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Determinants of food producers' intentions to obtain halal certification: An integrated TPB–halal model in Bali, Indonesia

Harisatun Niswa[1] (ID), Ilfi Nur Diana[2] (ID), Indah Yuliana[3] (ID)

[1]Program Studi Ekonomi Syariah (S3), Universitas Islam Negeri Maulana Malik Ibrahim, Kota Malang, Indonesia
[2]Program Studi Ekonomi Syariah (S2), Universitas Islam Negeri Maulana Malik Ibrahim, Kota Malang, Indonesia
[3]Program Studi Manajemen (S1), Universitas Islam Negeri Maulana Malik Ibrahim, Kota Malang, Indonesia

ABSTRACT

Introduction

Halal certification has become increasingly important for food producers operating in non-Muslim-majority destinations such as Bali, where Muslim tourism continues to expand. Although numerous studies investigate halal consumption behavior, research examining producers' intentions to obtain halal certification remains limited. This study extends existing knowledge by integrating halal knowledge and halal awareness into the Theory of Planned Behavior to explain certification intentions among food-sector entrepreneurs..

Objectives

The study aims to identify and analyze the determinants influencing food producers' intentions to obtain halal certification in Bali by assessing the roles of attitude, subjective norms, perceived behavioral control, halal knowledge, and halal awareness within an integrated behavioral framework.

Method

A quantitative research design was employed, involving 150 food producers selected using non-probability sampling. Data were collected through a structured questionnaire and analyzed using Partial Least Squares Structural Equation Modeling. Measurement and structural models were assessed to evaluate validity, reliability, and the significance of hypothesized relationships.

Results

The findings show that all five determinants—attitude, subjective norms, perceived behavioral control, halal knowledge, and halal awareness—positively and significantly affect producers' intentions to

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obtain halal certification. The model explains 85.9 percent of the variance in intention, demonstrating strong predictive power. The results highlight the combined influence of cognitive, social, and religious factors in shaping certification decisions.

Implications
The study provides theoretical contributions by expanding the Theory of Planned Behavior with halal-specific constructs and offers practical insights for policymakers, certification bodies, and industry stakeholders in promoting halal certification through education, technical assistance, and supportive regulatory frameworks.

Originality/Novelty
This research provides a comprehensive behavioral model for understanding halal certification intentions in a minority-Muslim tourism context, offering new insights into how halal knowledge and awareness strengthen producers' decisions to pursue formal certification.

INTRODUCTION

The global phenomenon of halal food has expanded rapidly over the past decade, driven by multiple structural and behavioral forces. One key factor is the continued growth of the global Muslim population, which is projected to reach about 2.2 billion by 2030, thereby increasing aggregate demand for halal products and services. A second factor is the widening reach of the halal market beyond Muslim-majority countries to non-Muslim destinations in Europe, Australia, and Asia, where halal is increasingly aligned with healthy, safe, and ethical lifestyle trends. Countries such as China, South Korea, Japan, Vietnam, Russia, Thailand, several European nations, and others have begun to reap substantial economic benefits from halal certification (Akhtar et al., 2019; Aniqoh & Hanastiana, 2020; Battour & Ismail, 2016; De Boni & Forleo, 2019; Gabdrakhmanov et al., 2016; Hariani, 2017; Islam & Wahab, 2022; Khan et al., 2020; Mohd Nawawi et al., 2019; Nayeem et al., 2020; Nurdiansyah, 2018; Pradana et al., 2021; Salindal, 2018; Saville & Mahbubi, 2021; Shahzad et al., 2021; Sherwani et al., 2018; Sthapit et al., 2023; Yasar, 2021; Yasuda, 2017).

Parallel to market expansion, scholarly interest in halal has grown, yet research remains unevenly distributed across the supply chain. The dominant stream of studies concentrates on the consumer side, examining how halal-related factors shape perceptions, preferences, purchase decisions, and willingness to pay. Prior work has investigated consumer perceptions (Aneesh & Siddiq, 2024; Shah Alam & Mohamed Sayuti, 2011; Yener, 2022), preferences for halal products (Dewi et al., 2022; Mohayidin & Kamarulzaman, 2014), purchase decisions in various cultural and product contexts (Billah et al., 2020; Choi & Jeong, 2019; González et al., 2019; Hamdan et al., 2013; Khan et

al., 2020; Marmaya et al., 2019; Perdana et al., 2019; Pradana et al., 2021; Saleh & Rajandran, 2024; Shah Alam & Mohamed Sayuti, 2011; Wibowo et al., 2021), and consumers' willingness to pay price premiums for halal attributes (Fauzi, 2023; Verbeke et al., 2013). By contrast, upstream or manufacturing-side analyses of halal certification processes remain relatively scarce.

A smaller but growing set of studies has begun to explore the intentions of business actors to obtain halal certification in the food sector (Adiyanto & Amaniyah, 2023; Agustiningsih et al., 2024; Anggraeni & Anwar, 2023; Baharuddin et al., 2015; Bashir, 2019; Handayati et al., 2023; Harbit & Syafrida, n.d.; Ikawati & Rahman, 2022; Ismail & Kornitasari, 2022; Larasati & Yasin, 2024; Mellita et al., 2020; Nuraliyah et al., 2023; Nurillah, 2023; Ramadhan & Gunanto, 2021; Sari et al., 2021; Sholihah & Setiawan, 2022). These studies underline that producers' decisions to pursue certification are not automatic, but mediated by cognitive, social, and institutional considerations. Nevertheless, most of this literature relies on a single theoretical lens or model when explaining certification intentions, leaving limited room to examine how broader behavioral constructs interact with halal-specific cognitive and normative variables.

For instance, several studies employ the Theory of Planned Behavior (TPB) to analyze the certification intentions of food sector entrepreneurs, focusing on attitude, subjective norms, and perceived behavioral control as core determinants (Sholihah & Setiawan, 2022). While TPB has proven useful, such single-framework applications may overlook domain-specific factors that are central in halal contexts, such as religiously grounded knowledge and awareness. At the policy level, general solutions typically emphasize expanding outreach, simplifying administrative procedures, and offering financial support schemes for halal certification. Yet these initiatives assume that once barriers are lowered, producers will naturally seek certification, an assumption that may not hold if underlying beliefs, knowledge structures, and awareness of halal obligations remain weak or fragmented.

