

**THE EFFECT OF HALAL CERTIFICATION ON BRAND LOYALTY  
BY MEDIATION OF PURCHASE INTENTION TOWARDS LOCAL INDONESIAN  
PRODUCTS : THE CASE OF GEN-Z INDONESIA MALAYSIA BORDER**

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**ABSTRAK**

Indonesia, sebagai negara dengan populasi Muslim terbesar di dunia, sangat mementingkan sertifikasi halal dalam industri pangannya. Sertifikasi halal yang dikeluarkan oleh Majelis Ulama Indonesia (MUI) berfungsi sebagai bukti resmi bahwa produk pangan mematuhi hukum Islam, dan telah menjadi persyaratan utama bagi produsen yang beroperasi di sektor ini. Penelitian ini bertujuan untuk menganalisis pengaruh Sertifikasi Halal terhadap Loyalitas Merek, baik secara langsung maupun tidak langsung melalui Niat Pembelian sebagai variabel mediasi. Berfokus pada konsumen domestik di pasar yang mayoritas Muslim, penelitian ini menggunakan analisis jalur untuk memeriksa hubungan antara variabel-variabel ini. Temuan menunjukkan bahwa Sertifikasi Halal secara positif dan signifikan memengaruhi Niat Pembelian dan Loyalitas Merek, sementara Niat Pembelian juga memiliki dampak positif dan signifikan terhadap Loyalitas Merek, yang menegaskan peran mediasinya. Hasil ini menunjukkan bahwa produk bersertifikat halal meningkatkan kepercayaan konsumen, merangsang niat pembelian, dan membangun loyalitas jangka panjang terhadap merek. Akibatnya, Sertifikasi Halal muncul sebagai elemen strategis untuk memperkuat daya saing merek dan kepercayaan konsumen dalam industri pangan Indonesia.

Kata kunci: *Sertifikasi Halal, Loyalitas Merek, Minat Pembeli*

**ABSTRACT**

Indonesia, as the country with the largest Muslim population in the world, places great importance on halal certification in its food industry. The halal certification issued by the Indonesian Ulema Council (MUI) serves as official proof that food products comply with Islamic law, and it has become a key requirement for producers operating in this sector. This study aims to analyze the influence of Halal Certification on Brand Loyalty, both directly and indirectly through Purchase Intention as a mediating variable. Focusing on domestic consumers in a predominantly Muslim market, the research employs path analysis to examine the relationships among these variables. The findings show that Halal Certification positively and significantly affects both Purchase Intention and Brand Loyalty, while Purchase Intention also has a positive and significant impact on Brand Loyalty, confirming its mediating role. These results suggest that halal-certified products enhance consumer trust, stimulate purchasing intentions, and build long-term loyalty toward the brand. Consequently, Halal Certification emerges as a strategic element for strengthening brand competitiveness and consumer confidence in Indonesia's food industry.

**Keywords:** *Halal Certification, Brand Loyalty, Purchase Intention*

## INTRODUCTION

Indonesia, recognized as the country with the largest Muslim population in the world, holds a strategic position in the global halal economy. According to *The Muslim 500* (Royal Islamic Strategic Studies Center [RISSC], 2023), Indonesia's Muslim population has reached approximately 237.55 million, representing 86.7% of the nation's total population of 273.52 million as of January 2023. This makes Indonesia not only the largest Muslim-majority country within the Association of Southeast Asian Nations (ASEAN) but also globally. The large proportion of Muslim consumers has driven a continuous increase in demand for halal products, positioning Indonesia as a potential global hub for the halal industry by 2024 (Hanin et al., 2021).

The expansion of the halal economy in Indonesia is evident across various sectors. In 2021, the consumption of halal products reached IDR 1,239.6 trillion in the food and beverage sector, IDR 400.8 trillion in fashion, IDR 703.6 trillion in tourism, and IDR 422.4 trillion in finance. These figures demonstrate that Indonesian consumer preferences are not only shaped by religious values but also by ethical and health considerations (Kamiliah et al., 2024). The global appeal of the halal industry has also expanded beyond Muslim-majority nations, attracting interest from non-Muslim countries due to its emphasis on product safety, hygiene, and ethical production (Yusuf et al., 2016).

