THE EFFECT OF HALAL CERTIFICATION AND HALAL KNOWLEDGE ON CONSUMER BEHAVIOR IN FOOD AND BEVERAGE BUSINESSES AROUND PONDOK PESANTREN LIRBOYO, KEDIRI

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Abstract

Reliable information about halal status supports food and beverage choices when ingredients and production practices are difficult to verify. This study examined the associations of perceived halal certification information and halal knowledge with self-reported consumer behavior among purchasers at food and beverage businesses around Pondok Pesantren Lirboyo, Kediri. A quantitative survey of 100 respondents was analyzed using multiple linear regression. Both consumers' evaluations of halal certification and their halal knowledge showed positive, statistically significant associations with halal-related product selection, and the two predictors jointly accounted for a substantial share of the observed variation. These findings suggest that clear certification communication and practical halal education can complement one another in assisting consumers and local business operators. However, conclusions are limited by the single-location survey, self-reported measures, and incomplete documentation of sampling and regression diagnostics. Future studies should use verifiable sampling procedures, more comprehensive model diagnostics, and broader settings to assess the robustness of these relationships.

Keywords: halal certification; halal knowledge; consumer behavior; food and beverage enterprises; Islamic boarding school
JEL Classification: D12; M31; Z12

INTRODUCTION

Assurance of halal status is an important consideration in food and beverage purchasing, particularly because consumers cannot directly verify ingredients, additives, storage conditions, or processing practices (Bonne & Verbeke, 2008; Aziz & Chok, 2013). The expansion of halal services makes reliable information increasingly relevant to small businesses and their customers. According to official information issued by the Ministry of Religious Affairs on October 14, 2026, approximately 4.4 million halal certificates were issued between 2021 and mid-2026, and around 75% of the reported certificates originated from micro, small, and medium enterprises. The SEHATI 2026 program also allocated a quota of 1.35 million certificates (Table 1). These figures

describe service activity rather than the proportion of all businesses that are certified, and certificates should not be equated directly with numbers of products or operators. Against this expanding certification environment, an important empirical question is whether certification information and consumers' understanding of halal requirements are associated with how they select food and beverages.

Table 1. National halal service indicators in official publications in 2026

Indicator	Value	Period or scope
Halal certificates issued	Approximately 4.4 million	Cumulative 2021–mid-2026
Share of certificates from MSMEs	Approximately 75%	Composition of the reported total
SEHATI 2026 quota	1.35 million	Program quota; not actual issuance

Source: Ministry of Religious Affairs of the Republic of Indonesia (2026) and BPJPH (2026).

Perceived halal certification information and halal knowledge can be understood as complementary resources in consumer evaluation rather than interchangeable definitions. Signaling Theory suggests that a recognizable certification signal can reduce uncertainty when product characteristics are not readily observable (Spence, 1973; Aziz & Chok, 2013). Halal knowledge, in turn, helps consumers interpret ingredients, processing information, and the meaning of certification (Briliana & Mursito, 2017; Pradana et al., 2024). The Theory of Planned Behavior provides a broader explanation of how product evaluations and other considerations relate to consumption decisions (Ajzen, 1991), although this study does not directly measure all of its constructs. Taken together, these perspectives suggest that consumers who recognize credible halal information and understand halal requirements may report greater attention to halal considerations when choosing food and beverages.

The area surrounding Pondok Pesantren Lirboyo in Kediri was selected because food and beverage purchasing occurs alongside religious education and active local commerce, making halal-related product information especially relevant to everyday choices. Preliminary field records from 2025 identified 38 food and beverage businesses in this area, of which 10 had obtained halal certification. This coexistence of certified and uncertified businesses provides a meaningful local context for studying halal information. The present survey, however, focuses on consumers who reported purchasing from certified businesses; it therefore examines variation in their evaluations of certification information and knowledge, not a direct comparison between buyers at certified and uncertified outlets. This distinction is important when interpreting the scope of the findings.