Within TPB, attitude reflects the degree to which performing a behavior is evaluated positively or negatively, subjective norms capture perceived social pressure from significant others, and perceived behavioral control denotes the perceived ease or difficulty of performing the behavior. Ajzen (1991) argues that these components are rooted in cognitive structures: behavioral beliefs shape attitudes, normative beliefs underpin subjective norms, and control beliefs inform perceived behavioral control. Attitude combines affective, cognitive, and conative elements; subjective norms are driven by normative beliefs and motivation to comply; and perceived behavioral control depends on control beliefs and the perceived strength of facilitating or constraining factors. TPB was also explicitly designed to accept additional predictors when they substantively improve the prediction of intention in specific domains (Hassan et al., 2016; Liao et al., 2007; McEachan et al., 2011), opening space for halal-specific constructs to be integrated.

From a producer's perspective, understanding halal knowledge is indispensable. Under Sharia law, halal knowledge constitutes a fundamental prerequisite for the production of halal goods and services (Md Rasli et al., 2013). It encompasses

information stored in memory about what is halal or haram in ingredients, processes, and handling, enabling individuals to assess new information and determine its consistency with halal principles (Wongkar et al., 2017). Halal knowledge also reflects the extent to which producers recognize the characteristics of halal products and relevant regulatory requirements (Nukeriana, 2018). Without adequate knowledge, producers may unintentionally violate halal standards or underestimate the strategic value of certification, thereby weakening their intention to formalize halal compliance.

Halal awareness, in turn, concerns an individual's conscious attention to and understanding of circumstances related to halal, whether derived from personal experience or observation of others (Luqman et al., 2024). It is expressed through the way individuals perceive, interpret, and respond to information concerning halal issues. For Muslims, halal awareness is not merely an ethical preference but a religious obligation that applies to both producers and consumers; it is a core element mandated by Sharia in the production of halal products (Hilme & Mohd Raffi, 2024; Syauqillah et al., 2024; Wahyudi et al., 2021). However, entrepreneurs exhibit varying degrees of halal awareness depending on their religion, education, social interactions, and background (Md Rasli et al., 2013). These differences suggest that halal awareness can systematically shape producers' willingness to engage in certification processes.

Previous studies have highlighted the need to extend TPB by incorporating halal knowledge and halal awareness into an integrated model of halal certification intentions. Empirical evidence indicates that halal knowledge influences intentions to obtain halal food certificates (Giyanti et al., 2021; Masruroh & Mahendra, 2022; Nuraliyah et al., 2023; Utami et al., 2022), while halal awareness among producers also affects their intention to pursue halal certification (Fauziah et al., 2023; Margarena & Setiawan, 2023; Utami et al., 2022). Nonetheless, these studies often treat knowledge and awareness as isolated antecedents or focus on limited contexts, and few examine their combined role within a comprehensive TPB-based framework, particularly on the supply side and in non-Muslim tourist destinations. This constellation of findings points to a clear gap in the literature.

The present study addresses this gap by investigating food sector entrepreneurs' intentions to obtain halal certification in Bali, a non-Muslim-majority tourism destination with a significant and growing share of Muslim visitors. Data from the Ministry of Tourism and Creative Economy in 2023, show that approximately 29.7% of domestic tourists and 18.5% of international tourists visiting Bali in 2023 were Muslim. Muslim travelers' preferences in such destinations are strongly shaped by the availability of halal-friendly attributes, especially high-quality halal food and clear information regarding halal status at tourist sites (Aliffia & Komaladewi, 2021). Existing evidence indicates that a large share of menu items in establishments such as Spice Beach Club Bali have been aligned with halal standards, with about 91.7% of guests ordering halal dishes (Faraudis et al., 2019). In parallel, halal food certification has expanded rapidly through LP3H Muslimat Nahdlatul Ulama (NU) Bali, which, via the SEHATI program and 335 halal facilitators across the province, has sought to ease and subsidize certification for micro, small, and medium-sized enterprises.

Against this backdrop, the study aims to develop and empirically test an integrated model that combines TPB variables—attitude, subjective norms, and perceived behavioral control—with halal knowledge and halal awareness to explain producers' intention to obtain halal food certification in Bali. The novelty of this research lies in embedding halal-specific cognitive and awareness constructs within a well-established behavioral framework, applied to the upstream segment of the halal food supply chain in a minority-Muslim tourism setting. By focusing on food sector entrepreneurs and leveraging the institutional dynamics of Bali's evolving halal ecosystem, the study seeks to refine the theoretical understanding of halal certification behavior and provide evidence-based insights for policymakers and practitioners concerned with strengthening Muslim-friendly tourism and halal industry development.

LITERATURE REVIEW

Theory of Planned Behavior

Ajzen (1991) has theoretically formulated the determinants of human behavior, which hinge on an individual's intention to act in a particular way. At the core of this theory is the proposition that behavioral intentions are shaped by three principal components: attitudes toward the behavior, subjective norms, and perceived behavioral control. Attitude refers to an individual's belief about a specific behavior; when a person values or holds a positive assessment of the behavior, they are more willing to engage in it. Attitude reflects the extent to which an individual holds a favorable or unfavorable evaluation of performing the behavior. Subjective norms represent an individual's perception of the beliefs of others who may influence that behavior. They indicate the tendency to seek approval and conform to the expectations of significant others (Muhamad & Mizerski, 2013). Individuals also rely on social networks, particularly close references, for consultation and to reduce uncertainty (Al-Swidi et al., 2014; Smith et al., 2008).

Perceived behavioral control concerns the degree to which a person feels capable of performing the behavior. It contains two dimensions: an individual's perceived control over the behavior and their confidence in carrying it out. This perception is shaped by personal beliefs and environmental factors; the greater the perceived control, the more likely the behavior is performed. Perceived behavioral control influences actual behavior and plays a central role in the theory. It is conceptualized as the extent to which the behavior is viewed as controllable and easy to perform (Ajzen, 2001; Ajzen & Madden, 1986). Behavior itself is an action carried out by individuals based on their beliefs. Ajzen (2006) acknowledges that the Theory of Planned Behavior is not an exclusive model for predicting behavior. In principle, TPB is open to incorporating additional predictors that can significantly enhance behavioral explanations. Consequently, several scholars have expanded TPB by integrating new predictors to better account for behavioral intentions.

