




Measuring Business Actors' Satisfaction with the Quality of Halal Certification Services in Banda Aceh City

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Article History:	Abstract
<p>Submitted: January 30th, 2025</p> <p>Revised: May 19th, 2025</p> <p>Accepted: May 19th, 2025</p> <p>Published: July 1st, 2025</p> <p>By: International Journal of Islamic Economics (IJIE)</p> <p>Copyright: ©2025. Nilam Sari et al.,</p>  <p>This article is licensed under the Creative Commons Attribution- Share Alike 4.0 International License. http://creativecommons.org/licenses/by-sa/4.0/</p>	<p>Introduction: Business actor satisfaction is a feeling based on expectations regarding a product or service. Serve, and the level of satisfaction felt will vary according to the conformity with which service exists. If that reality exceeds hope, then the service can be said to be of good quality. If it is below expectations, the service can be bad; if it is above expectations, it can be said to be good. That service is satisfying.</p> <p>Objective: This study aims to research halal certification services to satisfy business actors in Banda Aceh City. Are these certification services quality indicators influencing the satisfaction of business actors as customers?</p> <p>Method: This study uses a quantitative approach with the Structural Equation Model - Partial Least Squares (SEM-PLS) method. The test was conducted using the Smart PLS 3.0 application, with the respondent category being business actors. One hundred business actors in Banda Aceh City have issued halal certification for their products, and there are 100 people.</p> <p>Results: The research country found that all variables, namely reliability, responsiveness, certainty, empathy, tangible evidence, and price, significantly influence business actors' satisfaction.</p> <p>Implications: This shows that improving the quality of halal certification services in Banda Aceh City can also increase business actors' satisfaction</p> <p>Keywords: Business Satisfaction; Halal Certification; and Service Quality.</p>

A. Introduction

Islamic economics and finance in Indonesia are new sources that can increase national economic growth. Based on the Dinar Standard, Indonesia has 229.6 million Muslim consumers (Jauhari, 2024). The large number of consumers of halal products can be a potential for developing the halal industry to meet domestic and foreign consumer demand. For this reason, the government has prepared the 2019-2024 Sharia Economic Master Plan as a strategy to realize an advanced Indonesia, as A world manufacturer of halal products. On the investment side, three main sectors contribute to the development of the halal industry: Islamic financial services at 42%, lifestyle at 4%, and the biggest from halal products at 54%.

Domestically, two halal manufacturing industries performed brilliantly in 2020, including halal food ingredients and muslim fashion (Ministry of Industry of the Republic of Indonesia) (Hamdani, 2021).

Aceh Province has qanun or similar sharia regional regulations as a reference for governance. From government and public life in the Aceh Province. One is in the economic field, where people from Aceh province are motivated to manage the economy according to Islamic law. The city of Banda Aceh is actively promoting halal culinary tourism as part of the creative economy. The changeover in the culinary sector each year is around IDR 5.4 trillion. (Kementerian Pariwisata, 2020) Sandiaga Uno, Minister of Tourism and Creative Economy, also said that Acehnese cuisine can drive economic revival in Aceh. (Karimah, 2018)

Currently, culinary development in Aceh is relatively rapid, and culinary activists compete to carry out halal certification to increase the selling value of the products offered while also fulfilling recommendations. Set in Aceh Law Number 8 of 2016 about the halal product halal assurance system (Kementerian Pariwisata, 2020) Product development strategies based on halal certification are needed because halal certification is a systematic testing activity that determines whether a product produced by a company meets halal conditions and whether the expected product meets those conditions.

MUI was previously determined to be the only institution that provides halal certification. However, the Ministry of Religion (Kemenag) took over halal certification from MUI. For now, in addition to MUI, BPJPH and the Halal Inspection Institution (LPH) can also serve the halal certification process. (BPJPH, 2024)The head of the Halal Product Assurance Organizing Institution (BPJPH) from the Ministry of Religion, Muhammad Aqil Irham, revealed that in the future, the government will continue to add LPH in Indonesia to bring the possibility of LPH closer to business actors spread throughout Indonesia. However, the authority to issue halal certification for the Aceh region is still held by LPPOM MPU Aceh under the coordination of MPU Aceh. (Inmas Aceh, 2021)Halal certification must be done for Aceh Province at the LPPOM MPU office in Banda Aceh City. In this Study, Banda Aceh City is the area to be studied. The author chose Banda Aceh as the research object because it has been found to have the most halal-certified business actors in all of Aceh. Based on data from LPPOM MPU Aceh, many business actors have made and obtained halal certificates.

