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The Role of Halal Certification in Increasing Consumer Trust in MSMEs Risol Mayo Bu Jamal

Isabela Tania[1], Cory Vidiati[2], Ahmad Munajim[3]

Sharia Economics Study Program, Faculty of Economics and Islamic Business, UI Bunga Bangsa Cirebon, Indonesia

Email : isabelatania2004@gmail.com, coryvidiati29@gmail.com, hajiahmadmunajim@gmail.com

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Abstract
This study aims to analyze the role of halal certification in increasing consumer trust in the Risol Mayo Bu Jamal MSME, using a descriptive qualitative approach with data collected through interviews with the business owner and literature review. The results show that the business owner fully understands the importance of halal certification as a guarantee of the halal status, quality, and safety of the products marketed. The implementation of halal aspects is realized through the selection of raw materials with guaranteed halal status and maintaining cleanliness throughout the production process. Halal certification has been proven to provide a number of tangible benefits, ranging from improving business image, strengthening product competitiveness, to opening up broader marketing opportunities. Moreover, the existence of halal certification also encourages the growth of consumer trust, which in turn increases purchasing interest and strengthens customer loyalty. These findings confirm that halal certification is a key factor in supporting the development and sustainability of culinary MSMEs amidst the rapid growth of the halal industry in Indonesia.

Keywords: *Halal Certification, Consumer Trust, MSMEs, Halal Industry, Risol Mayo*
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INTRODUCTION

The halal industry in Indonesia has continued to show encouraging growth in recent years. Increasing awareness among Muslim consumers of the importance of halal products has encouraged businesses to take their products more seriously. This makes halal certification not merely a religious obligation but also a strategic business move that can boost product value and strengthen consumer trust. As the country with the largest Muslim population in the world, Indonesia holds tremendous potential for developing the halal industry, particularly in the MSME sector (Nasor & Hermanto, 2024)..

The role of MSMEs in the national economy cannot be underestimated. This sector can absorb a large workforce, boost community incomes, and maintain economic stability at the regional level. The government has positioned MSMEs as a key driver in the national halal industry value chain (Tenri et al., 2023). Through Law Number 33 of 2014 concerning Halal Product Assurance, businesses are encouraged to obtain halal certification to provide protection and legal certainty for Muslim consumers. This regulation emphasizes that halal certification has now become an integral part of the national trade and industrial system.

The food and beverage sector is the MSME segment most closely linked to people's daily lives. Today's consumers no longer solely consider taste and price when choosing a product; safety, hygiene, and halal status are also important considerations. The presence of a halal label on packaging provides buyers with peace of mind and confidence that the product has undergone a verification process according to applicable standards. This trust is built on the belief that the entire production chain, from raw material selection and processing, storage, and distribution, is in accordance with Sharia principles.

Halal certification also impacts the competitiveness of MSMEs in an increasingly competitive market. Products with a halal label tend to be more readily accepted by consumers because they are perceived as having better quality and credibility. Various studies have shown that the presence of a halal label contributes to increasing purchasing interest, encouraging purchasing decisions, and building consumer loyalty to a product. Therefore, halal certification has become a crucial instrument for business development, particularly in the MSME culinary sector (Muntholip & Setiawan, 2025).

However, many MSMEs still lack halal certification. Lack of understanding of application procedures, limited funding, the absence of adequate support, and a lack of knowledge about the Halal Assurance System present real obstacles for these businesses. Yet, Muslim consumers are increasingly selective and tend to trust products with official halal labels more than those without certification (Gunawan, Juwari, Aparamarta, Darmawan, & Rakhmawati, 2021).

A similar situation is also found in local culinary MSMEs, such as Risol Mayo Bu Jamal. As a snack product with a wide following among various groups, risol mayo requires careful attention to the ingredients used, such as mayonnaise, sauce, meat, cooking oil, and other additives, to ensure its halal status. Clarity about the product's halal status is a crucial aspect that can influence consumer perception and trust in the business.

Consumer trust is the foundation for the sustainability of culinary businesses. Consumers who are confident in the quality and halal status of a product are more likely to make repeat purchases and recommend it to others. In the halal industry, halal certification plays a role in building a positive business image while strengthening consumer confidence in product safety. More than just a religious symbol, halal certification reflects a business's commitment to maintaining product quality and the integrity of its overall production process.

The development of digital technology is further strengthening the position of halal certification in the business ecosystem. Digital platforms such as the government-initiated SIHALAL simplify the halal certification administration process for MSMEs, making it more accessible. Meanwhile, social media and digital marketing provide consumers with access to search and verify halal product information before making a purchase (Pohan, Nasution, & Sari, 2024). This makes halal certification a crucial element in building a business's reputation in the digital age.