Halal knowledge represents an individual's understanding of all matters pertaining to halal. It encompasses a person's comprehension and interpretation of Islamic

teachings regarding lawful and unlawful practices (Nukeriana, 2018). Halal knowledge arises through cognitive processes that occur once an individual perceives a particular object, and it forms a crucial domain in shaping behavior (Wongkar et al., 2017).

Halal awareness refers to an individual's understanding of what they sense or experience at a given moment and their ability to use that awareness to guide decision-making, supported by practical, reasonable skills and strong self-confidence (Tawil et al., 2015). It relates to one's sensitivity to situations connected to halal matters, whether derived from personal experience or observation of others, enabling individuals to remain conscious of what occurs around them. Thus, halal awareness is reflected through an individual's perception and interpretation of halal-related information (Arsil et al., 2018; Mohd Noor, 2025). Halal awareness is regarded as an obligation for every Muslim, both producers and consumers, and constitutes an essential element mandated by Shariah law for producers of goods and services (Md Rasli et al., 2013). Accordingly, halal awareness can be described as producers' consciousness in adhering to Shariah principles when manufacturing goods (Ambali & Bakar, 2014).

Effect of Attitude on the Intention to Obtain Halal Food Certification in Bali

Previous research indicates that producers' attitudes exert a positive and significant influence on their intention to obtain halal certification (Fauziah et al., 2023; Wulandari, 2022). Producers' attitudes concerning halal certification encompass their perceptions of the benefits, costs, and impacts of certification on their business performance (Bashir et al., 2019; Khan et al., 2020). In this study, a positive attitude toward halal food certification is expected to strengthen producers' intention to acquire halal certification in Bali. Thus, the following hypothesis is formulated:

H1: Attitude has a positive and significant effect on the intention to obtain halal food certification in Bali.

Effect of Subjective Norms on the Intention to Obtain Halal Food Certification in Bali

Subjective norms serve as social references that guide individuals in making behavioral decisions. Prior studies show that behavior is often shaped by referent groups, such as family members and close friends (Aziz & Chok, 2013; Haque et al., 2018). Lada et al. (2009) found that subjective norms exert a stronger influence than attitude in shaping halal-related behavioral intentions. Additionally, Haque et al. reported that social pressure from customers and business partners significantly affects producers' decisions to pursue halal certification (Haque et al., 2018). Based on these insights, the following hypothesis is proposed:

H2: Subjective norms have a positive and significant effect on the intention to obtain halal food certification in Bali.

Effect of Perceived Behavioral Control on the Intention to Obtain Halal Food Certification in Bali

Perceived behavioral control reflects the perceived ease or difficulty of performing a particular behavior, shaped by past experiences and anticipated obstacles. Ab Talib & Ai Chin (2018) found that perceived behavioral control has a positive and significant effect on halal standards implementation. In this study, perceived behavioral control includes producers' beliefs about the availability of resources, opportunities, and capacities necessary to obtain halal certification, including perceptions of procedural complexity, costs, and time requirements (Salindal, 2018; Soon & Wallace, 2017). Accordingly, the following hypothesis is formulated:

H3: Perceived behavioral control has a positive and significant effect on the intention to obtain halal food certification in Bali.

Effect of Halal Knowledge on the Intention to Obtain Halal Food Certification in Bali

Halal knowledge refers to producers' understanding of halal concepts, processes, and regulatory requirements. Said's empirical research shows that in Malaysia, many halal producers possess knowledge and understanding of halal food hygiene across stages such as preparation, processing, and serving (Said et al., 2014). This hypothesis is grounded in previous findings demonstrating that halal knowledge positively influences halal certification decisions (Giyanti et al., 2021; Masruroh & Mahendra, 2022; Nuraliyah et al., 2023; Utami et al., 2022). Halal knowledge within food companies is essential for determining certification needs and contributes to the rapid growth of the halal food industry (Ab Talib & Ai Chin, 2018). Thus, the following hypothesis is proposed:

H4: Halal knowledge has a positive and significant effect on the intention to obtain halal food certification in Bali.

Effect of Halal Awareness on the Intention to Obtain Halal Food Certification in Bali

This hypothesis draws from studies demonstrating that halal awareness positively influences halal food certification decisions (Fauziah et al., 2023; Margarena & Setiawan, 2023; Utami et al., 2022). Small and medium-sized enterprises (SMEs) that recognize the strategic value of halal certification can strengthen their competitive advantage in global markets (Hasan et al., 2020). In this study's context, producers with high awareness of the importance of halal principles in the food business are expected to show stronger intentions to seek certification. Among producers in Bali, halal awareness emphasizes understanding both consumer needs and business potential associated with halal-compliant products. Thus, the following hypothesis is formulated:

H5: Halal awareness has a positive and significant effect on the intention to obtain halal food certification in Bali.

Research Gap and the Significance of the Study

Although the Theory of Planned Behavior has been widely applied to examine halal-related decisions, most prior studies emphasize a single-theory approach and seldom

incorporate halal-specific constructs such as halal knowledge and halal awareness, despite Ajzen's (2006) recognition that TPB may be expanded with additional predictors when they enhance explanatory power. Existing empirical work confirms the individual effects of halal knowledge and halal awareness, yet these variables are rarely integrated into a unified behavioral model. Furthermore, research on producers' certification intentions remains limited compared with extensive downstream consumer studies.

This study addresses these gaps by developing an integrated framework that embeds halal knowledge and halal awareness within the TPB structure to examine food producers' intentions to pursue halal certification in Bali. Such integration is crucial for understanding certification behavior in non-Muslim-majority tourist destinations where Muslim consumer demand is substantial. By focusing on upstream actors, the study extends existing literature that disproportionately centers on consumer behavior. The findings provide theoretical refinement for halal behavioral research and offer practical implications for policymakers and industry stakeholders seeking to strengthen halal ecosystem development and enhance Muslim-friendly tourism competitiveness.

