



THE INFLUENCE OF HALAL EDUCATION AND PRODUCT LABELING ON MUSLIM CONSUMER TRUST

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Abstract: The study analyzes the effect of halal education and product labeling on Muslim consumers' trust. The research approach used is a quantitative approach with a survey method. Data were collected through the distribution of questionnaires to 33 Muslim respondents, using purposive sampling with criteria of consumers who understand and consume halal-labeled products. The data were processed using multiple linear regression analysis with the help of SPSS. The study shows that halal product labeling has a positive and significant effect on consumer trust, while halal education has a positive but not significant effect. Consumer trust theory emphasizes the importance of information reliability and source credibility in shaping consumer beliefs, and halal labeling serves as a formal guarantee of product halalness and quality. Halal education has a positive contribution, but its influence is not significant, indicating that consumer knowledge about halal has not yet become a dominant factor. This study emphasizes the importance of the presence of halal labels, accompanied by strengthening certification mechanisms and effective communication strategies to reinforce Muslim consumers' trust.

Keywords: Halal Education; Product Labeling; Consumer Trust; Muslims

Abstrak: Penelitian menganalisis pengaruh edukasi halal dan labelisasi produk terhadap kepercayaan konsumen Muslim. Pendekatan penelitian yang digunakan adalah pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada 33 responden Muslim, teknik purposive sampling dengan kriteria konsumen yang memahami dan mengonsumsi produk berlabel halal. Data diolah menggunakan analisis regresi linier berganda dengan bantuan SPSS. Penelitian menunjukkan bahwa labelisasi produk halal berpengaruh positif dan signifikan terhadap kepercayaan konsumen, edukasi halal berpengaruh positif tetapi tidak signifikan. Teori kepercayaan konsumen menekankan pentingnya keandalan informasi dan kredibilitas sumber dalam membentuk keyakinan konsumen, labelisasi halal berperan sebagai jaminan formal atas kehalalan dan kualitas produk. Edukasi halal memiliki kontribusi positif, pengaruhnya tidak signifikan mengindikasikan pengetahuan konsumen mengenai halal belum menjadi faktor dominan. Penelitian ini menegaskan pentingnya keberadaan label halal, disertai penguatan mekanisme sertifikasi dan strategi komunikasi yang efektif guna memperkuat kepercayaan konsumen Muslim.

Kata Kunci: Edukasi Halal; Labelisasi Produk; Kepercayaan Konsumen; Muslim

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Introduction

Respond more emotionally to halal products than non-halal products, indicating a close relationship between religious beliefs and consumption behavior.¹ These findings confirm that religiosity is not merely normative, but also has real implications for consumer psychology in purchasing decisions. The results of the analysis show that the halal label variable has a significant effect on consumer decisions. The brand variable has a significant effect on consumer decisions. The price variable has a significant effect on consumer decisions. The halal label, brand, and price variables simultaneously have a significant effect on consumer decisions.² As the scope of halal products expands beyond food to include the pharmaceutical, cosmetics, and tourism sectors, a number of new challenges have emerged that need to be addressed. These include the uneven distribution of halal certification processes and the need for more inclusive regulations so that the benefits can be widely felt by the community.³ Therefore, the existence of a credible, transparent, and accessible halal certification system is an urgency in supporting the growth of Muslim consumer confidence in the modern era.⁴

Halal education is a structured learning process about the principles of halal and thayyib in Islamic teachings, which includes understanding the basic concepts of halal, certification procedures, and applicable regulations. The main objective of halal education is to foster critical awareness and consumption behaviour that is in line with Islamic values. Thus, consumers not only understand the normative aspects of product halalness, but are also able to apply them in their daily lives. Increasing the capacity of individuals and communities in choosing and producing halal.⁵ In this context, halal certification plays an important role as a quality assurance that is able to answer the needs and expectations of Muslim consumers.⁶ However, the overall implementation of certification still faces a number of obstacles, including a low understanding of the principle of thayyib, which is an integral part of the halal concept itself.⁷ Strategic steps are needed in the form of increasing more comprehensive socialisation and education activities to encourage halal literacy among the community and business actors. This effort is important to strengthen understanding and compliance with applicable halal regulations and standards.⁸

¹ Osama Sam Al-Kwafi, Allam Abu Farha, And Zafar U. Ahmed, "Dynamics Of Muslim Consumers Behavior Toward Halal Products: Exploration Study Using FMRI Technology," *International Journal Of Emerging Markets* 14, no. 4 (2019): 689.

² Sari Apel and others, "Pengaruh Label Halal, Kualitas Produk, Dan Harga Terhadap," 9, no.3 (2023): 3511.

³ Icah Caswati And Others, "Pengaruh Labelisasi Halal Terhadap Penjualan Umkm Winasari Di Desa Cimeuhmal," *Jurnal Penelitian Ilmiah Multidisiplin* 8, no. 8 (2024): 2118.