Halal certification serves as an official guarantee that a product has undergone production and processing procedures in compliance with Islamic law. Its primary purpose is to protect consumer rights, particularly for Muslim consumers seeking assurance of halal integrity (Chairunnisyah, 2017). In Indonesia, halal certification is regulated under the Halal Product Assurance System, which encompasses five key criteria: commitment and responsibility, materials and processes, product halalness, product management, and monitoring and evaluation, as stipulated by the Head of the Halal Product Assurance Organizing Agency (BPJPH) Regulation No. 57 of 2021.

In the food industry, halal certification has become as essential as business licensing. The halal label issued by the Majelis Ulama Indonesia (MUI) plays a crucial role for both consumers and producers. For consumers, it provides a sense of security, comfort, and religious compliance, while for producers, it serves as a competitive advantage that enhances consumer trust and product credibility.

Understanding how consumers perceive and respond to halal certification is vital for explaining their behavioral outcomes such as brand loyalty. Previous studies by Mutmainah et al. (2018) and Laradise & Thamrin (2023) indicate that halal certification significantly influences consumer repurchase intentions. However, further empirical investigation is required to explore how halal certification of local Indonesian food products affects brand loyalty among Generation Z consumers, particularly in unique cultural settings such as the Indonesia–Malaysia border region of Nunukan Regency.

This study therefore aims to examine the relationship between halal certification and brand loyalty, with purchase intention serving as a mediating variable. Purchase intention refers to an individual's likelihood or willingness to buy a product after evaluating various alternatives (Laroche, 2001). The research seeks to assess how Generation Z consumers in the Nunukan border area form purchase intentions toward Indonesian halal-certified food brands and how these intentions influence their loyalty. Prior research by Syarifuddin et al. (2022) found that trust in halal certification, brand love, food quality, and consumer satisfaction have a positive and significant relationship with consumer loyalty toward restaurants displaying the halal logo. Building upon these insights, this study contributes to understanding how halal certification fosters consumer trust, enhances purchase intention, and strengthens brand loyalty among

young consumers in a border context. The findings are expected to provide practical implications for local brands and policymakers to recognize halal certification as a strategic element in developing consumer confidence and sustaining competitiveness within Indonesia's growing halal economy.

## LITERATURE

In an effort to present a picture of the preparation of this research, a detailed framework is needed. The framework is a conceptual model of the theory related to various factors that have been identified as important problems. To find out how the relationship and application between variables in this study can be explained schematically, it can be seen in the following image :

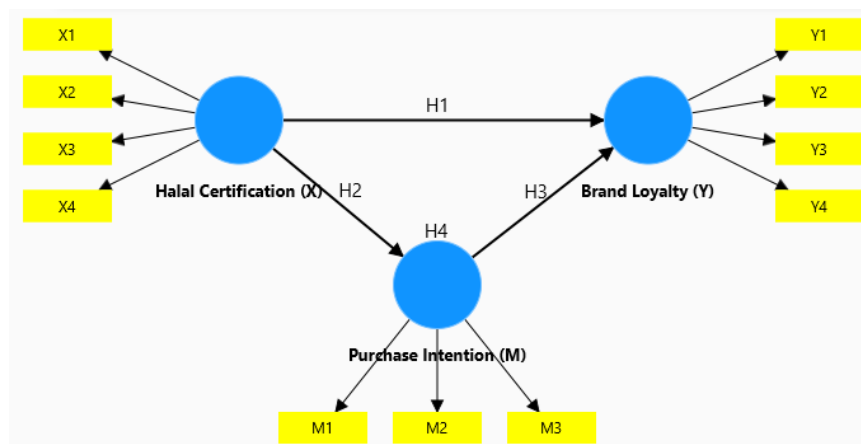


Figure 1: Conceptual Framework

- The relationship between Halal Certification towards Purchase Intention

Halal certification is managed by Islamic Law with the main objective of resolving Muslim consumers' concerns about the status of a product (Salindal, 2019). A product declared to be halal if it meets the Halal Certification Process Standard which has five criteria including commitment and responsibility, materials, halal product processes, products, and monitoring and evaluation. Products that have passed the halal certification test by the MUI (Majelis Ulama Indonesia) are marked with a halal logo which is included on the product packaging based on the decision of the Food and Cosmetics Study Center of the MUI since 2018 (Indonesian Ulema Council Food and Cosmetics Study Center, 2018). Thus, certified halal food can also indicate that the food complies with strict hygiene and sanitation standards (Lada et al. 2009). Many empirical studies have stated that there is a positive relationship between halal certification and purchasing interest. Septiani & Ridlwan (2020) said that halal certification contributes to consumer decisions to buy halal food products.