METHOD

Research Design and Approach

This study employed a quantitative research design to examine the factors influencing food producers' intentions to obtain halal certification in Bali. The analysis was grounded in the Theory of Planned Behavior (TPB), which was modified by incorporating two additional constructs: halal knowledge and halal awareness. The integration of these variables was intended to strengthen TPB's explanatory capacity in predicting halal-related behavioral intentions. A quantitative approach was selected because it enables the systematic measurement of perceptions and behavioral determinants across a defined population, as well as the statistical testing of relationships among constructs. The study focused specifically on business actors operating within Bali who are engaged in the food sector, in accordance with the sampling criteria established for this research context.

Sampling was conducted using a non-probability sampling technique, which implies that not all members of the population had an equal chance of being selected as respondents. This method was deemed appropriate because the target population—food-sector entrepreneurs in Bali—possesses unique characteristics that cannot be captured adequately through random sampling. Consequently, explicit criteria were applied to identify respondents who met the operational definition of halal food producers in the region. The approach ensured that the sample represented individuals with direct experience and decision-making authority related to halal certification processes.

Sampling Strategy and Participants

The questionnaire used in this study contained six variables comprising a total of 30 measurement indicators. All items were assessed using a five-point Likert scale ranging

from 1 ("strongly disagree") to 5 ("strongly agree"). The minimum sample size was determined using Hair's formula, which stipulates that the required number of respondents should be at least five to ten times the total number of indicators (Hair Jr et al., 2020, 2021, 2022). Given that the instrument included 30 indicators, the minimum sample size fell within the range of 150 to 300 respondents. As such, the final sample consisted of 150 food-sector entrepreneurs operating in Bali, which met the minimum threshold for structural equation modeling using PLS-SEM.

Participant recruitment and data collection were facilitated through an online survey administered via Google Forms. This mode of distribution was selected for its practicality, cost-effectiveness, and ability to reach geographically dispersed respondents across Bali. The online survey approach also allowed respondents flexibility in completing the questionnaire at their convenience, thereby increasing the likelihood of obtaining complete and reliable data. All respondents were required to confirm their involvement in food-related business activities in Bali as part of the screening process. The online format further ensured standardized administration of the instrument to minimize interviewer bias.

Data Collection Procedures

Data collection occurred during a predetermined time frame to ensure consistency in respondent experiences and external conditions influencing the halal certification landscape. The survey items were constructed to capture respondents' perceptions of attitudes, subjective norms, perceived behavioral control, halal knowledge, halal awareness, and intention to obtain halal certification. The wording of each item was designed to be clear and contextually relevant for food-sector producers. Prior to distribution, the questionnaire underwent internal review to confirm content validity and clarity of measurement.

Once data were collected, the responses were screened for completeness and accuracy. Cases with significant missing data or patterns indicating non-engagement were removed to safeguard the quality of the dataset. Given the self-administered nature of the survey, emphasis was placed on ensuring that respondents understood the confidentiality and voluntary nature of their participation, thereby promoting honest and thoughtful responses.

Data Analysis Technique

The analysis of the dataset was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), a statistical technique well-suited for exploratory research, predictive modeling, and theory development. PLS-SEM was selected because of its robustness in handling small sample sizes and data that do not conform to normal distribution assumptions, conditions that are common in social science research involving business actors. This analytical approach also allows the simultaneous assessment of multiple relationships among latent variables, making it an appropriate tool for testing the modified TPB model used in this study.

All analyses were performed using SMARTPLS version 4.1.1 (Ringle et al., 2024). The PLS-SEM procedure involved two primary stages: evaluation of the measurement model and evaluation of the structural model. The measurement model assessment focused on internal consistency reliability and convergent validity. Composite Reliability and Cronbach's Alpha were computed for each construct to determine the reliability of the indicators, while indicator loadings and average variance extracted were examined to evaluate convergent validity. These measures ensured that the constructs accurately reflected the underlying latent variables they were intended to capture.

Model Evaluation and Hypothesis Testing

Following the validation of the measurement model, the structural model was evaluated to determine the significance and strength of the hypothesized relationships among variables. Path coefficients were calculated for each hypothesized relationship, and their significance was assessed using a bootstrapping procedure with 5,000 resamples. Bootstrapping allowed for the estimation of t-statistics and confidence intervals without assuming a normal distribution of the data, thereby increasing the robustness of the findings.

Additionally, the coefficient of determination (R^2) was computed to assess the explanatory power of the model in predicting producers' intentions to obtain halal certification. The R^2 value reflected the proportion of variance in the dependent variable explained by the independent constructs in the model. A higher R^2 value indicated stronger predictive capability of the integrated TPB–halal model. Collectively, these analytical steps ensured rigorous testing of the theoretical framework and enabled the identification of the key drivers influencing halal certification decisions among food-sector producers in Bali.

RESULTS

Respondent Background Information

The study collected responses from 150 food-sector entrepreneurs operating in Bali. The demographic distribution indicates that female respondents constituted a greater share (58%) than male respondents (42%). The age composition shows a concentration of respondents in the 36–45 age group (37%), followed by those aged 26–35 (28%), while respondents aged 17–25 and 46–55 each comprised 16% and 17%, respectively. Only 3% were above age 56. Educational backgrounds varied, with 25% having completed elementary school (SD/MI), 28% junior high school (SMP/MTs), 35% senior high school (SMA/MA/SMK), 10% holding a bachelor's degree, and the remainder (2%) possessing postgraduate degrees.

The religious composition reflects the broader study context, with 92% identifying as Muslim (138 respondents), followed by Hindu (5%), Christian (2%), and Buddhist (1%). Income distribution indicates that 31% earned between IDR 1,000,000 and 2,500,000, more than half (54%) earned between IDR 2,500,000 and 5,000,000, and 15% earned above IDR 5,000,000. In terms of business tenure, 37% had operated for less than one year, 34% for 1–3 years, and 29% for more than three years. These demographic

characteristics reflect a diverse sample of micro and small food enterprises, consistent with the study's target population.

