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The Influence of Halal Certification, Product Quality, and E-WOM on Consumer Trust in Halal MSME Culinary in South Tangerang

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the Indonesian economy, particularly in employment absorption and improving public welfare. However, MSMEs still face various challenges, particularly in building consumer trust in the products they offer. In the halal culinary sector, consumer trust is a crucial factor, products consumed must meet halal and high-quality standards. In South Tangerang City, halal certification is still low. Furthermore, product quality e-WOM management are suboptimal, potentially impacting consumer trust. This study aims to analyze the influence of halal certification, product quality, and e-WOM on consumer trust in halal culinary MSMEs in South Tangerang City. This study used a quantitative method with a non-probability sampling technique using a purposive sampling method. The sample size was 100 respondents residing in South Tangerang City and who had consumed halal culinary products from MSMEs in South Tangerang City. Data processing used Partial Least Square (PLS) data analysis techniques with the help of SmartPLSsoftware. The results of the study indicate that halal certification has a positive and significant effect on consumer trust, product quality also has a positive and significant effect on consumer trust, while e-WOM has no significant effect on consumer trust. These findings indicate that consumers prioritize tangible evidence in the form of halal assurance and product quality over information or reviews obtained through digital media in building trust in halal culinary MSMEs. Therefore, MSMEs need to prioritize obtaining halal certification and maintaining and improving product quality continuously to strengthen consumer trust

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in Indonesia's economy. According to the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, MSMEs contribute approximately 61% to the national Gross Domestic Product (GDP)—equivalent to Rp9,580 trillion—and employ approximately 117 million workers, or 97% of the total workforce in Indonesia[1]. In 2023, the number of MSMEs reached 66 million units.[2]

One MSME sector that makes a significant contribution is the culinary sector. Approximately 70% of MSMEs in Indonesia operate in the food and beverage sector, and 99.5% of these are micro, small, and medium-sized enterprises.[3] Data from the Central Statistics Agency BPS also indicates that the sales value of food and beverage businesses reached Rp998.37 trillion, with 99.5% of that coming from MSMEs.[4]

As public awareness of halal consumption grows, Indonesia has become the country with the largest halal food consumption in the world, reaching a value of USD149.8 billion in 2022.[5] This situation indicates that halal certification is a key factor in boosting consumer confidence in culinary products.

The city of South Tangerang holds great potential for SME development, with 147,862 business units, 55,363 of which operate in the culinary.[6] However, as of August 2023, only 3,005 SMEs had obtained halal certification.[7] This gap indicates that the adoption of halal certification remains low, even though halal certification can enhance business credibility and consumer trust.

In addition to halal certification, product quality is also a key factor in building consumer trust. Consumers pay attention not only to a product's halal status but also to its quality and "thayyib" aspects. However, maintaining consistent product quality remains a challenge for most food-related SMEs.[8]

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[1] Fitri Nurul Aftitah et al., "Pengaruh Umkm Terhadap Pertumbuhan Ekonomi Di Indonesia Pada Tahun 2023," January 1, 2025, https://doi.org/https://doi.org/10.59031/jkpim.v3i1.511.

[2] Kadin, "UMKM Indonesia - Kadin Indonesia," 2023, https://kadin.id/data-dan-statistik/umkm-indonesia/.

[3] Ahmad Kholik Setiawan and Dewi Rahmi, "Strategi Pengembangan UMKM Makanan Dan Minuman Di Kelurahan Tamansari Kota Bandung," December 2023, https://journals.unisba.ac.id/index.php/JRIEB/article/view/2796/1569.

[4] BPS, "Statistik Penyediaan Makanan Dan Minuman Badan Pusat Statistik BPS-Statistik Indonesia," 2023.

[5] Nurul Badriyah et al., "Persepsi Masyarakat Terhadap Implementasi Regulasi Halal Dalam Rantai Nilai Halal Di Kota Malang," September 14, 2025, https://doi.org/https://doi.org/10.23917/jkk.v4i3.738.

[6] Dinkop UKM Kota Tangerang Selatan, "Jumlah UMKM Menurut Skala Dan Jenis Di Kota Tangerang Selatan Tahun 2022 - Dataset - Portal Data Kota Tangerang Selatan," 2022, https://data.tangerangselatankota.go.id/dataset/jumlah-umkm-menurut-skala-dan-jenis-di-kota-tangerang-selatan-tahun-2022.

[7] Adinda Puspita Febriyanti Nuzha, "Preferensi Usaha Mikro Kecil Tersertifikasi Halal Terhadap Produk Bank Syariah," 2024.

[8] Dharman, "Pengaruh Kualitas Produk, Kualitas Pelayanan, Strategi Pemasaran Syariah,Terhadap Kepuasan Konsumen Dan Kepercayaan Konsumen Pada UMKM Mohawi Konawe Kepulauan," 2024, https://jurnaluniv45sby.ac.id/index.php/jmcbus/article/view/2343/1881.

