The Impact of Customer Engagement on Loyalty Toward Halal Products: Mediating Role of Satisfaction
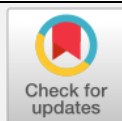
Mesra B [ID]**, Elfitra Desy Surya** *, [ID]**, and Muhammad Syahrin Asman** [ID]

Department of Management, Universitas Pembangunan Panca Budi Medan, 20122, Medan, North Sumatra Province, Indonesia

* Corresponding Author: elfitradesy@dosen.pancabudi.ac.id

ARTICLE INFO

ABSTRACT

This research explored consumer involvement to increase customer loyalty to halal products. This study aims to test and analyze the influence of consumer engagement to increase customer loyalty to halal products through satisfaction. This research was carried out using a quantitative method, namely, research data in the form of numbers and statistical analysis. The population in this study is customers who shop for typical Medan souvenirs, which amounts to 200 customers. The study found that psychological, behavioral, and cognitive variables positively and significantly affected satisfaction. In contrast, emotions did not have a significant effect on satisfaction. Consumer involvement does not run effectively in increasing customer loyalty to halal products due to several conditions: limited knowledge and experience and consumer understanding of halal products reduce consumer motivation and desire to consume halal products. Consumer involvement does not run effectively in increasing customer loyalty to halal products due to several conditions: limited knowledge and experience and consumer understanding of halal products reduce consumer motivation and desire to consume halal products. Contribution in the field to provide input to industry players by Medan Typical to pay more attention to the halal logo on the products produced to increase customer satisfaction and loyalty.

https://doi.org/10.33019/society.v12i2.709

1. Introduction

Customer loyalty to halal products is important for businesses, repeatedly representing a customer's willingness to engage with a particular brand. Customer loyalty is the desire to consistently buy or use a certain product or service in the future (Cankül et al., 2024). Such products must be free of any components prohibited by Islamic law and be processed, manufactured, and stored using equipment and equipment that complies with Islamic regulations (Hamdan et al., 2024). The term "Halal" indicates that the product is halal and meets the requirements set by Islamic guidelines.

Halal business is growing and has entered the global market. Therefore, the halal food product industry is meeting religious requirements and becoming an economic force domestically and abroad (Mavani et al., 2025).

According to halal industry records, global customer loyalty affects offline and online environments, especially for customers with low brand engagement (Surya et al., 2018). Direct customer engagement states that the growth has reached USD 2.1 trillion annually in recent years. The way to believe that the product is halal is to prevent cross-contamination and halal products from entering non-halal areas. Products that are not cross-contaminated with non-halal products (Zakaria & Shoid, 2023). A halal supply chain is needed to ensure halal integrity in halal food products. Customer loyalty for halal products involves the desire to continue to buy halal products, goods, or services from a particular company, often accompanied by recommendations to others. Customer loyalty to halal products is closely related to customer engagement, where customer engagement plays an important role in influencing customer loyalty to halal products (Al-Ansi et al., 2019).

Interaction with customers will result in satisfied customers and will increase customer loyalty. Furthermore, the emotional dimension of customer engagement, such as enthusiasm, can directly increase customer loyalty and consumer commitment or positive attitudes toward the product. In contrast, directly involved consumers will be more motivated to recommend the product to other customers. Additionally, increasing customer engagement through factors such as brand experience and customer satisfaction can increase customer loyalty, thus highlighting the importance of fostering strong relationships with customers to ensure their continued loyalty (Surya et al., 2018). Customer engagement can be linked to customer experience with the brand, and co-creation is associated with improved customer relationships and the sustainability of customer relationships with brands in the larger retail ecosystem, taking into account socialization and interactivity (Maritha et al., 2023).

The relationship between customer satisfaction and loyalty is crucial in various industries, including higher education, where customer loyalty is a key success factor. In addition, customer satisfaction is often accompanied by customer experience. However, our consensus on the relationship between customer experience and satisfaction is in the atmospheric-loyalty relationship, where customer experience involves an emotional reaction (Nugraha et al., 2022).