The increase in business actors carrying out halal certification depends on the ability of the Halal Certification Institution to meet the needs and satisfy business actors as consumers of services. (Hasibuan et al., 2021). Consumer satisfaction is the degree of conformity between what is expected and what is delivered to consumers. Goods or services, and that reality is accepted. Responding to consumer Complaints will ensure customer satisfaction. (Awa et al., 2021)—the Suitability level results from consumer evaluation based on knowledge and experience. Since customer satisfaction depends on the expected service quality, quality assurance is a top priority when measuring a company's competitive advantage. (Zouari & Abdelhedi, 2021). Three hundred thirty-five business actors in Banda Aceh and 134 entrepreneurs have halal certification from 2019 to 2021. Obstacles in the halal certification process include a lack of understanding, perceived high costs, and long processing

times. In addition, MSMEs also face internal obstacles such as a lack of halal product literacy, limited resources, and low awareness of business actors.

All consumers need are opportunities to get higher business results. Developing a service is also an effective marketing strategy in a business. (Hasibuan et al., 2021). Therefore, employees must be reliable in meeting customer needs because this affects customer satisfaction. A customer (Zouari & Abdelhedi, 2021) explains that *reliability* is important because it can do something that has been promised carefully. In his research, (Kurniasih, 2021) The connection between reliability and business satisfaction is that reliability positively influences business actor satisfaction. The better the implementation of reliability, the higher its influence on business satisfaction. Likewise, research conducted by (Sunardi & Handayani, 2014) Proves a significant influence of the reliability variable on *business actor satisfaction*. *Service quality and customer satisfaction theories are used because they are well-established and often used in management, marketing, and service research.*

Employee behavior in providing services by paying attention to requests and questions, and establishing good customer relationships, can also increase satisfaction. *Responsiveness* is the ability to help and provide fast and accurate customer service by conveying clear information (Suswati, 2013). The findings of (Sumardin, 2020) prove that *responsiveness* positively influences business satisfaction. Likewise, research conducted by (Debora & Hernadewita, 2019) Proved that *responsiveness* has a significant influence on student satisfaction.

Good service with knowledge of halal certification, politeness, and employee skills can grow customer trust. Mrs. Suswati, Be fair and (Purwoko & Kristifosa, 2019) In their journal, explain that the guarantee is friendly and polite, shows knowledge and behavior, can be trusted to resolve employee member complaints, and provides wholehearted service in handling member complaints or product retention at promotional prices. (Ghazi Zouari & Marwa Abdelhedi's, 2021) research showed a positive and significant relationship between *assurance* and customer satisfaction. Likewise, the research of (Bernard & Ratnasari, 2021) proved that *assurance* has a positive effect and plays an active role in customer satisfaction.

(Tjiptono, 2016) Explains that tangible evidence is a physical reality that includes facilities, equipment, employees, and information or communication facilities. Kurniasih, (2021) Also explains this dimension regarding physical things that customers can easily see. That indicator from this physique to form dimensions is the appearance of that building or office, the room's cleanliness, the employee's appearance, the bank's location, and other physical factors. It is important for the perpetrator from the Islamic financial institution to bring out their company operation and pay attention to the physical appearance of the manager and employee in terms of dress, behavior, or ethics. In their research, (Jumeri & Falah, n.d. 2016) proved that physical (tangible) evidence significantly influences customer satisfaction. Meanwhile, their research (Zouari & Abdelhedi, 2021) shows that physical (objective) evidence is negative and insignificant to customer satisfaction.