On the other hand, the growth of digital media has made electronic word of mouth (e-WOM) the primary source of information for consumers. APJII notes that internet penetration in Indonesia has reached 79.5%.[9] while consumer reports that approximately 90% of consumers read online reviews before purchasing a product.[10] Nevertheless, negative reviews on digital media can erode consumer trust in the products being offered .[11]

METHODS

This study employs a quantitative approach using both primary and secondary data. Primary data was collected directly from 100 respondents via an online questionnaire distributed using Google Forms, while secondary data was obtained from scientific journals and reports from relevant institutions. The research instrument utilized a Likert scale to measure respondents' perceptions. The sampling criteria for this study were consumers residing in South Tangerang City who had consumed halal food from MSMEs in South Tangerang City and were over 18 years of age. Data analysis was conducted using descriptive statistics and Partial Least Squares-based Structural Equation Modeling (SEM-PLS) with the assistance of SmartPLS 4 software.

RESULT AND DISCUSSION

1. The Impact of Halal Certification on Consumer Trust

The results of the hypothesis testing indicate that halal certification has a positive and significant effect on consumer trust in halal MSME culinary products in South Tangerang City. This is evidenced by a path coefficient of 0.525, a t-statistic of 4.221, and a p-value of 0.000, leading to the acceptance of H_1. This finding indicates that the better the implementation of halal certification, the higher consumer trust becomes. The results of the descriptive analysis also show that the halal certification variable has an average index of 87.53 and falls into the high category.

These findings support the "Integrative Model of Organizational Trust" proposed by Mayer et al. (1995), which explains that trust is formed through the competence, integrity, and good intentions of business actors. Halal certification serves as proof that a product meets halal standards, thereby enhancing consumers' sense of security and confidence.[12]

[9] APJII, "Asosiasi Penyelenggara Jasa Internet Indonesia," February 2024, https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang.
[10] Brightlocal, "Study Shows Reviews Matter More Than Ever- BrightLocal," 2026, https://www.brightlocal.com/research/local-consumer-review-survey/?utm_source=chatgpt.com.
[11] Desy S Nur and Ade Octavia, "Pengaruh Electronic Word Of Mouth Terhadap Keputusan Pembelian Dengan Kepercayaan Konsumen Sebagai Mediasi Pada Marketplace Shopee Di Kota Jambi," *Jurnal ManajemenTerapan Dan Keuangan (Mankeu)* 11, no. 02 (2022).
[12] Roger C. Mayer, James H. Davis, and F. David Schoorman, "An Integrative Model of Organizational Trust," *The Academy of Management Review* 20, no. 3 (July 1995): 709, https://doi.org/10.2307/258792.

2. Pengaruh Kualitas Produk terhadap Kepercayaan Konsumen

The test results show that product quality has a positive and significant effect on consumer trust, with a path coefficient of 0.227, a t-statistic of 2.320, and a p-value of 0.020; thus, H_2 is accepted. This means that the better the product quality, the higher the consumer trust in halal MSME culinary products in South Tangerang City. Descriptive analysis indicates that product quality has an average index of 84.94 and falls into the high category.

These results support the theory proposed by Mayer et al. (1995), which explains that product quality reflects a business operator's ability to meet consumer expectations. High-quality products enhance consumer confidence, thereby strengthening trust.[13]

3. Pengaruh Electronic Word of Mouth (E-WOM) terhadap Kepercayaan Konsumen

The test results show that e-WOM does not have a significant effect on consumer trust, with a path coefficient of 0.228, a t-statistic of 1.806, and a p-value of 0.071; therefore, H_3 is rejected. This indicates that an increase in e-WOM does not directly increase consumer trust in halal MSME culinary products in South Tangerang City. Nevertheless, the results of the descriptive analysis show that the e-WOM variable has an average index of 84.09 and falls into the high category.

Based on the Consumer Behavior theory proposed by Mowen and Minor (2001), information from e-WOM can shape consumer perceptions.[14] This discrepancy is likely due to consumers relying more on personal experiences and recommendations from family or friends than on anonymous online reviews. Furthermore, explain that online trust is influenced by experience, risk perception, security, and an individual's propensity to trust, so e-WOM.[15]

CONCLUSION

Based on the research findings, it can be concluded that halal certification and product quality have a positive and significant effect on consumer trust in halal culinary MSMEs in South Tangerang City. This indicates that halal certification provides consumers with assurance and confidence regarding the halal status of products, while good product quality enhances consumer trust in the products they consume. Meanwhile, electronic word of mouth (e-WOM) does not have a significant effect on consumer trust. These findings suggest that consumers tend to place greater weight on factors that can be directly verified—such as halal certification and product quality—rather than information or reviews obtained through digital media when forming trust in halal culinary SME products. Therefore, efforts to boost consumer trust in halal culinary SMEs in South Tangerang City should focus on increasing the prevalence of halal certification and on maintaining and continuously improving product quality.

[13] Mayer, Davis, and Schoorman.
[14] John C.. Mowen and Michael. Minor, "Consumer Behavior," 2001, 354.
[15] Susan Rose, Neil Hair, and Moira Clark, "Online Customer Experience: A Review of the Business-to-Consumer Online Purchase Context," *International Journal of Management Reviews* 13, no. 1 (March 2011): 24–39, https://doi.org/10.1111/j.1468-2370.2010.00280.x.

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