Although considerable research has been conducted on halal certification for MSMEs, in-depth studies examining the role of halal certification in building consumer trust in local culinary MSMEs are still rare, particularly among micro-snack businesses. This gap motivated this research: to understand how halal certification is perceived by both businesses and consumers in their daily economic activities.

The MSME Risol Mayo Bu Jamal was chosen as the research object because its characteristics are relevant to the dynamics of the halal industry in the culinary sector. Home-based snack businesses face unique challenges in maintaining product quality and meeting halal standards. This research is expected to reveal how halal certification plays a role in increasing consumer trust, the factors that shape consumer perceptions of the halal label, and its impact on business sustainability.

The results are expected to make a tangible contribution to the development of the halal industry, particularly in the culinary MSME sector. Furthermore, the findings of this study can provide a basis for reflection for business actors regarding the importance of halal certification in expanding the market and strengthening consumer trust. This research is also expected to serve as a useful academic reference for further studies on the halal industry and consumer behavior in MSMEs in Indonesia.

RESEARCH METHODOLOGY

This study uses a descriptive qualitative approach to examine the role of halal certification in fostering consumer trust in the Risol Mayo Bu Jamal MSME. Primary data were obtained through in-depth interviews with the business owner as the main informant, while secondary data were sourced from scientific journals, books, regulations, and official reports related to halal certification and MSMEs. Data collection was conducted through interviews, documentation, and literature review, then analyzed using the Miles, Huberman, and Saldaña model, which includes data reduction, data presentation, and conclusion drawing (Qomaruddin & Sa'diyah, 2024). Data validity was maintained by comparing interview results with various relevant literature sources. BPJPH data in 2024 recorded that more than 5 million products in Indonesia had been halal certified, reflecting the increasing attention of business actors to the halal aspect of products. The focus of this study covers business owners' understanding of halal certification and its contribution to building consumer trust.

RESULTS AND DISCUSSION

1. Business Actors' Understanding of Halal Certification

Business actors' understanding of halal certification is a crucial factor in supporting the growth of the halal industry, particularly among MSMEs. Halal certification is not merely understood as a legal document indicating product status, but also as a manifestation of business actors' responsibility to ensure their products comply with Islamic law. Adequate understanding

encourages business actors to be more careful in selecting raw materials, managing the production process, storage, and distribution to consumers (Tenri et al., 2023).

An interview with the owner of the MSME Risol Mayo Bu Jamal revealed that understanding the halal concept is rooted in the belief that food distributed to the public must be guaranteed halal. Business owners recognize that a product's halal status is determined not only by the main ingredient but also by additional ingredients, processing methods, and the cleanliness of production equipment. This knowledge is gained from various sources, such as government information, social media, and increasingly accessible halal education.

MSMEs' understanding of halal certification continues to grow in line with government policies requiring certification for products distributed in Indonesia. Law Number 33 of 2014 concerning Halal Product Assurance provides a clear legal basis and encourages increased product competitiveness. The government's Free Halal Certification Program (SEHATI) has also contributed to increasing MSMEs' understanding and participation in the certification process (Hasan & Ahyar, 2024).

The owner of Risol Mayo Bu Jamal views halal certification as a guarantee to consumers that her products are safe for Muslim consumption. Halal certification is believed to enhance the business's image and add value to the products marketed. Halal certification increases business credibility while strengthening the MSME's position in the market.

Business owners' knowledge of halal certification is also influenced by increasing consumer awareness of the halal label on product packaging. This encourages them to better understand the certification procedures and benefits. MSMEs that understand the benefits of halal certification tend to be more motivated to meet halal standards in their business operations (Muryanto et al., 2024). This understanding is also reflected in the owner of Risol Mayo Bu Jamal's habit of selecting halal-labeled raw materials or those sourced from trusted suppliers. This step is taken to maintain product quality while providing a sense of security to consumers. This demonstrates that business owners' understanding extends beyond administrative aspects to implementing halal values in daily production activities.

BPJPH data from 2024 recorded that more than 1.9 million halal certificates had been issued, covering over 5 million products, reflecting the growing awareness of halal certification among business actors. This development is supported by various mentoring programs from the government, universities, and institutions supporting halal product processes (BPJPH, 2025).

The owner of Risol Mayo Bu Jamal views halal certification as a necessity that supports business sustainability, believing it can increase public trust and expand market reach. Product halal certification is understood as a factor influencing purchasing decisions, especially in a predominantly Muslim society. These findings indicate that business actors' understanding of halal certification is not merely related to regulatory compliance but also involves efforts to maintain product quality and build trust with consumers, which ultimately serve as crucial capital for the development of halal-based MSMEs in Indonesia (Elanda & Rizki, 2025).