Table 1

Respondent Demographic Characteristics

Demographic Profile	Criteria	Frequency	Percentage
Gender	Male	63	42%
	Female	87	58%
Age	17–25	24	16%
	26–35	42	28%
	36–45	56	37%
	46–55	24	17%
	>56	4	3%
Education	SD/MI	37	25%
	SMP/MTs	42	28%
	SMA/MA/SMK	53	35%
	Bachelor's Degree (S1)	15	10%
	Master's Degree (S2)	2	1%
	Doctoral Degree (S3)	1	1%
Religion	Islam	138	92%
	Hindu	7	5%
	Christian	3	2%
	Buddhist	2	1%
	Confucian	0	0%
Sales Revenue	IDR 1,000,000–2,500,000	46	31%
	IDR 2,500,000–5,000,000	81	54%
	>IDR 5,000,000	23	15%
Length of Business Operation	<1 year	55	37%
	1–3 years	51	34%
	>3 years	44	29%

Source: Primary data. Authors' analysis.

Measurement Model Assessment (Outer Loadings)

Convergent validity was assessed using outer loadings, with a threshold of ≥0.70 indicating that indicators appropriately represent their respective latent constructs. As presented in Table 2, all outer loading values exceeded 0.70, demonstrating that each indicator met the required validity criteria.

Table 2

Outer Loading Results

Indicator	Item	Loading Factor	Description	Statement
Attitude (X1)	S1	0.817	Valid	I believe that halal certification will be beneficial.
	S2	0.828	Valid	Halal certification opens wider market opportunities.

Indicator	Item	Loading Factor	Description	Statement
	S3	0.812	Valid	I feel proud if my business obtains halal certification.
	S4	0.820	Valid	I feel at ease if my business obtains halal certification.
	S5	0.794	Valid	I believe that having halal certification brings blessed sustenance from God.
	S6	0.810	Valid	I want to contribute to providing halal food for the Muslim community.
Subjective Norms (X2)	NS1	0.825	Valid	I am encouraged to obtain halal certification due to recommendations from the government/related agencies.
	NS2	0.820	Valid	I am encouraged to obtain halal certification due to advice from religious scholars/community leaders.
	NS3	0.811	Valid	I am encouraged to obtain halal certification due to encouragement from my family.
	NS4	0.816	Valid	I obtain halal certification because of influence from business partners.
	NS5	0.819	Valid	I obtain halal certification due to requests from customers/consumers.
	NS6	0.822	Valid	Important people around me suggest obtaining halal certification.
	NS7	0.821	Valid	I am encouraged to obtain halal certification due to social pressure.
Perceived Behavioral Control (X3)	PKP1	0.820	Valid	I have full control over the production process to meet halal standards.
	PKP2	0.842	Valid	I have access to training/consultation regarding halal certification.
	PKP3	0.862	Valid	I am able to overcome obstacles in finding halal suppliers.
	PKP4	0.838	Valid	I can overcome limitations in information about the halal certification process.
Halal Knowledge (X4)	P1	0.836	Valid	I clearly understand what halal certification is.
	P2	0.850	Valid	I understand the procedures and requirements for obtaining halal certification.
	P3	0.830	Valid	I know the criteria for halal and non-halal raw materials.
	P4	0.849	Valid	I understand production processes that may cause food to become non-halal.
Halal Awareness (X5)	K1	0.887	Valid	I am aware that halal food is not only for Muslims but beneficial for everyone.
	K2	0.869	Valid	I am aware that halal food contributes to physical and spiritual well-being.

Indicator	Item	Loading Factor	Description	Statement
	K3	0.887	Valid	I am aware that halal certification provides product safety assurance.
	K4	0.868	Valid	I recognize the importance of the halal logo displayed on product packaging.
	K5	0.883	Valid	I am aware that I am responsible for providing halal food to consumers.
Intention to Obtain Halal Food Certification (Y)	N1	0.841	Valid	I actively seek information related to halal certification for my food products.
	N2	0.823	Valid	I intend to submit my business for halal certification.
	N3	0.858	Valid	I already have halal food certification.
	N4	0.833	Valid	I am currently in the process of registering for halal certification.

Source: Primary data. Authors' analysis.

All items measuring Attitude, Subjective Norms, Perceived Behavioral Control, Halal Knowledge, Halal Awareness, and Intention to Obtain Halal Certification displayed loading factors above 0.79. These values confirm that each indicator has substantial shared variance with its construct, supporting adequate convergent validity.

The results indicate that respondents consistently understood and evaluated the constructs being measured, particularly the items concerning halal awareness, which recorded some of the highest loading values (0.868–0.887). This suggests strong internal coherence in participants' responses regarding the importance and implications of halal principles. Overall, the measurement model demonstrates strong indicator reliability, confirming that the constructs are well-represented by their respective items.

Reliability Testing: Cronbach's Alpha and Composite Reliability

Reliability analysis was conducted using Cronbach's Alpha and Composite Reliability, where values >0.70 indicate acceptable to high reliability. Table 3 presents the results for all constructs, showing that each construct exceeded the recommended threshold.

Table 3

Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability	Description
Attitude	0.898	0.901	Reliable
Subjective Norms	0.918	0.919	Reliable
Perceived Behavioral Control	0.898	0.898	Reliable
Halal Knowledge	0.863	0.864	Reliable
Halal Awareness	0.926	0.927	Reliable
Intention to Obtain Halal Certification	0.917	0.917	Reliable

Source: Primary data. Authors' analysis.

These results confirm that all constructs possess strong internal consistency. Notably, halal awareness exhibits the highest reliability, reflecting a strong and consistent understanding among respondents regarding their obligations and responsibilities related to halal compliance.

Structural Model Assessment (Inner Model)

The structural model was evaluated through the coefficient of determination (R^2), which measures the extent to which exogenous variables explain the variance of the endogenous variable.

Table 4

R-Square Value

Variable	R-Square	Percentage
Intention to Obtain Halal Certification	0.859	85.9%

Source: Primary data. Authors' analysis.

