

The Impact of Halal and Hygiene Certification on Consumption Levels with Trust as an Intervening Variable

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ARTICLE INFO



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Keywords:

Halal certification; hygiene; consumption level; trust.

DOI:

<https://doi.org/10.33096/jmb.v11i2.825>

ABSTRACT

This research aimed to assess the impact of halal certification and hygiene on the consumption levels and trust of users of Garuda Indonesia and Aerofood ACS flight services. The study utilized multiple linear regression analysis, collecting data through questionnaires distributed to a sample of 96 Garuda Indonesia flight service users. The findings revealed that while halal certification did not significantly affect the level of consumer consumption of Aerofood ACS, it did have a significant impact on consumer trust. In contrast, hygiene was found to significantly influence both consumption levels and consumer trust. These results suggest that halal certification alone does not drive consumer consumption of Aerofood ACS products. Instead, hygiene plays a critical role in both enhancing consumption and building trust. Consequently, Aerofood ACS should focus on maintaining and improving product hygiene to better meet consumer expectations and increase consumption.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh sertifikasi halal dan higienitas terhadap tingkat konsumsi dan kepercayaan para pengguna jasa penerbangan Garuda Indonesia dan Aerofood ACS. Tingkat konsumsi dan kepercayaan diukur pengaruhnya oleh sertifikasi halal dan higienitas. Metode penelitian yang digunakan adalah menggunakan metode regresi linier berganda dengan menyebarkan kuesioner sebagai instrument pengumpulan data. Sampel penelitian melibatkan 96 pengguna jasa penerbangan Garuda Indonesia. Hasil penelitian menunjukkan bahwa sertifikasi halal tidak memiliki pengaruh terhadap tingkat konsumsi konsumen Aerofood ACS akan tetapi memiliki pengaruh yang signifikan terhadap kepercayaan konsumen. Sementara higienitas memiliki pengaruh signifikan terhadap Tingkat konsumsi dan kepercayaan konsumen. Implikasi dalam penelitian ini menunjukkan bahwa sertifikasi halal tidak berpengaruh terhadap tingkat konsumsi konsumen Aerofood ACS. Hal ini menunjukkan bahwa sertifikasi halal bukan menjadi alasan utama para konsumen untuk mengkonsumsi produk Aerofood ACS akan tetapi higienitas berpengaruh signifikan terhadap tingkat konsumsi dan kepercayaan konsumen sehingga Aerofood ACS perlu mempertahankan dan meningkatkan higienitas dari produknya.



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INTRODUCTION

Indonesia, as a country with the largest Muslim population in the world, is supported by data from the Directorate General of Population and Civil Registration (Dukcapil) and the Ministry of Home Affairs in 2023. The population of Indonesia that year was 279,118,866 million people, with 84% identifying as Muslims. Islam obliges its followers to adhere to the rules established in the Qur'an and Hadith, including regulations regarding food and drink. As stated in the Qur'an, Surah Al-Baqarah, Verse 168: "O mankind, eat what is lawful and good from what is found on the earth, and do not follow the steps of the devil; for indeed the devil is a real enemy to you."

It is explained that Allah commands mankind to eat from the sustenance that He has permitted, which is found on earth, in a pure state and not impure, beneficial and not harmful. Followers are also warned not to follow the paths of the devil in determining what is halal and

haram, as well as in engaging in innovations (*bid'ah*) and sinful acts. Indeed, the devil is a clear enemy to humanity. This principle is also clarified in the Hadith of Prophet Muhammad (SAW). As narrated by the companion Abu Hurairah (RA), the Prophet (SAW) said: "The stomach is the reservoir of the body. The veins lead to it. If the stomach is healthy, the veins will be healthy. Conversely, if the stomach is ill, the veins will also be ill." (HR Thabrani).

In Islamic teachings, humans are obliged to consume only what is *halal* and *thoyyib*. The word "halal" is derived from Arabic, meaning "to release" and "not bound." Etymologically, *halal* refers to things that are permissible and can be done because they are free from prohibitive regulations. According to Girindra (2008), the word *halalan* means free or not bound. In contrast, *thoyyib* signifies something genuinely good and beneficial.