⁴ Agus Alimuddin, Lisda Aisyah, And Risa Alvya, "Persepsi Santriwati Dalam Pembelian Kosmetik Berlabel Halal," *adzkiya: Jurnal Hukum Dan Ekonomi Syariah* 10, no. 1 (2022): 83.

⁵ M. Noraizan And A. R. Syuhaida Idha, "Pendidikan Kesedaran Halal Melalui Kurikulum Pembelajaran Mata Pelajaran Pendidikan Islam Sekolah-Sekolah Di Malaysia," *Global Journal Al-Thaqafah*, (2019): 133.

⁶ Firdaus Firdaus, "Implikasi Sertifikat Halal Dalam Manajemen Bisnis Industri Makanan Dan Minuman," *At-Tawazun, Jurnal Ekonomi Syariah* 11, no. 2 (2023): 39.

⁷ Munawwarah Sahib And Nur Ifna, "Urgensi Penerapan Prinsip Halal Dan Thayyib Dalam Kegiatan Konsumsi," *POINT: Jurnal Ekonomi Dan Manajemen* 6, no. 1 (2024): 53.

⁸ Bahrul Ulum Ilham And Ahyar Muawwal, "Sosialisasi Wajib Halal Oktober (WHO) Tahun 2024 Bagi UMKM Di Kota Makassar," *Jurnal Pustaka Mitra (Pusat Akses Kajian Mengabdikan Masyarakat)* 4, no. 3 (2024): 94.

Islamic economics is an economic system based on Islamic values the main objectives of achieving social justice, mutual prosperity, and maintaining moral integrity in economic activities.⁹ This system rejects exploitative practices such as *riba* (interest), *gharar* (uncertainty), and *maisir* (gambling), and encourages the fair distribution of wealth through social instruments such as *zakat*, *infaq*, and *sadaqah*.¹⁰ The principles of Islamic economics are derived from the Qur'an and Hadith with an orientation towards the *maslahah* (benefit) of all people; its implementation covers various sectors, including Islamic banking, financial institutions, insurance, and Islamic capital markets.¹¹ Within this framework, welfare is not only measured in material terms, but also includes spiritual and ethical dimensions based on the five main principles of *maqashid sharia*: protection of religion, life, intellect, lineage, and property.¹² However, although the normative foundations and principles have been extensively studied, there are still limitations in research examining the implementation of these values in daily consumption behaviour; in particular, the aspects of halal education and product labelling that serve to shape Muslim consumer trust are still rarely studied simultaneously. Therefore, this study aims to analyse the effect of halal education and product labelling on Muslim consumer trust, thereby contributing theoretically and practically to industrial development in Indonesia.

Previous studies have discussed issues related to halal labelling, consumer awareness, and factors influencing the purchase behaviour of halal products.¹³ In general, the research findings indicate that halal labelling, price, and product quality have a

⁹ Misfi Laili Rohmi And Mahfudz Reza Fahlevi, "Determinan Variabel Makroekonomi Terhadap Pembiayaan Mudharabah Perbankan Syariah Indonesia: Analisis Error Correction Model (ECM)," *FINANSIA : Jurnal Akuntansi Dan Perbankan Syariah* 5, no. 1 (2022): 1.

¹⁰ Mohammad H. Holle And Others, "Utilizing Ziswaf As An Instrument For Financial Inclusion And Poverty Reduction Efforts," *FINANSIA : Jurnal Akuntansi Dan Perbankan Syariah* 7, no. 1 (2024): 67.

¹¹ Agus Alimuddin And Others, "Baitul Mal Dan Ghanimah Studi Tentang Ijtihad Umar Bin Khattab Dalam Penguatan Lembaga Keuangan Publik," *FINANSIA : Jurnal Akuntansi Dan Perbankan Syariah* 5, no. 1 (2022): 40.

¹² Eka Aprila Pratiwi, Tuti Anggraini, And Ahmad Muhaisin, "The Welfare Of Grabbike Drivers Who Use Bpjs Ketenagakerjaan In The Perspective Of Maqashid Al Syariah," *FINANSIA : Jurnal Akuntansi Dan Perbankan Syariah* 5, no. 1 (2022): 85.

