

Halal Certification, Halal Awareness, and Product Quality: A Three-Way Interaction and its Influence on Purchase Intention for MSME Products

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ABSTRACT

This study seeks to explore how Halal Certification, Halal Awareness, and Product Quality impact the purchase intentions of MSMEs in Cirebon, utilizing quantitative methodologies. The data were meticulously analyzed using statistical procedures and purposive sampling. The study utilized SmartPLS 3 software to assess the theoretical framework. The investigation's outcomes reveal that Halal Certification and Halal Awareness exert a substantial and positive influence on Purchase Intention. Construct validity was verified, incorporating assessments of both convergent and discriminant validity, while construct reliability was evaluated by conducting tests for internal consistency. Bootstrapping methods were employed to execute significance assessment. Concurrently, it was observed that Product Quality notably boosts Purchase Intention. For stakeholders and academics associated with MSMEs, these results provide essential understanding into how Purchase Intention can be understood and improved by examining the impacts of Halal Certification, Halal Awareness, and Product Quality.

Keywords: Halal Certification, Halal Awareness, Product Quality, Purchase Intention, MSME

INTRODUCTION

(Rahim et al., 2023) identify Halal products as a burgeoning global phenomenon with immense market potential. Salama (2018) asserts that the Islamic economy, governed by Sharia law, includes diverse sectors such as Halal food, Islamic finance, Halal products, Modest Fashion, Muslim-friendly travel, and Islamic-themed media and recreation. In Indonesia, where Muslims constitute the majority of the population, it is imperative for Micro, Small, and Medium Enterprises (MSMEs) to secure Halal certification for their products. These MSMEs, which are instrumental in the Halal food industry, are well-positioned to expand into international markets. This will assure the Muslim community of the product's compliance with their religious beliefs and increase their confidence in purchasing it (Ismunandar et al., 2021). From January to December 2023, the Ministry of Religion (Kemenag) in Cirebon issued 1,836 halal certificates, facilitating the advancement of Micro, Small, and Medium Enterprises (MSMEs) (Prodjo, 2024). According to Omar et al., (2012), the pivotal role of Halal Certification is to ensure adherence to Islamic dietary laws, thereby confirming the products' suitability for consumption by Muslim individuals.

Certification is the recognition granted to a business entity by a relevant organizing body (Zakaria et al., 2018). Talib et al (2016) contend in their research that Halal Certification is a reliable indicator of trust, which facilitates the improvement of production, marketing, and sales strategies for businesses by imparting unique aspects to their offerings. As a means of attracting consumers and stimulating buying interest, larger label sizes can provide clearer and more complete information. Consequently, heightened consumer scrutiny concerning their purchasing choices may ensue (Nugraha et al., 2022). In their study, Aziz et al (2019) investigated the impact of Halal certification on consumer purchase intentions towards Halal food in

restaurants, observing a significant improvement in consumer behavior. The research further investigates whether this effect parallels the behavior of consumers purchasing MSME products, despite the profound influence Halal certification may exert.

Muslims possess a well-defined comprehension of issues pertaining to Halal, crucial for upholding Halal standards (Vizano et al., 2021). For the advancement of the halal industry within the nation, it is imperative that Muslim consumers cultivate a positive disposition and heightened awareness regarding their food consumption practices (Khalek, 2014). Bashir (2019) research asserts that the initial stage of the purchasing process is awareness. Encompassing knowledge of product storage, sanitation practices, and distribution logistics. Halal awareness is correlated with the intention to purchase. This correlation increases consumer knowledge about halal food (Aziz & Chok, 2013). Jannah & Al-Banna (2021) provide empirical evidence suggesting that heightened Halal Awareness significantly enhances consumer Purchase Intention. Producers can augment this awareness by disseminating comprehensive details concerning Halal ingredients, the processes involved, and the management of the supply chain.

For consumers, halal food and beverages signify adherence to Sharia Law, representing not only cleanliness but also ensuring product quality and safety (Ambali & Bakar, 2014). Product quality is a key factor in a marketer's positioning strategy. Quality directly affects the performance of a product or service. A high-quality product indicates strength and excellence, enabling it to compete effectively in the market (Kotler & Armstrong, 2012). According to (Lutfie et al., 2015), consumer perception of product quality hinges on the product's perceived benefits and safety, factors that ensure sustained demand for the product. The study emphasizes the importance of maintaining product quality in conjunction with Halal Certification and Halal Awareness.