Halal Certification indicators according to Yusuf Ramadhan et al. (2024) state : Understanding the halal logo, Product selection based on the halal logo, Knowledge of the difference between the halal logo and the fake logo, Understanding products that use halal certification from other countries. Based on this description, the research hypothesis proposed in this study is:

H1: Halal certification has a positive effect on purchasing intention

- The relationship between Purchase Intention towards Brand Loyalty

Intention is defined as the desire to act on a behavior. Intention is not always static, but can change every time. Intention is a situation when someone is willing to engage in a behavior and is considered direct behavior (Septiani & Ridlwan, 2020). Intention is a motivational factor that influences a person's behavior to do something (Zarrad & Debabi, 2015). Purchase intention shows the level of consumer feelings about how confident they are to buy a product or service (Balakrishnan et al. 2014). Purchase intention is considered a major predictor of actual behavior (Peña García et al. 2020) which increases the opportunity to better predict purchasing behavior. Consumers will decide to buy a product after searching for information to buy the right product to meet their needs and desires (Rahim et al. 2016). Many empirical studies have stated that there is a positive relationship between halal certification and purchasing intention. Syarifuddin et al. (2022) stated that trust in halal certification, brand love, food quality, and consumer satisfaction have a positive and significant relationship with consumer loyalty toward restaurants that display the halal logo.

Purchase Intention indicators according to Yusuf Ramadhan et al. (2024) are Transactional Interest, Preference Interest, Exploration Interest. Based on this description, the research hypothesis proposed in this study is:

H2: Halal certification has a positive effect on brand loyalty

- The relationship between Purchase Intention towards Brand Loyalty

Brand loyalty is defined as the consistent repeat purchase of one brand from a set of alternative brands (Aaker, 1991). Brand loyalty is important because it can increase barriers to entry for competitors, avoid competitive threats from competitors, increase sales and profits (Delgado-Ballester & Munuera-Aleman, 2001), and reduce customer price sensitivity (Rowley, 2005). Kotler & Armstrong (2006) have recognized that a particular brand may not be represented by just a name or symbol. Brands represent consumers' perceptions and sentiments towards products and services, which means consumers' point of view. Brand names can influence consumers' preferences and intentions to purchase (Alreck & Settle, 1999; Ataman & Ulengin, 2003). Many empirical studies have stated that there is a positive relationship between purchase intention and brand loyalty. Hameed & Kanwal (2018), purchase intention depends on consumers' ability to pay for a particular product. When consumers have enough money, they do not consider the product expensive or cheap. When consumers have greater purchasing interest, consumers will be more loyal to a brand and will consider certain brands more when making purchasing decisions.

Purchase Intention indicators according to Yusuf Ramadhan et al. (2024) are Cognitive Loyalty, Affective Loyalty, Conative Loyalty, Behavioral Loyalty. Based on this description, the research hypothesis proposed in this study is:

H3: Purchase intention has a positive effect on brand loyalty

- Purchase Intention as a mediation of the influence of Halal Certification towards Brand Loyalty

Observing the potential of the muslim community on the Indonesia-Malaysia border, it makes products from domestic companies have to start to realize the awareness of halal certification. Now Muslims in Indonesia basically have a desire for the products they consume to be in accordance with Islamic law. The absence of halal information on the product will result in low consumer confidence in buying the product (Apriliyanto, 2023). So in this case, of course, it

will have an impact on consumer purchasing interest which will weaken their brand loyalty in terms of considering consumption of local halal products

Based on the description, the research hypothesis proposed in this study is:

H4: Purchase Interest is able to mediate the positive relationship between the influence of Halal Certification on Brand Loyalty.

## RESEARCH METHODOLOGY

This research is a quantitative research that uses a type of research in the form of testing between variables in the form of hypotheses or often called explanatory research. This research is a form of consumer perception of food product business actors who have official halal certification. The sampling technique used is purposive sampling which has the criteria of Indonesian citizens who have an Identity Card (KTP) where they are Muslim, domiciled in the Nunukan Regency area and Generation Z who make repeated purchases of halal food products from Indonesia. Determination of the number of respondents is based on the recommendation of Hair et al. (2010) that the requirement for the number of samples that must be met is at least 5-10 times the number of indicators. The number of indicators in this study is 11 so that the minimum number of respondents needed is  $5 \times 11 = 55$  respondents and the maximum number of respondents needed is  $10 \times 11 = 110$  while in this study the number of respondents used is 90 respondents. The data source for this study is primary data obtained directly from research respondents distributed. Respondents' responses are classified in the form of a Likert scale from number 1 which means strongly disagree, to number 5 which means strongly agree and data analysis technique in this study uses SEM (Structural Equation Modeling) for the testing software using SmartPLS