¹³ Assari, "Pengaruh Labelisasi Halal, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare Skintific Di Kecamatan Medan Kota," *Desember* 5, no. 2 (2024): 114; Basri Yuswar Zainul And Fitri Kurniawati, "Effect Of Religiosity And Halal Awareness On Purchase Intention Moderated By Halal Certification," *KnE Social Sciences*, (2019): 592; Firdayanti, Abdulahanaa, And Ida Farida, "Dampak Sertifikasi Halal Pelaku Usaha Warung Makan Terhadap Kebiasaan Konsumsi Masyarakat: Konsumen Warung Makan Watampone," *J-CEKI: Jurnal Cendekia Ilmiah* 4, no. 3 (2025): 1467; Rahma Maulida "Urgensi Regulasi Dan Edukasi Produk Halal Bagi Konsumen," *Justicia Islamica* 10, no. 2 (2013); A. Mulyono And Y R Hidayat, "Implementasi Kebijakan Sertifikasi Halal Di Indonesia," *Res Publica: Journal Of Social Policy Issues* 1, (2022): 1; Galuh Widitya Qomaro, "Tanggung Jawab Hukum Labelisasi Halal Pelaku Umkm Pangan Olahan Kemasan Di Bangkalan," *Al-Ulum Jurnal Pemikiran Dan Penelitian Ke Islaman* 10, no. 1 (2023): 51; Annisa Rayyahun Achmad Abubakar And Muhammad Galib, "Rekonstruksi Paradigma Jual Beli Dalam Perspektif Al-Quran: Evaluasi Kritis Terhadap Sertifikasi Dan Labelisasi Produk Halal," *Sebi : Studi Ekonomi Dan Bisnis Islam* 7, no. 1 (2025); Mega Novita Syafitri, Rania Salsabila, And Fitri Nur Latifah, "Urgensi Sertifikasi Halal Food Dalam Tinjauan Etika Bisnis Islam," *Al Iqtishod: Jurnal Pemikiran Dan Penelitian Ekonomi Islam* 10, no. 1 (2022): 16; Surya Adi Wijaya Sri Padmanty, "Pengaruh Labelisasi Halal Dan Halal Awareness Terhadap Keputusan Pembelian Produk Makanan Impor Dalam Kemasan," *Primanomics : Jurnal Ekonomi & Bisnis* 21, no. 2 (2023): 161; Yunita Ningtyas, "Analisis Pengaruh Sikap, Norma Subjektif, Dan Persepsi Kontrol Perilaku Terhadap Minat Beli Konsumen Pada Produk Bersertifikat Halal," *Jurnal Ekonomi, Sosial & Humaniora* 2, no. 8 (2021): 42.

significant influence on consumers' purchasing decisions.¹⁴ In addition, research confirms that the level of public understanding also plays an important role in shaping consumption behaviour. However, public perceptions of halal certification still vary; some consider halal certification as an absolute guarantee of product halalness, while others consider products to be halal even without certification, as long as the raw materials and production processes are believed to comply with Islamic law.¹⁵ This diversity of views indicates a gap in halal literacy among the public, making the improvement of understanding through halal education a strategic step to strengthen awareness and build trust in the halal certification system. However, studies that simultaneously examine the relationship between halal education and product labelling with Muslim consumer trust are still relatively limited.¹⁶ Therefore, this study attempts to fill this gap by analysing the influence of halal education and product labelling on Muslim consumer trust. The results of this study are expected to contribute theoretically to the development of literature and provide practical recommendations for strengthening the halal industry in Indonesia.

Mphasise that their research findings demonstrate the importance of halal certification management as part of Indonesia's strategic policy to ensure the systematic and standardised halal status of products. Furthermore,¹⁷ found a significant gap between the principles of buying and selling taught in the Qur'an and modern halal certification practices, particularly regarding the aspects of transparency (al-bayan), accountability (al-mas'uliyah), and justice (al-'adl).¹⁸ In another context, research revealed that the existence of halal labels plays an important role in influencing consumers' decisions to purchase products, while halal awareness has also been proven to be a factor that determines consumers' tendency to choose halal-labelled products.¹⁹ These findings confirm that the successful implementation of the halal certification system in Indonesia is not only determined by regulatory aspects but also heavily depends on ethical dimensions and consumer understanding of halal principles. However, most previous studies have focused more on the influence of halal labelling, consumer awareness, or religiosity factors separately, while studies that simultaneously examine the relationship between halal education and product labelling on Muslim consumer trust are still limited.

Mphasises that consistency in maintaining the halal aspect and product quality is a key element in building and maintaining consumer loyalty, particularly in the context of

¹⁴ Khabib Sholeh, Afif Zaeroft, And Yono Haryono, "How Perceived Value Mediates Muslim Consumer Loyalty To Halal Cosmetics: An Analysis Of Labelling, Price, And Quality," *International Journal Of Islamic Economics* 6, no. 2 (2024): 202.

¹⁵ Muhammad Sulhan And Others, "Financial Behavior Dynamics Of MSME Actors: A Contemporary Islamic Financial Management Study On Literacy, Attitude, Intention, Personality, And Legal Aspects," *Militer: Metro Islamic Law Review* 4, no. 1 (2025): 55.