Many studies have been conducted on customer loyalty, but they have not occupied a good position in customer engagement, especially halal products. Customer involvement should be able to lead a business to achieve sustainable competitiveness (Said et al., 2014). The focus of customer loyalty should be on mechanisms that increase customer value for the company, either through direct or indirect contributions. Limited studies still discuss customer loyalty to halal products using customer engagement variables (Aziz et al., 2023). Customer engagement has received widespread attention in the market. Halal product industry players find it difficult to convince customers about the halal products they produce and market. Halal products have gained popularity among Muslims and non-Muslim consumers due to their assurance of food

safety, hygiene, and reliability (Han et al., 2019). As long as a product's packaging, processing, handling, and distribution are all halal, the product can be evaluated and approved by a halal certification body using the halal symbol (Kurniawati et al., 2024). However, a few industry players, such as Medan, are still involved in increasing customer loyalty to halal products through satisfaction (Al-Ansi & Han, 2019).

By typical terrain, industry players find it difficult to build a strong product image and Kosistan halal in customers' eyes and differentiate it from competitors. The halal certificate should confirm that the production is made following halal standards, and the holder of the halal certificate is responsible for the halalness of the product (Wibowo & Ahmad, 2016). The halal logo has become an icon of quality assurance and lifestyle choices in business and trade, especially for food and beverages, ensuring the consumption of healthy, hygienic, and halal products. As a result, it is difficult for industry players to build a strong and sustainable halal product image in customers' eyes and differentiate it from competitors (El-Gohary, 2016). It should express customer behavior that focuses on the company or brand beyond the purchase from intrinsic motivation (Gazi et al., 2024).

To bridge the gap in increasing customer loyalty to halal products through satisfaction, it is crucial to focus on customer engagement strategies. In addition, ensuring the integrity of halal products through a traceability system is essential to improve supply chain performance and customer loyalty in the halal food industry. By leveraging customer engagement practices, emphasizing halal logos, and implementing traceability systems, businesses can effectively increase customer loyalty to halal products through satisfaction (Chen et al., 2023).

Therefore, to fill the gap in customer loyalty, the research is still conventional, but this research focuses on the context of customer loyalty of Halal products involving customer engagement. The issue of customer loyalty to halal products needs to be achieved to convince customers that halal products are essential to improve customer satisfaction. Customer awareness of halal food and products is enough. Because customers consider halal products healthier, they have a greater intention to increase their awareness and knowledge (Kashim et al., 2023). However, the business world and service providers need a deeper insight into the attitudes and behaviors of halal customers. In addition, love for halal brands has been identified as a mediating factor that enhances the relationship between religious beliefs and loyalty to halal brands, emphasizing the importance of emotional connection in driving consumer loyalty to halal products (Henderson, 2016). This research focuses on maintaining customer engagement by maintaining high product quality, obtaining halal certification, and fostering love for the brand, which can increase customer loyalty and satisfaction in the halal product market (Han et al., 2019). This research aims to use customer engagement to increase customer loyalty to halal products through satisfaction. This article explores how implementing customer engagement can increase customer loyalty to halal products through satisfaction (Yeo et al., 2016).

2. Literature Review
2.1. Social Determination Theory

Based on self-determination theory (SDT), comprehending human motivation involves completely recognizing the intrinsic psychological requirements for competence, autonomy, and relatedness.

Several studies have built their research frameworks around SDT. Using SDT, Kohnen et al. (2024) investigated burnout and work engagement levels among nurses in the healthcare industry. In their research context, nurses' perceptions of improved job resources and decreased

job demands serve as a prerequisite for motivation. Employees need a workplace that meets their basic psychological needs to be motivated, allowing them to perform and have their best well-being (Harina & Rachmawati, 2024).