## RESULT AND DISCUSSION

### I. TESTING THE MEASUREMENT MODEL

#### a. Outer Loading Factor

|    | Brand Loyalty (Y) | Halal Certification (X) | Purchase Intention (M) |
|----|-------------------|-------------------------|------------------------|
| M1 |                   |                         | 0.954                  |
| M2 |                   |                         | 0.911                  |
| M3 |                   |                         | 0.977                  |
| X1 |                   | 0.946                   |                        |
| X2 |                   | 0.717                   |                        |
| X3 |                   | 0.935                   |                        |
| X4 |                   | 0.899                   |                        |
| Y1 | 0.853             |                         |                        |
| Y2 | 0.978             |                         |                        |

|    |       |  |  |
|----|-------|--|--|
| Y3 | 0.949 |  |  |
| Y4 | 0.931 |  |  |

Table 1 : Outher Loading

Based on table 1, it shows that all research variables have outer loading values for each question item  $>$  loading factor 0.70, which means it can be accepted or is considered to have strong enough validation to explain the latent construct.

Convergent validity is related to the principle that the measurer of a construct must be highly correlated. Convergent validity test in PLS using reflective indicators is assessed based on the loading factor (correlation between item scores/component scores and construct scores) of the indicators that measure the construct. The rule of thumb used for convergent validity is outer loading  $>$  0.7. The test results obtained that all values in the convergent validity test were greater than 0.7. Thus, it can be stated that the data in the study are valid. Discriminant Validity is related to the principle that different construct measurers should not be highly correlated. The discriminant validity test is assessed based on the cross loading of the measurement with its construct. The discriminant validity value is greater than 0.7, then the latent variable has become a good comparison for the model. The test results obtained that all discriminant validity values of the correlation of latent variables on each variable are greater than 0.7. Thus, it can be stated that the data in the study are valid.

#### b. Reliability and Validity

|                         | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|-------------------------|------------------|-------------------------------|-------------------------------|----------------------------------|
| Brand Loyalty (Y)       | 0.946            | 0.958                         | 0.962                         | 0.863                            |
| Halal Certification (X) | 0.899            | 0.921                         | 0.931                         | 0.773                            |
| Purchase Intention (M)  | 0.943            | 0.945                         | 0.963                         | 0.898                            |

Table 2 : Construct Reliability dan Validity

The reliability instrument in this study was measured by two criteria, namely the composite reliability value and Cronbach's alpha. The use of Cronbach's alpha tends to estimate the reliability of variables lower than composite reliability, so it is recommended to use composite reliability according to Haryono (2017). A construct can be said to be reliable if the Cronbach's alpha value is more than 0.70, while according to Ghazali (2005) a variable is said to be reliable if the composite reliability value is above 0.70.

Based on table 2, it shows that all research variables have Cronbach's alpha and composite reliability values above 0.70. Therefore, the indicators used in this research variable are said to be reliable. While the validity test used the Average Variance Extracted (AVE) value with a limit value above 0.50, in table 2 it can be seen that all variables have AVE values above 0.50. This can be interpreted that all indicators and variables are declared valid.

The results of the discriminant validity test prove that each variable has an AVE value that is all higher than 0.50, which means that the research data is in accordance with the discriminant validity criteria stated by Ghozali & Latan (2015). The overall Cronbach's alpha value is above 0.70; while  $\rho_c$  is above 0.70 so that the data is declared to meet the composite reliability criteria stated by Ghozali & Latan (2015).

#### c. Discriminant Correlation

|                         | Brand Loyalty (Y) | Halal Certification (X) | Purchase Intention (M) |
|-------------------------|-------------------|-------------------------|------------------------|
| Brand Loyalty (Y)       | 0.929             |                         |                        |
| Halal Certification (X) | 0.856             | 0.879                   |                        |
| Purchase Intention (M)  | 0.691             | 0.864                   | 0.948                  |

Table 3 : Discriminant validity – Fornell-Lacker criterion

The discriminant correlation test is conducted to see the correlation between constructs with other constructs. If the square root of Average Variance Extracted (AVE) value of each construct is greater than the correlation value between the construct and other constructs in the model, it can be concluded that the construct has a good level of validity.