¹⁶ Hanuna Shafariah And Abdul Gofur, "Halal Product Awareness And Trust From Students Perspectives: The Role Of Gender," *Jurnal Manajemen Strategi Dan Aplikasi Bisnis* 7, no. 1 (2024): 1.

¹⁷ Usnan Usnan, Aisy Rahmadani, And Kortis Luhut Maharani, "Problematika Dan Strategi Optimalisasi Sertifikasi Halal Di Indonesia," *Journal Of Islamic Economics And Finance* 2, no. 3 (2024):100.

¹⁸ Annisa Rayyahun Achmad Abubakar, And Muhammad Galib, "Rekonstruksi Paradigma Jual Beli.

¹⁹ Lu'liyatul Mutmainah, "The Role Of Religiosity, Halal Awareness, Halal Certification, And Food Ingredients On Purchase Intention Of Halal Food," *Ihtifaz: Journal Of Islamic Economics, Finance, And Banking* 1, no. 1 (2018): 33; Hisam Ahyani And Others, "Relevansi Kesadaran Global Terhadap Produk Halal Hubungannya Dengan Perilaku Ekonomi Masyarakat Indonesia Di Era Revolusi Industri 4.0," *Adzkiya : Jurnal Hukum Dan Ekonomi Syariah* 11, no. 2 (2023): 66.

repeat purchases of HNI products. Furthermore,²⁰ state that the presence of halal labels and the support of supervisory agencies such as BPOM have been proven to have a significant effect on female students' purchasing interest, both individually and simultaneously. Research shows that all items in the questionnaire have been tested for validity and reliability, and the results of descriptive analysis indicate that halal labelling on generic drugs has an impact on increasing consumer interest, as reflected in the high percentage of respondents who agreed and strongly agreed.²¹ Meanwhile, found an increase in participants' awareness of the importance of safety and halal aspects in cosmetic products, which were previously more influenced by considerations of trends and affordability.²²

Most previous studies have focused more on the relationship between halal labelling and consumer interest and purchasing decisions, but few have thoroughly examined the role of halal education in shaping the trust of Muslim consumers. In fact, halal education, as a systematic learning process about sharia principles in consumption, has great potential to increase halal literacy among the public. A sufficient level of understanding of the concept of halal is believed to strengthen consumer trust in a product's halal claims, especially in the context of the massive flow of information in the digital age. Furthermore, the number of studies that simultaneously examine the influence of halal education and product labelling on consumer trust is still very limited, indicating a research gap that needs to be bridged. Therefore, this study was conducted with the aim of filling this gap through a quantitative approach in order to evaluate the influence of these two main variables on the level of trust among Muslim consumers. The results of this study are expected to contribute scientifically to the development of the concept of halal marketing, while also providing a strategic foundation for industry players in formulating more optimal education and communication strategies. In this way, the trust and loyalty of Muslim consumers can be built consistently and sustainably amid an ever-evolving market dynamic.

Methods

This study utilised a quantitative approach with a survey method, which aimed to analyse the causal relationship between variables through the collection of numerical data from questionnaires. The research instruments were first tested for validity and reliability, and the test results showed that all items were deemed suitable for use. The sampling technique used was purposive sampling, with the criteria for respondents being Muslim, at least 18 years of age, and having experience in consuming halal products. The sample size was determined based on the Slovin formula with a 10% margin of error, resulting in 33 respondents. This research procedure was considered capable of producing accurate data that could be analysed quantitatively, thus meeting the objectives of the study. The type of research applied is causal associative, with a focus on testing the effect of two independent

²⁰ Agustan Agustan And Others, "The Influence Of Online News Credibility, Social Media Content, And Print Media Variety On Customer Trust Levels," *FINANSIA : Jurnal Akuntansi Dan Perbankan Syariah* 8, no. 1 (2025): 107.

²¹ Afiqah Luthfatul And Ahmad Afandi, "Pengaruh Kualitas Produk Dan Penggunaan Label Halal Serta BPOM Terhadap Minat Beli Skincare Wardah (Studi Kasus Pada Mahasiswa Di Fakultas Agama Islam Universitas Muhammadiyah Sumatera Utara)," *Syarikat: Jurnal Rumpun Ekonomi Syariah* 6, no. 2 (2023): 336.

²² Lubuk Pakam, "Edukasi Label Halal Produk Kecantikan Bagi Ibu-Ibu Perwiridan Nurul," 5, no. 3 (2025): 1107.

variables-halal education and product labelling-on the dependent variable, namely Muslim consumer trust. The research population includes Muslim consumers who have experience in buying or using products with halal labels. The sampling technique used is purposive sampling, with the criteria that respondents are Muslim, at least 18 years old, and have experience consuming halal products. The number of samples is determined using the Slovin formula by considering certain error tolerance limits in order to obtain results that accurately represent the population. The process and stages of data collection are described in more detail in Figure 1.

