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Does Halal Certification Shape Islamic Marketing Strategy? A CFA Study of Food MSMEs

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Abstract: The study investigates the impact of government policies, industry, and consumer perspectives on halal products with Islamic marketing strategies. This research aims to determine the effect of halal certification ownership on Islamic Marketing Strategy innovation. A quantitative approach was employed using Confirmatory Factor Analysis (CFA) with 390 respondents consisting of micro and small business actors in the halal-certified food sector in Greater Jakarta (Jabodetabek). The findings reveal that internal factors, namely religious commitment and competitive business motives, have a direct influence on the implementation of halal certification. In contrast, external factors such as government policy, industry, and consumers do not exert a direct effect. However, Islamic marketing innovation is proven to mediate the indirect effect of halal certification ownership on business performance. These findings indicate that the implementation of halal certification serves as a significant catalyst for enhancing business performance. The novelty of this study lies in its integrated approach that links government policies, industry, and consumer perspectives on halal products with Islamic marketing strategies. This research is expected to serve as a reference for differentiated policy development based on the characteristics and scales of businesses.

Introduction

Indonesia has recently implemented mandatory regulations and policies that require halal certification for all products circulating in the domestic market, including food and beverages. This policy has significantly increased the motivation of business actors to obtain halal certification, which in turn contributes to enhancing product quality and reshaping corporate business strategies (Akbar & Rohman, 2023; Hashim & Mohd Nor, 2022; Nurdeng et al., 2020; Santoso et al., 2021). Indonesia represents one of the world's largest Muslim consumer markets

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and possesses substantial halal capital, derived from both religious adherence and demographic strength. With a population of 280.73 million at the end of 2023 of which 244.41 million, or 87.1%, are Muslims (Statistik, 2024) the government carries a significant responsibility to safeguard society, particularly Muslim consumers, regarding the halal integrity of domestically produced and marketed goods (Utami et al., 2022). Likewise, producers are bound by legal, ethical, and moral obligations through product liability to ensure that their marketed products comply with halal requirements (Ali, 2016). Efforts to position Indonesia as a global halal production hub therefore require cross-sectoral collaboration, with active contributions from business actors playing a particularly vital role (Utami et al., 2022).

Nevertheless, the halal industry in Indonesia, particularly among small and medium-sized enterprises (SMEs), continues to face persistent challenges. Key issues include limited halal literacy (Antara et al., 2016; Sardiana, 2019), obstacles in certification processes (Ab Talib et al., 2017; Fauzi et al., 2017; Giyanti & Indriastiningsih, 2019a; Hosen & Lathifah, 2020; Sudarmiatin et al., 2020) and insufficient human resource capacity to fully understand halal concepts (Jogaratnam, 2017; E. A. Khan & Quaddus, 2018; Unger et al., 2011). According to Amalia & Hidayah (2020) there is an urgent need to strengthen regulatory and policy frameworks to become more responsive to the development of the halal industry, enabling it to compete both nationally and globally. To address this, the government has introduced halal certification policies aimed at improving efficiency, enhancing industrial competitiveness, and expanding access to global markets. Given the vast number of Muslim consumers, halal certification is also regarded as a strategic instrument for penetrating export markets, particularly in Muslim-majority countries.

The halal dimension of products constitutes a crucial determinant for Muslim consumers across various sectors, including food, beverages, pharmaceuticals, cosmetics, fashion, and other goods. However, low levels of awareness and understanding of the principles of halal and *thayyib* continue to generate challenges. Although the government has issued several regulations, many producers and consumers still struggle to fully comprehend the concept of halal products. In this regard, government support is critical, as it has been shown to exert a significant and positive influence on SMEs' intentions to adopt halal practices. Azmi et al., (2018) and Rejeb et al. (2022) emphasize the essential role of government support in promoting halal practices and fostering the growth of the halal business sector. Similarly, Silalahi et al. (2022) found that religiosity, government support, and profit expectations significantly shape SMEs' intentions to adopt halal practices.

Increasingly, scholarly studies highlight that halal certification contributes positively to firms' overall performance. Giyanti & Indriastiningsih, (2019b) report that certification enhances profit margins, operational performance, sales, net income, customer base, consumer loyalty, and market share. Ab Talib et al. (2017) further establish a positive relationship between halal certification and firms' operational and financial outcomes, providing evidence that certification directly contributes to business performance. Hanim Yusuf et al. (2016) confirm that halal certification facilitates business expansion in the food industry and fosters consumer loyalty. Armiani et al. (2021) highlight that halal certification significantly increases SME sales in West Nusa Tenggara, reporting a growth of 30–60% after obtaining certification from LPPOM-MUI. However, their study did not address the specific link to the Islamic marketing mix. In contrast, Salindal, (2019) report that halal certification has a significant impact on both innovation and financial performance, with innovative performance fully mediating the relationship between certification and market performance. Ramlan & Nahrowi, (2014) also affirm that halal certification provides economic benefits for business actors through expanded global market access, increased market share, and substantial revenue growth.