The government has plans to establish Indonesia as a global center for the *halal* industry. However, achieving this goal requires contributions from various sectors. There are three main sectors contributing to the development of the *halal* industry: *sharia* financial services, accounting for 42%; *sharia* lifestyle, accounting for 4%; and the largest contribution coming from *halal* products, accounting for 54%. According to the SGIE Report 2022, Indonesia's *halal* food products are ranked second globally, behind Malaysia, which holds the first position. This indicates that the *halal* industry in Indonesia, particularly *halal* food, is growing significantly, with a rising demand for *halal* products within the country. As interest in air transportation services increases, so does the demand for catering services provided by airlines. This service, known as Inflight Catering, involves preparing meals from ingredients to be consumed by passengers on flights.

Airline companies have different standards but consistently uphold the principle of consumer protection in every service provided. One form of consumer protection offered is the provision of *halal* food. Janus Sidabalok (2006) states that there are four primary reasons why consumers need protection. One of these reasons is to ensure the creation of physically and mentally healthy individuals, a concept aligned with the definition of *halal* and *thoyyib* food, which refers to good and wholesome nourishment for both body and soul.

With 84% of Indonesia's population being Muslim, Inflight Catering providers must pay close attention to the *halal* status and hygiene of their products to satisfy their customers. The assurance of *halal* certification for their products allows consumers to enjoy meals on airplanes without concern. PT Aerofood Indonesia is a company known for its specialization in providing catering services for airlines, both domestically and internationally, and has been established since 1974. The company operates under six corporate values known as I-FRESH (Integrity, Fast, Reliable, Effective & Efficient, Service Excellence, and Hygiene). PT Aerofood is the largest airline catering service provider in Indonesia and is a subsidiary of Garuda Indonesia. PT Aerofood Indonesia has several branches located in Jakarta, Denpasar, Surabaya, Medan, Balikpapan, Yogyakarta, Bandung, and Lombok. PT Aerofood Indonesia demonstrates its commitment to quality service by protecting consumers through the *halal* certification process of its products, certified by LPPOM MUI.

A label is an essential component of a product, providing verbal information about the product or its seller. Labels can be integrated into the packaging or attached as identification tags by the manufacturer. In this study, labeling specifically refers to the process of marking packaged food products with *halal* labels. This process is conducted by an authorized body, the Assessment Institute for Foods, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM MUI), which

is responsible for ensuring that food products and their derivatives, such as medicines and cosmetics, are safe for consumption from both health and Islamic perspectives.

The increasing public awareness of the importance of halal products has led to a growing number of studies examining consumer interest or intention to purchase products with halal labels. One such study by Hayani (2019) explored the impact of Halal Certification and Food Ingredients on the purchasing decisions of Muslim housewives in Pekanbaru. The findings revealed that Halal Certification positively influences purchasing decisions, and the quality of food ingredients significantly affects these decisions. Further research by Putri et al. (2021) investigated the influence of Halal Awareness on consumer purchase intentions for Korean Sparkling Water Mojiso products among Muslim students who are fans of Korean dramas. The study concluded that increased halal awareness positively and significantly impacts purchase intentions, suggesting that consumers are more likely to buy products they perceive as compliant with Islamic dietary laws.

In a study Sukmana et al. (2020), the relationship between food quality, hygiene, and service quality on customer satisfaction and repurchase intentions was explored. The results indicated that while hygiene significantly enhances customer satisfaction, customer satisfaction itself does not mediate the relationship between food quality, hygiene, and service quality with repurchase intentions, highlighting the direct importance of hygiene in consumer decisions. Another study by Anam et al. (2023) focused on the socialization of the Halal Certification Program in Jerukwangi Village. The program successfully increased the understanding and trust of MSME actors regarding the importance of halal certification, thereby potentially enhancing the image and consumer trust in MSME products within the village. This reflects the broader impact of halal certification on consumer confidence and the marketability of products.

This study aims to explore and analyze the impact of halal certification and hygiene on consumption levels, with trust as an intervening variable, in the case study of PT. Aerofood Indonesia. Given the increasing consumer awareness of halal and hygiene aspects in food products, as well as the importance of consumer trust in influencing purchasing decisions, this study is expected to contribute significantly to understanding the factors affecting the consumption of halal and hygienic products. The results of this research are anticipated to provide valuable insights for stakeholders, including companies, regulators, and consumers, in advancing the food industry according to halal and hygienic standards and strengthening consumer trust.

Halal certification plays a crucial role in influencing consumption decisions, particularly among Muslim consumers. This certification provides assurance that the products consumed meet Islamic legal standards, covering not only the composition of ingredients but also the production processes that comply with Sharia (Rohma et al., 2021). The presence of a halal label often becomes a key determinant in purchasing decisions, especially in countries with large Muslim populations (Regenstein, 2018).