Previous studies provide relevant but not entirely consistent findings. Tarigan and Z (2023) reported positive relationships involving product knowledge, halal certification, and halal food purchase intention, whereas Wirakurnia et al. (2022) found no significant relationship between halal knowledge and the intention to purchase packaged food. In addition, much of the cited evidence emphasizes purchase intention, packaged products, or broader consumer markets rather than self-reported halal-related selection behavior in the immediate commercial environment of an Islamic boarding school (Aziz & Chok, 2013; Septiani & Ridlwan, 2020). Thus, the empirical inconsistency concerns the role of halal knowledge, while the contextual gap concerns the consumer setting and behavioral outcome considered. These gaps justify examining whether perceived certification information and halal knowledge are associated with consumer behavior in the Lirboyo setting, without assuming that the present observational design establishes causality.

In response to these gaps, the study contributes context-specific evidence on how consumers' evaluations of halal certification information and halal knowledge relate to their self-reported food and beverage selection. Its proposed novelty lies in examining both sources of information jointly among purchasers around Pondok Pesantren Lirboyo, rather than claiming a new theory or statistical method. Theoretically, the study brings signaling-based information and knowledge-based product evaluation into the interpretation of consumer behavior; practically, it may inform clearer certification communication and consumer education by local businesses. Specifically, the objectives are to assess (1) the association between perceived halal certification information and consumer behavior, (2) the association between halal knowledge and consumer behavior, and (3) the joint explanatory relationship of both predictors with consumer behavior in food and beverage businesses around Pondok Pesantren Lirboyo, Kediri.

LITERATURE REVIEW

Consumer behavior and the basis of relationships between variables

Consumer behavior includes evaluating, selecting, purchasing, and using products. In the present survey, the dependent variable is more narrowly interpreted as respondents' self-reported attention to halal considerations when selecting food and beverages; it is not a directrecord of their transactions or repeated purchases. This operational focus matters because conclusions should be confined to the aspects of behavior actually measured by the questionnaire.

The Theory of Planned Behavior (TPB) connects evaluations and intentions with behavior through attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). In a halal food setting, certification information and knowledge can inform consumers' product evaluations and therefore plausibly relate to halal-oriented selection. However, the present regression does not directly measure TPB attitudes, norms, perceived control, or intention as mediating variables; TPB is used as an interpretive theoretical foundation rather than as a fully tested structural model.

Applications of the Theory of Planned Behavior to halal food purchasing demonstrate the relevance of consumer evaluations to consumption decisions. Alam and Sayuti (2011) used multiple regression to examine halal food purchasing, while Ali et al. (2018) developed an explanation of halal meat purchase intention among Chinese Muslim consumers.

Halal certification as product information

Halal certification can be understood as formal recognition of a product's halal status through an authorized mechanism. From the consumer's perspective, certification helps reduce information limitations regarding product characteristics that are difficult to verify independently (Bonne & Verbeke, 2008).

Signaling Theory explains how identifiable information can assist parties who cannot independently verify product attributes (Spence, 1973). In the halal context, recognized certification can act as a signal of compliance rather than merely as a promotional claim (Aziz & Chok, 2013). Because the present respondents purchased from certified establishments, X1 represents their evaluation of certification-related information, not a binary indicator of an establishment's legal certification status. The expected association with behavior concerns how consumers use this signal while assessing food and beverage choices; related purchasing evidence has been reported for culinary MSMEs (Pradana et al., 2021; Septiani & Ridlwan, 2020).

Halal knowledge as the ability to understand information

Halal knowledge refers to consumers' understanding of halal and haram requirements, ingredient sources, processing methods, and information that helps identify halal products. Such knowledge is not synonymous with logo recognition alone (Kurniawati & Savitri, 2020).

Knowledge provides a cognitive basis for evaluating product claims. Consumers with greater halal understanding may be better able to examine ingredient information, question sellers, and interpret certification signals when considering their purchases (Briliana & Mursito, 2017; Bhutto

et al., 2023). Hanifasari et al. (2024) associated halal supply-chain knowledge with halal meat purchase intention among Indonesian millennials. In the present model, knowledge is thus expected to complement external certification information by informing consumers' own evaluation of halal-related product attributes.

