


DETERMINANT FACTORS TO INTENTION OF HALAL CERTIFICATION IN INDONESIA

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 21 April 2023</p> <p>Accepted 18 July 2023</p>	<p>Purpose: The purpose of this study is to examine the influence of the knowledge of MSMEs owners about halal and religious certification on the intention to obtain halal certification which is mediated by the attitude of MSME owners.</p>
<p>Keywords:</p> <p>Owner Knowledge; SMEs; Halal Certification; Religiosity; Attitude; Intention to Get Halal Certification.</p>	<p>Theoretical framework: The relationship between the knowledge of MSMEs owners about halal certification and religiosity to obtain halal certification can be mediated by the Theory of Planned Behavior. This theory focuses on the behavior of MSME owners to obtain halal certification. This is influenced by the knowledge of UKM owners about halal certification, religiosity, and the attitude of MSME owners in East Java.</p>
	<p>Design/Methodology/Approach: The research used a quantitative approach with a sample of 140 MSME owners in East Java, Indonesia. The data were analyzed using Structural Equation Modeling (SEM).</p> <p>Findings: The results showed that the knowledge of MSME owners about halal certification and religiosity influenced the intention to obtain halal certification. The attitude of MSME owners in East Java can mediate the relationship between MSME owners' knowledge of halal certification and religiosity to obtain halal certification.</p> <p>Research, practical & social implications: This study aims to encourage the intention of MSME owners to obtain halal certification by using the Theory of Planned Behavior (TPB) approach. According to the Theory of Planned Behavior, East Java UMKM owners will follow halal certification because of their mindset which is shown by their desire for it.</p> <p>Originality/Value: Examine the role of the attitude of the MSME owner in mediating the relationship between the knowledge of the MSME owner about halal certification and religiosity on the intention to get halal certification by implementing the Theory of Planned Behavior.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i7.1437</p>

FATORES DETERMINANTES PARA A INTENÇÃO DA CERTIFICAÇÃO HALAL NA INDONÉSIA

RESUMO

Objetivo: O objetivo deste estudo é examinar a influência do conhecimento dos proprietários de MSMEs sobre a certificação halal e religiosa na intenção de obter a certificação halal, que é mediada pela atitude dos proprietários de MSME.

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Estrutura Teórica: A relação entre o conhecimento dos proprietários de MSMEs sobre a certificação halal e a religiosidade para obter a certificação halal pode ser mediada pela Teoria do Comportamento Planejado. Esta teoria se concentra no comportamento dos proprietários de MSME para obter a certificação halal. Isso é influenciado pelo conhecimento dos proprietários do UKM sobre a certificação halal, a religiosidade e a atitude dos proprietários de MSME em Java Oriental.

Design/Metodologia/Abordagem: A pesquisa usou uma abordagem quantitativa com uma amostra de 140 proprietários de MSME em Java Oriental, Indonésia. Os dados foram analisados por meio da Modelagem de Equações Estruturais (MEE).

Constatações: Os resultados mostraram que o conhecimento dos proprietários de MSME sobre a certificação halal e religiosidade influenciaram a intenção de obter a certificação halal. A atitude dos proprietários de MSME em Java Oriental pode mediar a relação entre o conhecimento dos proprietários de MSME de certificação halal e religiosidade para obter certificação halal.

Pesquisa, implicações práticas e sociais: Este estudo visa incentivar a intenção dos proprietários de MSME para obter a certificação halal usando a abordagem da Teoria do Comportamento Planejado (TPB). De acordo com a Teoria do Comportamento Planejado, os proprietários do East Java UMKM seguirão a certificação halal por causa de sua mentalidade, que é mostrada por seu desejo por isso.

Originalidade/Valor: Examinar o papel da atitude do proprietário do MSME na mediação da relação entre o conhecimento do proprietário do MSME sobre a certificação halal e religiosidade sobre a intenção de obter a certificação halal, implementando a Teoria do Comportamento Planejado.

Palavras-chave: Conhecimento do Proprietário, SMEs, Certificação Halal, Religiosidade, Atitude, Intenção de Obter a Certificação Halal.

FACTORES DETERMINANTES DE LA INTENCIÓN DE CERTIFICACIÓN HALAL EN INDONESIA

RESUMEN

Objetivo: El propósito de este estudio es examinar la influencia del conocimiento de los propietarios de MSMEs sobre la certificación halal y religiosa en la intención de obtener la certificación halal, la cual está mediada por la actitud de los propietarios de MSME.

Marco Teórico: La relación entre el conocimiento de los propietarios de las MSMEs sobre la certificación halal y la religiosidad para obtener la certificación halal puede estar mediada por la Teoría del Comportamiento Planificado. Esta teoría se centra en el comportamiento de los propietarios de MSMEs para obtener la certificación halal. Esto está influenciado por el conocimiento de los propietarios de UKM sobre la certificación halal, la religiosidad y la actitud de los propietarios de MSME en Java Oriental.

Diseño/Metodología/Enfoque: La investigación utilizó un enfoque cuantitativo con una muestra de 140 propietarios de MSME en Java Oriental, Indonesia. Los datos se analizaron mediante el uso de Modelos de Ecuaciones Estructurales (MEE).

Hallazgos: Los resultados mostraron que el conocimiento de los propietarios de las MSME sobre la certificación halal y la religiosidad influyó en la intención de obtener la certificación halal. La actitud de los propietarios de MSME en Java Oriental puede mediar la relación entre el conocimiento de los propietarios de MSME de la certificación halal y la religiosidad para obtener la certificación halal.

Investigación, implicaciones prácticas y sociales: Este estudio pretende incentivar la intención de los propietarios de MSME de obtener la certificación halal mediante el uso del enfoque de Teoría de la Conducta Planificada (TPB). Según la Teoría del Comportamiento Planificado, los propietarios de UMKM de Java Oriental seguirán la certificación halal debido a su mentalidad que se muestra por su deseo de ella.

Originalidad/Valor: Examinar el papel de la actitud del propietario de la MSME en la mediación de la relación entre el conocimiento del propietario de la MSME sobre la certificación halal y la religiosidad sobre la intención de obtener la certificación halal mediante la aplicación de la Teoría de la Conducta Planificada.

Palabras clave: Conocimiento del Propietario, SMEs, Certificación Halal, Religiosidad, Actitud, Intención de Obtener la Certificación Halal.

INTRODUCTION

The growth of Indonesia's Muslim population in 2020 is estimated at 229,620,000 or around 87.296% of the world's total Muslim population, reaching 1.9 billion (databooks.metadata.co.id/). This indicates that Indonesia is ranked first as a consumer of halal products in the food sector. The existence of Law Number 33 of 2014 concerning the Halal Product Ensure, which underlines that halal certification and labeling on every product is essential and no longer optional, demonstrates the state's efforts to safeguard and guarantee halal products in Indonesia (Muhammad, 2018)

According to Pepper, