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THE INFLUENCE OF REGULATION, HALAL AWARENESS, AND BUSINESS PROSPECTS ON HALAL CERTIFICATION DECISIONS FOR MSMEs IN MEDAN CITY

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INFORMATION	ABSTRACT
<p>Article History:</p> <p>Received : 02.05.2025 Revised : 16.05.2025 Accepted : 04.06.2025</p> <p>Keywords: Regulations, Halal Awareness, Business Prospects, Halal Certification, MSMEs.</p>	<p><i>The halal industry continues to grow globally as awareness of halal products increases. In Indonesia, this sector is a national priority, especially in encouraging MSMEs to obtain halal certification. However, the level of certification among MSMEs remains low, including in Medan City, which has great potential for the development of the halal industry. The research objective is to examine the effects of halal awareness regulations and business prospects on MSME decisions to obtain halal certification in Medan City. This study uses a quantitative approach, with primary data collected through the distribution of questionnaires to 100 respondents. The sampling technique uses a non-probability purposive sampling approach, namely, selecting the sample based on criteria relevant to the research objectives. Data analysis was carried out using multiple linear regression to determine the effect of each independent variable on MSME halal certification decisions. The results showed that regulation, halal awareness, and business prospects significantly affect MSME halal certification decisions in Medan City, with halal awareness as the dominant factor. This finding underscores the importance of education, regulatory simplification, and increased halal market literacy for business actors, thereby directly supporting the strengthening of the Islamic economy by applying sharia principles to MSME economic activities and encouraging the creation of a competitive and sustainable halal ecosystem. This study reinforces the importance of applying Sharia principles to empower MSMEs through halal certification.</i></p>



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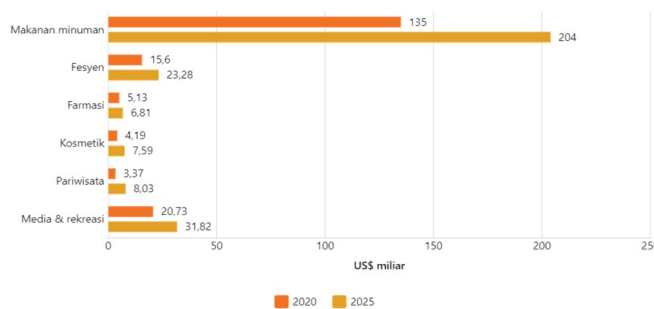
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A. INTRODUCTION

Indonesia has a Muslim population that is increasing from year to year. Based on data from The Royal Islamic Strategic Studies Center (RISSC) in its 2023 Muslim edition, the number of Indonesian Muslims reached 237.55 million, equivalent to 86.7% of the total Indonesian population of 277.53 million (Nurfitriani, 2024). Halal lifestyle and halal food are just two examples of the major changes that have taken place over the years. As the majority of the population is Muslim, the demand for halal goods has increased. People make more choices to buy halal goods or services across food, beverages, cosmetics, medicines, chemicals, biology, genetically modified products, fashion, and halal tourism (Batubara & Harahap, 2022). Based on the Databoks survey by Pathlevi (2022), the consumption of halal products in Indonesia by sector (2020 & 2025) can be seen in the table below.

Figure 1. Indonesia Halal Product Consumption Value per Sector (2020 & 2025)



Source: Databoks (2022)

Table 1. Indonesia Halal Product Consumption Value per Sector (2020 & 2025)

Data Name	2020/US\$ Billion	2025/US\$ Billion
1 Food & Beverage	135	204
2 Fashion	15,6	23,28
3 Pharmaceutical	5,13	6,81
4 Cosmetics	4,19	7,59
5 Tourism	3,37	8,03
6 Media & Recreation	20,73	31,82

Source: Databoks (2022)

Valued at US\$135 billion in 2020 and projected to reach US\$204 billion by 2025, the food and beverage industry leads other halal product sectors in terms of its contribution to halal product consumption. These achievements reinforce Indonesia's status as the world's largest consumer of halal food and beverages, optimizing the sector's contribution to the global halal economy. In addition, there has been substantial progress in the media and recreation sector. Consumption in these sectors was recorded at US\$20.73 billion in 2020, and is predicted to grow to US\$31.82 billion by 2025. This growth is an indicator of people's increasing preference for entertainment content and recreational activities aligned with halal principles, and

reflects a shift in lifestyle towards one more in line with Islamic values. On the other hand, the tourism sector, despite severe pressure from the global pandemic, still shows promising potential. In 2020, consumption in the following sectors totaled US\$3.37 billion and is expected to increase to US\$8.03 billion in 2025. The following presents hope for the recovery of the halal tourism sector as the travel and tourism industry recovers globally (Jauhari, 2024).

The Indonesian government maintains a constantly updated and evolving set of laws and regulations to ensure the halal status of products. Initially, the MUI (Indonesian Ulema Council) was responsible for regulating halal certification. LPPOM MUI is in charge of halal certification, conducting audits and inspections, issuing halal certificates, and determining fatwas. The Halal Product Guarantee Agency (BPJPH) of the Ministry of Religious Affairs of the Republic of Indonesia has duties and functions, specifically in relation to halal registration, halal certification, halal verification, providing guidance and supervision of halal products, cooperating with all relevant stakeholders, and determining halal product standards. The following is different from the previous law, Law Number 33 of 2014, which changed the role of halal certification bodies (Amir Sup et al., 2020).

The government can invest in MSME (Micro, Small, and Medium Enterprises) development to help stabilize the economy and boost growth. MSMEs have been proven to be able to solve a number of economic problems, from reducing unemployment to optimizing people's income, alleviating poverty, closing the income distribution gap, and optimizing people's welfare (Nurbaiti et al., 2023). Based on data from the Ministry of Cooperatives and SMEs, there are currently 64.19 million MSMEs in Indonesia, which contribute 8573.89 trillion rupiah or 61.97% to the country's GDP. MSMEs can absorb 97% of the workforce as well as get up to 60.4% of all investments, which is one of the ways they contribute to the Indonesian economy (Khalizah Siregar et al., 2023).