Price can be an indicator of someone's satisfaction. Affordable price is based on quality. The services and facilities offered at the price of a product to consumers will undoubtedly create a sense of consumer satisfaction. (Setiawan & Frianto, 2021). According

to (Kotler, 2012), Price is the amount of money exchanged for a product or service. In addition, the price is the amount consumers exchange for several benefits from having or using a good or service. Price is one of the things that consumers pay attention to when making a purchase. Some consumers even identify price with value. The influence of price on consumer satisfaction is reinforced in a research journal conducted by previous researchers. (Handoko, 2017) This proves that the relationship between price and business satisfaction has a positive and important influence on business satisfaction (Handoko, 2017). Also, research by (Haryoko, Pasaribu & Ardiyansyah, 2020) proved that price positively and significantly influences customer satisfaction. So, the lower the price, the higher the influence on business satisfaction is on business actors.

B. Literature Review

The Most-Favored-Nation (MFN) Principle is one of the main pillars of the multilateral trading system regulated in the General Agreement on Tariffs and Trade (GATT). It is now within the framework of the World Trade Organization. This principle requires member countries to treat all their trading partners equally, without discrimination (Ng et al., 2022). In practice, this means that if one country is given better access to a market, other countries must also be given similar treatment. Recent Research examines the impact of MFN during the COVID-19 pandemic and finds that although MFN was designed to reduce discrimination, the pandemic has triggered violations of this principle through protectionist policies. Bown identified that many countries-imposed export restrictions on medical goods such as masks and ventilators, which violates MFN obligations.

C. Research Methodology

This study uses a quantitative research approach. Quantitative research analysis is a way to obtain science or solve a problem systematically and carefully, and the data collected is a series of numbers. This research will be conducted on business actors in Banda Aceh City who already have certificates. Our loss is due to the halal certification process brought out by the Aceh Scholar Food, Drug and Cosmetics Research Institute (LPPOM MPU Aceh).

The data Sources from that research are primary and secondary data. Main data obtained. This study is based on the answers of halal-certified business actors in Banda Aceh to the questions in the distributed questionnaire. Secondary data in this study are obtained from documentation, journals, literature studies, books related to this study, and the official website of LPPOM MPU ACEH to obtain a list of names and addresses of businesses to study. The data collection technique that will be used in this research is by distributing. The type of questionnaire distributed in this study is presented with alternative answers already listed in a closed questionnaire, and respondents only need to answer or choose from the existing answers. The population in this study was all business actors who had halal certificates in Banda Aceh City from 2019 to 2021, with a total population of 134 people. The number of samples used was 134 people to be used in this Study about business actors who already own a halal certificate in Banda Aceh for the 2019-2021 period, 100 business actors are still active. The reason why a sample of 100 people was used, instead of 134 (total population), in this article is Population Representation: A sample of 100 respondents is considered sufficient to

represent the population of business actors who have had halal certification in 2019 and 2020. Another reason is Resource Efficiency: Sampling allows for resource savings (time, cost, effort) compared to a census involving the entire population.

The analysis method used in this article is Structural Equation Modeling (SEM) with the Confirmatory Factor Analysis (CFA) approach, which is used to, Test the validity and reliability of variable indicators, Test the structural relationship between halal certification service quality and business actor satisfaction, Test the hypothesis of the influence of each dimension of service quality on business actor satisfaction.

D. Results and Discussion

Measurement Model Analysis (External Model)

The loading factors (λ) obtained from the initial model are as follows: Meanwhile, the discussion section interprets and explains the significance of your findings based on what has been explained previously. Know about the research problem in progress, and explain what new understanding or insight into the problem you have after considering the findings. Discussions will always connect to That introduction by road from That research question or hypothesis you pose and the literature you reviewed, but do not simply repeat or rearrange the introduction; the discussion should always explain how yours own study moved that reader's understanding from that research issue and progresses from where you left it at the end of the introduction.

Output results from that Smart-PLS application. Based on this number, he can be seen to go out from a the 35 indicators in this study, nine indicators were declared invalid or unsuitable for use because their values did not meet the loading factor value (λ) < 0.7 , namely EM5, KE4, KE5, DT4, DT5, BF3, HA1, HA2, and HA5 so that the nine indicators must be removed from the model and will be recalculated. Outliers are done to meet the validity assumption and reliability outside the model. The outlier value is determined by deleting indicators that do not have a strong relationship with their latent variables.

