

THE IMPACT OF HALAL CERTIFICATION ON THE MUSLIM COMMUNITY'S INTEREST IN USING HOTEL PRODUCTS

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ABSTRACT

The purpose of this study is to investigate the impact of halal certification in hotels on Muslim communities' interest in picking accommodations. Halal certification ensures that the services and facilities provided fulfill Sharia criteria, such as cleanliness, halal food, and services that are compatible with Islamic ideals. In the context of halal tourism, which is expanding, the presence of halal-certified hotels is one of the key draws for Muslim tourists. This study employs a quantitative approach utilizing a survey method, in which data is acquired by sending questionnaires to respondents chosen using a purposive sampling strategy. Data was analyzed using statistical methods to determine the relationship between the existence of halal certification and the Muslim community's interest. In data analysis, several statistical tests are utilized, such as validity, reliability, normality, linearity tests, simple linear regression tests, t tests, and coefficient of determination tests. The study's findings indicate that halal certification has a substantial impact on the Muslim community's interests. The estimated t value of 11.696 with a significance of 0.001 < 0.05 supports the acceptance of hypothesis H1. The coefficient of determination test had a 58.3% effect, while the remaining 41.7% was influenced by other variables, specifically promotion, price, and location, which were not explained in this study.

Keywords: Hotel; Community Interest; Halal Certification.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh sertifikasi halal pada hotel terhadap minat masyarakat Muslim dalam memilih akomodasi. Sertifikasi halal berfungsi sebagai jaminan bahwa layanan dan fasilitas yang ditawarkan telah memenuhi standar syariah, seperti kebersihan, makanan halal, dan layanan yang tidak bertentangan dengan nilai-nilai Islam. Dalam konteks pariwisata halal yang terus berkembang, keberadaan hotel bersertifikasi halal menjadi salah satu daya tarik utama bagi wisatawan Muslim. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, di mana data diperoleh melalui penyebaran kuesioner kepada responden yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan menggunakan metode statistik untuk mengukur hubungan antara keberadaan sertifikasi halal dengan minat masyarakat Muslim. Beberapa uji statistik digunakan dalam analisis data termasuk uji validitas, reliabilitas, normalitas, uji linearitas, uji regresi linear sederhana, uji t dan uji koefisien determinasi. Hasil penelitian menunjukkan bahwa sertifikasi halal memiliki pengaruh signifikan terhadap minat masyarakat Muslim. Hal ini dibuktikan dengan nilai t hitung dengan nilai 11,696 dengan signifikansi 0,001 < 0,05 sehingga H1 diterima. Uji koefisien determinasi berpengaruh sebesar 58,3% sedangkan sisa 41,7% dipengaruhi oleh variabel lain yaitu promosi, harga, dan lokasi yang tidak dijelaskan dalam penelitian ini.

Kata Kunci: Hotel; Minat Masyarakat; Sertifikasi Halal.

INTRODUCTION

Halal tourism is growing rapidly around the world, particularly in Indonesia, the country with the biggest Muslim population. With the majority of its population practicing Islam, Indonesia is committed to delivering safe and halal products and services. Indonesia is a popular location for Muslim visitors due to its high demand from domestic Muslim consumers and international market potential. Against this backdrop, halal tourism is a critical component in attempts to make Indonesia a welcoming destination for Muslim travellers.

Halal tourism is more than just a collection of sites; it encompasses a wide range of amenities that cater to the Muslim lifestyle. Halal-certified hotels serve meals that complies with Sharia while also providing a place for worship and enacting regulations consistent with Islamic beliefs. In Manado, for example, developing halal certification is a critical approach for attracting Muslim tourists while enhancing guest satisfaction and retention. Visitors are increasingly demanding comfort and ease when carrying out their worship while on vacation, thus tourism service providers must meet these expectations.

In recent years, global awareness of halal products has grown dramatically, making the halal tourism industry a promising economic opportunity. Not just Indonesia, but also other nations, such as Japan, which has over 350 halal eateries, are actively promoting halal tourism. Major airlines, including Japan Airlines and Singapore Airlines, have begun to offer halal menus, indicating a growing interest in the demands of Muslim travellers. By sponsoring events like the Japan Halal Expo, these countries show their dedication to recruiting this market. Given the expanding trend, halal tourism not only has the ability to generate local economic gain, but it also enriches travellers' cultural and spiritual experiences (Warto & Samsuri, 2020). On May 30, 2023, MUI certified just the Aston Hotel Manado as halal. This hotel satisfies Sharia criteria and is located in Jl. Sudirman No. 128, Manado (Rumetor Fernando, 2023).