Along with government regulations on halal product assurance, developing halal products by MSMEs in Medan City can be a highly profitable trend. Obtaining halal certification or adding halal labels to their products is one tactic MSME players can implement. One of the cities with a relatively large Muslim population is Medan City, where, based on BPS statistics in 2020, the Muslim population in the city reached 1,601,296 people, or equivalent to 70.23% of the total population of the city (Chairunnisyah et al., 2020).

Recently, 70,843 MSMEs were recorded in the Cooperative and MSME Data Collection System (SIMDAKOP) managed by the Medan City Micro and Medium Enterprises Cooperative Office. As for MSMEs in Medan city that already hold halal certification, based on data from the BPJPH of the Ministry of Religious Affairs of North Sumatra Province. In 2023, 7,037 MSMEs already held halal certification. Then, in 2024, there was an increase of 7,658 MSMEs over the previous year that already held halal certification.

Table 2. Number of Halal Certification MSMEs in Medan City

No.	Business Scale Classification	Year	
		2023	2024
1.	Micro Enterprises	6.919	7.592
2.	Small Enterprises	99	50

3.	Medium Enterprises	2	3
4.	Large Enterprises	17	19
	Total	7.037	7.658

Source: BPJPH, Ministry of Religious Affairs of North Sumatra Province.

The data above shows that MSMEs' awareness of halal certification is increasing. However, it also shows that there is a large gap between the number of MSMEs that have been halal-certified and the total number of MSMEs available, even though the majority of Medan city's population is Muslim. This is due to the implementation of halal certification among MSMEs, especially in Medan city, still facing various challenges. One of the main factors is compliance with applicable regulations. Although the government has established an obligation to obtain halal certification under the Halal Product Guarantee Act, many business actors have not fully understood or implemented these provisions. Existing regulations are also often considered complicated, costly, or time-consuming to process, which raises doubts among some MSME players.

Apart from regulations, halal awareness among business actors is also an important factor in decision-making regarding halal certification. Not all MSME players hold a deep understanding of the urgency and benefits of halal certification, both from a religious, social, or economic aspect. In this context, awareness of the importance of halal products also influences MSME actors' attitudes and intentions toward halal certification. On the other hand, promising business prospects can be a strong incentive for MSMEs to pursue halal certification. Consumer demand for halal-certified products continues to increase, both from local and global markets. Therefore, business actors who can see the following opportunities are more motivated to meet halal standards as a market-expansion strategy. In research conducted by (Jefri et al., 2024), (Puspita Ningrum, 2022), and (Reynanda Hasibuan & Rahmayati, 2024) shows that regulatory factors have little impact on judgments about halal certification. Halal certification decisions are influenced in a positive and significant way by halal awareness and commercial prospects, based on research by (Fauziah et al., 2023) (Khairunnisa et al., 2020) and (Yahya, 2021).

As a country with a majority Muslim population, Indonesia has enormous potential in developing the halal industry. The global halal market continues to grow, offering significant opportunities for Indonesian MSMEs to reach local and international markets. However, despite the growing demand for halal products, many MSMEs in Indonesia still lack halal certification. The question that arises is why, despite Indonesia being a Muslim-majority country, there are still many MSMEs that do not have halal certification.

This phenomenon can be caused by various factors, such as a lack of awareness and understanding of the importance of halal certification, a regulatory process perceived as complicated or expensive, and insufficient information about the benefits of halal certification for product competitiveness. In fact, halal certification not only provides a guarantee of a product's halal status but also has significant economic value.

In Islam, halal transactions are strongly emphasized as an obligation to maintain the blessings of life and to obtain halal sustenance. Allah says in the Qur'an:

يَا أَيُّهَا الَّذِينَ آمَنُوا كُلُوا مِن طَيِّبَاتِ مَا رَزَقْنَاكُمْ وَاشْكُرُوا لِلَّهِ إِن كُنتُمْ إِيَّاهُ تَعْبُدُونَ

“O you who believe, eat only that which is good (halal) from what We have given you” (QS. Al-Baqarah: 172).

This verse reminds Muslims to consume and trade only halal, good goods. In addition, the Prophet Muhammad SAW also said:

“Verily, the halal is clear, and the haram is clear, and between the two, there are things that are doubtful, which are not known by many people. So, whoever guards himself from doubtful matters has guarded his religion and his honor.” (Hadith narrated by Bukhari and Muslim).

This Hadith emphasizes the importance of conducting economic transactions within halal and transparent channels, avoiding anything dubious, and underscores the need for halal certification to ensure products are marketed in accordance with Sharia principles. Therefore, MSMEs need a deep understanding of the importance of halal certification to encourage them to optimize the vast potential of the halal market, both locally and globally.

Halal certification aligns with the principles of justice, blessings, and *maslahah* in Islamic economics because it ensures that marketed products meet sharia standards that are fair, beneficial, and conducive to blessings. In the context of justice (*al-'is*), halal certification ensures that economic transactions are conducted without fraud or harm to consumers, thereby protecting the rights of each party in proportion. In terms of blessing (*barakah*), by ensuring that the products consumed comply with sharia principles, halal certification brings blessings to producers and consumers, because Allah only accepts what is good and halal, as taught in the hadith of the Prophet Muhammad SAW. In addition, halal certification supports *maslahah* (public interest) by ensuring that products circulating in the community are not only free of haram ingredients but also safe and of high quality, thereby benefiting all parties. Thus, halal certification not only supports ethical economic growth but also creates a transparent economic system that benefits the welfare of humanity as a whole.

Based on this description, researchers are interested in analyzing how MSMEs in Medan City implement halal product assurance by deciding to obtain halal certification. This study aims to collect empirical data on the effect of regulations, halal awareness, and business prospects on MSME decisions to apply for halal certification. Therefore, this study raises the title "The Effect of Regulation, Halal Awareness, and Business Prospects on MSME Halal Certification Decisions in Medan City.