The novelty of this study lies in its theoretical and practical contributions. Despite the growing body of literature on halal certification, a critical research gap persists: prior studies have predominantly examined halal certification either from the consumer demand perspective of producers (Ab Talib et al., 2017; Giyanti et al., 2021) or from consumer demand perspective (Ambali & Bakar, 2014a; Saleh, H. & Rajandran, 2024), without integrating both internal firm-level motivations and external institutional pressures within a unified empirical framework. Furthermore, the mediating role of Islamic marketing innovation in translating halal certification obligations into measurable business performance outcomes among micro and small enterprises remains insufficiently explored. Theoretically, this addresses these gaps by integrating policy (halal certification regulation), industrial and consumer perspectives into a unified conceptual model grounded in both Resources-Based View (RBV) and Institutional Theory, within the context of micro and small enterprises. Empirically, it highlights the implementation of halal certification extends beyond administrative compliance and instead represents a strategic factor that fosters marketing innovation, enhances business performance, and fulfils social responsibility. This advances the literature, which has largely examined halal certification from the perspectives of compliance or consumer perception (Salindal, 2019; Zailani et al., 2015a). Practically, this study underscores that innovative Islamic marketing strategies, when integrated with halal certification, can strengthen the competitive advantage of micro and small enterprises, enabling them to thrive in both domestic and global markets (Alserhan et al., 2022; Harjadi et al., 2021)

Literature Review and Hypothesis Development

Resource – Based View Theory

This study employs the Resource-Based View (RBV) as the foundational theory, emphasizing the influence of a firm's resources on its competitive advantage. RBV focuses on the relationship between a firm's resources and its performance (Barney, 1991). The theory assumes that competitive advantage originates from the firm's internal resources. RBV has attracted scholarly attention across various disciplines, including halal research. For instance, based on RBV, Ab Talib et al. (2017) establish a link between halal food certification and business performance. They argue that halal certification constitutes a type of resource essential for achieving sustainable competitive advantage. Similarly, Zailani et al. (2015, 2020) utilize RBV to analyze the role of halal culture in moderating the relationship between halal orientation strategies and the financial performance of halal food companies. Their findings reveal that halal culture, as a unique and difficult-to-imitate organizational resource, moderates the relationship between production processes and the firms' financial performance. In summary, grounded in RBV, this evidence supports that the implementation of halal food standards can serve as a valuable organizational resource to enhance business performance.

Fawaid et al. (2023) and Masruroh & Mahendra, (2022) explain that a high level of faith or strong religious commitment is directly associated with the decision to obtain halal certification, as individuals believe that operating a halal business represents a form of religious responsibility. Producers also perceive halal certification as a business opportunity that enables them to meet consumer demand, particularly among those who prioritize religious considerations.

H1: Religious commitment has a direct and positive effect on the implementation of halal certification

Studies by Hashim & Mohd Nor (2022) and Nurjamjam (2024) indicate that competitive pressures within the halal industry compel business actors to enhance product quality and pursue halal certification as a strategic means of attracting a larger customer base and strengthening their position in the market.
H2: Business competition motives have a direct and positive effect on the implementation of halal certification.

Institutional Theory

Institutional theory, as further developed by DiMaggio & Powell (1983) can be utilized to support the theoretical framework explaining the motivations of business actors to implement halal certification in food products (Ab Talib et al., 2016). Institutional theory posits that companies operating within an environment are constrained by rules, regulations, and policies (Lawrence & Suddaby, 2006). Fischer, (2015, 2016) asserts that, in the case of the halal food industry, the sector is highly institutionalized, with company operations governed by governmental decisions and regulations. In the context of the halal food market, companies undertaking halal certification of food products respond to external factors, which constitute the dimensions of external factors according to Ab Talib et al. (2016), namely: (1) Government Policy; (2) Industry Factors; and (3) Consumer Demand Factors. The implementation of mandatory halal certification policies a strategic measure aimed at establishing a credible halal assurance system while simultaneously supporting the advancement of the national halal industry. Business practitioners often perceive halal certification as nothing more than an administrative requirement imposed by regulation, rather than as a substantive element of their long-term commitment to maintaining product halal integrity (Giyanti et al., 2021).

According to DiMaggio & Powell, (1983) organizations tend to experience pressures to adopt homogeneous practices (isomorphism) in order to gain legitimacy and sustain their operational viability within institutional environments. In the context of halal certification implementation, this theoretical perspective suggests that business actors are influenced not only by internal factors, such as religious commitment or competitive motives, but also by external pressures that are normative, mimetic, and coercive in nature. Consumer awareness of product halalness plays a significant role in driving demand for halal-certified products. Saleh, H. & Rajandran, (2024) emphasize that consumers' ability to distinguish between halal and non-halal products substantially motivates producers to pursue halal certification. Therefore, the following three hypotheses can be formulated:
H3: Government policy has a direct and positive effect on the implementation of halal certification.
H4: Industry competition has a direct and positive effect on the implementation of halal certification.
H5: Consumer demand has a direct and positive effect on the implementation of halal certification.

Business performance

Business performance is commonly assessed using multiple indicators, including revenue growth, customer satisfaction, operational efficiency, and market share. For many enterprises, halal certification is perceived as a strategic mechanism for enhancing market competitiveness, particularly within markets characterized by a substantial Muslim consumer base (Salindal, 2019). Furthermore, the implementation of halal certification is expected to enhance business performance, which in turn may positively impact the company's ability to fulfill its obligations to pay zakat, infak, and sadaqah. The obligation related to corporate zakat is stipulated in Law No. 23 of 2011 concerning Zakat Management, Chapter 1, Article 11, paragraph (2), which

states that among the objects required to pay zakat are individuals or business entities. In relation to the payment of zakat, infak, and sadaqah, from a business perspective, companies with strong financial performance are more likely to fulfill these religious and legal obligations accordingly.
H6: The implementation of halal certification has a direct and positive effect on business performance.