An R^2 value of 0.859 indicates that Attitude, Subjective Norms, Perceived Behavioral Control, Halal Knowledge, and Halal Awareness collectively explain 85.9% of the variance in producers' intentions to obtain halal certification. This level of explanatory power is considered substantial in behavioral research and demonstrates the strong predictive ability of the integrated TPB–halal model.

The remaining 14.1% of variance is attributed to factors outside the model, such as regulatory barriers, financial constraints, or prior experiences with certification processes, which were not examined in this study.

Hypothesis Testing (Bootstrapping Results)

Hypothesis testing was conducted using a bootstrapping procedure with 5,000 resamples. Hypotheses were accepted when p-values were below 0.05 or when the t-statistic exceeded 1.96. The results are summarized in Table 5.

Table 5

Direct Effect Testing Results

Hypothesis	Path		Original Sample (O)	Sample Mean (M)	STDEV	T-statistics	P-values	Description
H1	Attitude Intention	→	0.209	0.209	0.043	4.812	0.000	Accepted
H2	Subjective Norms Intention	→	0.217	0.223	0.057	3.786	0.000	Accepted
H3	Perceived Behavioral Control Intention	→	0.110	0.110	0.055	1.988	0.047	Accepted

Hypothesis	Path	Original Sample (O)	Sample Mean (M)	STDEV	T-statistics	P-values	Description
H4	Halal Knowledge → Intention	0.125	0.122	0.059	2.103	0.035	Accepted
H5	Halal Awareness → Intention	0.105	0.102	0.050	2.088	0.037	Accepted

Source: Primary data. Authors' analysis.

All five hypotheses were supported, indicating positive and statistically significant effects of each independent variable on producers' intentions to obtain halal certification.

Interpretation of Hypothesis Results

The positive effect of Attitude on intention suggests that producers who believe halal certification brings business opportunities, personal fulfillment, or spiritual benefits are more inclined to pursue certification. This aligns with TPB's assumption that favorable evaluations reinforce behavioral intentions. Subjective Norms emerged as a strong determinant, reflecting the influence of family, religious leaders, government agencies, and customers on producers' decisions. This finding underscores the socially embedded nature of halal practices in community and business networks.

The influence of Perceived Behavioral Control demonstrates that producers' perceived ability to navigate processes, such as training, documentation, and supplier selection, affects their certification intentions. Despite a relatively smaller coefficient, the significance of this variable highlights the practical constraints faced by small-scale producers. Halal Knowledge plays a central role, affirming that greater understanding of halal standards, processes, and risks enhances willingness to formalize compliance. Knowledgeable producers are more confident in meeting certification requirements.

Finally, Halal Awareness significantly predicts intention, reinforcing that ethical and religious consciousness about halal obligations motivates producers to obtain certification not only for market advantage but also for moral responsibility. The findings of this study reveal that all five determinants, attitude, subjective norms, perceived behavioral control, halal knowledge, and halal awareness, significantly shape food producers' intentions to acquire halal certification in Bali. The high R^2 value indicates strong explanatory power, demonstrating that the integrated TPB–halal model is a robust predictor of certification decisions among food entrepreneurs in a minority-Muslim tourism context.

DISCUSSION

Effect of Attitude on the Intention to Obtain Halal Food Certification in Bali

The findings show that attitude exerts a positive and significant influence on food producers' intention to obtain halal food certification in Bali. This result indicates that business owners who perceive halal certification as beneficial, economically, reputationally, and spiritually, are more inclined to engage in certification processes. In line with Ajzen's view, attitude functions as an initial driver of behavioral intention, shaping how individuals evaluate possible actions. In the entrepreneurial context, producers tend to orient their decisions toward profit, product quality, and long-term benefits, and they carefully consider how production factors can be combined to maximize outcomes (Usman, 2007). The present study thus confirms that attitude is a foundational determinant of intention in the halal certification domain.

These results are consistent with prior empirical work demonstrating that attitude has a direct effect on behavioral intention in various contexts (Choirunnisa & Firmansyah, 2021; Hasyim & Purnasari, 2021; Rasyda & Santosa, 2023; Syihabudin & Najmudin, 2023; Tuhin et al., 2022). Collectively, these studies support Ajzen's proposition that favorable attitudes toward a behavior increase the likelihood of its execution. In halal-related decision-making, a positive evaluation of certification, whether as a marker of trust, religious compliance, or market access, appears to function as a key motivational factor. The present findings reinforce this pattern within a minority-Muslim tourism setting, where formal halal assurance can differentiate products and enterprises.

Theoretically, the results strengthen the TPB framework by confirming the centrality of attitude in explaining producers' intentions to obtain halal certification. Practically, they imply that interventions aiming to increase certification uptake must address producers' evaluative beliefs about halal certification, including perceived benefits, costs, and risks. Policymakers and halal authorities could design communication strategies, case studies, and success stories that highlight tangible advantages of certification, such as enhanced market reach and consumer trust. In the policy sphere, integrating positive narratives about halal certification into entrepreneurship programs and local business development initiatives can further normalize certification as a rational and advantageous strategic choice in Bali's food sector.

Effect of Subjective Norms on the Intention to Obtain Halal Food Certification in Bali

The analysis also demonstrates that subjective norms have a positive and significant effect on producers' intention to obtain halal food certification in Bali. A stronger perception of social expectations, from family, religious leaders, business partners, and customers, is associated with higher willingness to pursue certification. This finding confirms the TPB proposition that perceived social pressure contributes meaningfully to intention formation. In a competitive food and beverage environment, continuous pressure from consumers and peers can make halal certification an expected standard

rather than an optional attribute, thereby encouraging producers to conform to these expectations in order to maintain legitimacy and competitiveness.

These findings align with earlier studies showing that subjective norms significantly shape entrepreneurial and halal-related intentions (Agolla et al., 2019; Farrukh et al., 2018; Giyanti et al., 2021; Islam & Wahab, 2022; Mu'arrofah, 2020; Zailani et al., 2019). Research has documented that social reference groups, family, close friends, and professional networks, play a central role in shaping decisions, including halal certification (Ab Talib, 2017; Zailani et al., 2019). Additional evidence indicates that subjective norms directly influence actual decisions and behaviors across diverse contexts (Choirunnisa & Firmansyah, 2021; Fathoni et al., 2023; Hasyim & Purnasari, 2021; Miftahuddin et al., 2020; Ogiemwonyi et al., 2023; Wibowo et al., 2021). Together, these studies corroborate the present findings by emphasizing the power of social influence in shaping halal-related behavior.

