

The Influence of Halal Certification on Consumer Trust in Purchasing Mie Ayam Bang Mamat

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ABSTRACT : Penelitian ini bertujuan untuk menganalisis pengaruh sertifikasi halal terhadap kepercayaan konsumen dalam pembelian Mie Ayam Bang Mamat di Desa Rowolaku. Kehalalan produk merupakan aspek yang sangat penting bagi umat Muslim, karena setiap individu wajib memastikan bahwa makanan yang dikonsumsi sesuai dengan syariat Islam. Dalam konteks ini, sertifikasi halal berfungsi sebagai jaminan bahwa produk tersebut memenuhi standar kehalalan yang ditetapkan. Metode penelitian yang digunakan adalah deskriptif kualitatif, dengan pengumpulan data primer melalui wawancara dengan pemilik usaha dan data sekunder dari berbagai sumber. Hasil penelitian menunjukkan bahwa sertifikasi halal memiliki pengaruh yang signifikan dalam meningkatkan kepercayaan konsumen. Sebelum sertifikasi, banyak konsumen yang meragukan kehalalan produk, yang berakibat pada rendahnya minat beli. Namun, setelah sertifikat halal diperoleh, konsumen mulai merasa lebih percaya dan tidak lagi mempertanyakan kehalalan produk, yang berdampak positif pada peningkatan frekuensi pembelian, loyalitas, dan rekomendasi dari mulut ke mulut. Penelitian ini menegaskan bahwa sertifikasi halal bukan hanya sekadar formalitas, melainkan merupakan kunci dalam membangun kepercayaan konsumen dan meningkatkan penjualan produk makanan di kalangan konsumen Muslim. Saran yang dapat disampaikan dalam penelitian ini adalah produsen Mie Ayam Bang Mamat sebaiknya menjaga kualitas produk dan transparansi proses produksi, hal tersebut diharapkan dapat meningkatkan kepercayaan konsumen dan memperluas pangsa pasar produk halal di Indonesia.

Keywords : Sertifikat Halal, Kepercayaan Konsumen, Pembelian, Kehalalan

ABSTRACT: This study aims to analyze the effect of halal certification on consumer confidence in purchasing Bang Mamat Chicken Noodle in Rowolaku Village. Product halalness is a very important aspect for Muslims, because every individual must ensure that the food consumed is in accordance with Islamic law. In this context, halal certification serves as a guarantee that the product meets the established halal standards. The research method used is descriptive qualitative, with primary data collection through interviews with business owners and secondary data from various sources. The results showed that halal certification has a significant influence in increasing consumer confidence. Before certification, many consumers doubted the halalness of the product, which resulted in low purchase interest. However, after the halal certificate is obtained, consumers begin to feel more trusting and no longer question the halalness of the product, which has a positive impact on increasing purchase frequency, loyalty, and word of mouth recommendations. This study confirms that halal certification is not just a formality, but is key in building consumer trust and increasing sales of food products among Muslim consumers. The suggestion that can be conveyed in this study is that Bang Mamat Chicken Noodle producers should maintain product quality and transparency of the production process, it is expected to

increase consumer confidence and expand the market share of halal products in Indonesia.

Keywords : *Halal Certificate, Consumer Trust, Purchase, Halalness*

1. INTRODUCTION

Halalness in all aspects of life, especially consumer products, is a must for a Muslim. Islam requires its followers to do or consume something that is halal and good. This is emphasized by the word of Allah SWT in the Qur'an, Surah al-Maidah verse 88. In addition This is also found in the Qur'an, Surah al-Maidah verse 3 (Nashirun, 2020).

The need for halal products from global consumers continues to increase every year . With the world's Muslim population projected to reach 2.2 billion by 2030, the halal industry economy is expected to grow rapidly. This is a great opportunity for Indonesia to take advantage of it by meeting the global need for halal products through exports. Prof. Dr. (Hc) KH. Ma'ruf Amin gave his *statement* in a national webinar themed "Indonesia Towards the Center of World Halal Producers," which was held by the National Committee for Sharia Economics and Finance (KNEKS) some time ago (Hidayat et al., 2023).

According to Islamic teachings, products that have been declared halal are allowed to be consumed. Halal certification is a fatwa issued by the Indonesian Ulema Council (MUI) which assesses the halalness of a product (Kurniawati, 2018). The halal certification process is usually submitted by companies or business actors as a reference to ensure that the food and beverages they produce are safe and suitable for consumption. In this context, attention to cleanliness and processing of raw materials is very important to maintain product quality and quantity, which in turn can increase consumer satisfaction. Therefore, halal certification is a crucial factor in consumer decision making (Hasan & Adinugraha, 2024).