B. LITERATURE REVIEW

Regulation

Regulation is a coercive concept or norm that governs an organization, authority, or system and can be applied with or without the force of law. (Hari Purwanto et al., 2024). Based on the Qur'an, Hadith, and Ijtihad (consensus of scholars), the definitions of halal and haram are rules in Sharia principles that determine whether something is allowed or prohibited for a Muslim to consume or

engage in (Nanda & Ikawati, 2020). Given Law Number 33 of 2014 on Halal Product Guarantee, the Indonesian government is still working to oversee halal certification and labeling procedures. The ratification of the following JPH Law can enhance the added value for business actors in producing and selling halal products, as well as provide the public with a sense of security, comfort, and certainty about the availability of halal products when consuming and using them. Thus, it is hoped that the goods circulating in Indonesia comply with Islamic law regarding halal.

The regulation indicators used in the following study refer to research (Sari & Sulistyowati, 2020) namely: knowledge of legal regulations (law awareness), knowledge of the content of legal regulations (law acquaintance), attitudes towards legal regulations (legal attitude), patterns of legal behavior (legal behavior).

Halal Consciousness

"*Concentia*" (meaning "to understand") is the Latin word for consciousness. In addition, the term "sadar" itself, which means to feel, know, and understand, is the root of the word "awareness." However, in technical terms, awareness is something that a person feels or experiences and is defined as awareness or a state of knowledge (Rusyadi & Imsar, 2024). But in the context of halal, awareness essentially means knowing what is good or acceptable to eat and knowing what is bad or unacceptable to eat in line with Islamic law as found in the Qur'an and Hadith (Fatmawati et al., 2023). According to Vizano et al. (2021), halal awareness is a Muslim's understanding of halal, halal procedures, and the importance of consuming halal food.

The indicators of halal awareness used in the following study refer to research (Nangimah, 2024) namely: halal raw materials, religious obligations, production processes, and product hygiene.

Business Outlook

A business outlook is a picture of a business's future development, based on an analysis of factors such as market trends, consumer demand, economic conditions, competition, and product or service innovation. Business prospects reflect the potential for sustainability, growth, and profits that can be obtained by a company in the short or long term (Lismayeni et al., 2020). Business prospects in the context of halal certification refer to the potential benefits a company or business actor can obtain after obtaining halal certification. The business prospect indicators used in the following study refer to research (Al-Manfaluthi, 2022) namely: strengths, weaknesses, opportunities, threats.

Decision Theory

One decision-theoretic approach applicable to halal certification decisions is the Theory of Planned Behavior (TPB). The Theory of Planned Behavior (TPB) is a psychological framework developed by Icek Ajzen in 1985 that explains how a person's attitude, subjective norms, and perceived behavioral control influence the intention to engage in a given behavior. The following theory extends the Theory of Reasoned Action (TRA) by adding a perceived behavioral control component, an individual's belief in their ability to carry out an action (Herman et al., 2023). There are several main factors in the Theory of Planned Behavior based on (Ayu et al.,

2023) in the context of halal certification. The Theory of Planned Behavior can explain how the following factors influence individuals' or businesses' decisions to obtain halal certification for their products: attitude, subjective norms, and perceived behavioral control.

Decision makers will carry out a number of processes before making a decision, such as determining the main problem, gathering potential solutions, and finally choosing the best option (Pasolong, 2023) The beginning of all deliberate and conscious human activities, whether in an individual or collective way, in institutions and organizations. Then something futuristic, related to the future, with an impact or influence that lasts a long time. Every individual or group making a decision always has a goal in mind, even if that goal is not always clear, which can cause its own problems. However, problem-solving is usually the goal and objective of decision-making (Febrita et al., 2024).

The Theory of Planned Behavior (TPB) developed by Ajzen (1991) explains that individual intention to take an action is influenced by three main components, with the integration of Islamic values:

1. Attitude towards behavior. In Islam, maintaining halal products is a form of moral responsibility and worship to Allah (QS. Al-Baqarah: 168). A positive attitude towards halal certification is strengthened by halal awareness.
2. Subjective norms. Islam emphasizes the importance of the people's *maslahat* and social responsibility, so social norms are strengthened by encouragement from the Muslim community and ulama, so that MSMEs produce halal products.
3. Perceived behavioral control. In the context of MSMEs, government regulations and the ease of the certification process affect perceived control. Islam teaches the importance of *ikhtiar* and *tawakal*, namely, trying as much as possible within the limits of human ability.

By combining TPB and Islamic values, this study analyzes halal certification decisions from psychological and behavioral perspectives, as well as a religious dimension relevant to Muslim MSME players. This approach provides a more holistic understanding of the motivations and barriers in the halal certification process.

Halal Certification

A halal certificate is an acknowledgement of the *halalness* of a product given by BPJPH based on the fatwa given by MUI, in line with Article 1 Paragraph 10 of Law Number 33 of 2014 concerning Halal Product Guarantee (Ramadhani, 2022). Halal certification involves three parties, namely BPJPH, LPH, and MUI. The implementation of product halal assurance is handled by BPJPH. Based on the audit results, MUI, through the Fatwa Commission, issues a MUI Halal Decree, which determines the *halalness* of the product (Fuadi et al., 2022).

The function of halal certification for consumers is to protect Muslim consumers from consuming non-halal food, medicine, and cosmetics, soothe the hearts and souls of consumers in a psychological way, prevent the body and soul from suffering from haram products, and provide consumer rights, legal protection, and certainty (Aziz, 2021). Meanwhile, halal certification for producers is a form of accountability to Muslim consumers because halal is a segment of the noble morals of Muslims,

optimizing consumer satisfaction and trust, optimizing the company's reputation and competitiveness, becoming a marketing tool and expanding the marketing network area, and providing benefits for producers in the form of increasing production and sales turnover and competitiveness (Koeswinarno, 2020).

MUI halal certification services for MSMEs are divided into two schemes, namely regular and self-declaration. The following are the differences between regular and self-declared schemes (Asmawati et al., 2024):

Table 3. Differences in Regular and Self-Declaration Schemes
Halal certification

No.	Item	Regular Scheme	Self-Declare
1	Financing	Starting from IDR. 300.000,00/doc	Free (Government subsidized)
2	Examination	Auditorial halal	PPH Facilitator
3	Requirements	Strict	Simplified
4	Designation	MSMEs	Only for MSMEs

The indicators of halal certification used in the following study refer to research (Triana, 2021) namely: understanding of the halal logo, selection of halal products in line with institutions with legal status, selection of product ingredients based on halal certificates, knowledge of the application of halal certification to products, understanding of products that use halal certificates.