2.2. Halal Product

Generally speaking, the halal industry is a manufacturing sector that creates products or services following Islamic law. Several procedures in this sector will be modified to comply with Sharia law. For instance, Islamic principles must be considered when producing goods to support people's activities, including using raw materials, the production process, and the advantages of the products. The halal industry has several factors to take into account as a production activity, including (Andriani, 2023): 1. Aspect of the foundation, the foundation of the halal industry's operations is the belief in God, or monotheism, which is one of the practices practiced by Muslims. Allah, the Almighty, has provided Muslims with comprehensive behavioral guidelines. Consequently, these principles must be considered in all aspects of human activity, including business endeavors. 2. Purpose Aspects, purpose-related aspectsSharia-based service projects must benefit the general public to be successful. The industry ought to be able to satisfy customers' needs, boost job opportunities, and improve the general well-being of society. Also, to avoid damaging the environment, the production process needs to consider the surrounding environment. 3. The paid aspect: this component is a way for a business to fulfill its duty to protect the rights of its employees who have helped the production process achieve its objectives. Additionally, the idea of Islamic wages has been explained, and it is crucial to focus on the idea of workers receiving fair compensation.

Based on the theory above, the hypothesis of this research is as follows:

H1:   Behavior has a positive and significant influence on loyalty.
H2:   Behavior has a positive and significant influence on satisfaction.
H3:   Cognitive has a positive and significant influence on loyalty.
H4:   Cognitive has a positive and significant influence on satisfaction.
H5:   Emotion has a positive and significant influence on loyalty.
H6:   Emotion has a positive and significant influence on satisfaction.
H7:   Psychology has a positive and significant influence on loyalty.
H8:   Psychology has a positive and significant influence on satisfaction.
H9:   Satisfaction has a positive and significant influence on loyalty.
H10:   Behavior has a positive and significant influence on satisfaction and loyalty.
H11:   Cognitive has a positive and significant influence on satisfaction and loyalty.
H12:   Emotion has a positive and significant influence on satisfaction and loyalty.
H13:   Psychology has a positive and significant influence on satisfaction and loyalty.

3.   Research Methodology

This research was carried out using a quantitative method: research data in numbers and statistical analysis. The population in this study is customers who shop for typical Medan souvenirs, which amounts to 200 customers. The formula used is a formula (Hair et al., 2022), which is 5-10 indicator numbers. Since there is an indicator, the sample is 20 x 10 = 200.

Based on the calculation above, the respondents in this study amounted to 200 customers. The data collection techniques used are Observation, questionnaire, and interview. The instrument used in this study is customer engagement, which consists of 3 variables, namely psychological (X1), emotional (X2), behavioral (X3), and cognitive (X4). Satisfaction as a mediating variable (Z) consists of 4 indicators: service quality, product quality, price, and

experience. Customer loyalty as a dependent variable consists of 4 indicators: making a repeat purchase, recommending to others, determining the brand, and not moving to a competitor's product. The data collection methods are primary data and secondary data. Primary data was obtained from direct interviews of respondents with the help of a questionnaire that had been prepared. In addition to primary data, secondary data is also used as supporting data in this study. The data collected from the questionnaire is then tested for validity and reliability and instruments (confirmatory factor analysis), testing the relationship model between variables with SMART PLS.

The variable indicators used in this research are as follows:

Table 1. Operational Definition

No	Name of Variable	Definition	Indicator
1	Psychology (X1)	Employees who feel empowered tend to take the initiative and fulfill outcomes that exceed their tasks (Harina & Rachmawati, 2024).	1. Competence 2. Self Determination 3. Impact (Harina & Rachmawati, 2024)
2	Emotional (X2)	Positive emotional reactions from shopping can make people feel good and like themselves, which leads to them making impulsive purchases (Apriliyani et al., 2020).	These are the indicators for the emotional shopping variable. a. Joy b. Excitation c. Domination (Apriliyani et al., 2020)
3	Behavior (X3)	Something related to a person's self that is very closely related to the action to be taken (Andrianto, 2020).	Behavior Intention indicators: 1. Performance expectancy 2. Effort expectancy 3. Social influence (Andrianto, 2020)
4	Cognitive (X4)	Content producers' capacity to make sure their target audience or readers can comprehend and assimilate material produced in a variety of formats that are accessible to all readers (Rahmadhan & Widyastuti, 2022)	Reader Cognition indicators : 1. Easy to understand 2. Easy to Remember 3. Interactive (Rahmadhan & Widyastuti, 2022)
5	Satisfaction (Z)	Customers' opinions or assessment of a company's capacity to meet or surpass their expectations can be characterized as customer satisfaction (Wilson et al., 2021)	1. Satisfaction 2. Experience 3. Decision 4. Interaction (Wilson et al., 2021)
6	Loyalty (Y)	Loyalty is not time-limited; it	1. Repetitive Purchase

