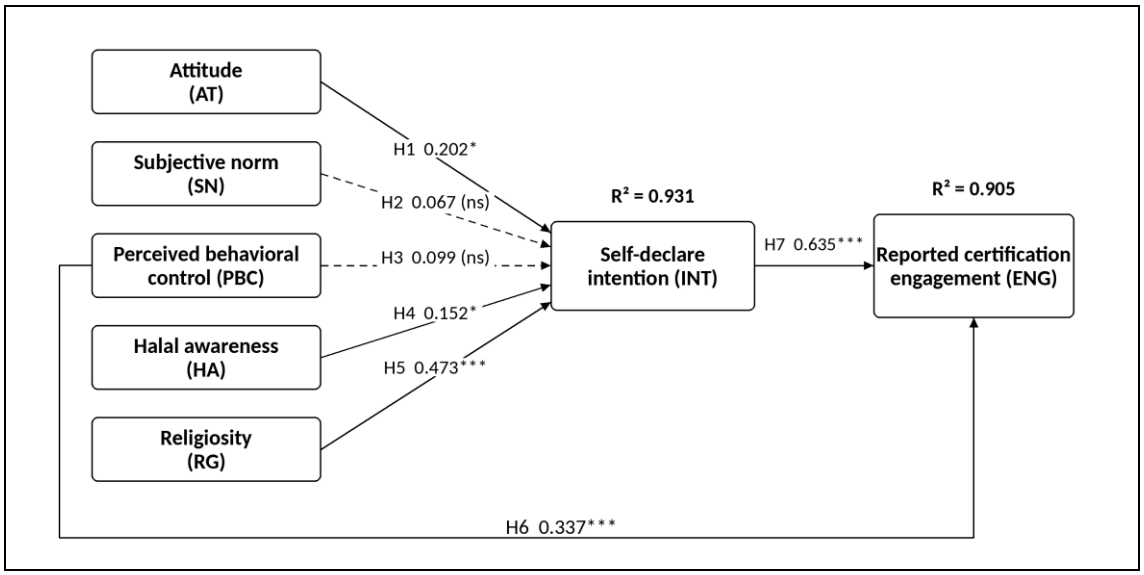
Table 3. Structural path estimates and hypothesis testing

Path	β	t	p	Decision
H1 AT → INT	.202	1.993	.047	Supported
H2 SN → INT	.067	1.006	.315	Not supported
H3 PBC → INT	.099	1.116	≈ .264[1]	Not supported
H4 HA → INT	.152	2.105	.036	Supported
H5 RG → INT	.473	5.077	< .001	Supported
H6 PBC → ENG	.337	4.064	< .001	Supported
H7 INT → ENG	.635	7.720	< .001	Supported

[1] For H3, the two-sided standard-normal approximation corresponding to t = 1.116 is p ≈ .264. This path is not significant at the .05 level. Values below .001 are presented as < .001.

Source: Authors' analysis. AT = attitude; SN = subjective norm; PBC = perceived behavioral control; HA = halal awareness; RG = religiosity; INT = intention; ENG = reported certification engagement.

Figure 2. Structural model estimates



Source: Authors' analysis. * p < .05; *** p < .001; ns = not significant.

Explanatory values and indirect point estimates

The R^2 values indicate that the model accounts for 93.1% of the variance in intention and 90.5% of the variance in reported engagement within the sample (Table 4). The corresponding adjusted R^2 values are .928 and .903. These statistics describe in-sample explanatory performance. Their magnitude should be considered alongside the conceptual proximity of the constructs, the common questionnaire source, and the selection of respondents with certification experience. On their own, they do not establish model stability or predictive performance in other samples.

Table 4. In-sample explanatory statistics

Statistic	Self-declare intention	Reported certification engagement
R^2	.931	.905
Adjusted R^2	.928	.903

Source: Authors' analysis.

The f^2 values are .242 for the religiosity–intention relationship and .731 for the intention–engagement relationship; f^2 values for the remaining paths are not reported. Table 5 presents the point estimates for the five indirect routes specified in the model. These products describe the implied indirect associations; statistical inference for mediation would require confidence intervals for the products themselves.

Table 5. Indirect point estimates

Indirect route	Calculation	Point product
AT → INT → ENG	.202 × .635	.128
SN → INT → ENG	.067 × .635	.043
PBC → INT → ENG	.099 × .635	.063
HA → INT → ENG	.152 × .635	.097
RG → INT → ENG	.473 × .635	.300

Source: Authors' calculations from the rounded component path coefficients in Table 3.