There exists a pronounced deficit in scholarly resources investigating the demographic makeup of Cirebon city, particularly concerning the effects of Halal certification and Halal awareness on consumer purchase intentions. This gap has prompted the design of the present study, which targets MSMEs and aims to furnish them with scholarly materials to enhance their business operations. Furthermore, the scholarly literature reveals considerable disparities in evaluating the influence of Halal Awareness. In their study, Hervina et al (2021) determined that Halal Awareness exerts a minimal impact, a conclusion that starkly contrasts with the findings of Lailla & Tarmizi (2020), who observed a substantial positive influence on Purchase Intention. These conflicting results highlight the discrepancies between empirical evidence and prevailing theoretical frameworks, thereby underscoring the necessity for further research. In light of these identified inconsistencies and research lacunae, the investigator proposes to reevaluate the existing scholarship under the study entitled "Halal Certification, Halal Awareness, and Product Quality: A Three-Way Interaction and its Influence on Purchase Intention for MSME Products." This endeavor seeks to elucidate the dynamic interplay among these variables and their collective impact on the consumer's decision to purchase MSME products.

METHOD

The study employed quantitative methodologies, characterized by the examination and interpretation of data through statistical techniques, from which conclusions were derived based on the outcomes of this analysis (Sugiyono, 2010).

Purposive sampling was used in this study. This technique was chosen because not all samples met the criteria determined by the author. The research necessitated that participants reside in Cirebon and have engaged in purchasing products from MSMEs within the region. Both primary and secondary data were integrated into the research. A questionnaire employing a 5-point Likert scale, which spans from "strongly agree" to "strongly disagree," was utilized to gather primary data. It was distributed via Google Forms to consumers connected with MSMEs in the city of Cirebon. In parallel, secondary data were acquired from a variety of sources such as existing literature, both physical and digital books, earlier research journals, and systematic reviews of literature (Hair et al., 2019).

Adhering to the sample size determination guidelines set forth by Hair et al (2011), we opted for the larger value between 50 participants per group or ten times the number of formative indicators. Consequently, data collection was conducted among 130 consumers. For the analysis of our theoretical framework, SmartPLS 3 software was employed. We undertook evaluations of both construct validity (encompassing convergent and discriminant aspects) and internal consistency (reliability). Additionally, it was imperative to ensure the statistical significance of the estimated values for path relationships within the structural model

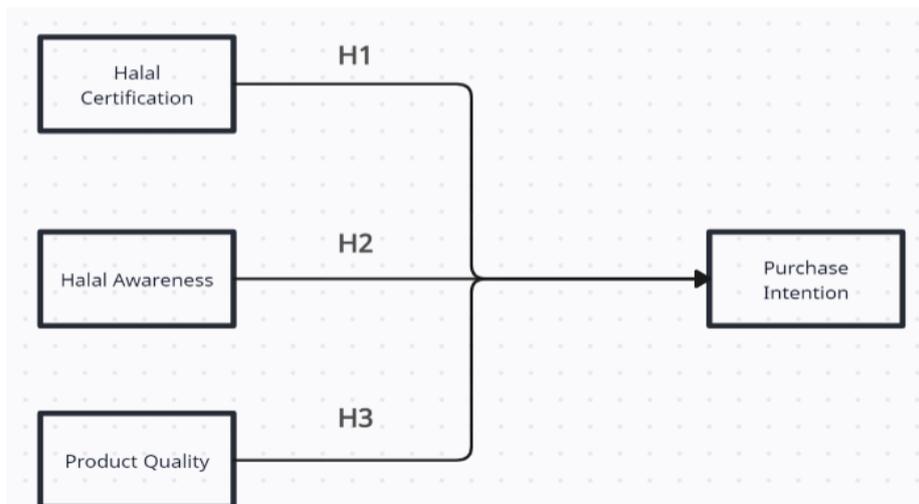


Figure 1: Research Model

RESULTS AND DISCUSSION

Data Analysis Results

1. Convergent Validity Test

Table 1: Outer Loading

	Halal Certification	Halal Awareness	Product Quality	Purchase Intention
HC1	0.672			
HC2	0.870			
HC3	0.809			
HC4	0.763			
HA1		0.723		
HA2		0.871		
HA3		0.849		
HA4		0.820		

	Halal Certification	Halal Awareness	Product Quality	Purchase Intention
HA5		0.915		
PQ1			0.718	
PQ2			0.606	
PQ3			0.852	
PQ4			0.836	
PQ5			0.792	
PQ6			0.770	
PI1				0.852
PI2				0.887
PI3				0.887
PI4				0.702

Table 1 reveals that the factor loading values exceed 0.6, suggesting that all indicators are appropriate and valid for inclusion in further analyses. Indicators with loading factors surpassing 0.7 are deemed to possess robust validity. Furthermore, loading factors ranging from 0.5 to 0.6 may be deemed acceptable in models that are still under development (Ghozali, 2014). However, factor values below 0.5 must be eliminated (Chin, 1988).