Figure 1. Presents The Flow Of Data Collection

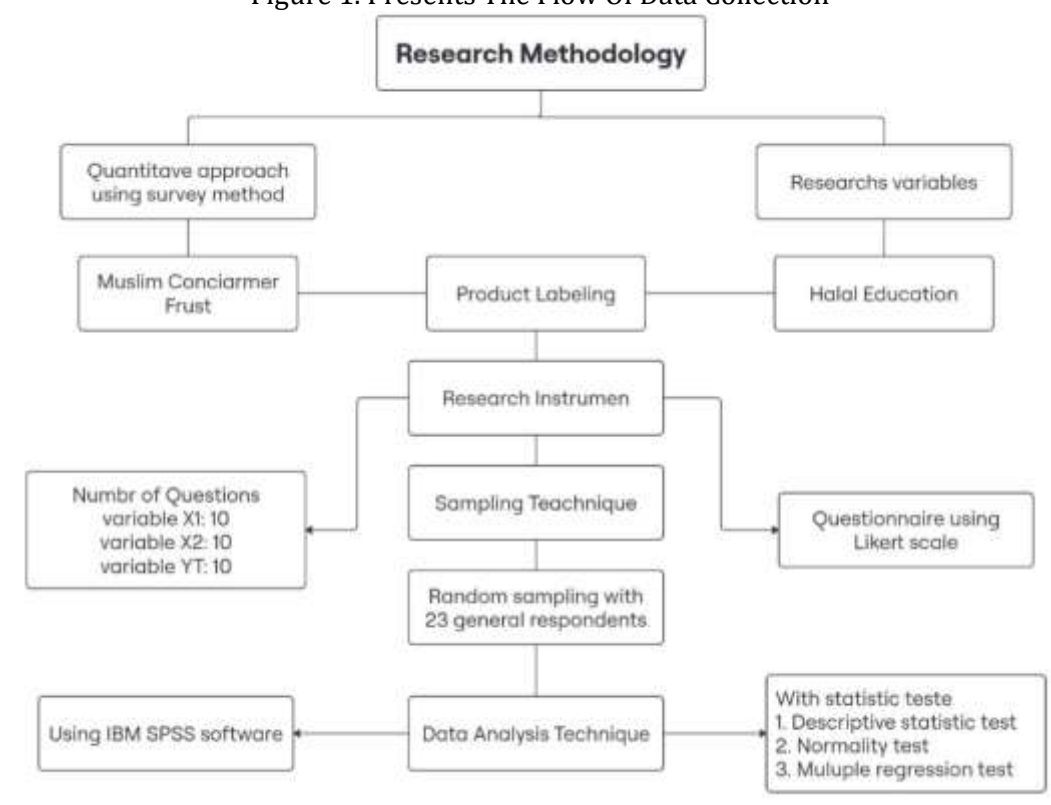
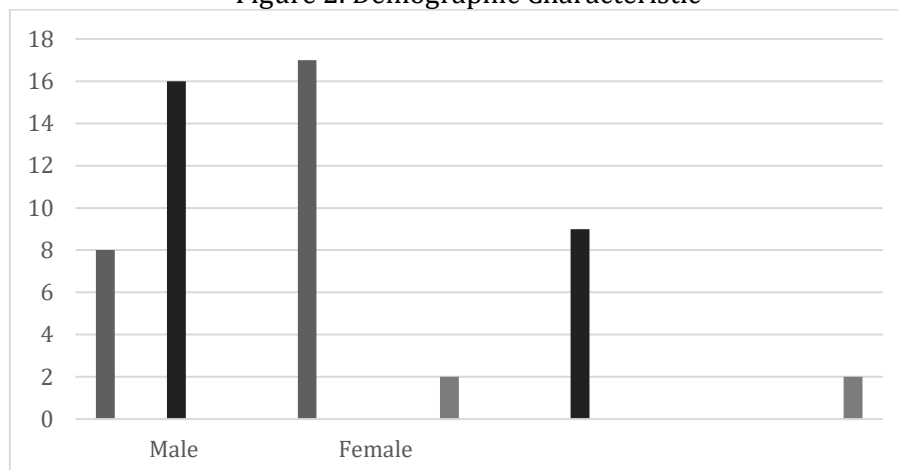


Figure 1 presents a schematic of the methodological flow of the study, which implements a quantitative approach with the survey method as the main technique in data collection. This study focuses on three central variables, namely Muslim consumer trust as the dependent variable, and halal education and product labelling as independent variables. Data collection was carried out using an instrument in the form of a Likert scale questionnaire, with each variable measured through 10 statement items. The research sample was obtained through random sampling method, involving 33 respondents from the general public. The collected data were analysed using IBM SPSS software, through a series of statistical analysis procedures, including descriptive analysis, normality test, and multiple linear regression to identify the causal relationship between the variables. This flowchart illustrates the stages of the research systematically, from planning to data analysis, thus strengthening the validity and reliability of the results obtained.