Trust, according to Kotler and Keller (2020: 219), is a company's readiness to rely on its business partners. This trust is influenced by various interpersonal and interorganizational factors, such as the company's competence, integrity, honesty, and kindness. Meanwhile, Mowen and Minor in Sangadji (2013: 201) define consumer trust as the total knowledge held by consumers and the conclusions they make about the objects, attributes, and benefits of a product. From these two definitions, it can be concluded that consumer trust is the strength of the knowledge held by consumers and the conclusions they draw regarding the objects, attributes, and benefits of a product. This trust is an important element in the purchasing decision-making process, especially in the context of halal products, where consumers tend to trust products that have halal certification as a guarantee of quality and safety. Thus, increasing consumer trust through halal certification not only contributes to customer satisfaction but can also strengthen brand loyalty and reputation in the market. (Simangunsong & Morina, 2021)

Based on previous research relevant to the Influence of Halal Certification on Consumer Trust in Purchasing Mie Ayam Bang Mamat, including: (1) Research conducted by Moh Anwaril Hasan & Hendri Hermawan Adinugraha entitled "The Influence of Halal Certification and Islamic Business Ethics on Consumer Satisfaction" shows that halal certification has a positive impact on consumer satisfaction. However, Islamic business ethics individually have a negative and insignificant influence on consumer satisfaction at Mie Gacoan Pekalongan. . (Hasan & Adinugraha, 2024)(2) Muhammad Ammar Faiq & Moch. Khoirul Anwar entitled "The Influence of Halal Certificates, Viral Marketing, and Brand Image on Mixue Product Purchase Decisions" shows that halal certification and good brand image influence consumer purchasing decisions for Mixue products, while viral marketing does not have a significant effect

(Faiq & Anwar, 2024). (3) M. Khoirul Anam, Refy Alvianti, et al with the title "Socialization of the Halal Certification Program to Increase Consumer Trust in MSME Products in Jerukwangi Village" shows that the socialization of the halal certification program in Jerukwangi Village has succeeded in increasing the understanding and trust of MSME actors in the importance of halal certification (Anam et al., 2023).

This study aims to analyze changes in consumer confidence levels in making purchases at Warung Mie Ayam Bang Mamat Rowolaku before and after the product's halal certification. Halal certification has become an important factor in the food industry, especially in countries with significant Muslim populations such as Indonesia. This study will provide valuable insights into the impact of halal certification on consumer behavior and its potential to increase trust and sales, especially for small and medium enterprises in the food sector.

For further research, it is recommended to expand the scope by comparing several similar chicken noodle stalls in various locations. In addition, future research can explore other factors that may interact with halal certification in influencing consumer trust, such as product quality, price, or service.

1. MET HOD

The type of research used in this study is a qualitative descriptive method. According to Mely G. Tan, descriptive research aims to accurately describe the characteristics of individuals, conditions, symptoms, or certain groups in a society. This approach allows researchers to observe and analyze social phenomena in detail, so that they can provide a better understanding of the dynamics that occur within the group. Thus, descriptive research not only provides data, but also helps in identifying patterns and relationships that may exist in a broader social context. (Rusandi & Muhammad Rusli, 2021)

The qualitative approach in this study is intended to interpret what happens in a natural context, involving various relevant methods. This study is a descriptive field study, focusing on collecting data on the effect of halal certification on consumer confidence in purchasing Mie Ayam Bang Mamat.

The research data sources consist of primary and secondary data. Primary data was obtained through interviews with Bang Mamat as the owner of the Mie Ayam business located in Rowolaku Village, Kajen. While secondary data includes journals, articles, and internet data related to halal certification and consumer trust.

The data collection methods applied include observation and in-depth interviews. After the data is collected, the analysis is carried out using the deductive analysis method, using the theory of consumer trust as the basis for the analysis. This analysis will explore the effect of halal certification on consumer trust in purchasing Mie Ayam Bang Mamat.

2. RESULT AND DISCUSSION

2.1 Implementation of Halal Certification

Certification is a process of monitoring food quality that can be done in laboratories or in other ways in accordance with technological advances . Certification is intended to provide quality assurance to consumers for products purchased or consumed. While the definition of halal according to the language means something that is permitted by the sharia (Rahayuningsih & Ghozali, 2021). According to Al-Jurjani, the word halal has an open meaning. It means anything that is not prohibited to be used or something that is permitted by Islamic law to be done. According to Abû Ja'far al-Tabarî (224-310 H), halal means free or free. In addition, Abû Muhammad al-Husayn ibn Mas'ud al-

Baghawî (436-510 H) a scholar from the Shafi'i school of thought is of the opinion that the word halal means something that is permitted by Islamic law because it is good.