Hypothesis development and conceptual framework

The relationship between halal certification and consumer behavior is based on the role of information in reducing uncertainty. When consumers recognize certification, they gain an additional basis for considering a product. Aziz and Chok (2013) incorporated certification into their explanation of halal purchase intention, while Tarigan and Z (2023) found a positive relationship for halal food products. Based on this reasoning, H1: Halal certification has a positive and significant effect on consumer behavior.

The relationship between halal knowledge and consumer behavior is based on consumers' ability to use information when evaluating purchases. Knowledge can clarify reasons for selecting products, identify ingredients requiring attention, and assess sellers' information. Although previous findings vary, this reasoning provides a basis for testing a positive relationship in the present research context. H2: Halal knowledge has a positive and significant effect on consumer behavior.

The rationale for examining both predictors together is that external certification information and the consumer's ability to understand halal requirements may each provide a distinct basis for product evaluation. Signaling Theory explains how certification conveys otherwise difficult-to-observe attributes, whereas TPB offers a broader account of how informed evaluations can be associated with behavioral choices (Spence, 1973; Ajzen, 1991). Studies by Usman et al. (2024) and Billah et al. (2020) also identify multiple factors involved in halal food consumption. The simultaneous regression test evaluates whether the two predictors jointly explain variation in behavior; it does not test an interaction, synergy, or causal mechanism. H3: Perceived halal certification information and halal knowledge jointly have a significant association with consumer behavior.

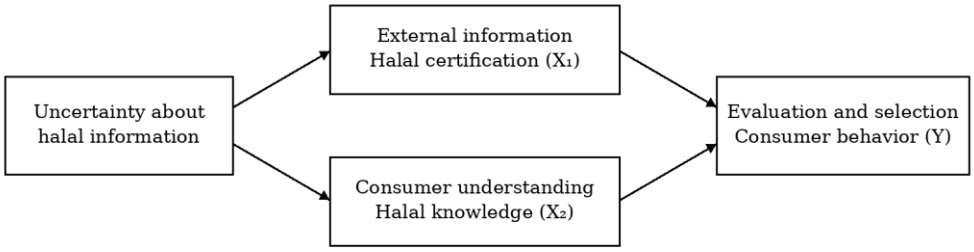

Figure 1. Research conceptual framework

Source: Authors' conceptual synthesis of Ajzen (1991), Spence (1973), and related empirical literature.

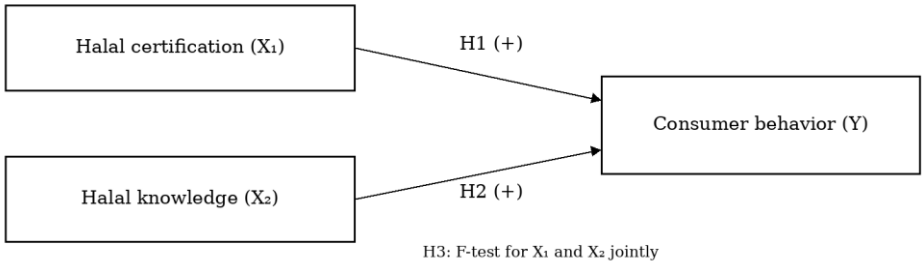

Figure 2. Research hypothesis model

Source: Authors' hypothesized regression model (2026).

RESEARCH METHODOLOGY

The study employed a quantitative observational survey design and multiple linear regression. The research setting comprised food and beverage businesses near Pondok Pesantren Lirboyo, Kediri. The survey data were processed in 2025 using SPSS version 26; nationwide halal service indicators published in 2026 were included only as introductory context and were not part of the regression dataset.

Population sample and data collection

The target population comprised consumers who had purchased food or beverages from halal-certified businesses in the study area, and the achieved sample consisted of 100 respondents. The original description identified probability sampling using a random sampling technique. However, the available methodological record does not specify the sampling frame, respondent selection steps, or sample-size determination. Consequently, probability-based representativeness cannot be independently verified from the reported information, and the results are interpreted for the observed sample and research setting rather than generalized to all consumers in the area.