The moral responsibility of producers in the context of halal certification is a form of compliance with Islamic ethical and Sharia principles that demand honesty, transparency, and trustworthiness in business operations. Muslim producers have an obligation to ensure that the products produced are halal and *thayyib* (good), not only for business purposes, but also as part of worship and social responsibility to consumers. In this case, producers are not only responsible to humans, but also to Allah SWT. This responsibility aligns with the concept of *maslahah*, which seeks to benefit people and prevent harm. By ensuring the *halalness* of products, producers have protected Muslim consumers from haram or *shubhat* products, so they can consume products with peace of mind and in accordance with their beliefs. Therefore, halal certification is not only an administrative issue but also part of producers' moral responsibility to maintain the *maslahah* of the people and fulfill consumers' rights to obtain products in accordance with their religious values. By providing halal products, producers help protect the rights of Muslim consumers to avoid consumption that is not in accordance with Sharia, provide inner peace, and build public trust. In the long run, this creates a sustainable and ethical business ecosystem. Thus, the decision to carry out halal certification is not only driven by business interests but also by moral awareness and social responsibility of producers in creating broad benefits for society.

***Maqasid al-Shariah* in the Context of Halal Certification**

Maqasid al-Shariah is a fundamental concept in Islamic law that refers to the objectives of establishing Sharia. According to Imam Al-Ghazali and Al-Shatibi, *maqasid* include five main aspects: protecting religion (*hifz al-din*), the soul or life (*hifz al-nafs*), reason (*hifz al-'aql*), offspring (*hifz al-nasl*), and property (*hifz al-mal*).

In the context of Islamic economics and specifically halal certification, the two most relevant objectives are protecting religion and protecting life. Protecting religion (*hifz al-din*) is reflected in the obligation of Muslims to consume only halal and *thayyib* products, as commanded in the Qur'an (QS. Al-Baqarah: 172). Halal certification is a formal instrument that ensures compliance with this principle, so that Muslim consumers do not fall into the consumption of goods that are *syubhat* or haram. Thus, halal certification is not only administrative, but also spiritual, as it is directly related to obedience to religious orders. Meanwhile, the protection of life (*hifz al-nafs*) is reflected in product quality, hygiene, and safety standards that are part of the halal certification process. Halal products not only emphasize the halal aspect of their ingredients but also ensure a hygienic production process that does not endanger consumer health. This shows that halal certification has a double value: in addition to maintaining the religious dimension, it also ensures the safety of consumption for the wider community, both Muslims and non-Muslims.

Thus, halal certification can be understood as part of the implementation of *maqasid al-shariah* in modern economic activities. In the context of MSMEs, fulfilling halal standards is not only a business strategy but also a form of moral and religious responsibility in creating a fair, safe, and sharia-compliant economic ecosystem.

MSMEs (Micro, Small, and Medium Enterprises)

Law No. 9/1999 further defines what MSMEs are, and Law No. 20, Article 1/2008 governing Micro, Small, and Medium Enterprises has been amended to reflect dynamic developments. Thus, the following is the definition of MSMEs (Januar et al., 2024):

Productive businesses owned by individuals or individual business entities that meet the requirements of micro businesses in line with the provisions of the following law are called micro businesses.

Small businesses are profit-making economic activities that operate independently and are operated by individuals or business entities that are not affiliated with medium or large companies as branches or subsidiaries. The following small businesses must fulfill the requirements set out in the following laws.

A medium-sized enterprise is an independent, profit-making business operated by an unaffiliated person or business entity that is not a subsidiary or branch of a large or small enterprise. The following relationships can be direct or indirect and can involve ownership, control, or part of a small or large enterprise whose net assets or annual sales figures comply with the provisions of the following laws.

C. METHODOLOGY

This research uses a quantitative approach with primary data. In order to facilitate the data collection process, a questionnaire was distributed digitally via google form. Validation of halal awareness indicators is carried out through questions that explore respondents' understanding of halal fatwas, *ijtihad* of scholars, and the application of halal principles in their business activities, to ensure that what is measured is not only knowledge of halal labels, but also a deeper understanding of the *halalness* of products according to Islamic principles. The population of the following research is MSMEs in Medan City that have obtained halal certification and

have included halal labels on their products. Sampling was carried out using purposive sampling method, which is a method used based on predetermined criteria and includes samples with probability sampling techniques (Soesana et al., 2023). Multiple linear regression analysis is the analysis technique used in the following research. The following method is used to understand how independent factors influence the dependent variable. A sample size of 100 respondents was created for the following study using the Slovin formula with a population of 15,264 and an error rate of 10%. Then the data is analyzed using multiple Linear Regression test, statistical analysis, data quality test, normality test, and hypothesis testing with the help of SPSS software.

D. RESULT AND ANALYSIS

Respondent Characteristics

Data on respondent characteristics are shown based on the respondents' conditions, which are displayed in a descriptive manner. In the following research, the classification of respondents is divided into age, gender, type of business, and length of business.

Table 4. Characteristics of Respondents Based on Age

No.	Age of Respondents	Total	Percentage%
1.	18 – 25 years old	18 people	18%
2.	26 – 35 years old	31 people	31%
3.	36 – 45 years old	19 people	19%
4.	46 – 55 years old	25 people	25%
5.	55 – 60 years old	7 people	7%
Total		100 people	100%

Source: Data Processed Using SPSS (2025)

The characteristics of respondents based on age show that 18 respondents, or 18 percent, are between 18 and 25 years old; 31 respondents, or 31%, are between 26 and 35 years old; 19 respondents, or 19 percent, are between 36 and 45 years old; 25 respondents, or 25%; and 7 respondents, or 7%, are between 55 and 60 years old.

Table 5. Characteristics of Respondents by Gender

No.	Gender	Total	Percentage (%)
1.	Man	53 people	53%
2.	Woman	47 people	47%
Total		100 people	100%

Source: Data Processed Using SPSS (2025)

Based on the gender characteristics of the respondents, there were 47 female respondents (47%) and 53 male respondents (53%).