Theoretically, the significant role of subjective norms underscores the importance of embedding TPB analyses within social and cultural contexts, particularly in regions where religious and communal ties remain strong. Practically, the results suggest that campaigns promoting halal certification should not only target individual producers but also leverage influential social actors such as religious leaders, community organizations, and business associations (Handayati et al., 2023). Policy initiatives that institutionalize halal certification within local trade associations or tourism branding schemes can amplify normative pressure in favor of certification. By fostering a social environment in which halal certification is widely expected and publicly valued, policymakers can help accelerate its adoption among food entrepreneurs in Bali.

Effect of Perceived Behavioral Control on the Intention to Obtain Halal Food Certification in Bali

The study further finds that perceived behavioral control has a positive and significant effect on producers' intention to seek halal food certification in Bali. Producers who believe they possess sufficient resources, information, and capability to navigate the certification process are more likely to intend to obtain certification. This relationship reflects Ajzen's argument that perceived behavioral control functions as a proxy for actual control, influencing both intentions and behaviors. In the present context, perceptions regarding access to halal training, the ability to manage documentation, and the capacity to secure halal-compliant suppliers are crucial determinants of whether producers view certification as achievable.

These results are in line with previous research showing that perceived behavioral control significantly predicts various forms of ethical or compliance-related behavior, including whistleblowing and other professional actions (Handika & Sudaryanti, 2018; Nurofik, 2013; Parianti et al., 2016). However, other studies have found no significant effect of perceived behavioral control on behavior or intention (Abdul Razak & Md Yunus, 2016; Perdana et al., 2019; Saud, 2016). Such inconsistencies suggest that the impact of perceived behavioral control may depend on the specific context, the clarity of procedures, and the extent to which individuals believe external obstacles can be

overcome. The present findings indicate that, in Bali's halal certification environment, perceived control remains an important determinant.

Theoretically, the evidence reinforces the relevance of perceived behavioral control within TPB-based models of halal certification behavior. It highlights that beyond attitudes and social pressure, perceptions of feasibility and self-efficacy are crucial for understanding certification intentions. Practically, the findings underline the need for governments and certification bodies to simplify procedures, increase transparency, and offer technical assistance to reduce perceived barriers. Policy measures might include streamlined digital platforms, clear step-by-step guidelines, and financial support mechanisms such as subsidies or staggered fee payments. By enhancing producers' sense of control over the certification process, these interventions can translate latent interest in halal certification into concrete action.

Effect of Halal Knowledge on the Intention to Obtain Halal Food Certification in Bali

The results indicate that halal knowledge has a positive and significant effect on producers' intention to obtain halal food certification in Bali. Producers who understand halal concepts, production requirements, and prohibited elements more clearly exhibit stronger intentions to certify their products. This finding supports the notion that halal knowledge is a foundational cognitive resource that shapes decision-making regarding halal compliance. For Muslim producers, the ability to apply halal principles across stages such as procurement, processing, storage, and logistics is particularly critical (Sadeeqa et al., 2013). Inadequate knowledge may result in unintentional non-compliance or reluctance to engage with formal certification processes.

The present findings are consistent with studies showing adequate levels of halal knowledge among Indonesian students regarding halal food (Riwajanti et al., 2020; Setiawati et al., 2019; Vanany et al., 2020) and with research in Malaysia indicating that many producers possess sound knowledge of food hygiene and halal-related practices across procurement, processing, and serving (Said et al., 2014). However, other research argues that entrepreneurs must remain open to business opportunities and expand halal markets by sharing knowledge and best practices among halal producers (Soltanian et al., 2016). In Bali, the data also reveal that approximately 8% of halal-certified food businesses are owned by non-Muslims, who often rely on an internal halal supervisor to ensure compliance with Islamic requirements, illustrating that knowledge can be institutionalized within business structures.

Theoretically, these findings highlight the importance of integrating domain-specific knowledge variables into behavioral models of halal certification. Halal knowledge appears not only to inform beliefs but also to strengthen confidence in meeting certification standards. Practically, the results underscore the need for comprehensive educational programs designed by governmental agencies, certification bodies, and civil society organizations. Such programs could focus on explaining the meaning of halal, detailing certification procedures, and clarifying operational implications for micro and small enterprises. From a policy perspective, embedding halal literacy modules in entrepreneurship training, vocational education,

and sectoral workshops can help build a knowledgeable producer base capable of sustaining the growth of the halal food industry in Bali.

Effect of Halal Awareness on the Intention to Obtain Halal Food Certification in Bali

The study also confirms that halal awareness has a positive and significant effect on producers' intention to obtain halal food certification in Bali. Higher awareness of the religious, ethical, and health-related importance of halal practices is associated with stronger intentions to formalize halal compliance. This result reflects the idea that awareness operates as a moral and cognitive lens through which producers interpret their responsibilities toward consumers and God. In the context of Bali's tourism-driven economy, heightened awareness of Muslim consumers' needs and expectations can motivate producers to treat halal certification as both a religious duty and a strategic business decision.

These findings are in agreement with previous research showing that halal awareness significantly influences halal-related behavior and certification decisions (Fauziah et al., 2023; Margarena & Setiawan, 2023; Mohamed Elias et al., 2016; Utami et al., 2022). Other studies similarly report positive effects of awareness on behavioral intention and compliance in various settings (Ambali & Bakar, 2014; Anggraini & Dewanti, 2020; Aziz & Chok, 2013; Hassan et al., 2016; Muhamad Yunus et al., 2014; Muslichah et al., 2020; Nurcahyo & Hudrasyah, 2017; Rezai et al., 2012; Said et al., 2014; Salman & Siddiqui, 2011). Research across multiple countries, including Indonesia (Kurniawati & Savitri, 2020; Vanany et al., 2020), Pakistan (Awan et al., 2015; Salman & Siddiqui, 2011), the United Arab Emirates (Ireland & Rajabzadeh, 2011), and Malaysia (Khalek, 2014; Mathew et al., 2014), also demonstrates the central role of halal awareness in shaping Muslim consumer and producer behavior. Nonetheless, some studies report non-significant effects of awareness on certification interest, particularly where awareness is still low and structural barriers remain high (Ab Hamid et al., 2017; Sudarmiatin et al., 2020; Tawil et al., 2015).