Modern scholars, such as Yusuf al-Qaradhawî define halal as something that is permitted by Allah to be done. However, Abd al-Rahmân ibn Nâshir ibn al-Sa'dî defines the word halal in terms of how to obtain it, namely not by stealing or ghashab, and not the result of haram transactions. (Ali, 2016) According to the explanation above, it can be concluded that a Halal Certificate is an official document issued by an authorized institution, which states that a product is declared halal based on the decision of the MUI Fatwa Commission meeting after going through an audit process by LPPOM MUI. Halal Certification refers to a series of processes to obtain a halal certificate consisting of several stages, which prove that the materials, production methods, and Halal Assurance System are in accordance with the standards set by LPPOM MUI. (Wahyuningrum et al., 2017)

The halalness of a product can now be guaranteed with halal certification. Halal certification does not instantly *increase* business *profits* . However, it has a long-term impact on the business, where halal certification can increase the scale of consumer trust for products that have been verified halal, for example Mie Ayam Bang Mamat which is the object of this study. (Kristiana et al., 2020)



Figure 2.1.1. Written Evidence of Halal Certification for Bang Mamat Chicken Noodle Products

2.2 The Influence of Halal Certification on Consumer Trust Levels

This study analyzes changes in consumer confidence levels to make purchases of chicken noodle sales at Warung Mie Ayam Bang Mamat Rowolaku before and after the product's halal certification. Halal certification is a certificate in the form of a sheet or written statement, issued by certain agencies that have the authority to provide business permits managed by producers, for example food or beverages, restaurants/food stalls, slaughterhouses, and so on. (Mohammad Mangkarto, 2005).

The results of the study after conducting interviews with informants, namely the owner of Warung Mie Ayam Bang Mamat explained that halal certification for business products has a significant influence on consumer confidence in making purchases. Looking from the perspective of the local community, a Muslim, where halal is a must and a requirement that must be present in everything related to him, especially the food consumed. A Muslim does not only consume delicious and decent food, but also halal and good. If consumed, the food provides benefits, not harm for him. This is reinforced by the argument in the Qur'an Surah Al-Maidah: 88, which reads:

"Eat what Allah has bestowed upon you as lawful and good sustenance, and fear Allah in Whom alone you believe ." (QS. Al-Maidah: 88)

Therefore, halal certification should not be just a formality but rather a requirement for producers in increasing consumer confidence. Therefore (Salim et al., 2021), before the existence of a halal certificate, many consumers still doubted and questioned the halal aspects of the manufacturing process, materials and tools used, and products being traded. This indirectly harms sales and business reputation. After the existence of a halal certificate, consumers begin to believe and no longer question the halalness of the product. This has a direct and indirect effect, namely, the higher consumer confidence, the greater the potential for consumers to visit frequently and even make purchases. This statement is in line with the theory that states that consumer trust attitudes towards products have a positive impact on companies, especially in increasing loyalty and purchase intentions . (Grazioli and Jarvenpaa: 2000) When connected to consumer visit interest, trust has a direct and indirect effect in creating the intention to visit, which ultimately leads to purchase transactions.(Kristianti & Erdiansyah, 2020).



Figure 2.2.1. Direct Interview with the Owner of Warung Mie Ayam Bang Mamat

3. CONCLUSION

This study shows that halal certification has a significant influence on consumer confidence in purchasing Mie Ayam Bang Mamat in Rowolaku Village. Data collected through interviews with business owners and field observations show that before certification, many consumers doubted the halalness of the products offered. This doubt resulted in low purchasing interest, where consumers felt unsure about the

quality and halalness of the ingredients used. However, after halal certification was obtained, consumer confidence increased drastically. This is evident from the significant increase in the frequency of visits and purchase volume. Consumers who were previously hesitant now feel more comfortable and confident in purchasing, because there is a guarantee that the product meets the halal standards set by the Indonesian Ulema Council (MUI).

A deeper analysis shows that consumer trust is influenced by their understanding of the halalness and quality of the products offered. The concept of trust explained by Kotler and Keller emphasizes that halal certification functions as a very important quality assurance for Muslim consumers. In this context, halal certification is not only seen as an administrative document, but also as a key element in building consumer trust and confidence in the product. With the halal certificate, consumers feel that they are not only buying delicious food, but also safe and in accordance with their religious values. This shows that the halal aspect greatly influences consumer purchasing decisions.

The implications of this study are very important, emphasizing that halal certification has a crucial role in increasing consumer loyalty and satisfaction. Manufacturers are advised not only to focus on the process of obtaining halal certification, but also to maintain product quality and implement transparency throughout the production process. With these steps, it is hoped that consumer trust can continue to be improved, which in turn will expand the market share of halal products in Indonesia. In addition, manufacturers also need to educate consumers about the importance of halal certification, to further increase their awareness and understanding. Thus, a marketing strategy based on trust and quality can create a long-term mutually beneficial relationship between manufacturers and consumers.

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