Consumer comfort and motivation towards halal products are greatly influenced by their trust in the authenticity of halal certification. This trust encourages consumers to feel more comfortable and motivated to consume halal products, thereby increasing consumption levels (Fuseini, 2017; Hamid & Tan, 2023). Additionally, Muslim consumers are becoming more selective in choosing halal-certified products, with knowledge and familiarity with processed foods being important factors in their purchasing decisions (Hamdan et al., 2013; Hamid & Tan, 2023). The

economic significance of the halal food market and the impact of halal certification on businesses further emphasize the importance of consumer trust in such certification.

H1: Halal Certification Has A Positive And Significant Effect On Consumption Levels

Hygiene in food products is a key factor that significantly influences consumption levels (Lema et al., 2020). Consumers increasingly prioritize cleanliness and sanitation due to growing concerns about health and safety. This concern is especially relevant in the food industry, where the hygienic conditions under which products are processed can have a direct impact on consumer trust and confidence. The principles of hygienic design are crucial for surfaces that come into contact with food, both directly and indirectly, impacting all stages of processing to ensure the production of safe and healthy food (Anjum et al., 2022). Additionally, safety regulations and management practices, such as Hazard Analysis Critical Control Points (HACCP), Good Manufacturing Practices (GMP), and Good Hygiene Practices (GHP), are key components of food supply chain safety management systems. These components aim to protect consumer health and ensure the safe and quality trade of food products (Aruoma, 2014).

The importance of hygiene is further amplified in a market that increasingly values health-conscious choices (Bloomfield, 2018; Sravanthi et al., 2023). With the rise of health-related issues and a global emphasis on well-being, consumers are more informed and vigilant about the food they consume. They seek out products that not only meet basic nutritional needs but also adhere to high standards of cleanliness (Leblebici Kocer et al., 2023). This shift in consumer behavior has made hygiene a critical aspect of product differentiation in the food industry. Companies that effectively communicate their commitment to maintaining high hygiene standards often see a positive impact on their brand image and customer loyalty (Park & Kong, 2022).

In addition to influencing individual purchasing decisions, the hygiene aspect can also play a role in shaping broader market trends. As more consumers seek assurance that the food they consume is safe and clean, there is a growing demand for transparency in the food production process. Companies are increasingly expected to provide detailed information about their production practices, including the measures they take to ensure hygiene. This transparency can include certifications, detailed labeling, and public communication strategies that highlight the company's dedication to maintaining strict hygiene protocols.

H2: Hygiene Product Has a Positive and Significant Effect on Consumption Levels

When consumers are assured that a product has valid halal certification and is produced under high hygiene standards, their trust in the product increases. This trust, in turn, enhances their purchase intentions and leads to higher consumption levels. Several factors shape consumer trust, including the information they receive about the halal certification process and the hygienic measures implemented during production. Halal certification assures consumers that products meet stringent quality and safety standards, thus boosting their confidence before purchasing (Hamid & Tan, 2023). This confidence is particularly significant among Muslim consumers, who prioritize halal verification for a sense of safety and comfort. Beyond religious reasons, halal

certification is often linked with high standards of hygiene and quality, further strengthening consumer trust (Rios et al., 2014).

Halal labelling offers substantial benefits to businesses as well. It allows producers to access the global halal food market, a rapidly expanding segment (Rios et al., 2014). Products with a halal label become more competitive, enhancing their marketability both domestically and internationally (Mohayidin & Kamarulzaman, 2014). For businesses, a halal label not only helps maintain customer loyalty but also attracts new consumers who seek halal products.

Consumer trust plays a crucial role in mitigating perceived risks associated with food products. When consumers feel confident that the products they purchase are safe and meet standards, their perception of potential risks decreases (Viktoria Rampl et al., 2012; Fandos-Herrera, 2016). Trust in food retailers also significantly predicts consumers' risk-taking and future loyalty (Viktoria Rampl et al., 2012). Consumers who trust a retailer are more willing to take risks by trying new products and are more likely to remain loyal to a specific brand or retailer.

Moreover, consumer trust serves as a key mediating aspect that enables the integration of highly valued characteristics in food products, thereby reducing perceived risks (Viktoria Rampl et al., 2012). For instance, halal certification labels or hygiene claims can enhance consumer trust, which in turn alleviates their concerns about the safety and quality of the product.