According to Law No. 33 of 2014 on Halal Product Guarantees, a halal certificate is an official confirmation of a product's halal status based on Sharia standards. The Indonesian Ulema Council (MUI) issues halal certification for a wide range of products, including food, beverages, medications, and cosmetics, all of which must bear a halal mark (Astutik et al., 2021). In Islamic teachings, food consumption is considered beyond just its advantages because it must also adhere to Sharia criteria that govern the halalness and usability of the meal. Allah says in Q.S. al-Baqarah:168, which confirms: "O people, eat from the halal and good food that is on earth, and do not follow the steps of Satan, because he is a true enemy to you". Through this verse, Allah

instructs believers to pick *thayyibat* food, which is halal, clean, and attractive. On the contrary, the Qur'an expressly forbids believers from consuming non-halal food, even if it is clean and delicious, or halal and holy yet has the potential to harm their health.

With a halal label put on food products, consumers can learn about a product's halal status, which may improve their interest in purchasing and consuming halal food. This interest is strongly tied to a consumer's desire to choose a specific product, as well as determining how many units of the product they want to purchase at any one time. Thus, understanding the halal and usefulness of food is an important factor in consumer decision making (Sri & Jalil, 2019). Here is a more in-depth and detailed paraphrase:

Halal certification is a technique that tries to receive official acknowledgment that a product, including all of the ingredients used, the manufacturing process, and the Halal Guarantee System (SJH), follows all of the standards specified for halal. Prior to the implementation of the Halal Product Guarantee Law (JPH) no. 33 of 2014, the Indonesian Ulema Council's Food, Drug, and Cosmetics Study Institute (LPPOM MUI) conducted halal certifications on a voluntary basis. At that time, businesses may register and get a halal certificate without any legal obligations. However, with the implementation of this law, halal certification has become a legal requirement for all items circulating in Indonesia, whether domestically manufactured or imported. To give halal certification, the Halal Product Guarantee Organizing Agency (BPJPH) is now responsible for assessing and certifying that these products fit the defined halal requirements. This method includes an examination based on a fatwa given by the Indonesian Ulema Council (MUI), which serves as the authority for determining a product's halal status. Thus, halal certification is not only vital for producers when attracting Muslim clients, but it also serves as an assurance that the items they supply satisfy officially recognized sharia guidelines (Setyaningsih & Marwansyah, 2019). Previous research looked on the impact of halal certification on consumer purchase interest in diverse items Sri & Jalil (2019) The study's findings indicate that halal certification has a considerable impact on people's desire to purchase halal-labeled food goods. The statistical test performed yielded a calculated t value of 6.713, with a significance level of 0.000. These results reveal a strong association between the presence of halal certification and customers' decisions to purchase these products, implying that the presence of a halal label has a significant impact on consumers' preferences and interest in food selection. Meanwhile, Masruroh & Rafikasari (2022) identified that halal raw materials are the most significant variable in influencing individual interest in purchasing halal products. Although other variables such as

brand image, awareness of the importance of halal, and halal certification do not show partial direct influence, they have a significant impact when viewed as a whole, with a total influence reaching 30.7%. On the other hand, although halal certification is considered an important strategy to attract the attention of Muslim consumers in the hotel industry, its specific effect on consumers' decisions in choosing hotel services is still not completely clear. This highlights the need for additional research to better understand these dynamics in the context of hospitality services. As a result, the purpose of this study is to investigate the impact of hotel halal certification on the Muslim community's interest, close research gaps, and broaden understanding of the idea. Thus, the hypotheses offered are:

H0=Hotel halal certification influences Muslim customers' purchasing decisions.

H1= Hotel halal certification has little effect on Muslim purchasing behaviour.

The purpose of this study is to investigate the impact of halal certification in hotels on Muslim communities' interest in picking accommodations. Halal certification ensures that the services and facilities provided fulfill Sharia criteria, such as cleanliness, halal food, and services that are compatible with Islamic ideals. In the context of halal tourism, which is expanding, the presence of halal-certified hotels is one of the key draws for Muslim tourists.

RESEARCH METHOD

This study employs a quantitative method based on a positivist perspective and is specifically tailored to examine a certain population or sample. To assess the factors under consideration, a Likert scale with five levels was used: strongly agree, agree, neutral, disagree, and strongly disagree. This scale helps researchers to determine the level of agreement a respondent has with a specific proposition.