Table 6. Characteristics of Respondents Based on Type of Business

No.	Business Type	Total	Percentage (%)
1.	Food	52 People	52%
2.	Beverages	33 People	33%

3.	Food & Beverages	15 People	15%
Total		100 People	100%

Source: Data Processed Using SPSS (2025)

The characteristics of respondents based on the type of business above show that respondents who hold the type of food business are 52 people or 52%, for respondents who hold a beverage business are 33 people or 33%, and for respondents who hold a food & beverage business are 15 people or 15%.

Table 7. Characteristics of Respondents Based on Length of Business

No.	Length of Business	Total	Percentage (%)
1.	< 1 Year	11 people	11%
2.	1 - 3 Years	37 people	37%
3.	4 - 5 Years	9 people	9%
4.	> 5 Years	43 people	43%
Total		100 people	100%

Source: Data Processed Using SPSS (2025)

The characteristics of respondents based on the length of business above show that 11 respondents or 11% of the total have operated their business for less than one year, 37 respondents or 37% have operated their business for one to three years, 9 respondents or 9% have operated their business for four to five years, and 43 respondents or 43% have operated their business for more than five years.

Validity Test

Table 8. Validity Test Results

Research Variables	Indicators	r count	r table	Sig.	Standard Sig.	Description
Regulation (X1)	X1.1	0,815	0,196	0,000	<0,05	Valid
	X1.2	0,837	0,196	0,000	<0,05	Valid
	X1.3	0,792	0,196	0,000	<0,05	Valid
	X1.4	0,781	0,196	0,000	<0,05	Valid
	X1.5	0,803	0,196	0,000	<0,05	Valid
	X1.6	0,787	0,196	0,000	<0,05	Valid
	X1.7	0,769	0,196	0,000	<0,05	Valid
	X1.8	0,735	0,196	0,000	<0,05	Valid
	X1.9	0,761	0,196	0,000	<0,05	Valid
	X1.10	0,737	0,196	0,000	<0,05	Valid
	X1.11	0,815	0,196	0,000	<0,05	Valid
	X1.12	0,817	0,196	0,000	<0,05	Valid
	X1.13	0,756	0,196	0,000	<0,05	Valid
	X1.14	0,781	0,196	0,000	<0,05	Valid
	X1.15	0,767	0,196	0,000	<0,05	Valid
Halal Awareness (X2)	X2.1	0,816	0,196	0,000	<0,05	Valid
	X2.2	0,808	0,196	0,000	<0,05	Valid
	X2.3	0,780	0,196	0,000	<0,05	Valid

	X2.4	0,819	0,196	0,000	<0,05	Valid
	X2.5	0,830	0,196	0,000	<0,05	Valid
	X2.6	0,803	0,196	0,000	<0,05	Valid
	X2.7	0,801	0,196	0,000	<0,05	Valid
	X2.8	0,790	0,196	0,000	<0,05	Valid
	X2.9	0,804	0,196	0,000	<0,05	Valid
	X2.10	0,770	0,196	0,000	<0,05	Valid
	X2.11	0,776	0,196	0,000	<0,05	Valid
	X2.12	0,758	0,196	0,000	<0,05	Valid
	X2.13	0,849	0,196	0,000	<0,05	Valid
	X2.14	0,799	0,196	0,000	<0,05	Valid
	X2.15	0,830	0,196	0,000	<0,05	Valid
Business Prospects (X3)	X3.1	0,797	0,196	0,000	<0,05	Valid
	X3.2	0,764	0,196	0,000	<0,05	Valid
	X3.3	0,805	0,196	0,000	<0,05	Valid
	X3.4	0,763	0,196	0,000	<0,05	Valid
	X3.5	0,819	0,196	0,000	<0,05	Valid
	X3.6	0,780	0,196	0,000	<0,05	Valid
	X3.7	0,800	0,196	0,000	<0,05	Valid
	X3.8	0,822	0,196	0,000	<0,05	Valid
	X3.9	0,811	0,196	0,000	<0,05	Valid
	X3.10	0,768	0,196	0,000	<0,05	Valid
	X3.11	0,859	0,196	0,000	<0,05	Valid
	X3.12	0,818	0,196	0,000	<0,05	Valid
	X3.13	0,800	0,196	0,000	<0,05	Valid
	X3.14	0,808	0,196	0,000	<0,05	Valid
	X3.15	0,827	0,196	0,000	<0,05	Valid
Halal Certification Decision (Y)	Y1	0,773	0,196	0,000	<0,05	Valid
	Y2	0,758	0,196	0,000	<0,05	Valid
	Y3	0,746	0,196	0,000	<0,05	Valid
	Y4	0,795	0,196	0,000	<0,05	Valid
	Y5	0,675	0,196	0,000	<0,05	Valid
	Y6	0,694	0,196	0,000	<0,05	Valid
	Y7	0,677	0,196	0,000	<0,05	Valid
	Y8	0,700	0,196	0,000	<0,05	Valid
	Y9	0,789	0,196	0,000	<0,05	Valid
	Y10	0,715	0,196	0,000	<0,05	Valid
	Y11	0,725	0,196	0,000	<0,05	Valid
	Y12	0,705	0,196	0,000	<0,05	Valid
	Y13	0,662	0,196	0,000	<0,05	Valid
	Y14	0,698	0,196	0,000	<0,05	Valid
	Y15	0,787	0,196	0,000	<0,05	Valid

Source: Data Processed Using SPSS (2025)

From table 8 above, it is clear that for each indication with a value greater than 0.196, all calculated r values > r table. Therefore, the following indications are reliable.

Reliability Test

Table 9. Reliability Test Results

Variable	Cronbach's Alpha	Measurement Value	Description
Regulation (X1)	0,955	0,6	Reliable
Halal Awareness (X2)	0,960	0,6	Reliable
Business Prospects (X3)	0,960	0,6	Reliable
Halal Certification Decision (Y)	0,935	0,6	Reliable

Source: Data Processed Using SPSS (2025)

Each independent and dependent variable in the following study has a Cronbach's Alpha value > 0.6, as shown in Table 9 above. As a result, each variable is considered reliable.

