

Halal Certification and Consumer Trust: A Literature Review on Consumer Protection, Purchasing Behavior, and Marketing Strategy

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Abstract

Halal certification is an important factor in building consumer trust in halal products. This study aims to examine the role of halal certification in enhancing consumer trust, consumer protection, and product competitiveness. A narrative literature review approach was employed by analyzing five articles selected based on inclusion criteria, namely discussing halal certification and consumer trust, published between 2025 and 2026, and available in full text. The findings indicate that halal certification strengthens consumer trust by assuring product quality, safety, and halal compliance. In addition, halal certification serves as a consumer protection instrument and a marketing strategy that enhances product image and competitiveness. Therefore, the effectiveness of halal certification depends not only on the existence of certification itself but also on the credibility of certification authorities and consumers' understanding of the halal system.

Keywords: Halal certification, Consumer trust, Consumer protection, Marketing strategy

Introduction

The halal industry is no longer limited to the food and beverage sector, but has expanded to encompass various strategic sectors such as cosmetics, pharmaceuticals, tourism, logistics, and Islamic finance. This development demonstrates that the halal industry has become a crucial pillar of the global economy. The growth of the halal industry is driven by increasing awareness among Muslims to consume products that comply with Sharia principles, as well as by the growing interest among non-Muslim consumers, who view halal products as an indicator of quality, safety, and hygiene. This situation makes the halal industry an economic sector with significant growth prospects and high competitiveness globally (Azam, 2016; Wilson & Liu, 2010).

As the halal industry grows, the need for a credible halal assurance system becomes increasingly important. Halal certification serves as a mechanism to ensure that a product meets halal standards at all stages of

production, from raw materials to distribution to consumers. In addition to complying with sharia principles, halal certification also plays a role in maintaining the integrity of the halal supply chain and providing consumers with assurance regarding the safety and quality of the products they consume (Soon et al., 2017; Ngah et al., 2021).

Various studies have shown that halal certification is closely linked to consumer trust and purchasing behavior. Consumers tend to have a higher level of trust in halal-certified products because they are perceived to have undergone a verification process that guarantees their quality and safety. This trust, in turn, influences purchase intentions and purchasing decisions for halal products (Elseidi, 2018; Bashir et al., 2019; Awan et al., 2015). In addition, halal certification can increase consumers' positive perceptions of a brand and strengthen customer loyalty in the long term (Madun et al., 2021).

From a marketing perspective, halal certification serves not only as proof of

compliance with religious requirements but also as a feature that enhances a product's value in the eyes of consumers. Products with halal certification tend to be perceived as more trustworthy than those without it. Rios et al. (2014) found that halal certification can influence consumer evaluation of a product, while Ali et al. (2017) found that the halal attribute is one of the most important factors that influences consumer purchasing intent. These findings indicate that halal certification has developed into a marketing strategy that can increase product competitiveness in the market.

However, the implementation of halal certification still faces various challenges, particularly in the micro, small, and medium enterprise (MSME) sector. Limited resources, a lack of understanding of certification procedures, and low halal literacy are some of the factors influencing business actors' decisions to obtain halal certification (Ngah et al., 2021; Bahrudin, 2025). In addition, consumer perceptions of halal certification are also influenced by their level of knowledge and understanding of the applicable halal assurance system (Magfiratun et al., 2025).

Although numerous studies on halal certification have been conducted, most research focuses on specific aspects, such as purchase intention, consumer loyalty, or the implementation of halal certification in specific business sectors. Studies integrating these various perspectives to explain the role of halal certification in building consumer trust, providing consumer protection, and enhancing product competitiveness are still relatively limited. Therefore, this study aims to examine the relationship between halal certification and consumer trust through an analysis of various previous studies and to identify its implications for consumer protection and the development of the halal industry.

Method

This study uses a narrative literature review method to examine the relationship between halal certification and consumer trust. Data were obtained from scientific

articles searched through Google Scholar, SINTA, and official journal portals using the keywords halal certification, consumer trust, halal regulation, and purchase behavior.