Result And Discussion

This study was conducted using a quantitative approach using the survey method to analyse the effect of halal education and product labelling on the level of Muslim consumer confidence. There are three main variables analysed, namely Muslim consumer confidence as the dependent variable, and halal education and product labelling as independent variables. The data collection instrument in the form of a questionnaire was arranged on a Likert scale, each consisting of 10 statements for each variable (X1, X2, and Y1). The sampling technique used was random sampling involving 33 respondents from the general public. However, only 25 respondents' data could be analysed because some questionnaires were incomplete or did not meet the criteria for analysis. This relatively small sample size is certainly a limitation, so the research results cannot be generalised broadly to the Muslim population. further research is recommended to involve a larger sample size so that the external validity and representativeness of the results can be better ensured, and multiple linear regression, to determine the relationship and influence between the variables studied. This series of research stages shows a systematic process, starting from planning to data analysis. Meanwhile, the profile of respondents' characteristics is presented visually in the form of a bar chart shown in Figure 2.

Figure 2. Demographic Characteristic



Source: Data Processed 2025

Figure 2 presents a visualisation in the form of a bar chart depicting the demographic profile of respondents based on four categories, namely gender, age group, latest education level, and employment status, with a total of 33 respondents. The data shows that the majority of respondents are female (17 people) and dominated by the age group of 20-25 years (19 people), which indicates the representation of early productive age. In terms of educational background, most respondents were high school graduates (16 people), followed by 9 undergraduate graduates, while there were no participants from the diploma or postgraduate levels. Based on the employment category, most respondents were students (21 people), while the rest consisted of formal workers (2 people), other categories (2 people), and no respondents were found working as entrepreneurs. This finding reflects that most respondents come from young academics who have great potential in understanding and responding to issues related to halalness, both in terms of knowledge

and consumer behaviour. The results of the statistical analysis of the research variables are presented in Table 1.

Table 1. Presents Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
x1	25	44	54	98	84,24	1,933	9,666	2,694
x2	25	26	72	98	86,16	1,404	7,022	-,657
y1	25	30	70	100	87,68	1,482	7,409	-,056
Valid N (listwise)	25							

Source: Data Processed 2025

Based on table 1 descriptive test results on 25 observations, the halal education variable (X1) recorded an average of 84.24 (range 44; min 54, max 98) with a standard deviation of 9.666 (variance 93.440) and kurtosis 2.694, indicating a leptokurtic distribution indicating a concentration of data in the middle and the possible presence of outliers; the halal product labelling variable (X2) has an average of 86.16 (range 26; min 72, max 98) with a standard deviation of 7.022 (variance 49.307) and kurtosis -0.657, which describes a platykurtic distribution with a more even distribution of data and few outliers; while the Muslim consumer trust variable (Y1) shows the highest mean of 87.68 (range 30; min 70, max 100) with a standard deviation of 7.409 (variance 54.893) and kurtosis -0.056, approaching a mesokurtic or normal distribution. The overall kurtosis value is within ± 3 , supporting the assumption of normality, while the difference in range and standard deviation indicates the highest level of variation in X1 and the most homogeneous in X2, so that the data of the three variables are adequate for further parametric statistical analysis. as for the results of the normality test as Table 2.

Table 2. Normality test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		25
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,09990184
Most Extreme Differences	Absolute	,097
	Positive	,079
	Negative	-,097
Test Statistic		,097
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data Processed 2025

Based on the results presented in Table 2, the residual normality test is carried out with a non-parametric approach through the One-Sample Kolmogorov-Smirnov Test to test whether the residual distribution follows a normal distribution pattern. From a total of 25 samples analysed, the mean residual value is 0.0000000 and the standard deviation is 3.09990184. The largest absolute extreme difference was recorded at 0.097, with a maximum positive value of 0.079 and a minimum negative value of -0.097. The Kolmogorov-Smirnov test statistic value is 0.097, while the two-way asymptotic significance (Asymp. Sig. 2-tailed) shows 0.200 after Lilliefors correction. Since this significance value exceeds the significance limit of 0.05, it can be concluded that the residuals do not deviate significantly from the normal distribution. Thus, the normality assumption in the regression model is fulfilled, so the model is suitable to proceed to the multiple linear regression analysis stage presented in Table 3.