No	Name of Variable	Definition	Indicator
		is based on a learning process and the outcomes of a customer's ongoing, consistent purchases (Subagiyo et al., 2022).	2. Purchasing product and service 3. Giving recommendation 4. Being Unwavering (Subagiyo et al., 2022)

4. Results

4.1. Participant Demographics

The study sample met the criteria of 200 samples. Customers filled out the questionnaire, and as many as 200 questionnaires were completed. Several survey responses were issued, resulting in 200 usable responses. The gender details of the respondents were 126 (63.00%) female respondents and 74 (37%) male respondents. Regarding education level participants, 15% have no qualifications, 50% have completed high school, 28% have a bachelor's degree, and 7% have completed postgraduate studies. The majority of participants were young tourists (33% for 17-25 years old, 47% for 26-35 years old, and 20% for the rest > 40 years old), and in terms of visits of all participants, 47% were first-time visitors, 35% were two-three visitors, and the rest visited more than three times.

Table 2. Cronbach's Alpha, Composite Reliability (CR), and AVE

Variable/Indicator	Alpha	CR	AVE
Psychological	0.919	0.949	0.861
Emotional	0.954	0.970	0.915
Behavior	0.963	0.976	0931
Cognitive	0.975	0.984	0.953
Satisfaction	0.977	0.983	0.935
Loyalty	0.966	0.975	0.907

Table 3. Outer Loading

Item	Behavior	Cognitive	Emotional	Loyalty	Psychology	Satisfaction
Behavior	0.966					
Behavior	0.972					
Behavior	0.957					
Cognitive		0.973				
Cognitive		0.977				
Cognitive		0.979				
Emotional			0.956			
Emotional			0.954			
Emotional			0.960			
Loyalty				0.952		
Loyalty				0.959		

OPEN ACCESS

Item	Behavior	Cognitive	Emotional	Loyalty	Psychology	Satisfaction
Loyalty				0.931		
Loyalty				0.947		
Psychology					0.928	
Psychology					0.948	
Psychology					0.909	
Satisfaction						0.977
Satisfaction						0.960
Satisfaction						0.971
Satisfaction						0.959

4.2. Measurement Model

The full collinearity VIF test result was 2.875, which shows that this study has no problems with the variance of the general method (Hair et al., 2022). Next, a two-stage assessment is used to examine the proposed model. First, the reliability and validity of the construct are assessed through model test measurements, which report that validity and reliability requirements are met (Hair et al., 2022). As shown in **Table 2**, all factor loading items had values greater than 0.6 and significant, all composite reliability values (CR) and Cronbach's Alpha had values greater than 0.7, and the variance of the mean extraction value (AVE) was greater than 0.5. Because the Fornell-Larcker criterion and cross-loading checks do not have reliable discriminatory validity (Hair et al., 2022; Henseler et al., 2015). This study used the Heterotrait-Monotraite ratio to check the validity of the discrimination construct. **Table 3** shows that none of its values are higher than the cut-off value of 0.9, which states that all variable constructs are valid (Henseler et al., 2015).

4.3. Model Structural

The results of the structural model review and hypothesis testing show that the model has a goodness of fit value of 0.024, SRMR value = 0.024 < 1, so it is concluded that the model has FIT. (Hair et al., 2022). Customer loyalty explains 90.9%, and the remaining 1.1% explains other variables outside the model. In addition, other indicators, such as the average path coefficient of R1 of 90.6% and R2 of 96.0% and the average variance of the inflation factor (1.921), determine the model's resilience.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

Variable	Behavior	Cognitive	Emotional	Loyalty	Psychology	Satisfaction
Behavior	0.965					
Cognitive	0.957	0.976				
Emotional	0.955	0.937	0.957			
Loyalty	0.930	0.928	0.937	0.952		
Psychology	0.943	0.908	0.954	0.917	0.928	
Satisfaction	0.961	0.973	0.941	0.940	0.930	0.967