Islamic Marketing Mix

The marketing mix from an Islamic perspective has been examined by several scholars, including Abdullah et al. (2015, 2013); Abuznaid, (2020); Bahari et al., (2012); Ishak & Abdullah, (2012); Kartajaya & Sula, (2006); Regenstein et al., (2014); J. A. Wilson et al., (2013); J. A. J. Wilson & Liu, 2010, (2011) identified the marketing mix as comprising product, price, promotion, and place. Meanwhile, Abuznaid, (2020) posits that, within Islam, all business activities must adhere to two fundamental principles: first, compliance with the moral codes established by Allah SWT; and second, empathy, which entails gratitude for Allah's blessings by refraining from actions that harm others and preventing the spread of unethical practices. Consequently, the implications of these principles extend the conventional 7P marketing mix (product, price, promotion, place, people, process, and physical evidence) by incorporating two additional elements: promise and patience. Abdullah et al. (2015), through an empirical approach, found that Muslim consumers consider several factors to be important aspects in business implementation, known as the 5 Cs marketing mix framework. These factors include conformity, character, commitment, conscience, and consumer centrism. Halal certification may be regarded as an integral component of the innovation strategies adopted by micro and small food and beverage enterprises that have obtained halal certification. Business actors who obtain halal certification tend to engage in innovation related to product adaptation, pricing strategies, and distribution techniques in order to meet the growing market demand for halal products (Yanti, 2024).
H7: The implementation of halal certification has a direct and positive effect on innovation in the Islamic Marketing Mix strategy.

Method

Samples and Participants

Based on data from www.halal.go.id, in 2024 a total of 72,450 halal certifications were issued in DKI Jakarta, Banten, and West Java, covering 682,558 products. Respondents were selected through convenience sampling, focusing on halal-certified micro and small food and beverage enterprises located in DKI Jakarta, Bekasi, South Tangerang, and West Java. Data collection was conducted during exhibitions, bazaars, and entrepreneurship training programs, resulting in 394 valid responses, exceeding the minimum sample size of 390 determined using Hair et al., (2021) guideline of ten times the number of indicators. The demographic characteristics of the respondents are presented in Table 1.

CFA Model

The data were analyzed using Confirmatory Factor Analysis (CFA) within the Partial Least Squares SEM (PLS-SEM) framework via SmartPLS 4**.** Although the analysis adopts CFA procedures for construct validation, the software platform used (SmartPLS4) implements PLS-SEM algorithms. PLS-SEM is particularly suited for this study given its ability to handle complex models with multiple latent constructs and its robustness with non-normal distributions (J.F. Hair et al., 2021). Unlike CB-SEM, PLS-SEM does not require multivariate

Table 1. Profile of Respondents

Categories		F	**%**
Business Location (n=394)	DKI Jakarta	174	44,2
	Bogor	58	14,7
	Depok	78	19,8
	Tangerang-Tangerang Selatan	53	13,5
	Bekasi	31	7,9
Age (years) (n=394)	20 - 30	33	8,4
	31 - 40	135	34,3
	40 - 50	167	42,4
	51 - 60	55	14,0
	> 60	4	1,0
Gender (n=394)	Man	83	21,1
	Woman	311	78,9
Business Scale (n=394)	Micro	376	95,4
	Small	18	4,6
Halal Certification Pathway	Facilitated Independent	68	17,3
	Regular Independent	36	9,1
	Self-Declaration	290	73,6
Revenue Before Halal Certification (Month) (Million)	Less than 50	283	72
	51 - 100	61	15,5
	101 - 150	17	4,3
	151 - 200	6	1,5
	201 - 250	9	2,3
	251 - 300	1	0,3
	301 - 350	6	1,5
	More than 350	11	2,8
Revenue After Halal Certification (Month) (Million)	Less than 50	264	67
	51 - 100	69	17,5
	101 - 150	21	5,3
	151 - 200	14	3,6
	201 - 250	5	1,3
	251 - 300	5	1,3
	301 - 350	1	0,3
	More than 350	15	3,8

normality and performs reliably with larger samples where chi-square statistics tend to inflate. This choice is consistent with the prior halal certification studies employing PLS-SEM for similar structural models (Giyanti et al., 2021; Silalahi et al., 2022). CFA, as a component of SEM, assesses how well observed variables represent latent construct (J.F. Hair et al., 2021). Factor analysis identifies underlying structures among variables, where factor loadings ≥ 0.70 are generally considered acceptable.

CFA, as a component of SEM, assesses how well observed variables represent latent constructs (J.F. Hair et al., 2021). Factor analysis identifies underlying structures among variables, where factor loadings ≥ 0.70 are generally considered acceptable, and Bartlett's Test of Sphericity further ensures sufficient correlations for factor analysis (Joseph F. Hair et al., 2019).

Indicators in CFA are measured through multiple theoretically grounded items, enabling the assessment of loading factors that form latent constructs (Umar & Nisa, 2020). The method is particularly suited for testing construct validity, determining the extent to which items consistently measure a single theoretical concept. The results produce path diagrams with coefficients, factor loadings, and error variances, alongside validity and reliability measures. Convergent validity is evaluated using Average Variance Extracted (AVE), with a threshold of 0.50, while Composite Reliability (CR) ensures stability, consistency, and predictive accuracy. A measurement instrument is deemed reliable when responses remain consistent and stable over time.

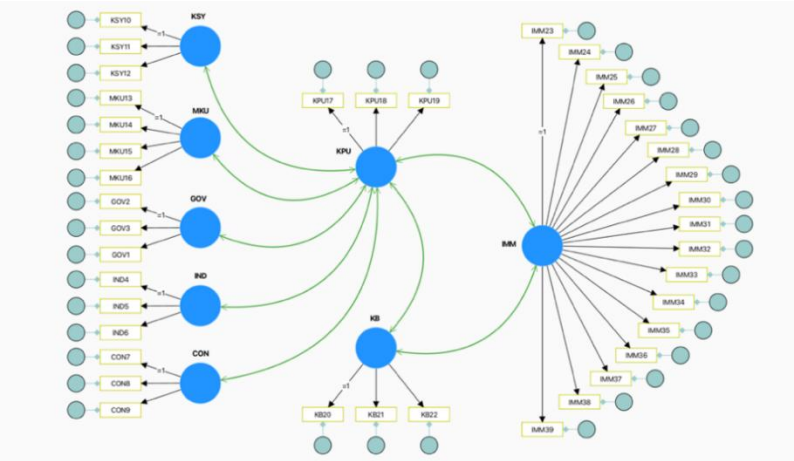


Figure 1. CFA Model

Tabel 2. Model Fit Indices in Confirmatory Factor Analysis (CFA)