In table 3 Comparison of AVE root values shows that each of these values is greater than the correlation between other variables, so it can be concluded that all latent variables in the study have good construct validity and discriminant validity

#### d. Structural Model Testing

Structural model testing is conducted to see the relationship between constructs, significance values, and R-square of the research model. The R-square value can be used to assess the influence of certain independent variables on the dependent variable. The estimated R-square value can be seen in the following table:

|                        | R-square | R-square adjusted |
|------------------------|----------|-------------------|
| Brand Loyalty (Y)      | 0.741    | 0.735             |
| Purchase Intention (M) | 0.746    | 0.743             |

Table 4 : R-square

Based on table 4, it is known that the R-square value for the decision-making variable is 0.741 or 74.1% which can be interpreted that the magnitude of the factors influencing Brand Loyalty toward purchasing domestic halal products in Nunukan Regency can be explained by the Halal Certification and Purchase Intention factors. While 25.9% is explained by other factors not studied by the author. The R-square value for the Purchase Intention variable is 0.746 or 64.6% influenced by Halal Certification, and the remaining Brand Loyalty of 25.4% is influenced by other variables outside this study.

The use of R-square can be interpreted in determining whether or not the model is good. The R-square value criteria with a value of 0.25 or less can be interpreted as a weak model, the

R-square value criteria with a range of values approaching 0.50 can be interpreted as a fairly moderate model, the R-square value criteria with a range of values approaching 0.75 can be interpreted as a fairly strong model (Ghozali, 2016). In the inner model test as a means to measure the feasibility of the structural model by testing the *R-square* (Garson, 2016). The value of *R-square* = 0.67 is considered strong, *R-square* = 0.33 is considered moderate, and *R-square* = 0.19 is considered weak (chin, 1998).

## II. HYPHOTESIS TEST EVALUATION

Hypothesis testing is done statistically through the Path Coefficient Estimation ( $\beta$ ) and T Statistics approaches. The criteria used are if the sig value  $\leq 0.05$  and the t statistic value  $\geq t$  table then the hypothesis is accepted (Ghozali & Latan, 2015). However, if the sig value  $\geq 0.05$  and the t statistic value  $\leq t$  table then the hypothesis can be rejected (Ghozali & Latan, 2015).