Comparison with producer-side evidence

The positive associations of attitude, halal awareness, and religiosity with intention are broadly consistent with producer-side certification research. Handayati et al. (2023, Table 4) report knowledge–intention and religiosity–intention coefficients of .216 and .508, respectively, compared with the present awareness–intention coefficient of .152 and religiosity–intention coefficient of .473. The consistent direction of these associations suggests that knowledge-related and religious orientations are relevant across certification settings. However, knowledge and awareness are not interchangeable measures, and differences in design, measurement, and estimation limit direct comparisons of coefficient magnitudes.

Margarena et al. (2024, Table 7) report an awareness–intention estimate of .790 and an intention–certification-behavior estimate of .981. The corresponding estimates in this study are .152 and .635. These findings provide a useful producer-side comparison for the relationship between intention and certification-related activity. The present study focuses specifically on engagement within the self-declare pathway. Differences in the definition of behavior, measurement content, sampling, and estimation mean that these numerical comparisons are descriptive rather than tests of equivalent effects.

The non-significant SN–INT result differs from the significant subjective-norm association in the halal-logistics study of Mahidin et al. (2019). The family-support construct in Margarena et al. (2024) is also a narrower reference-group concept than the subjective-norm measure used here. These comparisons suggest context-sensitive rather than universally irrelevant social influence. In a sample already exposed to certification, shared assistance, limited variation in norms, or insufficient sensitivity to detect small associations could weaken the observed relationship. Such explanations are plausible alternatives, not additional findings demonstrated by this dataset.

Dawam et al. (2023) situate self-declare interest within internal and external organizational determinants. Fianto et al. (2026), using a technology–organization–environment framework, report roles for compatibility, government support, and competitive pressure, while halal knowledge and consumer pressure were non-significant. These findings caution against interpreting the present study as evidence that internal factors universally dominate external ones. Several contextual variables in those

studies are absent from the present model, and a non-significant social-norm coefficient cannot exclude effects of institutional support or market conditions.

The positive PBC–ENG association alongside the non-significant PBC–INT association suggests a possible distinction between perceived execution capacity and motivational evaluation. Certification experience may strengthen procedural confidence, and assistance during an application may influence both perceived control and engagement. Current intention may also reflect experience of certification rather than precede it. These alternatives are consistent with the cross-sectional design and motivate prospective assessment of the relationships. The difference in significance between the two paths does not itself establish a statistically significant difference between their coefficients.

Implications for PPH facilitators and SIHALAL support

The findings motivate practical options for evaluation rather than interventions whose effectiveness has already been established. PPH facilitators (*pendamping* PPH) can combine halal-literacy explanations with an eligibility screening sheet covering NIB classification, product category, ingredients, and process simplicity. SIHALAL assistance can then focus on complete ingredient lists, product information, production-process descriptions, and the halal assurance manual. These tasks are consistent with BPJPH's published application requirements and with documented access difficulties, rather than inferred solely from the path coefficients (BPJPH, 2026a; Shasa et al., 2025).

For program evaluation, assisted applications could be tracked, with participants' consent, using a pseudonymized service identifier, the submission date, the number of requested corrections, and the documented certification status. These proposed outcomes would distinguish actual completion from confidence, preference, or recommendation. Post-certification support could monitor changes in materials or processes and the continuity of documentation. Such follow-up data would allow a subsequent longitudinal study to test whether assistance improves completion, rather than merely raising favorable survey scores.

Religious-value communication should emphasize responsibility, honesty, and protection of consumers without implying that an uncertified owner is less religious or that a high religiosity score guarantees halal compliance. Participants should have equal access to procedural assistance, and program quality should be assessed against transparent administrative and product-assurance evidence. Social outreach should not be abandoned merely because one subjective-norm path is non-significant; the present sample cannot identify which outreach strategy best reaches non-applicants.

Limitations

Four limitations should be considered when interpreting the findings. First, purposive recruitment of respondents who had already initiated or completed certification limits generalization to non-applicants and may restrict variation in certification-related perceptions. Second, the cross-sectional design does not establish the temporal order of intention and engagement; experience with certification may itself shape current attitudes,

confidence, and intentions. Third, the constructs were measured through the same self-report questionnaire, creating potential common-method and social-desirability influences. Fourth, intention and reported engagement contain conceptually related motivational and participation-related content. The AVE and composite reliability results support convergent validity and internal consistency, but do not by themselves resolve discriminant validity or establish verified certification behavior. Future studies can strengthen the evidence through longitudinal measurement, inclusion of non-applicants, complementary measurement diagnostics, and linkage of survey responses to documented application outcomes.