2. Construct Reliability

Table 2: Reliability Test

	Cronbach's Alpha	Composite Reliability	(AVE)
Halal Certification	0.788	0.862	0.611
Halal Awareness	0.893	0.921	0.703
Product Quality	0.857	0.894	0.588
Purchase Intention	0.853	0.902	0.698

In the investigation, reliability was assessed using Partial Least Squares (PLS) analysis, employing three distinct methodologies: Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). It was demonstrated by the results that the AVE criterion was exceeded by the reflective constructs, with values surpassing 0.5. Furthermore, the Cronbach Alpha and Composite Reliability indices both exhibited significant reliability, each exceeding the benchmark of 0.7 (Sarstedt et al., 2017). Table 2 provides a comprehensive overview of the reliability outcomes, succinctly summarizing the dependability of the constructs within this PLS analysis. These results lay a robust methodological foundation for the study, enhancing the credibility and dependability of the constructs evaluated.

3. Path Coefficient

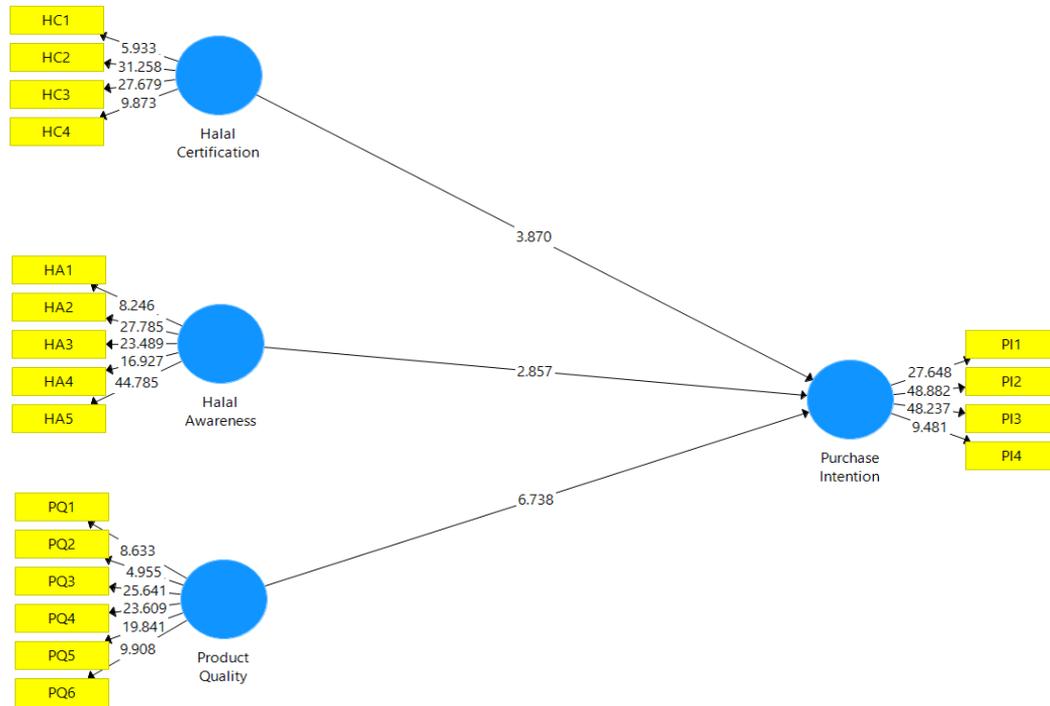


Figure 2: Path Coefficient

4. R-Square

Table 3: R-Square

	R Square	R Square Adjusted
Purchase Intention	0.878	0.875

In the analysis, the R Square value is elucidated as follows: a value of 0.67 denotes a notable degree of success; values situated between 0.33 and 0.67 reflect a model of moderate effectiveness; and those below 0.33 reveal shortcomings in the model (Chin, 1988). The R Square value of 0.875 for purchase intention suggests that the variables encompassed within the analytical model account for approximately 87.5% of the variance in purchase intention capability. This confirms that the model significantly contributes to explaining the factors that influence purchase intention capability.