OPEN ACCESS

Table 5. Significance of Direct Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P-Value	Hypothesis Outcome
Behavior_X3 → Loyalty_Y	0.008	0.021	0.110	0.072	0.942	Insignificant
Behavior_X3 → Satisfaction_Z	0.207	0.228	0.080	2.589	0.010	Significant
Cognitive_X4 → Loyalty_Y	0.091	0.088	0.113	0.810	0.418	Insignificant
Cognitive_X4 → Satisfaction_Z	0.618	0.604	0.092	6.692	0.000	Significant
Emotional_X2 → Loyalty_Y	0.370	0.384	0.078	3.653	0.000	Significant
Emotional_X2 → Satisfaction_Z	0.012	0.004	0.077	0.157	0.875	Insignificant
Psychology_X1 → Loyalty_Y	0.092	0.092	0.071	1.204	0.229	Insignificant
Psychology_X1 → Satisfaction_Z	0.186	0.170	0.071	2.626	0.009	Significant
Satisfaction_Z → Loyalty_Y	0.410	0.388	0.139	2.961	0.003	Significant

Table 6. Specific Indirect Significance

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P-Value	Hypothesis Outcome
Behavior_X3 → Satisfaction_Z → Loyalty_Y	0.085	0.087	0.043	1.969	0.049	Significant
Cognitive_X4 → Satisfaction_Z → Loyalty_Y	0.253	0.239	0.104	2.430	0.015	Significant
Emotional_X2 → Satisfaction_Z → Loyalty_Y	0.005	0.005	0.033	0.154	0.870	Insignificant
Psychology_X1 → Satisfaction_Z → Loyalty_Y	0.076	0.066	0.038	2.015	0.044	Significant

The results of hypothesis testing for the relationships between variables are presented in **Table 5** and **Table 6**. The relationship between Behavior and Satisfaction (β = 0.207, p > 0.01), Cognitive and Satisfaction (β = 0.618, p > 0.01), Emotional and Satisfaction (β = 0.012, p < 0.01), Psychology and Satisfaction (β = 0.157, p > 0.01), and Satisfaction and Loyalty (β = 0.157, p > 0.01) were analyzed. It can be concluded that there is only one direct relationship that is not significant, namely the influence of Emotions on Satisfaction.

Furthermore, significant indirect relationships were observed between Behavior and Customer Loyalty through Satisfaction (β = 0.085, p > 0.01), Cognitive and Customer Loyalty through Satisfaction (β = 0.253, p > 0.01), and Psychology and Customer Loyalty through

OPEN ACCESS

Satisfaction ($\beta = 0.076$, $p > 0.01$). However, the indirect effect of Emotion on Customer Loyalty through Satisfaction ($\beta = 0.005$, $p < 0.01$) was not significant.

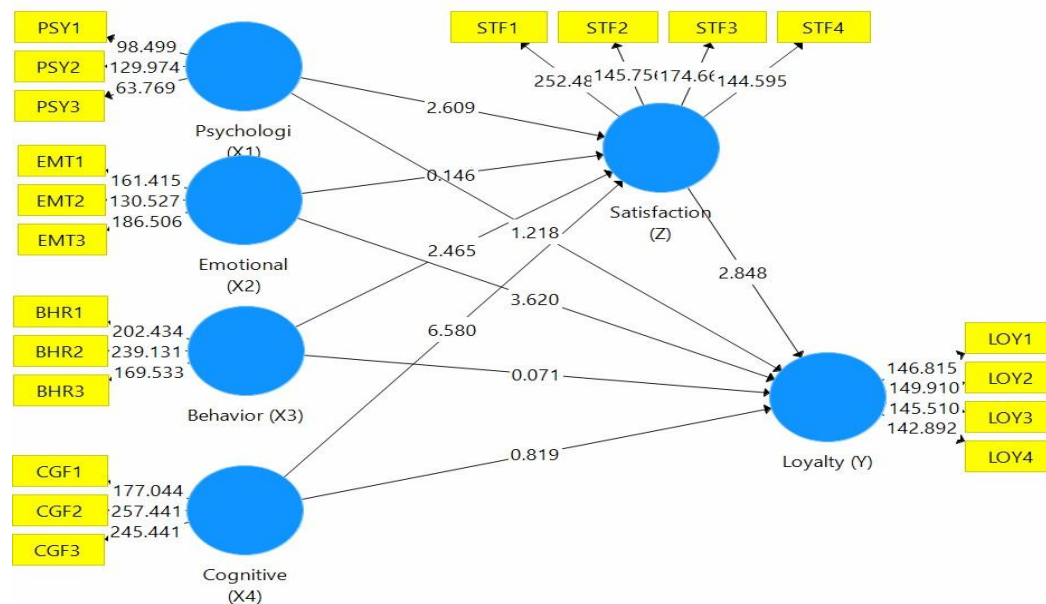In conclusion, not all hypotheses were accepted.