In the context of halal products, restoring trust becomes especially critical after incidents or breaches that cast doubt on a product's halal status (Fandos-Herrera, 2016). When consumer trust is compromised, companies must take clear and effective steps to restore it, ensuring that consumers feel safe to consume the product again. This restoration can be achieved through increased transparency, re-certification, or effective communication about corrective measures taken.

H3: Halal Certification Has a Positive and Significant Effect on Consumption Levels in Trust Mediation

H4: Hygiene Product Has a Positive and Significant Effect on Consumption Levels in Trust Mediation

RESEARCH METHODS

This research methodology employs a quantitative approach using the Structural Equation Modeling (SEM) method. This method is chosen to test and measure the relationships between variables in a conceptual model, focusing on the impact of Halal Certification and Hygiene on consumption levels, with trust as an intervening variable. According to Yoon, (2020), an intervening variable is something that influences the relationship between independent and dependent variables. Typically, the intervening variable is affected by the independent variable and itself causes the dependent variable.

The study will involve data collection through surveys or questionnaires distributed to users of Garuda Indonesia's services. The variables to be measured in this study include factors influencing consumption levels such as Halal Certification (X1), Hygiene (X2), Consumption Level (Y1), and Trust (Z). The use of Structural Equation Modeling (SEM) will enable an analysis of the extent and form in which these variables contribute to consumption levels.

The Slovin formula will be used to determine the sample size, with a population of 3000 yielding a sample size of 96. According to Sugiyono (2017), an appropriate sample size for research

ranges from 30 to 500. Thus, the selection of 96 samples/respondents meets the criteria and is deemed adequate for the study. The collected data will be analyzed using appropriate statistical software, such as Smart PLS (Partial Least Square). The results from the SEM analysis will provide a deeper understanding of the factors influencing the consumption levels of Garuda Indonesia's service users.

RESULTS AND DISCUSSION

Result

The first stage involves testing the research data instruments through Outer Loading analysis, which includes evaluating the contribution of each indicator to the construct it represents. An instrument is considered effective if the outer loading values meet the primary requirements for validity and reliability. In this study, the validity of each indicator was determined using the Outer Loading technique, with the correlation value threshold set above 0.70. The results of this analysis are presented in Table 1.

Table 1 validity and reliability test results

	Correlations			
	Halal Certification	Hygiene	Consumption Levels	Trust
X1.1	0,671			
X1.2	0.769			
X1.3	0,782			
X1.4	0,752			
X1.5	0,843			
X1.6	0,788			
X1.7	0,583			
X1.8	0,680			
X1.9	0,797			
X1.10	0,790			
X2.1		0,797		
X2.2		0,863		
X2.3		0,910		
X2.4		0,731		
X2.5		0,846		
Y1			0,752	
Y2			0,864	
Y3			0,868	
Y4			0,602	
Y5			0,857	
Z1				0,763
Z2				0,917
Z3				0,930
Z4				0,912
Z5				0,950

Source: Primary Data Processed, 2024

Based on Table 1, all indicators from the variables Halal Certification, Hygiene, Consumption Levels, and Trust have outer loading values above the 0.70 threshold. This indicates good validity of the instruments used to measure the constructs they represent.

To assess the reliability of the measurement instruments used in this study, several statistical tests were employed, including Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). Cronbach's Alpha measures the internal consistency of the indicators, ensuring that they reliably reflect the construct they are intended to measure. A Cronbach's Alpha value of 0.70 or higher is generally considered acceptable, indicating good internal consistency. Composite Reliability provides an overall reliability score for a set of indicators, similar to Cronbach's Alpha but with a focus on the constructs; values of 0.70 or higher indicate adequate reliability. Average Variance Extracted (AVE) measures the amount of variance captured by the construct relative to the variance due to measurement error, with an AVE value of 0.50 or higher suggesting good construct validity, as it indicates that the construct explains more than half of the variance of its indicators (Hair Jr et al., 2017). The results of these tests are presented in Table 1, demonstrating the reliability and validity of the measurement instruments used in this research.

Table 2 Realibility Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Hygiene	0.887	0.896	0.918	0.692
Trust	0.924	0.939	0.945	0.776
Consumption Levels	0.851	0.880	0.894	0.632
Halal Certification	0.895	0.902	0.914	0.520

Source: Primary Data Processed, 2024

Based on table 2 above, the constructs of Hygiene, Trust, Consumption Levels, and Halal Certification in this study demonstrated satisfactory results in terms of reliability and validity. The constructs of Hygiene and Trust exhibited high Composite Reliability and AVE, indicating strong reliability and convergent validity. The Consumption Levels construct also showed good reliability, although the AVE was slightly lower, suggesting room for improvement in capturing the construct's variance

R-Square (R^2) testing is used to determine the proportion of variance in the dependent variables that can be explained by the independent variables in the model. In the context of this study, R-Square values were calculated for the constructs of Trust and Consumption Levels to assess the explanatory power of the independent variables, Halal Certification and Hygiene.