The data for this study was gathered using three basic strategies. First, observation is used to get a direct understanding of the phenomenon under study. Second, unstructured interviews allow researchers to delve further into the perspectives and experiences of respondents. Third, questionnaires serve as a more formal and systematic data collection technique. Through a combination of these strategies, the research tries to acquire extensive and accurate data about the variables being examined (Sugiyono, 2013). Primary data was collected directly from respondents, while secondary data was gathered from a variety of sources such as books, journals, and the internet. The research population is the Muslim community in Manado City, with the sample size chosen using the lemeshow algorithm, resulting in 96.4, rounded up to 100

respondents.s (Sari, 2021). Purposive sampling is used in this study to choose samples. Purposive sampling is a method of selecting samples from a given population based on specific traits or characteristics shared by that community. In other words, the sample is carefully chosen based on characteristics relevant to the research aims. This enables researchers to acquire more in-depth and useful information from individuals or groups who meet particular criteria, resulting in study results that are more representative of the topic under investigation. This technique is especially beneficial when the researcher wants to focus on specific subgroups that are significant to the research, as opposed to random sampling techniques that do not account for certain respondent characteristics (Farichah & Yasin, 2023).

This study's data processing procedure comprises several critical phases to ensure that the results are accurate and reliable. The first stage is a validity test, which ensures that the instrument used is appropriate and relevant to measuring the variables under consideration. Next, a reliability test is performed to determine the consistency of measurement results, namely the extent to which the instrument generates consistent and dependable data when used repeatedly. The data distribution is next verified using a normality test, which ensures that the obtained data fits the normal distribution assumptions needed for further statistical analysis. The linearity test is particularly significant in this procedure since it ensures that the connection between the independent and dependent variables is linear, which is the fundamental assumption for performing regression analysis.

Simple linear regression analysis was used to measure the independent variable's influence on the dependent variable. The partial test, also known as the t test, is then used to assess the impact of each independent variable on the dependent variable, providing information on each variable's contribution. The coefficient of determination test assesses the independent variable's influence on the dependent variable, indicating how much variance can be explained by the independent variable under consideration (Meli et al., 2022).

RESULT AND DISCUSSION

Researchers conducted the testing over the past four months since August 2024. The first result was obtained by testing the validity and reliability of the data. The validity test can be concluded that out of 5 items of the product quality variable, four items of the halal label variable, four items of the price variable, four items of the brand collaboration variable, and four items of the purchase interest variable, the calculated r-value > table r value where the table r value is

(0.349), it can be said that all items of the X1, X2, X3, X4, and Y variables are declared valid. The validity test results can be concluded that out of 5 items of the product quality variable, four items of the halal label variable, four items of the price variable, four items of the brand collaboration variable, and four items of the purchase interest variable, the calculated r-value > table r value where the table r value is (0.349), it can be said that all items of the X1, X2, X3, X4, and Y variables are declared valid.

Respondent Profile

In this study, the respondents were Muslims who lived in Manado. The respondent's age range is 17 years and older. Table 1 shows information about the respondents' characteristics, including gender, age, and highest degree of completed education. These statistics are critical for gaining a better understanding of the population under research and identifying numerous demographic characteristics that may influence the study's findings.

Data Analysis Results

Validity Test

The validity test in this study was conducted by calculating each item or variable associated with halal certification and public interest. Validity assessment is based on the significance value, where if the significance level reached is less than 0.05 (5%), then the question item is regarded legitimate; however, if it is more than 0.05, the item is considered invalid (Ruhamak & Sya'idah, 2018). Based on the calculations performed, all statement items have a value larger than 1.966, indicating that they are valid and reliable for further study. The calculation results show that the test value for all statement items is greater than 1.966. The Validity test is in table 2.

Reliability Test

Reliability testing is performed to guarantee that the statement instruments used in the measurement procedure are trustworthy and consistent. In this study, reliability was assessed using the Cronbach's Alpha criterion, with an item considered reliable if its reliability coefficient value above 0.60. This assessment is necessary to guarantee that the instrument can provide consistent and trustworthy data, allowing research findings to be validated and provide meaningful information (Ruhamak & Sya'idah, 2018). The Reliability test is in table 3.

Table 3 displays reliability test results for both variables, indicating values above 0.60. This study demonstrates that each variable in the questionnaire has a high level of consistency, allowing the instrument to be used again without affecting the validity of the results. In other

words, the questionnaire utilized in this study is reliable for reliably and consistently measuring the variables evaluated.