No	Model Fit	Description	Acceptable Threshold
1	Chi-Square/df	A fit index criterion that indicates the degree of discrepancy between the sample covariance matrix and the model (fitted) covariance matrix.	Smaller values, approaching 0. Significance level ≥ 0.05 (p ≥ 0.05).
2	RMSEA (Root Mean Square Error of Approximation)	Measures the extent of approximation error in the model parameters compared to the population covariance matrix.	0.05 ≤ RMSEA ≤ 0.08
3	CFI (Comparative Fit Index)	An improved version of the Normed Fit Index (NFI).	> 0.90
4	TLI (Tucker-Lewis Index)	Used to address issues arising from model complexity.	> 0.90

Analysis and Discussion

The measurement model was evaluated in accordance with the guidelines of Joseph F. Hair et al. (2019) employing three to four fit indices rather than reporting all indices, as many of them are often redundant. Accordingly, this study assessed the measurement model using the Chi-Square statistic, Comparative Fit Index (CFI), Tucker–Lewis Index (TLI), and Root Mean Square Error of Approximation (RMSEA), consistent with the recommendations of (Joseph F. Hair et al., 2019).

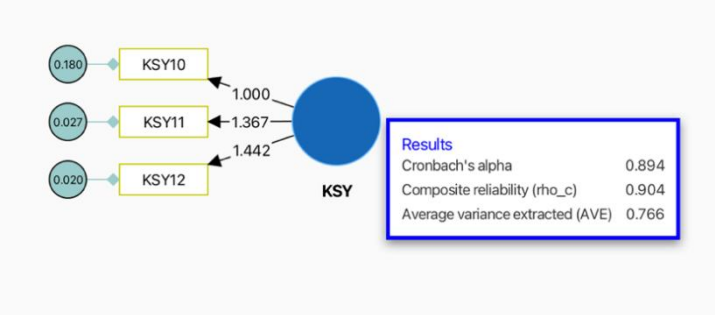


Figure 2. CFA Model of Religious Commitment

Figure 2 illustrates the confirmatory factor analysis of the latent construct KSY using indicators KSY10, KSY11, and KSY12. Reliability and convergent validity metrics (Cronbach's alpha = 0.894; ρc = 0.904; AVE = 0.766) indicate that the indicators consistently and validly measure the construct.

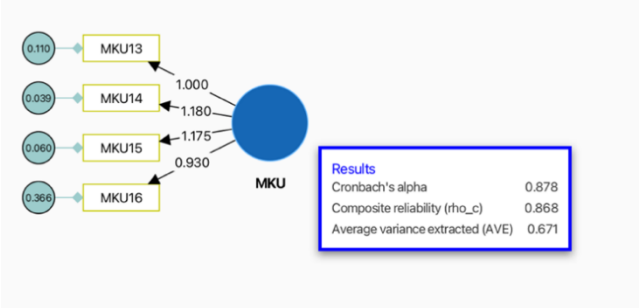


Figure 3. CFA Model of Business Competition Motive

Figure CFA 3 illustrates the relationship between four indicators (MKU13, MKU14, MKU15, and MKU16) and a latent construct (MKU), which represents the business competition motive among halal-certified micro and small enterprises (MSEs). Based on the CFA results, it can be concluded that the MKU construct, measured through these four indicators, demonstrates satisfactory reliability and validity. This implies that the indicators collectively capture the latent construct MKU with an acceptable level of accuracy. Consequently, the variables MKU13, MKU14, MKU15, and MKU16 are considered valid measures of the business competition motive within halal-certified MSEs, which serve as the focus of this study. The factor loadings assigned to each indicator (1.000, 1.180, 1.175, and 0.930) indicate the strength of association between each indicator and the MKU construct. Typically, factor loadings above 0.7 are expected, suggesting that the indicators provide a strong representation of the underlying construct.

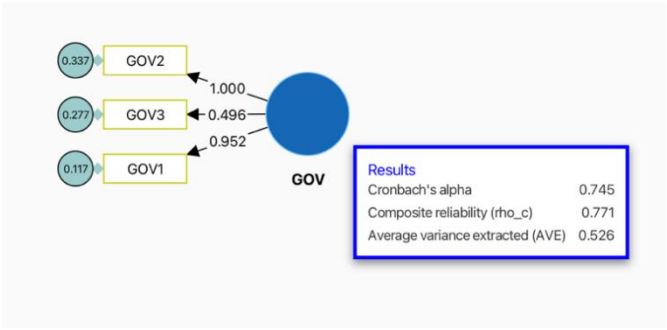


Figure 4. CFA Model of Government Policy Factor

The indicators GOV1, GOV2, and GOV3 display different loading values with respect to the latent construct "GOV." GOV1 records the highest loading (0.952), signifying that it is the most robust representation of the construct. Conversely, GOV3 yields the lowest loading (0.496), indicating that it contributes less effectively compared to the other indicators. Taken together, the findings confirm that the "GOV" construct demonstrates acceptable reliability and validity, thereby justifying its further use and interpretation within this research.