Table 3. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.908 ^a	.908 ^a	.809	3,238

a. Predictors: (Constant), x2, x1

b. Dependent Variable: y1

Source: Data Processed 2025

Referring to Table 3, the test results through Model Summary show that the correlation coefficient (R) value of 0.908 reflects a very strong relationship between the independent variables (X1 and X2) and the dependent variable (Y1). Meanwhile, the coefficient of determination (R Square) of 0.824 indicates that 82.4% of the variability in variable Y1 can be explained by the combination of the two independent variables in this model, while the remaining 17.6% is influenced by other factors not included in the model. The Adjusted R Square value of 0.809-which has been adjusted for the number of predictors and sample size-indicates that the model still has a strong and consistent prediction level. On the other hand, the Standard Error of the Estimate value of 3.238 indicates the average level of prediction error made by the model against the actual observed value. Overall, the regression model used is considered quite good and feasible, because it is able to provide a significant explanation of a large proportion of variability in the dependent variable. The complete results of the Model Summary test are presented in Table 4.

Table 4. Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1086,815	2	543,407	51,837	.000 ^b
Residual	230,625	22	10,483		
Total	1317,440	24			

a. Dependent Variable: y1

b. Predictors: (Constant), x2, x1

Source: Data Processed 2025

Based on the results of the ANOVA analysis listed in Table 4, the Fcount value is 51.837 with a degree of freedom (df) numerator of 2 - which represents the number of predictor variables - and a denominator df of 22, which is the remainder of the total observations. The significance value is recorded at $p = 0.000$, or smaller than 0.001, which indicates that simultaneously the variables X1 (halal education) and X2 (product labelling)

have a significant effect on variable Y1 (Muslim consumer trust) at the 5% significance level ($\alpha = 0.05$). With these results, the null hypothesis (H_0), which states that there is no joint influence between the two independent variables on the dependent variable ($\beta_1 = \beta_2 = 0$), can be rejected. In addition, the Mean Square Regression value of 543.407 is significantly higher than the Mean Square Residual or Error of 10.483, which indicates that the proportion of variance explained by the model is much greater than the unexplained random variance. This reinforces the conclusion that the regression model used has a significant level of goodness-of-fit and is worth using to explain variations in the consumer trust variable. However, to ensure the validity and reliability of the model as a whole, it is necessary to conduct further tests on the regression coefficients individually (t-test), as well as residual diagnostic checks and fulfilment of classical assumptions, such as normality, homogeneity of variance, and absence of multicollinearity. The results of the further tests are presented in Table 5.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,133	8,208		,869	,394
x1	,142	,112	,185	1,265	,219
x2	,796	,154	,755	5,159	,000

a. Dependent Variable: y1

Source: Data Processed 2025

Based on the results of linear regression analysis shown in Table 5, a constant value of 7.133 was obtained with a standard error of 8.208 and a significance of 0.394. This finding indicates that the constant is not statistically significant because the p-value exceeds the significance limit of 0.05. For the first independent variable (X1), namely halal education, an unstandardised regression coefficient of 0.142 was obtained with a standard error of 0.112 and a standardised beta value of 0.185. The t-value of 1.265 with a significance of 0.219 indicates that the effect of halal education on Muslim consumer trust is not significant. Conversely, the second independent variable (X2), namely product labelling, shows an unstandardised regression coefficient of 0.796 with a standard error of 0.154 and a standardised beta value of 0.755. The t-value of 5.159 with a significance level of 0.000 ($p < 0.05$) confirms that product labelling has a positive and significant effect on Muslim consumer trust. Thus, the results of this regression model indicate that only the product labelling variable contributes significantly to increasing Muslim consumer trust, while halal education has no significant effect.

The results of this study indicate that the halal education variable (X1) does not have a significant effect on Muslim consumer trust, even though the average perception of respondents towards halal education indicators is in the high category. This is likely due to the suboptimal quality of educational materials, unattractive or uneven delivery media, and respondents' basic level of knowledge about product halalness, so that the effect of education is not significantly apparent. On the other hand, the halal product labelling variable (X2) has been proven to have a positive and significant effect on Muslim consumer trust, confirming that clear and verified halal labels serve as a formal guarantee that can

increase a sense of security while strengthening public confidence in the conformity of products with Islamic law, in line with the findings of , who stated that halal labelling is an important instrument in building consumer trust, as well as the research by which confirmed that halal labelling has a more significant effect than educational²³ factors in determining consumption behaviour, although halal education remains important in theory. In practice, halal product labelling has a greater impact on consumer confidence, which implies the need for more innovative, sustainable and media-based educational strategies that are close to the community, in addition to strengthening the halal labelling system as a top priority in increasing consumer confidence and loyalty.