2. Implementation of Halal Aspects in Bu Jamal's Risol Mayo Products

The application of halal principles in the food industry encompasses more than just the selection of raw materials; the entire production process is an integral part of the halal concept itself. In the food industry, halal certification is an integral part of product quality, which must be proven from the initial stages of processing, storage, packaging, and presentation to consumers. Consistent implementation will ensure that the resulting product complies with sharia law and is suitable for consumption by Muslims (Hadijah, 2024).

Based on research, the MSME Risol Mayo Bu Jamal has implemented several halal practices in its business operations. The business owner revealed that raw materials such as wheat flour, eggs, cooking oil, mayonnaise, sauces, and other complementary ingredients are selectively selected, prioritizing those that are halal-labeled or sourced from trusted distributors. This step demonstrates the business's responsibility to maintain the safety and quality of products reaching consumers.

Clarity of the halal status of raw materials is a key indicator in implementing a halal assurance system in food MSMEs, as explained by (Mardianto, Parakkasi, & Muthiadin, 2025). Clarity of the origin of ingredients helps businesses avoid the use of questionable ingredients and strengthens consumer trust in the product. This practice is consistently implemented by Risol Mayo Bu Jamal, ensuring that every ingredient used is sourced responsibly.

Hygiene is also a key concern in the production process. All equipment is cleaned before and after use, considering that cleanliness, or thaharah, is part of the halal principle that directly impacts product safety and suitability. Furthermore, raw materials are stored in clean, closed areas to prevent contamination, while finished products are placed in appropriate containers before being marketed. These practices reflect business actors' awareness of maintaining product quality from upstream to downstream.

Packaging is also part of the implementation of halal principles. The Risol Mayo Bu Jamal MSME uses clean and adequate packaging to maintain food quality throughout the distribution process. (Faridah, 2019) emphasized that the implementation of halal principles must be carried out comprehensively, including in packaging and storage aspects, to ensure halal quality is maintained until the product reaches consumers.

BPJPH data from 2024 recorded that more than 5 million products had been halal certified, with the majority coming from the food and beverage MSME sector, demonstrating that implementing halal aspects has become a real necessity for businesses seeking to compete in the market (BPJPH, 2025). This situation strengthens the position of the Risol Mayo Bu Jamal MSME, which, despite its micro-scale, has demonstrated a real commitment to implementing halal principles at every stage of its production.

The findings of this study demonstrate that halal implementation does not depend on the size of the business. A commitment to maintaining material quality, process hygiene, and product safety is a strong first step towards a truly halal production system, and this can be implemented gradually according to the capabilities and resources of the business owner.

3. Benefits of Halal Certification for Bu Jamal's Risol Mayo Business

Halal certification has become a crucial element in the development of culinary businesses in Indonesia. The presence of a halal certificate not only proves that a product meets sharia requirements but also provides tangible added value for business sustainability (Ismanto, Tarmidzi, Afroni, & Kamaludin, 2024). In the food and beverage MSME sector, halal certification is increasingly viewed as a strategic necessity capable of boosting product competitiveness as public awareness of halal product consumption grows (Destiarni & Qomariyah, 2023).

An interview with the owner of Risol Mayo Bu Jamal revealed that halal certification is seen as a form of recognition of product quality. Halal certification is believed to provide consumers with assurance that the raw materials and production process meet applicable

standards, a crucial consideration considering that the majority of the target market is Muslims who care about the halal nature of the food they consume.

The implementation of halal principles also has a positive impact on a business's image in the public eye. Products with a halal identity generally receive a better perception because they are perceived as more assured in terms of quality, hygiene, and safety. Halal certification can enhance business credibility and contribute to the competitiveness of MSMEs in the market (Muntholip & Setiawan, 2025).

Halal certification also increases product appeal in the eyes of consumers. Clear information about a product's halal status provides a significant differentiating value amidst increasingly fierce culinary competition. This advantage provides additional confidence to potential buyers and increases the likelihood of a product being chosen. Halal certification also boosts a business's reputation. Halal certification is closely linked to improving a business's reputation because it fosters positive perceptions of both the product and the business. A strong reputation makes it easier for businesses to attract new customers and retain existing ones (Nurzansyah, Febriyan, & Gifari, 2025).

Market reach also has the potential to expand with halal certification. Halal-certified products are more readily accepted by various consumer groups. In some MSME development programs, halal certification is even a requirement for participating in exhibitions, establishing partnerships, or accessing government development programs.