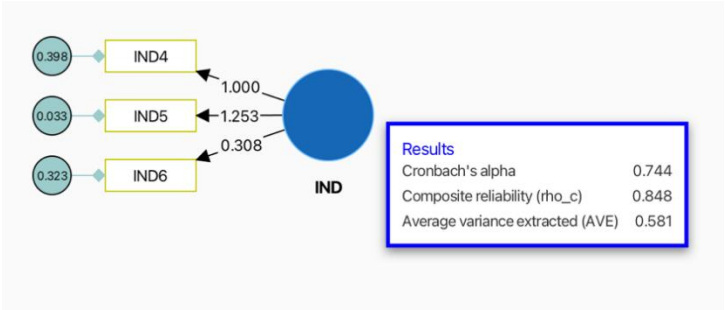


Figure 5. CFA Model of Industry Factor

The CFA model presented illustrates that the indicators IND4, IND5, and IND6 exhibit varying factor loadings on the latent construct "IND." Indicators with higher factor loadings indicate a stronger relationship with the latent construct, whereas lower factor loadings suggest a weaker association. Among these, IND5 demonstrates the highest loading value of 1.253, signifying that it is highly relevant and significant in measuring the "IND" construct. This implies that IND5 exerts the greatest influence within the construct and serves as the primary indicator in the measurement. In contrast, IND6 records the lowest loading value of 0.308, indicating its relatively weaker contribution to the construct.

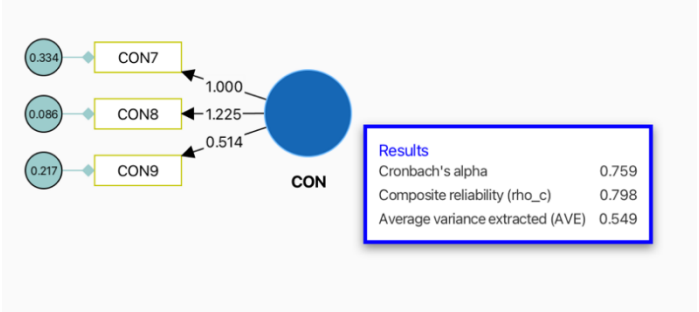


Figure 6. CFA Model of Consumer Factor

Overall, the CFA results indicate that the construct "CON" demonstrates an adequate level of reliability and validity. Both Cronbach's Alpha and Composite Reliability confirm that the construct is dependable for measurement purposes, while the AVE value suggests that it possesses satisfactory convergent validity. Specifically, the Cronbach's Alpha value of 0.759 for the "CON" construct indicates a reasonable degree of internal consistency among the items. This value, which slightly exceeds the commonly recommended minimum threshold of 0.7, signifies that the items reliably measure the same construct with acceptable accuracy.

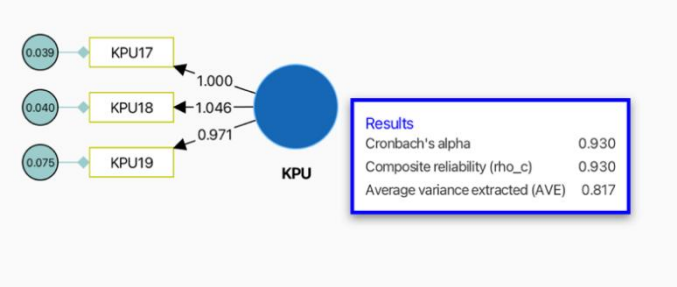


Figure 7. CFA Model of Business Actors' Obligations

Based on the CFA results, the KPU construct is both valid and reliable. The concept of business actors' obligations in the context of halal certification can be effectively measured through the three employed indicators. Moreover, the indicators are mutually reinforcing, as the inclusion of the halal label (KPU17), maintaining product halal integrity (KPU18), and renewing the certificate (KPU19) are closely interrelated and collectively provide a comprehensive depiction of business actors' obligations. The measurement model demonstrates a good fit with the data, indicating that the model adequately explains the relationships between the indicators and the latent construct.

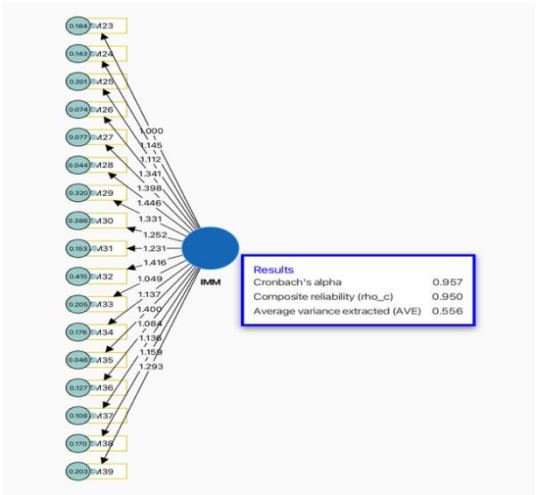


Figure 8. CFA Model of Islamic Marketing Mix Innovation

The results of the confirmatory factor analysis for the Islamic Marketing Mix Innovation (IMM) variable, measured through 17 indicators (IMM23 to IMM39), encompass various dimensions of marketing, ranging from halal certification ownership and product innovation to fulfilling consumer needs through offerings aligned with Sharia principles. The IMM construct is both valid and reliable, indicating that the concept of Islamic Marketing Mix innovation can be effectively measured through the 17 employed indicators. All indicators are strongly

interrelated and collectively provide a comprehensive representation of Islamic Marketing Mix innovation within the context of halal food and beverage MSMEs. The CFA results further confirm that the IMM construct demonstrates a high level of reliability and validity. This finding offers valuable insights for gaining a deeper understanding of the extent of Islamic Marketing Mix innovation among halal-certified MSMEs.

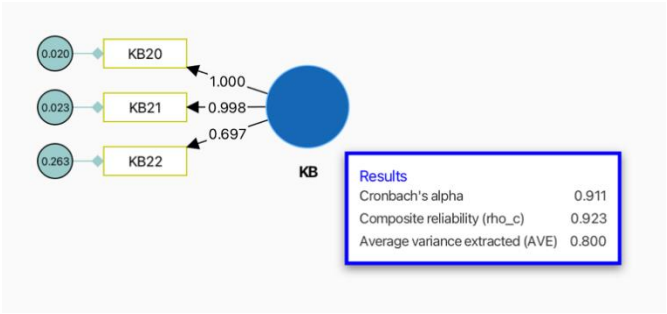


Figure 9. CFA Model of Business Performance

The KB construct is both valid and reliable, indicating that the concept of business performance can be effectively measured through the three employed indicators. These indicators are mutually reinforcing, as sales growth, profit growth, and the increase in zakat, infaq, and sadaqah are closely interrelated and collectively provide a comprehensive depiction of business performance among halal-certified MSMEs. The measurement model applied in this study demonstrates a good fit with the data, confirming that the model adequately captures the relationships between the indicators and the latent construct.