The selected articles were from national and international journals relevant to the topics of halal certification, consumer trust, consumer protection, and halal product marketing strategies. Based on the selection process, five articles met the criteria for analysis. The data were analyzed descriptively and comparatively, comparing the research objectives, methods, key findings, and implications of each article to obtain a comprehensive picture of the role of halal certification in building consumer trust.

Results and Discussion

Based on a literature search using Google Scholar, SINTA, and official university journal portals, several articles related to halal certification and consumer trust were obtained. After selecting articles based on topic relevance, year of publication, and suitability to the research objectives, five articles were selected for analysis. These articles, from two international journals and three national journals, discuss various aspects of halal certification, including consumer trust in halal authorities, purchasing behavior, consumer protection, and halal product marketing strategies.

The five selected articles were then analyzed descriptively and comparatively, examining the research objectives, methods used, key findings, and implications. The analysis revealed that halal certification plays a crucial role in building consumer trust, improving purchasing decisions, strengthening Muslim consumer protection, and supporting the competitiveness of halal products in both domestic and global markets. A summary of the characteristics of the articles analyzed is presented in Table 1.



Author and Year	Research Title	Research methods	Research Result
Ramlan, N., Sahari, N. H., Shafie, N. A., Usop, N. I. S., Said, S., & Izham, S. S. (2025)	Assessing Consumer Confidence in Halal Authorities: A Comparative Study between Malaysia and Brunei	Quantitative (survey and regression)	Consumer trust in halal certification authorities is influenced by their level of halal knowledge, positive attitudes toward halal certification, and consumer awareness and willingness. Despite various issues related to halal integrity, consumers continue to demonstrate a high level of trust in halal certification bodies.
Abd Jalil, N. A., Ahmad, N., Rahman, S. A., Hassan, R., & Yusof, M. F. (2026)	Awareness, Perception and Visibility of Halal Certification: The Role of Trust and Religiosity in Consumer Purchase Behaviour	Quantitative (PLS-SEM)	Consumer awareness and perception of halal certification play a crucial role in building trust in halal products. Consumer trust and religiosity are key factors driving halal purchasing behavior.
Prakoso, A. T., Kambali, M., & Mardiyanto, E. (2026)	The Influence of Halal Certification on Consumer Trust: Evidence from Food and Beverage MSMEs at Kotabaru Culinary Center, Driyorejo Gresik	Quantitative (simple linear regression)	Halal certification has been proven to positively impact consumer trust. Halal certification can increase consumer confidence in product selection and strengthen the competitiveness of UMKM in the halal industry.
Nasrudin, N., & Nursari, N. (2025)	The Role of Halal Certification in Strengthening the Halal Food Industry: An Instrument for Muslim Consumer Protection in Indonesia	Qualitative (normative juridical)	Halal certification acts as an instrument for protecting Muslim consumers by providing legal certainty, increasing consumer confidence, and supporting the strengthening of the halal food industry in Indonesia.
Azzahra, K. F., & Putri, J. (2025)	Halal Certification and Marketing Strategies for Halal Product Businesses in Indonesia	Descriptive literature review	Halal certification provides benefits to consumers through assurance and protection of product halalness, as well as to business actors through increased consumer trust, strengthened product image, and expanded access to the halal market.

Halal Certification and Consumer Trust

The study results show that halal certification plays a significant role in building consumer trust. The research conducted by Ramlan et al. (2025) found that consumers' level of knowledge, awareness, and attitudes toward the halal system influence public trust in halal authorities. This finding is supported by Abd Jalil et al. (2026), who showed that consumer awareness and perception of halal certification positively influence trust and purchasing behavior. The study also showed that the halal logo does not directly influence purchasing decisions, but rather through the initial formation of consumer trust.

Similar findings were found by Prakoso et al. (2026), who showed that halal certification positively impacts consumer trust in the MSME sector. Halal certification assures product quality, safety, and halal status, thereby increasing consumer confidence in making purchases. These results demonstrate that consumer trust is influenced not only by the presence of halal certification but also by consumers' perceptions of the credibility of the certification system implemented.