Figure 1. Output of the Inner Model

5. Conclusion

This study highlights that consumer involvement is vital in increasing customer loyalty to halal products. However, its effectiveness is hindered by limited consumer awareness and understanding, coupled with insufficient promotion and education about the importance of halal certification. These factors reduce consumer motivation and satisfaction, particularly in halal food products produced by MSMEs in Medan. To address these challenges, businesses should focus on strengthening consumer education, emphasizing the use of certified halal logos, and enhancing product quality to build consumer trust. Additionally, implementing strategic marketing campaigns prioritizing transparency in halal certification and traceability systems can further enhance consumer loyalty and satisfaction.

While this research provides valuable insights, it has several limitations. The geographical focus on Medan may not reflect consumer behavior in other regions or international markets, and the emphasis on MSMEs in the halal food sector leaves other industries, such as cosmetics or pharmaceuticals, unexplored. Furthermore, the cross-sectional nature of this study limits the understanding of long-term consumer behavior and trends. Future research should address these limitations by expanding the geographical scope and including other sectors of the halal industry to provide a more comprehensive perspective. Investigating the role of digital platforms and technology-driven interventions, such as mobile applications and blockchain-based halal traceability, could further enhance consumer trust and engagement. Longitudinal studies are also recommended to explore long-term trends in consumer loyalty, while cross-cultural studies could uncover unique consumer behaviors and preferences, particularly in non-Muslim majority regions.

6. Acknowledgment

The authors express sincere gratitude to all individuals and groups who contributed to the successful completion of this research. Special appreciation is extended to those who provided valuable insights, support, and active participation throughout the research process. The cooperation of the community and academic collaborators played a crucial role in ensuring the smooth execution and meaningful outcomes of this study. Their contributions have been essential in facilitating the progress of this work.

7. Declaration of Conflicting Interests

The authors have declared no potential conflicts of interest concerning this article's research, authorship, and/or publication.

References

Al-Ansi, A., & Han, H. (2019). Role of halal-friendly destination performances, value, satisfaction, and trust in generating destination image and loyalty. *Journal of Destination Marketing and Management*, *13*(May), 51–60. https://doi.org/10.1016/j.jdmm.2019.05.007

Al-Ansi, A., Olya, H. G. T., & Han, H. (2019). Effect of general risk on trust, satisfaction, and recommendation intention for halal food. *International Journal of Hospitality Management*, *83*, 210–219. https://doi.org/10.1016/j.ijhm.2018.10.017

Andriani, A. (2023). Halal Lifestyle Indonesia: Review of Halal Product Development in Sharia Enterprise Theory (SET) Perspective. *An-Nisbah: Jurnal Ekonomi Syariah*, *10*(1), 91–108. https://doi.org/10.21274/an.v10i1.7466

Andrianto, A. (2020). Faktor Yang Mempengaruhi Behavior Intention Untuk Penggunaan Aplikasi Dompet Digital Menggunakan Model Utaut2. *Jurnal Ilmiah Ekonomi Bisnis*, *25*(2), 111–122. https://doi.org/10.35760/eb.2020.v25i2.2412