Table 3. Goodness-of-Fit Test Results

Model Fit Index	Recommended Treshold	Model Result	Model Assesment
P value		0,000	0,000
ChiSqr/df	Smaller values, approaching 0Significance level ≥ 0,05 or (p ≥ 0,05)	7,536	Not Fit
RMSEA	0,05 ≤ RMSEA ≤ 0,08	0,029	Fit
TLI	> 0,90	0,686	Not Fit
CFI	> 0,90	0,906	Fit

The findings from Table 3 present a nuanced perspective on the model's overall goodness-of-fit. The Chi-Square/df statistic (7.536) and the p-value (0.000) suggest a lack of fit when evaluated against conventional thresholds. However, it is well established in the methodological literature that the Chi-Square test is highly sensitive to large sample sizes, often leading to the rejection of models that may otherwise demonstrate adequate fit. Similarly, the Tucker-Lewis Index (TLI = 0.686) falls substantially below the acceptable cut-off of 0.90, indicating room for improvement in model specification. The relatively low TLI value may indicate model complexity and heterogeneity among MSEs participating in the study. However, recent SEM literature argues that model evaluation should not rely exclusively on a

single fit index because RMSEA and CFI frequently provide more stable estimates in large samples and complex behavioral models (Joseph F. Hair et al., 2023)

On the other hand, two widely recognized indices provide strong support for the model's adequacy. The RMSEA (0.029) is not only below the recommended threshold but also falls within the range typically interpreted as a close fit, while the CFI (0.906) surpasses the critical threshold of 0.90, further supporting the model's appropriateness. Given the sensitivity of Chi-Square-based measures, contemporary best practices in structural equation modeling often place greater emphasis on indices such as RMSEA and CFI. Therefore, despite certain indices suggesting poor fit, the combination of a very low RMSEA and an acceptable CFI allows the model to be considered as having an overall satisfactory and practically meaningful fit.

From a methodological perspective, the mixed goodness-of-fit results have several implications. First, the sensitivity of the Chi-Square statistic highlights the importance of complementing it with alternative fit indices such as RMSEA and CFI, which are less influenced by sample size. In this study, both indices provide strong evidence of model adequacy, thereby justifying the continued use of the measurement model for further analysis. Second, the relatively low TLI score indicates that some refinements in the model specification may still be warranted, such as re-examining indicator loadings or assessing potential model specifications to improve parsimony and explanatory power. Third, the acceptable reliability and validity demonstrated across the constructs support the robustness of the latent variables, even in the presence of certain fit indices that fall below the recommended thresholds.

Overall, these methodological implications suggest that while the model can be considered sufficiently reliable and valid for empirical interpretation, researchers should remain cautious and consider potential refinements in future studies to enhance both theoretical precision and statistical robustness.

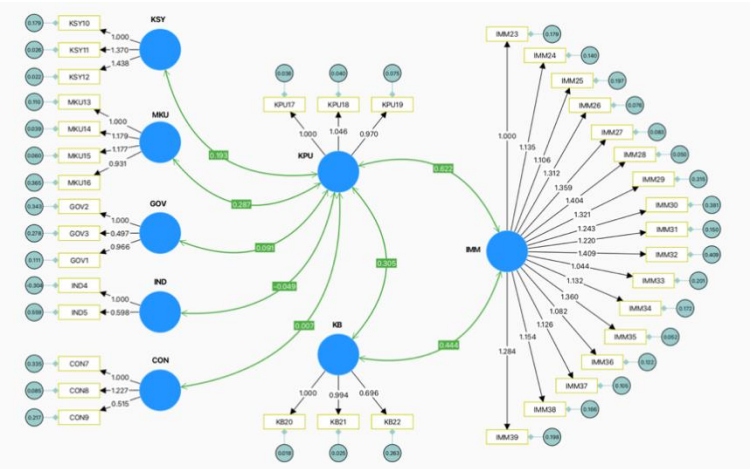


Figure 10. Output of Full Model Re-Run

After conducting partial CFA tests on the eight variables, the constructs were subsequently combined to form a full model. All indicators were then re-examined to ensure that the factor loadings of each indicator remained above 0.45. Figure 10 presents the full model obtained after the partial CFA testing. Although all indicators had passed the partial CFA, once integrated into the full model, several indicators still demonstrated factor loadings below 0.45. Specifically, within the industry factor (IND), indicator IND6 exhibited a loading value of 0.308. Consequently, the IND variable, which was initially formed from three indicators, was

reduced to two indicators due to the presence of one indicator with a loading factor below the 0.45 threshold. As a result, IND6 was eliminated from the model.

Following the elimination of indicator IND6, a subsequent assessment was conducted to ensure that the factor loadings of all remaining indicators remained above the desired threshold of 0.45. In this context, the removal of indicators with low loading values represents a strategic step to enhance both the validity and reliability of the tested model.