Primary data were collected through a questionnaire with ten statements for each variable, coded X1.1–X1.10, X2.1–X2.10, and Y1–Y10. The variable labeled halal certification (X1) denotes respondents' evaluations of halal certification information; it is not a binary measure of whether

a business holds a certificate. Halal knowledge (X2) captures questionnaire responses concerning understanding of halal requirements, and consumer behavior (Y) refers to self-reported halal-related considerations in food and beverage selection. These operational boundaries mean that regression estimates should be discussed as associations between reported scores, not as effects of introducing certification at previously uncertified businesses.

Item validity was evaluated using Pearson correlations between item scores and total scores. With n = 100 and 98 degrees of freedom, the reference value at a two-tailed 5% significance level was approximately 0.1966; the tables used the rounded value of 0.197.

Reliability was measured using Cronbach's alpha. This measure indicates internal consistency among items within a scale, recognizing that its value is also influenced by the number of items and the pattern of relationships between responses (Cronbach, 1951; Tavakol & Dennick, 2011).

Normality was examined for the unstandardized residuals using the Kolmogorov–Smirnov test with the Lilliefors correction. This examination concerned the distribution of residuals, rather than requiring all predictor scores to follow a normal distribution.

The regression model was $Y = a + bX_1 + b_2X_2 + \varepsilon$, where Y was the consumer behavior score, X_1 the perceived halal certification information score, X_2 the halal knowledge score, a the intercept, and ε the error term. Each t-test assessed one coefficient while controlling for the other predictor. The F-test assessed the joint explanatory contribution of the model. Because the design was observational, statistical significance was interpreted as an association rather than definitive evidence of a causal effect.

The coefficient of determination was used to indicate the proportion of variation in Y scores explained by the model. Adjusted R^2 was reported to account for the number of predictors and sample size.

RESULTS AND DISCUSSION

Respondent characteristics

Table 2 presents the gender and age distributions of the 100 respondents.

Table 2. Respondent characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	47	47%
	Female	53	53%
Age	10–19 years	23	23%
	20–29 years	64	64%
	30–39 years	13	13%

Source: Primary questionnaire data, processed by the authors using SPSS 26 (2026).

Table 2 shows that 53 respondents were female and 47 were male. The 20–29-year age group predominated, with 64 respondents, followed by 23 respondents aged 10–19 years and 13 respondents aged 30–39 years.

Instrument validity and reliability

Table 3 presents all item correlation values, allowing readers to directly assess the basis for accepting the instrument.

Table 3. Correlations between items and total scores

Item	X1: cert. perception	X2: knowledge	Y: behavior	Criterion
1	0.367	0.532	0.736	Meets criterion
2	0.404	0.534	0.765	Meets criterion
3	0.512	0.359	0.740	Meets criterion
4	0.526	0.377	0.265	Meets criterion
5	0.762	0.723	0.762	Meets criterion
6	0.527	0.799	0.335	Meets criterion
7	0.719	0.306	0.784	Meets criterion
8	0.219	0.856	0.611	Meets criterion
9	0.860	0.397	0.633	Meets criterion
10	0.548	0.453	0.359	Meets criterion

Source: Primary questionnaire data, processed by the authors using SPSS 26 (2026).

All items in Table 3 exceeded the reference value. Correlations for X1 ranged from 0.219–0.860, those for X2 from 0.306–0.856, and those for Y from 0.265–0.784.

The internal consistency of the three scales was subsequently examined using Cronbach's alpha, as presented in Table 4.

Table 4. Internal consistency of the instrument

Variable	Number of items	Cronbach's alpha	Interpretation
Perceived halal certification	10	0.820	Reliable
Halal knowledge	10	0.795	Reliable
Consumer behavior	10	0.865	Reliable

Source: Primary questionnaire data, processed by the authors using SPSS 26 (2026).

The alpha values in Table 4 were 0.820 for halal certification, 0.795 for halal knowledge, and 0.865 for consumer behavior. All values exceeded 0.70 and supported adequate internal consistency (Tavakol & Dennick, 2011).