Classical Assumption Test

Normality Test

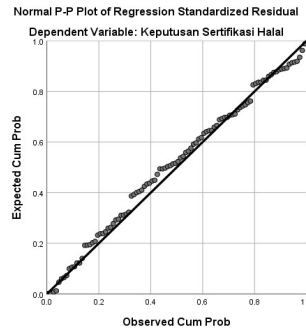
Table 10. Kolmogorov-Smirnov Test Results

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.93484722
Most Extreme Differences	Absolute	.065
	Positive	.048
	Negative	-.065
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data Processed Using SPSS (2025)

Based on the normality test results displayed in Table 10, the Asymp. Sig. (The following value is greater than the significance level of 0.05 ($p > 0.05$), which indicates that the residual data is normally distributed. In addition, normality can be assessed visually by examining the normal probability plot and residual histogram. The spread of data points close to the diagonal line on the p-p plot and the shape of the histogram that resembles a normal curve (bell-shaped) reinforce the finding that the residuals are normally distributed, as shown in Figure 2 below:

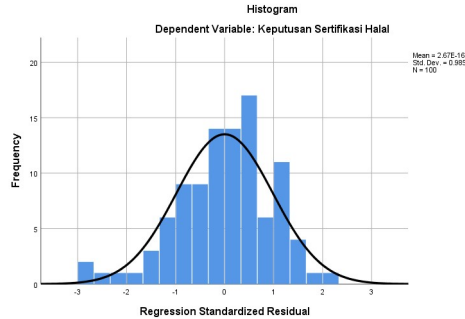
Figure 2. Normal Plot Graph



Source: Data Processed Using SPSS (2025)

The residual points are spread around the diagonal line and tend to follow its direction, as seen in Figure 2 above. The distribution of the residuals is approaching normality, as indicated by the following trend. The likelihood that the residual data meet the assumption of normality increases as the points approach the diagonal line. Thus, the graphical p-p plot indicates that the residuals of the regression model are normally distributed.

Figure 3. Histogram Graph



Source: Data Processed Using SPSS (2025)

The normality test is also displayed in the histogram of residuals, as shown in Figure 3. The graph shows a symmetrical distribution pattern resembling a normal (bell-shaped) curve, with a peak around the middle value and equal decreases in frequency to the left and right. There is no significant skewness in either direction. This indicates that the residual data is normally distributed. Therefore, based on the histogram, the normality assumption for the following regression model has been met.

Multicollinearity Test

Table 11: Multicollinearity Test Results

Coefficients ^a	
Model	Collinearity Statistics

	Tolerance	VIF
1 (Constant)		
Regulation	Regulation	Regulation
Halal Awareness	Halal Awareness	Halal Awareness
Business Prospects	Business Prospects	Business Prospects

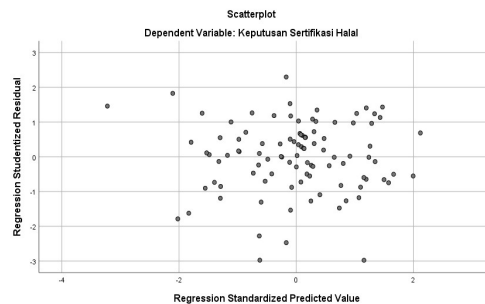
a. Dependent Variable: Halal Certification Decision

Source: Data Processed Using SPSS (2025)

The tolerance value on the Regulation variable (X1) is 0.968, on the Halal Awareness variable (X2) is 0.966, and on the Business Prospects variable (X3) is 0.993. The three variables show a tolerance value > 0.10. The following indicates that there are no multicollinearity symptoms in the regression model. Furthermore, the variance inflation factor (VIF) value for the Regulation variable (X1) is 1.033, the Halal Awareness variable (X2) is 1.035, and the Business Prospects variable (X3) is 1.007. all VIF values are <10.00, which further strengthens the conclusion that the following regression model is free from multicollinearity problems.

Heteroscedasticity Test

Figure 4. Heteroscedasticity Scatterplot Graph



Source: Data Processed Using SPSS (2025)

Figure 4 shows that the dots on the distribution graph are scattered randomly above and below the Y-axis zero line and do not follow any particular pattern. This random distribution pattern indicates that there is no evidence of heteroscedasticity in the regression model. Therefore, the traditional assumption of heteroscedasticity in regression has been met. The analysis using the Glejser technique below further supports the heteroscedasticity test's findings.

Table 12. Glejser Heteroscedasticity Test Results

Coefficients ^a			
Model		t	Sig.
1	(Constant)	1.198	.234
	Regulation	-.812	.419
	Halal Awareness	1.281	.203
	Business Prospects	-.884	.379

a. Dependent Variable: Abs_Res

Source: Data Processed Using SPSS (2025)

The results of the Glejser test, as shown in Table 12 above, indicate that the Regulation variable (X1) is not significant ($p\text{-value} = 0.419 > 0.05$), suggesting that the regression model does not exhibit heteroscedasticity. With a significance level of $0.203 > 0.05$ for the Halal Awareness variable (X2), the regression model does not indicate heteroscedasticity. On the other hand, the variable Business prospects (X3) holds a significance level of $0.379 > 0.05$, which shows that the regression model does not show signs of heteroscedasticity.

**Hypothesis Test
Partial Test (t)**

Table 14. Partial Test Results (t)

		Coefficients ^a				
		Unstandardized	Standardized			
		Coefficients	Coefficients			
		Std.				
Model		B	Error	Beta	t	Sig.
1	(Constant)	17.465	3.655		4.779	.000
	Regulation	.258	.036	.490	7.205	.000
	Halal Awareness	.194	.035	.377	5.546	.000
	Business Prospects	.227	.033	.460	6.851	.000

a. Dependent Variable: Halal Certification Decision

Source: Data Processed Using SPSS (2025)

Based on the analysis results in Table 14 above, the partial test (t-test) of each independent variable can be explained as below:

Regulation Variable (X1) T-test. With a significance level of $0.000 < 0.05$, the test results show that $t \text{ count} = 7.205 > t \text{ table} = 1.984$. If H_1 is accepted, it can be concluded that the Regulation variable (X1) has a significant influence on MSMEs' decisions in Medan City regarding Halal Certification (Y).