After removing the indicator that is declared invalid and unworthy for use, there is 25 the indicators that are accepted and declared legitimate because theirs values meet that condition for that *load factor* (λ) has a value < 0.7 , namely EM1, EM2, EM3, KE1, KE2, KE3, DT1, DT2, DT3, JA1, JA2, JA3, JA4, JA5, BF1, BF2, BF4, BF5, HA3, HA4, KPU1, KPU2, KPU3, KPU4, and KPU5.

Convergent ValidityEM2

Convergent validity is a rating indicator based on the correlation between the indicator and the latent variables. Convergent validity in this study will be determined from *the loading factor* (λ) and *Average Variance Extracted* (AVE) values. Predictors or items are declared valid if the *loading factor* (λ) value is > 0.7 . Predictors will also be declared valid if the *Average Variance Extracted* (AVE) value is > 0.5 . Predictors will also be valid if the *Average Variance Extracted* (AVE) value is > 0.5 .

The loading factor (λ) shows that all indicators have a value of more than 0.7, so it can be interpreted that the variants of EM1, EM2, and EM3 are more than 83%. The latent reliability variable can explain the KE1, KE2, and KE3 variants, each more than 73%.

Furthermore, the responsiveness variables, namely DT1, DT2 and DT3, are each more than 89%. Then the guaranteed variables, namely JA1, JA2, JA3, JA4 and JA5, are each more than 70%. Furthermore, that physique proof variable is BF1, BF2, BF4, and BF5, respectively, from 82%. Then, at that price variable, HA3 and HA4 are again compared to 90%.

Moreover, that consumer satisfaction variable can be explained by KK1, KK2, KK3, KK4, and KK5, which is more than 76%.

Average Extracted Mark (ROAD)

The convergent validity value shows the correlation between the indicators used to compile the construct. The higher the AVE value, the higher the correlation value. This illustrates that the indicators used to compile the construct are very good.

Table 1. *Average Difference Extracted (ROAD) Mark*

Variables	<i>Average Difference Extracted (ROAD)</i>
Empathy (X1)	0.735
Reliability (X2)	0.701
Responsiveness (X3)	0.836
Guarantee (X4)	0.633
Physique Proof (X5)	0.694
Price (X6)	0.839
Business Satisfaction (Y)	0.669

The table shows that three variables have TRACK values > 0.50 on that criterion. Thus, the measure of convergent validity is well above that of other block constructions. The measurement model has Good discriminatory validity if the correlation between the construct and its indicators is higher than the correlation with the indicators from another block construction. After processing that cross-load, the results can be seen in the table below.

Discriminatory Validity

Discriminant validity is carried out as follows: see the *construct measurement's cross-loading value*. The *cross-loading load mark* shows the magnitude of that correlation between every build and its indicators. The results show that the cross-loading *value* shows that the correlation value of the construct with its indicators is greater than the correlation value with other constructs, so it can be concluded that all constructs or latent variables already have *good discriminant validity*. Then, the analysis was carried out by comparing the discriminatory validity and the *square root of Average Variance Extracted (AVE)*. Suppose the square root value of the AVE of each construct is greater than the correlation value between the construct and other constructs in the model. In that case, it is said to have its own good discriminatory validity mark, and that TRACK mark is expected to be > 0.5 . The rectangle mark from TRACK for every build is

bigger than the correlation value so that the constructs in this study can be said to have *good discriminant validity*.

Reliability Test

Reliability is used to prove an indicator's consistency, precision, and accuracy in measuring an object. Construction. The reliability of a construction is measured in two ways, namely, based on Cronbach's Alpha and Composite Reliability. *The provisions for assessing construct reliability are Cronbach's Alpha and Composite Reliability values above or greater than 0.70.*

Table 2. Reliability Test

Variables	Cronbach Alpha	Combined Reliability
Empathy (X1)	0.820	0.893
Reliability (X2)	0.781	0.875
Responsiveness (X3)	0.901	0.938
Guarantee (X4)	0.853	0.895
Physique Proof (X5)	0.853	0.901
Price (X6)	0.809	0.912
Business Satisfaction (Y)	0.876	0.910

The table above shows that all constructs have a *composite reliability value* and a *Cronbach's Alpha value* > 0.70 , so no reliability problems were found, meaning the seven variables are reliable. Alternatively, it can become a trusted R-Square (R²) Testing that mark from R² is finished to which Exogenous (independent) latent variables can explain the diversity of endogenous (dependent) latent variables. The following are the R² values ^{based} on smartPLS output.