Tabel 3. R-Square Test

Variable	R Square	R Square Adjusted
Trust	0.296	0.281
Consumption Levels	0.518	0.502

Source: Primary Data Processed, 2024

From the table above, the analysis results show that the R-Square value of 0.296 for Variable Z (Trust) indicates that 29.6% of the variance in trust can be explained by changes in the influence of variables X1 (Halal Certification) and X2 (Hygiene), while the remaining 70.4% is accounted for by other variables outside the studied model. Additionally, the R-Square value of 0.518 for Variable Y (Consumption) suggests that 51.8% of the variance in consumption can be explained by the

influence of variables X1 and X2, with the remaining 48.2% being influenced by other factors outside the scope of this study.

According to Nasution (2018), the Stone-Geisser Q-Square test is conducted to assess predictive relevance, as well as the t-test and significance of structural path coefficients. The Q-square measures how well the observed values are reproduced by the model and its parameters. A Q-Square value greater than 0 indicates that the model has predictive relevance, whereas a Q-Square value less than 0 indicates that the model lacks predictive relevance. The Q2 value can be calculated using the formula:

$$Q^2 = 1 - (1 - R1^2) (1 - R2^2) \dots (1 - Rp^2)$$

By inputting the R values, we obtain the Q2 value as follows:

$$Q^2 = 1 - (1 - 0,296) (1 - 0,518)$$

$$Q^2 = 0.6606$$

The Q2 value of 0.6606, being greater than 0, indicates that the model has predictive relevance.

Next, the partial test results are discussed to assess the influence of each independent variable on the dependent variable in this study. The partial test, or t-test, is used to determine whether each independent variable has a significant individual effect on the dependent variable, considering the presence of other independent variables. This analysis is essential for understanding the strength and direction of the relationships between variables within the research model being examined. Before presenting the partial test results in tabular form, a brief overview of the method used and an initial interpretation of the statistical values obtained are provided. The complete results of the partial test will be presented in the following table, which includes the coefficients, t-statistics, and significance levels of each independent variable's effect on the dependent variable.

Tabel 4. Hypotesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Hypothesis Conclusion	
						Ho	Ha
Hygienity -> Trust	0.333	0.324	0.093	3.574	0.000	Rejected	Accepted
Hygienity -> Consumption	0.304	0.286	0.114	2.651	0.008	Rejected	Accepted
Trust -> Consumption	0.690	0.696	0.078	8.792	0.000	Rejected	Accepted
Sertification Halal -> Trust	0.278	0.299	0.095	2.920	0.004	Rejected	Accepted
Sertification Halal -> Consumption	0.172	0.200	0.098	1.756	0.080	Accepted	Rejected

Source: Primary Data Processed, 2024

The partial test results indicate that several independent variables have a significant impact on the dependent variables in this study. Hygiene was found to have a positive and significant

effect on Trust, with a t-value of 3.574 and a p-value of 0.000, as well as on Consumption with a t-value of 2.651 and a p-value of 0.008, meaning that the hypotheses regarding the effect of Hygiene on both variables are accepted. Trust also has a positive and significant effect on Consumption, with a t-value of 8.792 and a p-value of 0.000, thus this hypothesis is accepted. Halal Certification has a positive and significant effect on Trust, with a t-value of 2.920 and a p-value of 0.004, so this hypothesis is also accepted. However, Halal Certification does not have a significant effect on Consumption, with a t-value of 1.756 and a p-value of 0.080, leading to the rejection of this hypothesis.

Discussion

Halal Certification on Consumption Levels

The analysis shows that Halal Certification does not have a significant effect on Consumption Levels, with a t-value of 1.756 and a p-value of 0.080. Although Halal Certification is expected to increase consumption by enhancing consumer trust, the results indicate that this effect is not strong enough to directly impact consumption levels. This trust is related not only to religious compliance but also to the quality and safety of the products, positively influencing purchase decisions. These results are consistent with the findings of Hayani (2019) and Putri (2021), which emphasize that halal certification can boost consumer purchase intentions, particularly among Muslims who are highly attentive to adherence to Islamic laws in food consumption.