CONCLUSION

This study examined halal self-declare intention and reported certification engagement among 132 Indonesian micro and small enterprise actors with experience of the certification pathway. Attitude, halal awareness, and religiosity were positively associated with intention, whereas subjective norm and perceived behavioral control were not significantly associated with intention. Perceived behavioral control and intention were positively associated with reported certification engagement. These findings describe relationships within a certification-exposed sample and should be interpreted in the context of the cross-sectional design and self-reported measures.

The study contributes pathway-specific evidence on the relationship between motivational evaluations, perceived execution capacity, and certification engagement. The findings suggest that halal literacy and practical certification assistance should be considered together when designing support for micro and small enterprises. PPH assistance and SIHALAL support can address procedural understanding and application preparation, while subsequent evaluation can examine documented application progress and completion. Longitudinal studies with broader samples and more distinct measures of intention and behavior would help establish the direction and wider applicability of these relationships.

DECLARATIONS

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Author Contributions

Conceptualization and Study Planning: AJ and SA; Methodology and Questionnaire Development: AJ and EP; Literature Review: EP and SA; Investigation and Data Curation: EP; Resources: EP and SA; Formal Analysis: AJ; Validation: SA; Visualization: AJ and EP; Writing – Original Draft Preparation: AJ; Writing – Review and Editing: AJ, EP, and SA; Supervision: SA; Project Administration, Final Manuscript Preparation, and Correspondence: AJ. All authors contributed to the final revision and take responsibility for their contributions and the integrity of the manuscript.

Data Availability Statement

Requests for data supporting the findings of this study may be addressed to the corresponding author. Any sharing of respondent-level data is subject to applicable data-use permissions and the protection of participant confidentiality.

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Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

During preparation and revision of this manuscript, ChatGPT (OpenAI) was used to assist with English-language editing, wording, and organization of the manuscript. The authors retain responsibility for reviewing and verifying the text and take full responsibility for the accuracy, interpretation, and final content of the publication.

Declaration of Conflicting Interest

The authors declare that they have no financial or non-financial competing interests or personal relationships that could have influenced the work reported in this article.

Ethical Approval and Consent to Participate

This study used a non-interventional questionnaire survey of enterprise owners and managers. The findings are presented in aggregate form, and the article does not disclose the identities of individual respondents or enterprises. Access to respondent-level data is subject to participant confidentiality and applicable data-use permissions.

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APPENDIX A. SUMMARY OF MEASUREMENT DOMAINS

This appendix summarizes the substantive domains covered by the seven constructs. The descriptions present the conceptual coverage of the indicators rather than reproduce questionnaire items verbatim. The conceptual-scope column clarifies how each construct is interpreted in the analysis.

Construct	Measurement domains	Conceptual scope
Attitude	Business development; competitive advantage; time efficiency; business benefit.	Evaluative beliefs about the benefits and business relevance of halal self-declare certification.
Subjective norm	Influence of other entrepreneurs; business partners; customers; important local actors.	Perceived social influence from entrepreneurs, business partners, customers, and other relevant actors.
Perceived behavioral control	Time availability; product eligibility; understanding of the self-declare procedure.	Perceived capacity and procedural confidence in pursuing certification; distinct from an administrative determination of eligibility.
Halal awareness	Halal meaning; slaughter principles; halal consumption priority; prohibited materials; concern for halal issues.	Self-reported understanding, attention, and priorities relating to halal requirements.
Religiosity	Religious teachings; obedience; religious learning; accountability beliefs; prayer habits.	Religious beliefs, commitment, and practices; interpreted as a personal orientation rather than a direct measure of certification compliance.
Self-declare intention	Interest; effort to meet halal standards; responsibility for assurance; information seeking; comparison with regular certification.	Motivational readiness to pursue certification, including intended effort, responsibility, and information seeking.
Reported certification engagement	Certification planning; certification of new products; recommendation to other entrepreneurs; product-eligibility assurance; preference for self-declare because of ease.	Self-reported participation-related activities, plans, recommendations, and procedural preferences; distinguished from independently documented certification completion.

Source: Authors' questionnaire measurement domains.