The results of studies by Ramlan et al. (2025), Abd Jalil et al. (2026), and Prakoso et al. (2026) show that halal certification plays a crucial role in building consumer trust. This trust is formed through consumer

understanding of the halal system, perception of the credibility of certification, and belief that the products consumed have met halal and safety standards. This finding aligns with research by Awan et al. (2015), which shows that halal attributes are a factor influencing consumer purchase intentions. Furthermore,

Bashir et al. (2019) explain that trust in halal certification contributes to improved purchasing decisions because consumers perceive halal-certified products as safer and more trustworthy.

Halal Certification as an Instrument for Consumer Protection

Nasrudin & Nursari (2025) explained that halal certification is a Muslim consumer protection instrument that provides legal certainty regarding the halal status of a product. Through a standardized certification and monitoring process, consumers are assured that the products they consume comply with Islamic law and are safe for use.

These findings are supported by Ramlan et al. (2025), who demonstrated that trust in halal authorities is a crucial factor in maintaining the effectiveness of the halal certification system. High trust in certification bodies indicates that consumers view halal certification as a protective mechanism capable of reducing the risk of errors in product selection.

Meanwhile, Prakoso et al. (2026) found that halal certification also increases consumer trust in UMKM products, thus providing benefits for both consumers and businesses.

These results align with research by Soon et al. (2017), which emphasized that halal integrity in the supply chain is a crucial aspect in maintaining consumer trust and protection. Furthermore, Magfiratun et al. (2025) explained that public understanding of the halal certification system also determines the effectiveness of the protection provided. Therefore, halal certification serves not only as a regulatory instrument but also as a means of consumer protection, providing certainty, a sense of security, and trust in products circulating in the community.

Halal Certification as a Marketing Strategy and Product Competitiveness

Azzahra & Putri (2025) explain that halal certification has evolved into a marketing strategy capable of enhancing a product's image and competitiveness. Halal certification adds value to a product by increasing consumer trust and strengthening its position amidst increasingly competitive markets.

These findings are supported by Abd Jalil et al. (2026) and Wardo (2025), who showed that positive perceptions of halal certification influence consumer purchasing behavior by increasing trust. Furthermore,

Prakoso et al. (2026) found that halal certification in UMKM contributes to increased consumer trust, which ultimately expands market opportunities and increases customer loyalty.

The results of this study align with research by Wilson and Liu (2010), who stated that halal has evolved into a branding element capable of enhancing product value and building competitive advantage. These findings are also supported by Arumbinang & Saifuloh (2025), who showed that halal certification is one of the factors influencing consumer purchasing interest, particularly among Generation Z, towards UMKM products. Thus, halal certification not only has religious value but also functions as a marketing strategy that can enhance reputation, consumer trust, and product competitiveness.

Based on the results of a review of five articles analyzed, halal certification plays an interrelated role in building consumer trust, providing consumer protection, and increasing product competitiveness. The trust established through halal certification encourages consumers to be more confident in product selection, while the halal assurance provided fosters a sense of security during consumption. These findings align with research by Azam (2016) and Yusof & Jusoh (2014), which states that halal certification influences perceived quality and consumer acceptance of a product. Furthermore, Bashir et al. (2019) demonstrated that trust in halal attributes contributes to increased consumer



purchase intentions. Therefore, the effectiveness of halal certification is determined not only by the presence of the halal logo but also by the credibility of the certification body, the level of halal literacy in the community, and the commitment of business actors to maintaining the quality of their products sustainably.

Conclusion

This research shows that halal certification plays a crucial role in enhancing consumer trust, providing protection for Muslim consumers, and strengthening product competitiveness in the market. The effectiveness of halal certification is influenced by various factors, such as consumer knowledge of halal products, religiosity, and the credibility of the certification body in guaranteeing the halal status of products. Furthermore, halal certification can be utilized by businesses, particularly MSMEs, as a strategy to enhance product image, expand market share, and strengthen consumer trust.

However, this study has limitations because it only reviewed five articles published in the 2025–2026 period using a narrative literature review approach. Therefore, future research is recommended to utilize a larger body of literature, a broader time span, and a more diverse approach to gain a more comprehensive understanding of the role of halal certification in various industrial sectors.

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