Table 3. R-Square Test

	<i>R-Square</i>	<i>Customized R- Square</i>
Business Satisfaction	0.692	0.672

That *R-squared* mark for business satisfaction is 0.692, which show that exogenous endogenous variables (empathy, reliability, responsiveness, assurance, physical evidence, and price) affect the endogenous variable (business satisfaction) by 69.2%. Furthermore, the determination test shows the *adjusted R-squared* value of 0.672. This figure explains the variability of endogenous variables affecting business satisfaction is 0.672. That variability from exogenous variables could explain 67.2%, while the remaining 32.8% is explained by other variables not included in the model, such as product or service quality and costs.

Influence F-Square Size (F) 2

f^{two} is used to size how much influence that exogenous variable has on the endogenous variable. The following is the F2 value based on the output of the SmartPLS software.

Table 4. R-Square Test

Variables	F- Square	Information
Empathy (X1) satisfaction	0.099	Weak
Reliability (X2) satisfaction	0.074	Weak
Responsiveness (X3) satisfaction	0.061	Weak
Guarantee (X4) satisfaction	0.116	Weak
Physical Evidence (X) satisfaction	0.194	Currently
Price (X6) satisfaction	0.068	Weak

In determining that mark from measuring the influence of an exogenous buried variable on theirs, the endogenous latent variable f_2 has several criteria described by Cohen as follows.

1. If the value of $f_2 \geq 0.02$, then the influence of the exogenous latent variable on the endogenous latent variable is considered weak.
2. If the value of $f_2 \geq 0.15$, then the influence of the exogenous latent variable on the endogenous latent variable is considered moderate,
3. The exogenous latent variables are considered strong if the mark from $f_2 \geq 0.35$.

Hypothesis Test (*Resampling*) Bootstrap)

That hypothesis testing mark in this study can be displayed in the table below.

Table 5. Hypothesis Testing

	Original Sample (O)	Sample Average (M)	Standard Deviation (ST)	T Statistics (O/STDEV)	P Values
Business Empathy (X1) actor satisfaction	0.215	0.222	0.067	3,205 people	0.001
Reliability (X2) Business actor satisfaction	0.190	0.188	0.067	2,850	0.004
Responsiveness (X3) business actors satisfaction	0.163	0.167	0.061	2,687 years	0.007

Ensure (X4)→ Business actor satisfaction	0.207	0.20 7	0.080	2,580	0.010
Physique Proof (X5) Business actor satisfaction	0.286	0.28 6	0.056	5,085	0.000
Price (X6) business actor → satisfaction	0.177	0.17 6	0.067	2,637 people	0.008

In the analysis, empathy has an important influence on business actor satisfaction. It can be seen in Table 4.19 that the t statistic is bigger than the t table, showing that $3.205 > 1.661$ and a p-value of 0.001, which is smaller than 0.05 ($0.001 < 0.05$). This proves that empathy (X1) in providing services is an important influence on satisfaction from business actors (Y) when doing halal certification. So, the hypothesis that empathy (X1) influences satisfaction from the business actor (Y) is accepted. In the analysis, reliability significantly impacts business actors' satisfaction. This can be seen in Table 4.19, where the t-statistic is bigger than that in the t-table, showing $2,850 > 1,661$, and the p-value of 0.004, which is smaller than 0.05 ($0.004 < 0.05$). This proves that reliability (X2) in providing services has an effect on business actor satisfaction (Y) in carrying out halal certification, so the hypothesis stating that reliability (X2) affects business actor satisfaction (Y) is accepted.

In the analysis, responsiveness has a significant influence on business satisfaction. This can be seen in Table 4.19 above, where the t-statistic is greater than the t table by showing number $2.687 > 1.661$ and p-value from 0.006, which is smaller than 0.05 ($0.006 < 0.05$). This proves that responsiveness (X3) in providing service influences satisfaction from business actors (Y) when doing halal certification, so the hypothesis that responsiveness (X3) affects satisfaction from business actors (Y) is accepted.