Halal Awareness Variable (X2) T-test. The test results show a significance level of $0.000 < 0.05$ and $t \text{ count} = 5.546 > t \text{ table} = 1.984$. If H_2 is accepted, it can be concluded that the Halal Awareness variable (X2) significantly influences MSMEs in Medan City's decision to obtain Halal certification (Y).

Business prospect variable (X3) t-test. Based on the results of the t-test, the calculated t value = $6.851 > t \text{ table} = 1.984$, with a significance level of $0.000 < 0.05$. If H_3 is accepted, it can be said that the Business Prospects variable (X3) significantly influences MSMEs' decisions in Medan City regarding Halal Certification (Y).

Simultaneous Test (F)

Table 15. Simultaneous Test Results (F)

		ANOVA ^a				
		Sum of	df	Mean Square	F	Sig.
Model		Squares				
1	Regression	1134.031	3	378.010	42.557	.000 ^b
	Residual	852.719	96	8.882		
	Total	1986.750	99			

a. Dependent Variable: Halal Certification Decision

b. Predictors: (Constant), Business Outlook, Regulation, Halal Awareness

Source: Data Processed Using SPSS (2025)

Based on Table 15 above, the F test results show that at a significance level of $0.000 < 0.05$, the calculated F value of 42.557 is greater than the F table value of 2.70. Based on the F-test decision-making criteria, H_0 is rejected, and H_a is accepted because the estimated F value exceeds the F table value and the significance level is less than 0.05. Thus, it can be said that the factors of Regulation (X1), Halal Awareness (X2), and Business Prospects (X3) together exert a significant and positive influence on MSMEs' decision to obtain Halal certification in Medan City (Y). Based on these findings, each independent factor makes a significant contribution to explaining differences in the Halal Certification Decision of MSMEs in Medan City (Y).

Test Coefficient of Determination (R²)

Table 16. Test Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.571	.557	2.98035

a. Predictors: (Constant), Business Outlook, Regulation, Halal Awareness

Source: Data Processed Using SPSS (2025)

Based on Table 16 above, the Adjusted R Square value is 0.557. The following figure indicates that all independent variables, namely Regulation (X1), Halal Awareness (X2), and Business Prospects (X3), contribute 55.7% to the Halal Certification Decision of MSMEs in Medan City (Y). The remaining 44.3% is influenced by other factors that are not involved in the following research. The following shows that the model holds a fairly strong level of explanation, although there are still external influences outside the variables tested.

Multiple Linear Regression Analysis

Table 17. Multiple Linear Regression Analysis Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	17.465	3.655		4.779	.000
	Regulation	.258	.036	.490	7.205	.000
	Halal Awareness	.194	.035	.377	5.546	.000
	Business Prospects	.227	.033	.460	6.851	.000

a. Dependent Variable: Halal Certification Decision

Source: Data Processed Using SPSS (2025)

Based on Table 17 above, the multiple linear regression equation is obtained as below:

$$Y = 17,465 + 0,258X1 + 0,194X2 + 0,227X3$$

The constant (a) = 17.465 shows that if the variables Regulation (X1), Halal Awareness (X2), and Business Prospects (X3) do not change, the MSME Halal Certification Decision in Medan City (Y) will be optimized to 17.465.

Regulation Coefficient (X1) = 0.258, meaning that any increase in the Regulation aspect (X1), will optimize the MSME Halal Certification Decision in Medan City (Y) by 0.258, assuming other variables remain.

Halal Awareness Coefficient (X2) = 0.194, meaning that each increase in the Halal Awareness aspect (X2), will optimize the MSME Halal Certification Decision in Medan City (Y) by 0.194, assuming other variables remain.

Business Prospect Coefficient (X3) = 0.227, meaning that any increase in the Business Prospect aspect (X3), will optimize the MSME Halal Certification Decision in Medan City (Y) by 0.227, assuming other variables remain constant.

The Effect of Regulation on MSME Halal Certification Decisions in Medan City

The results of the following research data-processing tests indicate that the Regulation variable significantly influences MSMEs' decisions in Medan City regarding halal certification. The following is evidenced by the significance level of t count = 7.205 > t table = 1.984 with a significance level of 0.000 < 0.05. Thus, (H_a) is accepted. Thus, the Halal Certification Decision of MSMEs in Medan City is partially and significantly influenced by the Regulation variable. Law Number 12 of 2020, Law Number 33 of 2014 concerning Halal Product Guarantee, Government Regulation Number 31 of 2019 concerning Regulations for the Implementation of Law Number 33 of 2014, and PMA Number 20 of 2021 concerning Halal Certification for Micro and Small Enterprises all contain provisions regarding the provisions of halal certification (Rahmanita et al., 2023).

The decision to obtain halal certification for MSMEs in Medan City is influenced not only by economic factors and legal compliance but also by moral factors, spiritual motivation, and ethical responsibilities of business actors. This reflects how religious values and business ethics shape decision-making regarding halal certification. Spiritual motivation in this context refers to MSMEs' belief that running a business in a halal manner is a religious obligation. For some business actors, halal certification is not just a label or compliance with government regulations, but a form of worship and moral obligation in running a business. In Islamic teachings, every Muslim is encouraged to ensure that what is consumed by the ummah is a product that complies with sharia. Thus, for MSME actors who have a strong religious understanding, halal certification becomes more than just an administrative aspect, but also a form of spiritual responsibility to Allah SWT and society. In addition, moral and ethical responsibility are important factors. Morally conscious MSMEs feel responsible for ensuring that the products they sell comply with halal standards, not only for profit but also for the benefit of the people. This ethical responsibility includes honesty, transparency, and fairness in business, which is the foundation for many businesses to comply with halal standards.

Overall, MSMEs' decision to obtain halal certification is often driven by a combination of spiritual, moral, and ethical responsibilities. While government regulations provide an important administrative impetus, deeper motivations, such as the desire to fulfill religious obligations and run a business with the principles of fairness and blessings, also play a major role in the decision. Therefore, it is important for the government to support MSME players not only through clear regulations but also by providing education that raises awareness of the importance of halal certification in a moral and spiritual context.