5. Direct Effect

Tabel 4. Direct Effect Test Results

Hypothesis	Relationship	T Statistics (O/STDEV)	P Values	Information
H1	Halal Certification -> Purchase Intention	3.870	0.000	Accepted
H2	Halal Awareness -> Purchase Intention	2.857	0.004	Accepted
H3	Product Quality -> Purchase Intention	6.738	0.000	Accepted

In the present investigation, hypotheses were evaluated through the analysis of structural model coefficients, focusing on significant associations between variables. The evaluation involved an examination of T-Statistics and P-Values, dictating that for a hypothesis to be accepted, T-Statistics must exceed 1.96 and P-Values must fall below 0.05. The previously displayed table demonstrated the substantial and favorable effects inherent in each variable relationship.

Discussion

1. The effect of halal certification on purchase intention

Statistical significance is confirmed through the evaluation of the hypothesis and structural model analysis, demonstrating that Halal Certification significantly enhances purchase intention. The critical threshold of 1.96 is exceeded by a t-value of 3.870, and the statistical significance is further corroborated by a p-value of 0.000, which falls below the benchmark of 0.05. Therefore, the above hypothesis is accepted. The above explanation is consistent with previous research conducted by (Aslan, 2023; Najmudin & Syihabudin, 2021; Ummah et al., 2023; Yusuf et al., 2024)

Enhancing the provision of Halal Certification for MSME food products within Cirebon City could significantly alter consumer purchasing behaviors. This certification furnishes buyers with essential information and molds their purchasing attitudes, thereby increasing the propensity to opt for products endorsed as halal by recognized authorities over uncertified alternatives. The assurance that comes with Halal Certification is that the product not only conforms to halal norms but is also devoid of any deleterious substances.

2. The effect of halal awareness on purchase intention

Through the utilization of structural model analysis and hypothesis testing, substantial empirical support is garnered for the hypothesis that Halal Awareness markedly boosts Purchase Intention. This assertion is corroborated by a t-value of 2.857, which exceeds the critical benchmark of 1.96, and a p-value of 0.004, remaining comfortably below the conventional significance threshold of 0.05. These results are consistent with the findings presented in recent research by (Hanifasari et al., 2024; Mustion et al., 2024; Pratama et al., 2023)

Consumer purchase intentions are significantly shaped by their awareness of, and attitudes toward, products or services compliant with Sharia law. A favorable disposition towards such halal-certified offerings markedly increases the likelihood of these intentions forming. Consequently, it is crucial for enterprises to foster both awareness and positive perceptions regarding their halal offerings. Consumers choose goods and services based on their evaluations of the products they intend to purchase (Akin & Okumuş, 2021). It is important to consider our attitudes before consuming halal MSME products. The conviction that endorsing Islamic enterprises constitutes a religious duty is prevalent, and it is deemed critical to the development of the broader Islamic business ecosystem.

3. The effect of product quality on purchase intention

The validation of hypotheses and the examination of the structural model demonstrate that an enhancement in product quality significantly elevates purchase intention. This proposition is supported by a t-value of 6.738, which exceeds the critical threshold of 1.96, and a p-value of 0.004, residing below the standard significance level of 0.05, thus affirming the hypothesis under consideration. Recent studies by (Juniarta, 2023; Rahman et al., 2023; Widyarsih et al., 2023)

In the discourse on quality, the concept of 'value' frequently emerges. Clients

discern enhanced value when the advantages of a product surpass its acquisition costs. It is imperative for enterprises to grasp customer perceptions of value, since such insights can shape their purchasing intentions. Notably, the quality of a product profoundly impacts the brand image of MSMEs (Alfiansyah et al., 2023). Additionally, it can also impact consumer satisfaction and purchasing intention (Alfiansyah et al., 2024). Maintaining superior Product Quality is crucial for fostering customer loyalty and enhancing the perception of a brand.

CONCLUSION

This research investigates the connections among Halal Certification, Halal Awareness, Product Quality, and Purchase Intention concerning MSME products in Cirebon City. Findings indicate that both Halal Certification and Halal Awareness are positively and significantly associated with Purchase Intention. Therefore, MSMEs in Cirebon City can increase consumer confidence by obtaining halal certification. Halal certification serves as a critical informational tool that influences consumer attitudes and subsequently shapes their purchasing behaviors regarding halal products or services. Additionally, consumer awareness and attitudes play pivotal roles. Beyond these factors, product quality emerges as a vital element that enhances purchasing interest, with this study confirming its positive and significant effect. The findings suggest the exploration of further variables that could affect purchase intention in MSMEs by future researchers. This research offers essential insights for MSME stakeholders and scholars aiming to understand and improve purchase interest driven by halal certification, halal awareness, and product quality.

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