Theoretically, the results reinforce the argument that halal awareness should be treated as a distinct construct in models of halal-related behavior, complementing more general TPB components. Practically, the findings suggest that enhancing producers' awareness of the spiritual, health, and market dimensions of halal can help build trust, expand market opportunities, and support business sustainability. Policy implications include the need for targeted awareness campaigns, halal branding initiatives, and collaborative programs with religious institutions to embed halal consciousness within local business culture. In the broader context of halal tourism development in Bali, strengthening producers' halal awareness can enhance the island's attractiveness for Muslim visitors while aligning local industry practices with global halal standards.

CONCLUSION

The findings of this study demonstrate that attitude, subjective norms, perceived behavioral control, halal knowledge, and halal awareness all exert significant positive

effects on food producers' intentions to obtain halal certification in Bali. The high explanatory power of the integrated TPB–halal model confirms that behavioral, cognitive, and normative dimensions jointly shape certification decisions in a minority-Muslim tourism environment. These results highlight the complex interplay between personal beliefs, social expectations, perceived feasibility, and religious consciousness in influencing entrepreneurial behavior related to halal compliance.

The discussion further shows that these findings are strongly aligned with existing empirical evidence, which affirms the predictive capacity of TPB constructs and the relevance of halal-specific variables for understanding certification behavior. At the same time, the study identifies contextual nuances unique to Bali, including the influence of tourism dynamics and the participation of non-Muslim producers supported by halal supervisors. These contextual insights expand the existing literature, demonstrating that halal certification decisions are not exclusively religious but also strategic and market-driven.

Overall, the study contributes to the scholarly discourse by providing a more comprehensive model that integrates halal knowledge and awareness into TPB, thereby enhancing theoretical understanding of halal certification behavior. The findings emphasize the need for policy interventions that address producers' cognitive and structural barriers, and for practical initiatives such as training, awareness campaigns, and simplified certification procedures. This study provides a foundation for future research to explore additional determinants, sectoral variations, and the evolving halal ecosystem in diverse socio-cultural settings.

Limitations of the Study

Despite its contributions, this study has several limitations that must be acknowledged. First, the sample is limited to 150 food-sector entrepreneurs in Bali, which, although adequate for PLS-SEM analysis, may not fully represent the broader diversity of halal-related enterprises across Indonesia. The non-probability sampling technique, while appropriate for targeted populations, restricts the generalizability of the findings. Second, the study relies on self-reported data, which may be influenced by social desirability bias, especially given the religious and ethical sensitivity of halal issues. The cross-sectional design also prevents analysis of changes in producers' intentions over time or in response to regulatory shifts.

Additionally, this study focuses exclusively on five selected determinants within an extended TPB framework, leaving out other potentially influential variables such as financial constraints, institutional trust, supply-chain readiness, and previous certification experiences. The reliance on quantitative data alone limits the depth of insight into producers' lived experiences and contextual barriers. Future studies incorporating mixed-methods approaches may help uncover richer and more nuanced explanations for halal certification behaviors.

Recommendations for Future Research

Future research should consider expanding the sample to include producers from multiple provinces and sectors, thereby enabling comparative analyses across regions with varying levels of halal ecosystem development. Employing probability sampling techniques where feasible could improve representativeness. Longitudinal studies are also recommended to examine how producers' intentions evolve over time, especially in response to policy reforms, digitalization of certification systems, and shifts in consumer demand. Such approaches would provide stronger causal inferences regarding determinants of halal certification decisions.

Researchers may also explore additional variables beyond the TPB–halal model, including perceived financial burden, institutional transparency, market competition, and digital literacy. Integrating qualitative methods—such as interviews or ethnographic observations—could provide deeper insights into the motivations, challenges, and decision-making processes of producers. Comparative cross-country studies may further illuminate how cultural, regulatory, and economic conditions shape halal certification behavior. Taken together, these future directions will enrich theoretical development and support more effective policymaking in the rapidly expanding halal industry.

Author Contributions

Conceptualization	H.N., I.N.D., & I.Y.	Resources	H.N., I.N.D., & I.Y.
Data curation	H.N., I.N.D., & I.Y.	Software	H.N., I.N.D., & I.Y.
Formal analysis	H.N., I.N.D., & I.Y.	Supervision	H.N., I.N.D., & I.Y.
Funding acquisition	H.N., I.N.D., & I.Y.	Validation	H.N., I.N.D., & I.Y.
Investigation	H.N., I.N.D., & I.Y.	Visualization	H.N., I.N.D., & I.Y.
Methodology	H.N., I.N.D., & I.Y.	Writing – original draft	H.N., I.N.D., & I.Y.
Project administration	H.N., I.N.D., & I.Y.	Writing – review & editing	H.N., I.N.D., & I.Y.

All authors have read and agreed to the published version of the manuscript.

Funding

Institutional Review Board Statement

The study was approved by Program Studi Ekonomi Syariah (S3), Universitas Islam Negeri Maulana Malik Ibrahim, Kota Malang, Indonesia.

Informed Consent Statement

Informed consent was obtained before respondents answered the questionairre for this study.

Data Availability Statement

The data presented in this study are available on request from the corresponding author.

Acknowledgments

Conflicts of Interest

The authors declare no conflicts of interest.

Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

During the preparation of this work, the authors used ChatGPT, DeepL, Grammarly, and PaperPal to translate from Bahasa Indonesia into American English and improve the clarity of the language and readability of the article. After using these tools, the authors reviewed and edited the content as needed and took full responsibility for the content of the published article.

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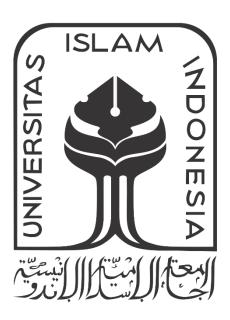
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