The following research is also supported by previous research conducted by (Supriyatin et al., 2024) as well as research (Hari Purwanto et al., 2024) It is known that there needs to be a role and further government support regarding the regulation of halal certification so that it can run effectively in line with its implementation. Therefore, it will further optimize the MSME Halal Certification Decision in Medan City.

The Effect of Halal Awareness on MSME Halal Certification Decisions

The results of the following research data processing tests show that the Halal Awareness variable has a significant influence on the MSME Halal Certification Decision variable in Medan City. The following is evidenced by the significance level of $0.000 < 0.05$ and the t-value of $5.546 > 1.984$. Thus, (H_a) is accepted. Thus, the Halal Certification Decision of MSMEs in Medan City is partially and significantly influenced by the Halal Awareness variable.

Halal awareness significantly influences MSMEs in Medan City's decision to obtain halal certification. MSMEs with high awareness of the importance of halal products are more likely to seek halal certification, both to fulfil religious obligations and to meet the market needs of increasingly halal-aware consumers. Halal awareness focuses not only on introducing halal labels but also on a deeper understanding of Sharia principles in product production and distribution. MSME players who have strong halal awareness understand that halal certification is not just a formality or a trend-following exercise, but a moral and religious responsibility to ensure the products they offer comply with Sharia provisions. In Islam, selling halal products is an obligation, and this has a direct impact on business blessings and success.

In addition, halal awareness is related to businesses' ability to recognize the long-term benefits of halal certification, such as increased consumer confidence and wider access to halal markets. In this context, the higher the halal awareness of MSME players, the more likely they are to obtain halal certification as part of their commitment to run their business in accordance with religious principles and business ethics.

Overall, halal awareness is a key driver for MSMEs to adopt halal certification, taking into account religious values, long-term business benefits, and the need to meet consumer demand increasingly concerned with product *halalness*. Therefore, increasing halal awareness among MSMEs is crucial to encourage halal certification decisions and optimize the potential of the halal market in Medan City. The following research is also supported by Ningrum's (2023) previous research. It is well known that halal awareness is important to both producers and consumers of halal-certified

products. Therefore, it will further optimize the MSME Halal Certification Decision in Medan City.

The Effect of Business Prospects on MSME Halal Certification Decisions

Based on the results of data processing tests carried out for the following research, the Halal Certification Decision variable for MSMEs in Medan City is significantly influenced by the business prospect variable. The following is evidenced by the significance level: $t \text{ count} = 6.851 > t \text{ table} = 1.984$, with a significance level of 0.000 (<0.05). Thus, (H_a) is accepted. Thus, for MSMEs in Medan City, the Halal Certification Decision variable is partially influenced by the business prospect variable, with the influence significant.

The term “business prospects” refers to the company's future development, expansion, and sustainability. Business prospects, such as those used in the context of halal certification, refer to the market potential and long-term income that business actors can obtain after their goods obtain halal certification. Halal certification functions as a commercial strategy to optimize market share for MSME players in addition to fulfilling Sharia obligations (Faizal, 2022).

Promising business prospects are among the main reasons MSMEs in Medan City decide to pursue halal certification. As public awareness of the importance of halal products grows, business actors recognize that halal certification can be a strategy to expand markets, increase consumer confidence, and build a more professional and trusted business image. However, in an Islamic perspective, halal certification is not merely a tool to increase competitiveness; it is also a form of trust that business actors must maintain. Consumers who buy products with halal labels trust that they comply with Sharia halal standards. Therefore, the decision to obtain halal certification is closely related to Islamic business ethics, which emphasizes honesty, fairness, and transparency in all business activities.

In addition, the strong business prospects of halal products must be balanced with MSME players' social responsibility. In Islamic teachings, business is not only profit-oriented but also benefits the people. By obtaining halal certification, business actors help provide safe, sharia-compliant products to the community and support the creation of a healthy, blessed consumption system. This shows that the decision to pursue halal certification is not solely for economic reasons, but also a form of social and spiritual commitment by business actors to consumers.

Thus, the influence of business prospects on MSME halal certification decisions is not only measured in terms of profitability, but also in terms of Islamic values that view business as a means to spread benefits and maintain trust. Halal certification is a meeting point between market interests and the moral commitment of business actors to run their businesses responsibly and with high values. In addition, the following findings are also supported by previous research conducted by Hafida Dian (2024) and Harmen et al. (2024). It is known that the development, expansion, and income after implementing halal certification demonstrate the company's potential. Thus, the following will further optimize MSMEs' decisions in Medan City to obtain halal certification.

E. CONCLUSION

The results of this study indicate that the variables of Regulation, Halal Awareness, and Business Prospects significantly influence the Halal Certification Decision of MSMEs in Medan City both partially and simultaneously, with Regulation having the most dominant effect (significance value 7.205), followed by Business Prospects (6.851), and Halal Awareness (5.546). Theoretically, these findings reinforce the Islamic Economic approach, where business decisions integrate not only profit but also ethics, social responsibility, and spirituality, with halal certification embodying Islamic values such as honesty, trustworthiness, justice, and consumer benefit (*maslahah*). In practice, this underscores the need for MSME actors and policymakers to intensify education on the importance of halal certification—not merely as legal compliance but as a moral and religious commitment—highlighting its role in expanding market opportunities, enhancing consumer confidence, and demonstrating ethical responsibility in adhering to sharia principles. Therefore, halal certification transcends administrative procedure, serving as a practical embodiment of Islamic values that connects legal compliance, business blessings, and social welfare. Based on these findings, it is recommended that government and related institutions actively promote halal certification by increasing MSME awareness of its objectives, benefits, and procedures, emphasizing its role as both a legal and ethical obligation; further support through financial incentives—such as subsidies from zakat, infaq, and sadaqah (ZIS) funds via BAZNAS or trusted amil zakat institutions—aligns with the principle of productive zakat to empower the economy, while utilization of productive waqf, like shared production facilities or free halal laboratories, can reduce certification costs for small MSMEs. Future research should explore additional factors affecting halal certification decisions, including ease of process, halal literacy, and a comprehensive understanding of halal concepts among business actors, to further strengthen the halal ecosystem at the MSME level.

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