Apriliyani, R., Rahadhini, M. D., & Susanti, R. (2020). Pengaruh Price Discount dan Store Atmosphere terhadap Emotional Shopping dan Impulse Buying (Survei pada Konsumen Hypermart Grand Mall di Surakarta). *Jurnal Ekonomi Dan Kewirausahaan*, *19*(1), 22–33. https://doi.org/10.33061/jeku.v19i1.3946

Aziz, N., Bakry, N., Habibi Mz, M., & Siddiq Armia, M. (2023). The paradigm of modern food products and its relevance with the concept of food in the Quran. *Heliyon*, *9*(11), e21358. https://doi.org/10.1016/j.heliyon.2023.e21358

Cankül, D., Kaya, S., & Kızıltaş, M. Ç. (2024). The effect of gastronomic experience on restaurant image, customer perceived value, customer satisfaction and customer loyalty. *International Journal of Gastronomy and Food Science*, *36*(March), 100908. https://doi.org/10.1016/j.ijgfs.2024.100908

Chen, X., Guo, S., Xiong, J., & Ye, Z. (2023). Customer engagement, dependence and loyalty: An empirical study of Chinese customers in multitouch service encounters. *Technological Forecasting and Social Change*, *197*(August 2022), 122920. https://doi.org/10.1016/j.techfore.2023.122920

El-Gohary, H. (2016). Halal tourism, is it really Halal? *Tourism Management Perspectives*, *19*, 124–130. https://doi.org/10.1016/j.tmp.2015.12.013

Gazi, M. A. I., Mamun, A. Al, Masud, A. Al, Senathirajah, A. R. bin S., & Rahman, T. (2024). The relationship between CRM, knowledge management, organization commitment, customer profitability and customer loyalty in telecommunication industry: The mediating role of customer satisfaction and the moderating role of brand image. *Journal*

of Open Innovation: Technology, Market, and Complexity, *10*(1), 100227. https://doi.org/10.1016/j.joitmc.2024.100227

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2022). *Multivariate Data Analysis* (8th ed.). Cengage Learning.

Hamdan, M. N., Abdul Jalil, R., Ramli, M. A., Ramli, N., Ibrahim, M. N. A., Ab Rahman, M. F., Abdullah Thaidi, H. 'Azeemi, & Abd Rahman, N. N. H. (2024). A review of the discussions on cultivated meat from the Islamic perspective. *Heliyon*, *10*(7), e28491. https://doi.org/10.1016/j.heliyon.2024.e28491

Han, H., Al-Ansi, A., Olya, H. G. T., & Kim, W. (2019). Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination. *Tourism Management*, *71*(July 2018), 151–164. https://doi.org/10.1016/j.tourman.2018.10.010

Harina, R. N., & Rachmawati, R. (2024). Servant Leadership's Impact on Green Behavior: Exploring Psychological Empowerment and Autonomous Motivation for the Environment in the Energy Sector. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, *17*(2), 163–184. https://doi.org/10.20473/jmtt.v17i2.53442

Henderson, J. C. (2016). Halal food, certification and halal tourism: Insights from Malaysia and Singapore. *Tourism Management Perspectives*, *19*, 160–164. https://doi.org/10.1016/j.tmp.2015.12.006

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Kashim, M. I. A. M., Haris, A. A. A., Mutalib, S. A., Anuar, N., & Shahimi, S. (2023). Scientific and Islamic perspectives in relation to the Halal status of cultured meat. *Saudi Journal of Biological Sciences*, *30*(1), 103501. https://doi.org/10.1016/j.sjbs.2022.103501

Kurniawati, D. A., Vanany, I., Kumarananda, D. D., & Rochman, M. A. (2024). Toward halal supply chain 4.0: MILP model for halal food distribution. *Procedia Computer Science*, *232*(2023), 1446–1458. https://doi.org/10.1016/j.procs.2024.01.143

Maritha, V., Harlina, P. W., Musfiroh, I., Muchtaridi, M., Rafi, M., Geng, F., Khan, M. R., & Nawaz, A. (2023). Lipidomics analysis for halal authentication of Triceps brachii, Longissimus dorsi, and Biceps femoris meats: Profiling the lipid composition. *LWT*, *185*(August), 115187. https://doi.org/10.1016/j.lwt.2023.115187