The results of this study indicate a significant increase in business operators' awareness of the urgency of halal labelling, which not only encourages compliance with halal regulations but also strengthens public awareness—among both producers and consumers—of the importance of halal certification.²⁴ Halal labelling is no longer seen merely as an administrative obligation, but as a strategic instrument in building consumer trust and ensuring the sustainability of sharia-based products. In line with these findings, other studies show that religiosity, product knowledge, and consumer attitudes have a positive and significant influence on purchasing decisions²⁵ confirming the role of religious and cognitive aspects in the consumptive behaviour of Muslims. The research further strengthens this understanding by testing the simultaneous influence of three variables—product knowledge, halal labelling, and religiosity—on the decision to purchase halal products, with results showing a positive and significant relationship.²⁶ These three variables collectively influence Muslim consumers' preferences in choosing products that comply with sharia principles. This study is complementary in nature, both from the perspective of producers in raising consumer awareness and from the psychological and cognitive perspective of consumers themselves. An integrative approach to these three aspects deepens the understanding of halal consumer behaviour and makes an important contribution to the development of halal marketing literature in Indonesia. Furthermore, these findings can be used as a basis for designing marketing communication strategies based on religious values and oriented towards consumer behaviour, in order to increase the effectiveness of halal product promotion among Muslim communities.

Although the average Muslim consumer confidence score (Y1) in this study reached 77.28, which is relatively high, the results still indicate room for improvement. Consumer confidence in halal products is not only influenced by the visible halal label, but also by a deeper understanding of the concept of halal itself. Within the framework of consumer

²³ Taufiq And Emilia Puji Lestari, "Pengaruh Sertifikasi Halal Terhadap Kepercayaan Konsumen Pada Produk Madu Di Ma Andalusia," *AL-IQTISHAD : Jurnal Perbankan Syariah Dan Ekonomi Islam* 2, no. 2 (2024): 1.

²⁴ Aghnia Wulandari, Santi Octavia, And Rizki Plasnajaya, "Dampak Produk UMKM Yang Berlabel Halal Terhadap Keputusan Pembelian Konsumen Muslim," *Multidisciplinary Indonesian Center Journal (MICJO)* 1, no. 3 (2024): 1150.

²⁵ Ahmad Muqorobin And Others, "Fashion And Lifestyle Trends On The Purchase Of Muslim Women'S Clothing With Religiosity As An Intervention Variable," *FINANSIA: Jurnal Akuntansi Dan Perbankan Syariah* 8, no. 1 (2025): 57.

²⁶ Risni Rigina Melati And Choirul Amirudin, "The Potential Of Halal Micro, Small, And Medium Enterprises And Halal Lifestyle In Building The Indonesian Economy," *International Journal Of Islamic Economics* 6, no. 2 (2024): 177.

behaviour theory, trust is formed through a combination of cognitive, affective, and normative factors that interact with each other, so that halal education plays an important role in strengthening consumer confidence in the legitimacy of a product. On the other hand, halal marketing theory emphasises that clear halal labelling serves as a formal guarantee that can reduce perceived risk and increase consumer confidence. The quality of halal education delivery and the accuracy and legitimacy of the certification process are key elements in building sustainable trust. A structured quantitative approach is also needed to empirically test the extent to which halal education and product labelling can influence the level of trust among Muslim consumers. A data-based understanding of the relationship between these two variables is important for designing a more holistic halal marketing strategy that is adaptive to the dynamics of Muslim consumer behaviour. The results of this study not only enrich the academic literature in the field of halal marketing, but also provide a strategic foundation for industry players in developing more effective communication and education programmes to build consumer trust and loyalty in a consistent and sustainable manner.

Conclusion

The results of multiple linear regression analysis show that the halal product labelling variable (X2) has a positive and significant effect on Muslim consumer confidence (Y1), while the halal education variable (X1) shows a positive but insignificant relationship. These findings confirm that the existence of clear and credible halal labels, verified through standard mechanisms, is a major factor in shaping consumer perceptions of product halalness. The insignificance of the halal education variable may be due to the suboptimal quality of the material and delivery media, as well as social conditions that show a tendency for people to emphasise the visual aspects of halal labels over conceptual understanding. The regression model is considered feasible because it produces a correlation coefficient (R) of 0.908 with a significance level of $p < 0.001$, which means that the combination of variables X1 and X2 can explain about 81% of the variation in Muslim consumer trust. This value reflects an excellent level of explanation in social research. Practically, these results emphasise the importance of optimising the quality of halal labels as a key strategy in building consumer trust, accompanied by improving the effectiveness of halal education programmes to make them more contextual and applicable through collaboration with educational institutions or the use of interactive digital media. Academically, this study enriches the halal marketing literature by confirming the dominance of labelling over education in shaping consumer trust, and opens up opportunities for further research by expanding the sample size, adding mediating variables such as halal brand awareness or consumer loyalty, and testing more complex mechanisms of influence on Muslim consumer behaviour.

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Author Contributions Statement

RH and NH carried out all aspects of the research, including conceptualization, data collection, and analysis, while SZ was responsible for drafting the manuscript.

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