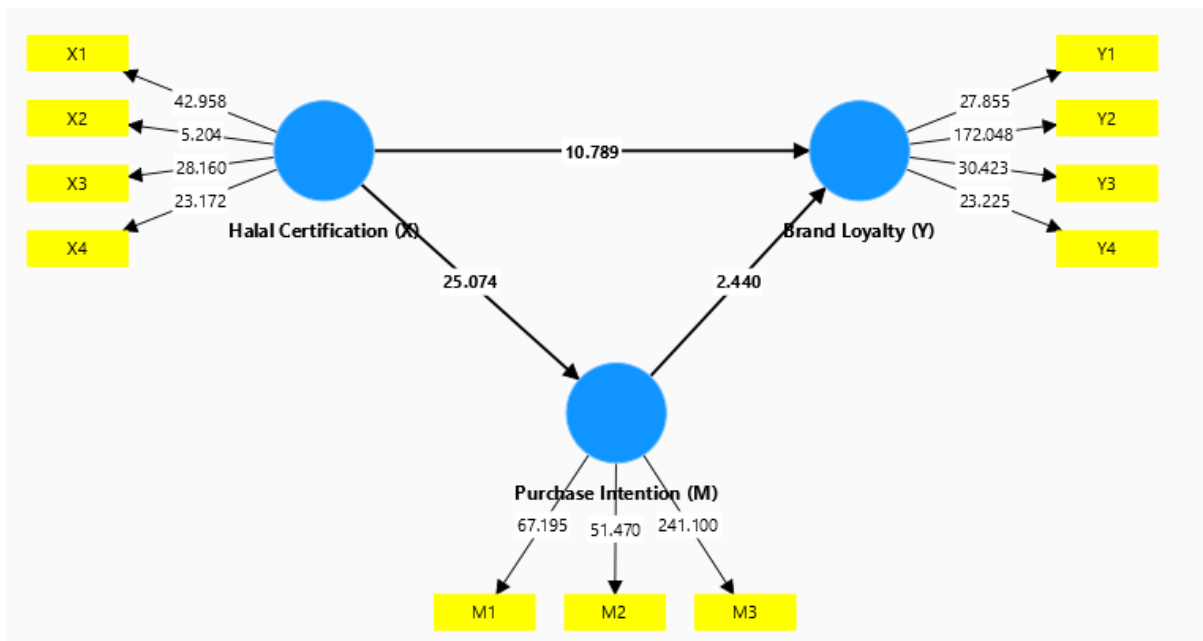


Figure 2 : Hypothesis Test Evaluation

|                                                                        | Original sample (O) | T statistics ( O/STDEV ) | P values | Kesimpulan  |
|------------------------------------------------------------------------|---------------------|--------------------------|----------|-------------|
| Halal Certification (X) -> Brand Loyalty (Y)                           | 1.000               | 10.789                   | 0.000    | H1 Diterima |
| Halal Certification (X) -> Purchase Intention (M)                      | 0.864               | 25.074                   | 0.000    | H2 Diterima |
| Purchase Intention (M) -> Brand Loyalty (Y)                            | -0.188              | 2.440                    | 0.015    | H3 Diterima |
| Halal Certification (X) -> Purchase Intention (M) -> Brand Loyalty (Y) | -0.162              | 2.358                    | 0.018    | H4 Diterima |

Table 5 : Hypothesis Test Evaluation

The results of the study shown in table 3 and figure 2 can be explained as follows:

1. From the results of the study, there is a positive and significant influence between Halal Certification and Brand Loyalty.

This is in accordance with the results of the *path coefficients* with an original sample value of 1,000 which shows a positive number indicated by a t-values of 10.789 which is higher than the t-table with a standard of 1.96 which means significant. And the P-Values show 0.000 which is smaller than 0.05 which means the proposed hypothesis is accepted because it has a significant effect. This means that Halal Certification able to make domestic consumers have Brand Loyalty.

2. From the results of the study, there is a positive and significant influence between Halal Certification and Purchase Intention.

This is in accordance with the results of the path coefficients with an original sample value of 0.864 which shows a positive number indicated by the t-values of 25.074 which is higher than the t-table with a standard of 1.96 which means significant. And the P-Values show 0.000 which is smaller than 0.05 which means the proposed hypothesis is accepted because it has a significant effect. This means that Halal Certification able to make domestic consumers have Purchase Intentions.

3. From the results of the study, there is a positive and significant influence between Purchase Intention and Brand Loyalty.

This is in accordance with the results of the path coefficients with an original sample value of -0.188 which shows a positive number indicated by a t-values of 2.440 which is higher than the t-table with a standard of 1.96 which means significant. And the P-Values show 0.015 which is smaller than 0.05 which means the proposed hypothesis is accepted because it has a significant effect. This means that the Purchase Intention able to make domestic consumers have Brand Loyalty.

4. From the results of the study, there is a positive and significant influence between Halal Certification on Brand Loyalty mediated by Purchase Intention.

This is in accordance with the results of the path coefficients with an original sample value of -0.162 which shows a positive number indicated by a t-values value of 2.358 which is higher than the t-table with a standard of 1.96 which means significant. And P-Values show 0.018 which is smaller than 0.05 which means the proposed hypothesis is accepted because it has a significant effect. This means that Purchase Intention able to mediate Halal Certification owned by domestic "local" products will make domestic consumers who are predominantly Muslim have Brand Loyalty to the available products.

## CONCLUSION

The results of this study demonstrate that Halal Certification plays a crucial role in shaping consumer behavior, particularly among domestic consumers. The findings indicate that Halal Certification has a positive and significant impact on both Brand Loyalty and Purchase Intention. This suggests that when products are certified as halal, consumers perceive them as more trustworthy, thereby increasing their intention to purchase and remain loyal to the brand.

Furthermore, the study reveals that Purchase Intention significantly influences Brand Loyalty, indicating that consumers' willingness to buy a product directly contributes to their sustained preference for the brand. Importantly, Purchase Intention also mediates the relationship between Halal Certification and Brand Loyalty, meaning that the effect of Halal Certification on Brand Loyalty is partly channeled through consumers' intention to purchase.

Overall, these results highlight that Halal Certification not only strengthens consumer trust but also fosters long-term brand commitment through enhanced purchase intentions. Therefore, companies—especially those offering local products targeting predominantly Muslim consumers—should prioritize obtaining and promoting halal certification as a strategic effort to build stronger brand loyalty and increase market competitiveness.

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