Normality Test

Based on the table 4, the obtained significance value (2-tailed sig.) is 0.200. Because this significance value is greater than 0.05, we can assume that the obtained data has a normal distribution. These findings suggest that the variables investigated in this study have a normal distribution, which is one of the fundamental assumptions in further statistical analysis. In other words, the data produced fits the criteria for use in various analyses requiring a normal distribution.

Linearity Test

The analysis of the link between Halal Certification and Public Interest reveals that the significance value for Deviation from Linearity is 0.248, which is greater than 0.05. As a result, we may conclude that there is a strong linear link between Halal Certification and Muslim Community Interest. This suggests that changes in halal certification are directly tied to changes in the Muslim community's interests, implying that the two factors impact each other in this study. The linearity test is in table 5.

Simple Linear Regression Test

The simple linear regression test is in table 6.

1. The constant (a) of 7.308 implies that if the Halal Certification variable remains zero, the Public Interest is expected to continue at 7.308.
2. The regression coefficient (b) of 0.602 indicates that every 1% rise in Halal Certification boosts Public Interest by 0.602, or 60.2%. This simple regression equation illustrates the favourable correlation between Halal certification and Muslim community interest.

T-Test

The table 7 shows the results of the t test for the Halal Certification indicator (X), which has a value of 11.696 with a significance level of 0.001. The t-table value for degrees of freedom (df) estimated as $n-2$ ($100-2 = 98$) is 1.660, with an alpha (α) of 5%. Because the calculated t value (11.696) is greater than the table t value (1.660), and the significance threshold (0.001) is less than 0.05, H_0 is rejected. This implies that Halal Certification (X) has a considerable impact on Muslim Community Interest (Y). Thus, the findings of this investigation are consistent with the proposed hypothesis.

Determination Coefficient Test

The R Square in table 8 value found was 0.583, or 58.3%, showing that Halal Certification influenced Muslim Community Interest by 58.3%. This suggests that halal certification accounts for approximately 58.3% of the variability in Muslim community interest. Meanwhile, the remaining 41.7% of the variability was influenced by factors not considered in this analysis, such as promotional features, price, and location. As a result, these aspects must be incorporated in future study to provide a more full picture of the impact of numerous elements on people's purchasing intentions.

Table 1. Respondent Profile

Characteristics	Group	Amount	Percentage
Gender	Men	40	40%
	Women	60	60%
Sub-total		100	100%
Age	17-25	56	56%
	26-34	20	20%
	35-42	10	10%
	>42	14	14%
Sub-total		100	100%
Occupation	Student	30	30%
	Businessmen	23	23%
	Civil Cervant	19	19%
	Privat Employee	20	20%
	Others	8	8%
Subtotal		100	100%

Data Processed, (2024)

Table 2. Validity Test

Variable	Question Items	Table value	r	Pearson Correlation	Information
Halal Certification (X)	Question 1	1,966		0,480	Valid
	Question 2	1,966		0,369	Valid
	Question 3	1,966		0,440	Valid
	Question 4	1,966		0,520	Valid
	Question 5	1,966		0,451	Valid
	Question 6	1,966		0,391	Valid
	Question 7	1,966		0,476	Valid
	Question 8	1,966		0,443	Valid
	Question 9	1,966		0,458	Valid
	Question 10	1,966		0,458	Valid
	Question 11	1,966		0,540	Valid
	Question 12	1,966		0,455	Valid
	Question 13	1,966		0, 563	Valid
	Question 14	1,966		0,590	Valid

	Question 15	1,966	0,492	Valid
	Question 16	1,966	0,455	Valid
	Question 17	1,966	0,419	Valid
	Question 18	1,966	0,528	Valid
	Question 19	1,966	0,641	Valid
	Question 20	1,966	0,602	Valid
	Question 21	1,966	0,501	Valid
	Question 22	1,966	0,490	Valid
	Question 23	1,966	0,528	Valid
	Question 24	1,966	0,629	Valid
	Question 25	1,966	0,574	Valid
	Question 26	1,966	0,480	Valid
	Question 27	1,966	0,292	Valid
	Question 28	1,966	0,250	Valid
	Question 29	1,966	0,381	Valid
	Question 30	1,966	0,454	Valid
Interest (Y)	Question 1	1,966	0,393	Valid
	Question 2	1,966	0,536	Valid
	Question 3	1,966	0,341	Valid
	Question 4	1,966	0,636	Valid
	Question 5	1,966	0,576	Valid
	Question 6	1,966	0,667	Valid
	Question 7	1,966	0,631	Valid
	Question 8	1,966	0,558	Valid
	Question 9	1,966	0,669	Valid
	Question 10	1,966	0,557	Valid
	Question 11	1,966	0,641	Valid
	Question 12	1,966	0,667	Valid
	Question 13	1,966	0,511	Valid
	Question 14	1,966	0,527	Valid
	Question 15	1,966	0,499	Valid
	Question 16	1,966	0,382	Valid
	Question 17	1,966	0,523	Valid
	Question 18	1,966	0,536	Valid
	Question 19	1,966	0,337	Valid
	Question 20	1,966	0,371	Valid