Table 4. Estimates of the hypothesized model

	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
CON -> KPU	0,212	0,316	0,234	0,408
GOV -> KPU	0,142	0,110	1,585	0,059
IMM -> KB	1,452	0,977	1,300	0,099
IND -> KPU	-0,044	0,067	0,654	0,258
KPU -> IMM	0,922	0,245	4,106	0,000
KPU -> KB	0,011	1,246	0,341	0,367
KSY -> KPU	0,194	0,201	1,382	0,086
MKU -> KPU	0,708	0,236	2,928	0,002

The results of the hypothesis testing using bootstrapping with 10,000 sub-samples at a 95% confidence level indicate that only certain hypothesized relationships are supported by the data. The path from Micro and Small Enterprises (MSEs) obligations (KPU) to Islamic Marketing Mix innovation (IMM) shows a strong and significant effect ($\beta = 0.922$, $p = 0.000 < 0.05$), thereby supporting the hypothesis. This finding implies that the greater the compliance of MSEs with halal certification obligations, the stronger their adoption of innovation within the Islamic Marketing Mix.

The obligations of MSEs (KPU) embedded in halal certification such as labeling, maintaining halal integrity, and renewing certification function not only as compliance requirements but also as drivers of innovation within the Islamic Marketing Mix (IMM). These obligations stimulate firms to enhance product quality and diversify offerings (M. Tieman & Hassan, 2019; Marco Tieman, 2021

), legitimize value-based pricing through consumer trust in halal assurance J. A. J. Wilson & Liu, (2011), improve supply chain integrity in distribution Marco Tieman, (2021) and promote ethical branding rooted in honesty and trustworthiness (Harjadi et al., 2021; J.A.J. Wilson & Liu, 2010). Moreover, KPU strengthens organizational capacity through employee training and halal-compliant processes, while visible certification and labeling provide tangible evidence that reinforces brand credibility (Amanullah, 2022; Jie et al., 2023). Collectively, these dynamics demonstrate that KPU obligations act as a catalyst for systematic innovation across the IMM, transforming regulatory compliance into a source of competitive advantage in the halal market.

Similarly, the path from business competition motive (MKU) to MSEs obligations (KPU) is also significant ($\beta = 0.708$, $p = 0.002 < 0.05$), suggesting that competitive motives drive halal-certified MSEs to fulfill their regulatory obligations more effectively. These results align with the threshold recommended by J.F. Hair et al., (2021), which emphasizes that relationships with p-values less than 0.05 are considered statistically significant. In the halal industry, halal certification is not only a religious requirement but also a strategic instrument that enhances consumer trust and business competitiveness. Studies have shown that certification enables firms to attract the increasingly halal-conscious Muslim market (Haleem et al., 2020; M. I. Khan & Haleem, 2016) and to differentiate themselves within competitive environments (A. Khan et al., 2022; A. J. Wilson, 2014). Competition pressures often compel firms to adopt halal certification when competitors have already secured it, making certification a de facto market standard (Hashim & Mohd Nor, 2022; Nurjamjam, 2024). Beyond signaling compliance, certification also strengthens reputation, credibility, and market sustainability (Alserhan et al., 2022; Hassan et al., 2019). Moreover, as highlighted by Bux et al. (2022) and Md Salleh et al. (2020), competitive dynamics and shifting consumer trends continue to drive firms toward adopting certification as an adaptive strategy to secure long-term viability in the halal marketplace.

In contrast, the remaining hypotheses are not supported, as their p-values exceed the cut-off threshold of 0.05 (J.F. Hair et al., 2021). Specifically, consumer factor (CON) does not significantly affect micro and small enterprise obligations (KPU) ($\beta = 0.212$, $p = 0.408 > 0.05$). Consumer awareness of product halalness plays a critical role in driving demand for halal-certified products. While consumer demand exists, its influence on business decisions may not be immediately evident if consumers lack sufficient knowledge about the significance of halal certification or do not exhibit strong preferences for halal products (Ambali & Bakar, 2014b). As highlighted by Saleh, H. & Rajandran, (2024) consumer awareness in distinguishing between halal and non-halal products substantially motivates producers to pursue halal certification.

From an institutional theory perspective, this non-significant result requires a more contextually grounded explanation. The Jabodetabek region hosts a highly diverse marketplace in which micro-enterprises representing 95,4% of the sample predominantly operate through informal, trust-based commercial channels, including community bazaars, neighborhood networks, and social media platforms. Within such settings, consumers are less likely to use formal halal certification as the primary signal of product trustworthiness; personal familiarity and community reputation often serve as more immediate proxies for product integrity. Consequently, consumer pressure for formal certification may not translate directly into compliance decisions at the enterprise level. This explains why consumer driven normative isomorphism appears to operate indirectly mediated through longer term reputational signals or competitive market dynamics rather than functioning as an immediate and direct coercive force on MSEs certification behavior (DiMaggio & Powell, 1983). This aligns with Silalahi et al., (2022) who found that consumer-side pressures alone are insufficient to drive halal adoption without corresponding regulatory reinforcement. It may also reflect the predominantly micro-scale nature of the sample enterprises (95,4% micro businesses), which maintain closer trust-based customer relationship in localized market where formal certification is less salient as a demand signal (Utami et al., 2022). From the RBV lens, certification-driven consumers pressure only becomes a competitive resource when firms

possess sufficient marketing capability and halal literacy to translate it into actionable compliance (Zailani et al., 2015a).

The non-significant influence of government policy likewise requires contextual grounding. In the Jabodetabek area, halal certification mandates are primarily enforced at the level of formal distribution channels and large-scale retail environments. Micro enterprises, which constitute most of this study samples, frequently operate outside these formal institutional spaces, limiting their day-to-day exposures to regulatory enforcement mechanism. As a result, government-issued mandates may be perceived as distant administrative requirements rather than immediate operational imperatives.

Likewise, government policy (GOV) exerts no statistically significant effect on MSEs obligations (KPU) ($\beta = 0.142$, $p = 0.059 > 0.05$), even though the p-value is marginally close to the threshold. The MSEs often perceive halal certification merely as an administrative formality to comply with regulations, rather than as part of a long-term commitment to ensuring product halal integrity (Giyanti et al., 2021). This awareness is frequently limited to the initial certification process; without a comprehensive understanding of the ongoing responsibilities it entails. (Ambali & Bakar, 2014b) further emphasize that producers' awareness regarding the implementation and compliance with halal obligations is often lower compared to that of consumers.