Residual normality

Table 5 summarizes the Kolmogorov–Smirnov output with the Lilliefors correction, including the number of observations, test statistic, and two-tailed significance.

Table 5. Residual normality test

Component	Value
Number of observations	100
Mean residual	0.0000000
Residual standard deviation	3.92525913
Kolmogorov–Smirnov statistic	0.087
Two-tailed significance with Lilliefors correction	0.059

Source: Primary questionnaire data, processed by the authors using SPSS 26 (2026).

Table 5 shows a Kolmogorov–Smirnov statistic of 0.087 with p = 0.059. Because p exceeded 0.05, the hypothesis of normally distributed residuals was not rejected at this significance level.

Regression estimation and partial tests

Table 6 presents the unstandardized coefficients, standard errors, standardized coefficients, t-statistics, and significance levels.

Table 6. Regression estimation and partial tests

Predictor	B	Standard error	Beta	t	p
Constant	6.845	3.286	—	2.083	0.040
Perceived certification	0.395	0.107	0.362	3.692	< 0.001
Halal knowledge	0.486	0.108	0.442	4.506	< 0.001

Source: Primary questionnaire data, processed by the authors using SPSS 26 (2026).

Table 6 gives the fitted equation $\hat{Y} = 6.845 + 0.395X_1 + 0.486X_2$. Holding X_2 constant, a one-unit higher perceived certification information score was associated with a 0.395-point higher predicted consumer behavior score. Holding X_1constant, a one-unit higher halal knowledge score was associated with a 0.486-point higher predicted score. These conditional associations are not estimates of the causal impact of certification or educational interventions.

The t-statistic for halal certification, 3.692, exceeded the two-tailed critical t-value of approximately 1.985, with $p < 0.001$. Thus, H1 was supported. For halal knowledge, the t-statistic of 4.506 also exceeded the critical value, with $p < 0.001$, supporting H2. Both coefficients were positive after accounting for the other predictor in the model.

The standardized coefficient for halal knowledge ($\beta = 0.442$) exceeded that for perceived certification information ($\beta = 0.362$). Within this sample and model, the association for knowledge was descriptively larger, suggesting that consumers' capacity to interpret halal information deserves attention alongside visible certification communication. However, no statistical test comparing the two coefficients was reported; the observed difference therefore cannot be claimed to be statistically significant.

Simultaneous testing and the model's explanatory capacity

The simultaneous test assessed whether the two predictors jointly explained variation in consumer behavior. Table 7 presents the decomposition of the regression and residual sums of squares, together with the F-statistic.

Table 7. Simultaneous test results for the regression model

Source of variation	Sum of squares	df	Mean square	F	p
Regression	1,926.832	2	963.416	61.265	< 0.001
Residual	1,525.358	97	15.725	—	—
Total	3,452.190	99	—	—	—

Source: Primary questionnaire data, processed by the authors using SPSS 26 (2025).

Table 7 yielded $F(2, 97) = 61.265$ with $p < 0.001$. This value exceeded the critical F-value of approximately 3.09, supporting H3.

The magnitude of the explanatory capacity is presented in Table 8 through R, R^2, adjusted R^2, and the standard error of the estimate.

Table 8. Model coefficient of determination

R	R^2	Adjusted R^2	Standard error of the estimate
0.747	0.558	0.549	3.966

Source: Primary questionnaire data, processed by the authors using SPSS 26 (2026).

The R^2 value of 0.558 indicates that 55.8% of the variation in consumer behavior scores in the sample was jointly explained by halal certification and halal knowledge. The adjusted R^2 of 0.549 represents the explanatory capacity after adjusting for the number of predictors and observations. The remaining 44.2% represents variation not explained by the model, including the possible roles of other factors and measurement error.

Halal certification and consumer behavior

Support for H1 indicates a positive association between consumers' evaluations of certification information and their reported halal-oriented food and beverage choices. This pattern is consistent with Signaling Theory: certification-related information can help consumers assess characteristics they cannot directly observe (Spence, 1973; Aziz & Chok, 2013). It also aligns with evidence that attitudes toward halal labels are relevant to culinary purchasing decisions (Pradana et al., 2021). The result concerns interpretation of certification information among buyers at certified outlets, not a comparison of certified with uncertified businesses.