Mavani, N. R., Ismail, M. A., Abd Rahman, N., & Mohd Ali, J. (2025). Fuzzy logic-based barcode scanning system for food products halal identification. *Food Control*, *168*, 110926. https://doi.org/10.1016/j.foodcont.2024.110926

Nugraha, W. S., Chen, D., & Yang, S. H. (2022). The effect of a Halal label and label size on purchasing intent for non-Muslim consumers. *Journal of Retailing and Consumer Services*, *65*(October 2021), 102873. https://doi.org/10.1016/j.jretconser.2021.102873

Rahmadhan, M. D., & Widyastuti, D. A. (2022). Analisis Jalur Menentukan Dampak Content Marketing Terhadap Customer Engagement Pada Repurchase Intention. *Management, and Industry (JEMI)*, *05*(04), 225–250. https://doi.org/0.36782/jemi.v5i4.2409

Said, M., Hassan, F., Musa, R., & Rahman, N. A. (2014). Assessing Consumers' Perception, Knowledge and Religiosity on Malaysia's Halal Food Products. *Procedia - Social and Behavioral Sciences*, *130*, 120–128. https://doi.org/10.1016/j.sbspro.2014.04.015

Subagiyo, R., Mutafarida, B., Nur Asiyah, B., Bachtiar, J., & Fauzan, F. (2022). Islamic Bank Customer Loyalty: An Analysis of Griffin's Theory and Relevant Research. *ULUL ALBAB Jurnal Studi Islam*, *23*(1), 42–69. https://doi.org/10.18860/ua.v23i1.15892

Surya, E. D., Ginting, P., Rini, E. S., & Absah, Y. (2018). The analysis of Halal tourism products and brand image destination on tourists' repeated visits via trust in West Sumatera Province. *International Journal of Civil Engineering and Technology*, *9*(8), 1206–1220. https://iaeme.com/Home/article_id/IJCIET_09_08_121

Wibowo, M. W., & Ahmad, F. S. (2016). Non-Muslim Consumers' Halal Food Product Acceptance Model. *Procedia Economics and Finance*, *37*(16), 276–283. https://doi.org/10.1016/s2212-5671(16)30125-3

Wilson, N., Alvita, M., & Wibisono, J. (2021). the Effect of Perceived Ease of Use and Perceived Security Toward Satisfaction and Repurchase Intention. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, *5*(1), 145. https://doi.org/10.24912/jmieb.v5i1.10489

Yeo, B. L., Mohamed, R. H. N., & Muda, M. (2016). A Study of Malaysian Customers Purchase Motivation of Halal Cosmetics Retail Products: Examining Theory of Consumption Value and Customer Satisfaction. *Procedia Economics and Finance*, *37*(16), 176–182. https://doi.org/10.1016/s2212-5671(16)30110-1

Zakaria, Z., & Shoid, N. Z. M. (2023). Halal food product innovation according to Shariah law. In *Innovation of Food Products in Halal Supply Chain Worldwide* (pp. 13–21). Elsevier. https://doi.org/10.1016/B978-0-323-91662-2.00020-X

About the Authors

1) **Mesra B** obtained her Doctoral degree from Universitas Pembangunan Panca Budi Medan, Indonesia, in 2021. The author is an Associate Professor at the Department of Management, Universitas Pembangunan Panca Budi Medan, Indonesia.
   Email: mesrab@dosen.pancabudi.ac.id

2) **Elfitra Desy Surya** obtained her Doctoral degree from the University of North Sumatra, Indonesia, in 2018. The author is an Associate Professor at the Department of Management, Universitas Pembangunan Panca Budi Medan, Indonesia.
   Email: elfitradesy@dosen.pancabudi.ac.id

3) **Muhammad Syahrin Asman** obtained his Master's degree from Universitas Pembangunan Panca Budi Medan, Indonesia, in 2024.
   Email: syahrinasnanbinjai@gmail.com

OPEN ACCESS