This finding carries important theoretical implications. Under Institutional Theory, coercive isomorphism from government regulation should logically compel MSEs toward certification compliance (DiMaggio & Powell, 1983; Fischer, 2016). However, the non-significant result suggests that coercive pressures are not uniformly effective when enforcement mechanism is weak or when MSEs operate primarily in informal or local markets where regulatory visibility its limited, The marginal p-value ($p=0.059$) also warrants cautions interpretation; it is possible that a larger or differently composed sample would reveal a significant effect. Policy practitioners should therefore focus not merely on mandating certification, but on building regulatory ecosystems that include capacity-building support, simplified certification pathways, and financial incentives to make compliance genuinely accessible to micro strategies (Amalia & Hidayah, 2020; Azmi et al., 2018; Silalahi et al., 2022)

The influence of industry factor (IND) on MSEs obligations (KPU) is also insignificant ($\beta = -0.044$, $p = 0.258 > 0.05$), indicating that industry dynamics do not directly drive compliance with halal obligations in this context. For any industry, business sustainability is a crucial aspect that companies must prioritize to remain relevant in an increasingly competitive market environment (Ab Talib et al., 2016). One strategic approach to achieving this is by adhering to all laws and regulatory requirements, particularly those related to halal compliance (Md Salleh et al., 2020).

Furthermore, the relationship between sharia commitment (KSY) and MSEs obligations (KPU) is not significant ($\beta = 0.194$, $p = 0.086 > 0.05$), suggesting that religio-ethical motivations alone may not sufficiently explain compliance behavior. On the performance side, Islamic Marketing Mix innovation (IMM) does not significantly affect business performance (KB) ($\beta = 1.452$, $p = 0.099 > 0.05$). It is noteworthy that despite the absence of statistical significance, the magnitude of this path coefficient is relatively large. The apparent tension a substantively large effect size alongside a non – significant p-value merits careful methodological consideration. Several plausible explanations may account for this pattern. First, high variability within the sample may have inflated the standard deviation of the coefficient (STDEV = 0.977), resulting in a t-statistic that falls below the significance

threshold. Given that sample comprises business at different stages of Islamic marketing adoption, individual level heterogeneity in innovation implementation may have introduced noise into the estimation. Second, measurement error in the IMM construct, which encompasses 17 diverse indicators ranging from halal labelling to Sharia-compliant promotional strategies, may have attenuated the precision of the latent variable score. Constructs of this breadth are particularly susceptible to measurement inconsistencies when respondents interpret items differently across business contexts. Third, model specification considerations are relevant, the relationship between IMM and KB may be non-linier, time lagged, or conditioned on boundary factors such as business scale, digital marketing capability, or geographic market reach, none of which were explicitly modelled in the current framework.

And MSEs obligations (KPU) do not directly affect business performance (KB) ($\beta = 0.011$, $p = 0.367 > 0.05$). In the context of any industry, business sustainability represents a critical dimension that firms must prioritize in order to maintain relevance within an increasingly competitive market landscape (Ab Talib et al., 2016). A strategic pathway to ensure such sustainability lies in strict adherence to legal frameworks and regulatory requirements, with particular emphasis on halal compliance as a key determinant of long-term competitiveness (Md Salleh et al., 2020).

Taken together, these findings demonstrate that only two hypothesized path KPU has significant effect IMM and MKU to KPU meet the statistical significance criterion ($p < 0.05$), confirming that business competition motives and compliance with halal obligations are critical drivers of Islamic Marketing Mix innovation among halal-certified MSEs. The other hypothesized relationships, despite being theoretically relevant, are not statistically supported in this study, highlighting the need for further investigation into contextual or mediating factors that may better explain the dynamics between consumers, government policy, sharia commitment, industry factors, and business performance outcomes J.F. Hair et al., (2021).

Concusion

This study reveals that only two hypothesized path business actors' obligations (KPU) have significant effect Islamic Marketing Mix innovation (IMM) and business competition motive (MKU) has significant effect MSEs obligations (KPU) are empirically validated, indicating that halal certification compliance and competitive forces serve as the main catalysts of innovation among halal-certified MSEs. In contrast, other hypothesized links involving consumers, government policy, industry factors, sharia commitment, and business performance show no significant effect implying that innovation and compliance in the halal sector are driven more by regulatory requirements and market competition than by ethical considerations or external pressures. These results underscore the importance of policy measures that reinforce institutional frameworks and provide incentives for sustained compliance, while positioning halal certification as both a regulatory obligation and a strategic instrument for innovation and competitiveness in the global halal industry. The non-significant effect of sharia commitment (KSY) on compliance obligations may indicate the religious motivation, while intrinsically important, requires structural and market reinforcement to generate observable compliance behavior at the firm level. The non-significant path from IMM to business performance (KB) may reflect measurement timing issues, innovation outcomes in Islamic marketing often materialize over longer periods than cross-sectional studies can capture.

These result carry specific implications for practitioners and policymakers. For policymakers, the findings suggest that mandatory halal certification alone is insufficient to drive market-wide compliance, effective policy must be accompanied by accessible self-

declaration pathways, financial subsidies for certification costs, and ongoing halal literacy programs tailored to micro enterprise operators. For business practitioners, the significant KPU to IMM path demonstrates that fulfilling halal certification obligations creates a foundation for marketing innovation, enabling MSEs to develop differentiated product offerings, trust based pricing strategies and integrity driven branding that command premium positioning in halal markets. Future research should adopt longitudinal designs to capture the deferred performance effects of Islamic marketing innovation, examine moderating variables such as halal literacy and digital marketing capability, and extend analysis to a broader geographic scope beyond Greater Jakarta to improve generalizability.

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