Halal knowledge and consumer behavior

Support for H2 indicates that halal knowledge was positively associated with consumer behavior after controlling for perceived certification information. Consumers who understand halal requirements may be better equipped to interpret labels and evaluate ingredients or sellers' explanations. This interpretation is compatible with TPB's emphasis on informed product evaluation as one component of behavioral decision-making, although TPB mechanisms were not directly tested (Ajzen, 1991).

This finding is consistent with the positive relationship involving product knowledge reported by Tarigan and Z (2023), but differs from Wirakurnia et al.'s (2022) findings on packaged food purchase intention. These differences may be associated with product type, consumer circumstances, or the position of variables within the model.

Kurniawati and Savitri (2020) demonstrated the relevance of information exposure to halal awareness, while Bhutto et al. (2023) discussed the role of literacy in the development of halal product behavior. In the Islamic boarding school environment, education can focus on the ability to read product information, understand additives, and identify official information channels.

Joint explanation and implications for business management

The joint significance of H3 and the model R^2 of 0.558 show that the two predictors together explain a substantial share of variation in the reported consumer behavior scores. Conceptually, Signaling Theory accounts for the external information conveyed by certification, while knowledge helps consumers interpret and use such information in their evaluations (Spence, 1973; Briliana & Mursito, 2017). This provides a coherent theoretical interpretation of the combined model, but the F-test alone does not demonstrate a synergistic interaction or a causal process.

Marmaya et al. (2019) discussed subjective norms and behavioral control, Amalia et al. (2020) emphasized habits, and Garg and Joshi (2018) incorporated attitudes into their explanation of halal purchase intention. These factors can be investigated further without assuming that they have already explained the remaining variation in this model.

For business operators, the practical priority is to connect process compliance, information clarity, and consumer understanding. Certification can be followed by orderly ingredient documentation and product-appropriate communication (Al-Ansi et al., 2019; Dewi et al., 2022).

Interpretive limitations and research development

The single-location scope and use of self-reports limit the generalizability of the findings. Measuring predictors and outcomes through the same questionnaire also creates the potential for common method bias, the magnitude of which was not evaluated in this study (Podsakoff et al., 2003).

The documented statistical output includes validity, reliability, residual normality, and regression results, but it does not include multicollinearity (e.g., tolerance and variance inflation factor) or heteroscedasticity diagnostics. Those outputs should be checked against the original data before final publication; their results cannot be inferred reliably from the manuscript alone. The sampling frame, respondent selection procedure, precise survey dates, and descriptive statistics of the three aggregate study scores also require verification from the primary records.

These documentation gaps warrant caution when judging the strength and generalizability of the reported associations.

CONCLUSION

The study addressed its three objectives through the reported regression model. First, perceived halal certification information was positively associated with consumer behavior (B = 0.395, β = 0.362, $p < 0.001$). Second, halal knowledge showed a positive association (B = 0.486, β = 0.442, $p < 0.001$). Third, the two variables jointly explained 55.8% of the variation in consumer behavior scores, with $F(2, 97) = 61.265$ ($p < 0.001$). The reported statistical tests thus supported H1, H2, and H3 as associative hypotheses within the observed sample.

Theoretically, these findings are consistent with a view of halal-related product selection in which external certification signals and consumers' knowledge jointly inform evaluation. Practically, food and beverage businesses around the pesantren may benefit from clear, accessible certification communication and accurate information about ingredients and processes, alongside consumer education. Such suggestions are implications of the observed associations, not interventions whose effectiveness was tested by this study.

Conclusions are limited to the single-location observational survey and its self-reported measures. The documented sampling procedure and available diagnostics are incomplete, while the difference between the two standardized coefficients was not formally tested. Future research should verify sampling procedures, report full regression diagnostics and descriptive statistics, and assess the findings across additional settings and, where possible, using observed purchasing behavior.

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