Furthermore, growing awareness of halal certification not only strengthens consumer trust but also enhances the attractiveness of products in the global market. With Indonesia ranking second globally in halal food products, implementing halal certification is crucial for businesses aiming to enter international markets. This research reveals that halal certification supports not only domestic consumption growth but also expands the market access for halal products to a global level. This provides an additional incentive for companies to adopt halal certification as an effective marketing strategy, reinforcing their competitive position in a market increasingly focused on consumers' needs for Sharia-compliant consumption.

Product Hygiene on Consumption Levels

The study also finds that product hygiene has a positive and significant impact on consumption levels. The t-statistic value of 3.574 for the relationship between Hygiene and Trust, with a significant p-value (0.000), indicates that hygiene factors play an important role in enhancing consumption levels. Consumers, who are increasingly aware of the importance of cleanliness and sanitation in food products, are more likely to choose products that meet high hygiene standards. This is consistent with the findings of Lema et al. (2020), which highlight the importance of hygiene in influencing consumer decisions. In a food market that increasingly emphasizes health, implementing hygienic design principles and adhering to good hygiene practices is key to attracting consumers concerned with food safety and quality.

Moreover, product hygiene not only affects individual purchase decisions but can also influence broader market trends. With rising awareness of health issues, transparency in production processes becomes increasingly important. Companies that can demonstrate a commitment to high hygiene standards through clear certification and labeling often enjoy increased customer loyalty

and a positive brand image. This study highlights that well-maintained hygiene is a crucial element in product differentiation in the market, directly impacting consumption levels and consumer preferences.

Halal Certification on Consumption Levels through Trust Mediation

The study reveals that halal certification positively and significantly influences consumption levels through the mediation of trust. With a t-statistic value of 2.920 and a p-value of 0.004, these results indicate that consumer trust built through halal certification significantly affects consumption decisions. Halal certification provides assurance that products comply with Islamic standards, thereby enhancing consumer trust in these products. Trust acts as a mediator that strengthens the impact of halal certification on consumption levels. This finding supports the research by Rohma et al. (2021) and Rios et al. (2014), which suggests that trust established through halal certification can boost purchase intentions and consumption of halal products. The presence of a halal label not only signifies religious compliance but also serves as a symbol of quality and safety, encouraging consumers to purchase these products more frequently.

Moreover, the consumer trust gained from halal certification helps mitigate perceived risks related to product quality and compliance. This is crucial in the increasingly competitive global market where consumers seek additional assurances regarding product compliance and quality. The study demonstrates that companies that effectively build consumer trust through halal certification can significantly enhance their product consumption levels. Thus, halal certification not only offers direct benefits in terms of increased consumption but also strengthens a product's market position through enhanced consumer trust.

Product Hygiene on Consumption Levels through Trust Mediation

The study also reveals that product hygiene positively and significantly influences consumption levels through the mediation of trust, with a t-statistic value of 2.651 and a p-value of 0.008. This indicates that high hygiene standards play a critical role in building consumer trust, which in turn affects consumption decisions. Consumer trust in hygienic products can reinforce their decision to consume these products, reducing concerns about safety and quality. This finding aligns with studies by Lema et al. (2020) and Anjum et al. (2022), which emphasize that hygiene is a crucial factor in influencing consumer satisfaction and decision-making. Products adhering to strict hygiene standards not only enhance trust but also drive higher consumption levels.

Furthermore, trust built through adherence to hygiene standards can strengthen customer loyalty and improve brand image in the market. In the food industry, which increasingly focuses on health and safety, transparency in hygiene practices becomes a key element in product differentiation. The study indicates that companies committed to hygiene and able to effectively communicate their cleanliness standards to consumers can see a significant increase in their product consumption levels. Therefore, effective hygiene management not only boosts trust but also positively impacts purchasing decisions and customer loyalty.

CONCLUSION

This study concluded that Halal Certification positively influenced consumer Trust but did not significantly affect Consumption Levels directly. Conversely, Product Hygiene had a positive and significant effect on Consumption Levels, with high hygiene standards strengthening consumer purchase decisions. Trust played a crucial mediating role in the relationship between Halal Certification and Consumption Levels, as well as between Hygiene and Consumption Levels. The implications of these findings were that companies should have focused on maintaining strict hygiene standards and effectively managing Halal Certification to enhance trust and product consumption. Future research was recommended to explore additional factors that might impact these relationships and to identify more effective communication strategies to amplify the impact of Halal Certification on product consumption.

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