In the analysis, guarantees have a significant influence on business actor satisfaction. This can be seen in Table 4.19 that the t-statistic is bigger compared to the t-table, showing that number $2,580 > 1.661$ and p-value of 0.013, which is smaller than 0.05 ($0.013 < 0.05$). This proves that service assurance (X4) has an effect on business actor satisfaction (Y) in carrying out halal certification, so the hypothesis stating that assurance (X4) affects business actor satisfaction (Y) is accepted.

In the analysis, responsiveness has a significant influence on business satisfaction. This can be seen in Table 4.19 above, where the t-statistic is greater than the t table by showing the number $2.687 > 1.661$ and p value from 0.006, which is smaller than 0.05 ($0.006 < 0.05$). This proves that responsiveness (X3) in providing service influences satisfaction from business actors (Y) when they do halal certification, so the hypothesis that responsiveness (X3) affects satisfaction from business actors (Y) is accepted.

In the analysis, guarantees have a significant influence on business actor satisfaction. This can be seen in Table 4.19, where the statistic is bigger than the t table by showing that number $2,580 > 1.661$ and the p value of 0.013, which is smaller than 0.05 ($0.013 < 0.05$). This proves that service assurance (X4) has an effect on business actor satisfaction (Y) in carrying out halal certification, so the hypothesis stating that assurance (X4) affects business actor satisfaction (Y) is accepted.

In the analysis, physical evidence has a significant influence on business satisfaction. This can be seen in Table 4.19 above, where the *t-statistic* is greater than the t-table. By showing the number $5.085 > 1.661$ and a p value of 0.000, smaller than 0.05 ($0.000 < 0.05$). This proves that physical evidence (X5) affects the satisfaction of business actors (Y) in carrying out halal certification, so the hypothesis stating that physical evidence (X5) affects the satisfaction of business actors (Y) is accepted.

In that analysis, price has an important influence on business satisfaction. He can see in Table 4.19 above that the t-statistic is greater than the t-table by showing the number $2.637 > 1.661$ and the p value from 0.007, which is smaller than 0.05 ($0.007 < 0.05$). This proves that price (X6) in service affects the satisfaction of business actors (Y) when carrying out halal certification. The hypothesis stating that price (X6) affects the satisfaction of business actors (Y) is accepted. Business actors, if LPPOM MPU employees serve business actors by implementing a sense of empathy, so that business actors feel appreciated and loved. The same object is also explained in that research from (Hasibuan & Ratna, 2021) that empathy positively influences and plays an active role in customer satisfaction.

Sharia administration companies should always be customer-oriented, open-minded, and understanding of the client's needs. This shows the service provider organization's obligation to obey Allah SWT's commands and always consider the situation and needs of others. Allah calls on humans to always be fair and do good to others.

E. Conclusion

The discussion above concludes that while the Halal Product Guarantee Law presents challenges, particularly regarding the potential for perceived discrimination in its application of halal certification for foreign products, it also underscores Indonesia's commitment to ensuring that the products consumed by Muslims within the country adhere to national halal standards. Article 47 of the Halal Product Guarantee Law, which mandates recertification for foreign items lacking mutual recognition agreements, may create the perception of unequal treatment between countries collaborating with Indonesia and those not. However, this policy reflects Indonesia's local wisdom, designed to safeguard the halal standards that the Indonesian people trust and believe in.

The policy of re-examining the halalness of international products should not be viewed as a barrier to trade but as a form of cultural respect and an essential part of business in a multicultural context. This approach aligns with multiculturalism, emphasizing respecting local customs and beliefs in international trade.

In conclusion, the significance of halal certification is deeply connected to the religious rights of Muslim consumers, and efforts to protect the integrity of the Halal Product Guarantee Law can be supported by the principles outlined in Article XX of the GATT. These

principles affirm that halal certification is not a trade barrier but a non-negotiable requirement that upholds consumers' religious and cultural rights. To alleviate conflicts in international trade, it is vital to work towards standardizing both the substantive content and halal certification processes, ensuring that all stakeholders' diverse needs are met with fairness and respect.

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