The halal certification process also encourages increased professionalism in business management. Businesses are required to be more disciplined in administration, raw material recording, and production quality control. The owner of Risol Mayo Bu Jamal recognizes that halal standards help create a more organized and effective work system in the long term.

The government-run SEHATI program has also had a positive impact by providing easier access for MSMEs to obtain halal certification (Damayanti, Luthfiya, & Pibriyanti, 2024). This study's findings indicate that the benefits of halal certification for Risol Mayo Bu Jamal extend far beyond mere legality. Halal certification has a comprehensive impact, from strengthening image and reputation, expanding market share, increasing professionalism, and building solid consumer trust, making it a key instrument in supporting the growth of MSME culinary businesses amidst the rapid development of Indonesia's halal industry.

4. The Role of Halal Certification in Increasing Consumer Trust

Halal certification has now become a crucial instrument in the modern food industry. Its existence is not merely proof of compliance with sharia requirements, but also a form of quality assurance that strengthens consumer confidence in the products they consume. For MSMEs, the role of halal certification is increasingly strategic as public awareness of halal product consumption increases, with halal aspects now becoming part of purchasing considerations alongside taste, price, and packaging.

The owner of MSME Risol Mayo Bu Jamal views halal certification as a key tool in building consumer trust. Having a halal certificate provides assurance that raw materials, processing, and production systems meet the standards of authorized institutions. This demonstrates that halal certification is not merely administrative but also reflects the business's commitment to maintaining product quality and integrity.

Consumer trust is built when they feel confident that the products they purchase are safe, high-quality, and meet their needs. Halal certification contributes significantly to increasing consumer confidence because it provides clear assurance of a product's halal status.

Consumers generally feel more comfortable purchasing halal-certified products than those with unclear halal status (Amiah, Elviani, & Anwar, 2024).

The growing popularity of halal lifestyles in society has contributed to a positive perception of halal-labeled products. Halal labels are seen as a form of transparency among businesses, helping consumers make choices based on their values and beliefs. Halal certification plays a role in shaping positive consumer perceptions of product quality while increasing trust in businesses (Nurzansyah et al., 2025).

Halal certification also encourages consumer purchasing interest because clear product legality simplifies purchasing decisions. The owner of Risol Mayo Bu Jamal believes that clarity about halal aspects can encourage repeat purchases. Trust that grows from positive consumption experiences ultimately has the potential to create sustainable customer loyalty.

The development of digital technology further strengthens the role of halal certification in building consumer trust. Easy access to information through social media and marketplaces makes the halal label a factor frequently examined by consumers before making a purchase. Halal certification can enhance a business's positive image in the digital environment by demonstrating the business's commitment to product quality and safety.

The trust built through halal certification not only has short-term impacts but also supports long-term business sustainability. Trusting consumers are more likely to make repeat purchases and recommend products to others, which organically expands marketing reach and enhances a business's reputation. In the MSME sector, word-of-mouth recommendations are one of the most effective forms of promotion because they are based on real-life consumer experiences.

This study's findings confirm that halal certification plays a crucial role in increasing consumer trust in the MSME Risol Mayo Bu Jamal. More than just a symbol, halal certification serves as a concrete guarantee that drives purchasing interest, strengthens customer loyalty, and supports sustainable business development. It is also a key element in strengthening the competitiveness of MSMEs in the Indonesian halal industry.

CONCLUSION

This research shows that halal certification plays a significant role in driving business development and strengthening consumer trust in Risol Mayo Bu Jamal products. Business owners understand that halal certification is not merely a Sharia obligation, but rather a concrete responsibility to ensure the quality, safety, and halal status of every product sold on the market. This understanding serves as the foundation for business owners in implementing halal principles at every stage of production.

The implementation of halal aspects in Risol Mayo Bu Jamal is realized through the selection of raw materials with clear halal certification, maintaining the cleanliness of equipment and production areas, and managing processing and storage processes properly. All of these practices reflect the business owner's commitment to producing safe, high-quality products that comply with halal requirements.

Halal certification also brings several tangible benefits to this business. It improves the business image, strengthens the product's reputation, increases market competitiveness, and opens up wider marketing opportunities. Having halal certification also encourages business owners to implement a more orderly and professional management system, which ultimately supports long-term business sustainability.

Consumer trust in Risol Mayo Bu Jamal products has grown stronger with the halal guarantee attached to the product. The sense of security felt by consumers facilitates easy purchasing decisions. This built trust not only increases purchasing interest but also leads to repeat purchases, growing customer loyalty, and positive recommendations from one consumer to another. With these various benefits, halal certification is considered an effective strategy for strengthening the competitiveness and maintaining the sustainability of Risol Mayo Bu Jamal MSMEs amidst the rapid growth of the halal industry in Indonesia.

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