Data Processed, SPSS 27, (2024)

Table 3. Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.920	50

Data Processed, (2024)

Table 4 Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		5.75678046
Most Extreme Differences	Absolute		.071
	Positive		.040
	Negative		-.071
Test Statistic			.071
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.240
	99% Confidence Interval	Lower Bound	.229
		Upper Bound	.251

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.
 e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Data Processed, (2024)

Table 5 Linearity Test

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Minat Masyarakat * Sertifikasi Halal	Between Groups	(Combined)	6039.731	40	150.993	4.892	<.001
		Linearity	4579.848	1	4579.848	148.384	<.001
		Deviation from Linearity	1459.883	39	37.433	1.213	.248
	Within Groups		1821.029	59	30.865		
	Total		7860.760	99			

Data Processed, (2024)

Table 6. Simple Linear Regression Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	7.308	6.683	1.093	.277
	Sertifikasi Halal	.602	.052	.763	<.001

a. Dependent Variable: Minat Masyarakat

Data Processed, (2024)

Table 7 Partial Test (t Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	7.308	6.683	1.093	.277
	Sertifikasi Halal	.602	.052	.763	<.001

a. Dependent Variable: Minat Masyarakat

Data Processed, (2024)

Table 8 Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 ^a	.583	.578	5.786

a. Predictors: (Constant), Sertifikasi Halal

Data Processed, (2024)

Halal certification is widely recognized as a critical aspect for Muslim communities when selecting a location to stay, as it provides a sense of security and comfort in completing their religious duties. This is particularly important in terms of the halal cuisine, facilities, and services provided by hotels. According to statistical analysis, halal certification is a significant variable in enhancing the interest of the Muslim population, as they prefer hotels with halal certificates over hotels without them.

The establishment of this halal certification provides legal assurances about justice, protection, transparency, and professionalism in the provision of hotel products and services. As a result, consumers feel more confident and interested in staying at halal-certified hotels, which boosts their interest and trust in these accommodations. This research does not align with Hervina, R. D., Kaban, R. F., & Pasaribu (2021) The findings of this study indicate that the halal awareness variable has no significant effect on GoFood consumer purchasing choice factors during the Covid-19 epidemic timeframe. However, research supports the study's findings (Ummah et al., 2023) The study's findings demonstrate that halal certification and halal knowledge have a significant impact on customer purchasing interest in food products. Providing halal certification for food goods in Metro City has been shown to improve consumer purchasing interest. Furthermore, raising knowledge of the value of halal products correlates directly with a rise in people's purchasing interest in food products in the area. In other words, the greater consumers' understanding of a product's halal status, the more likely they are to purchase it. This research also underlines the significance of the relationship between halal certification and halal awareness, as indicated in the study by (Farichah & Yasin, 2023), which shows that halal certification has a significant influence on consumer purchasing decisions.

CONCLUSION

Based on the findings of this study, it can be stated that hotels' halal certification has a substantial impact on the Muslim community's willingness to remain overnight. This is

corroborated by the t test findings, which reveal a value of 11.696 with a significance level of 0.001, indicating that the value is less than 0.05, and so the alternative hypothesis (H1) is accepted. Furthermore, the coefficient of determination test reveals that halal certification accounts for 58.3% of the influence on purchase intention, with the remaining 41.7% influenced by variables such as promotion, price, and location that were not examined in this study. Halal certification gives Muslim clients confidence and comfort because it ensures that the facilities and services provided by hotels adhere to Islamic religious values, particularly in terms of halal cuisine and worship facilities. As the number of halal-certified hotels in a given location grows, so will the Muslim community's interest in staying at these hotels. As a result, halal certification is an important component in hotel marketing efforts for attracting more Muslim customers. This study validates the findings of previous studies by Astutik et al. (2021), which suggest that halal certification is beneficial and safe for Muslim consumers, particularly in the hotel industry.

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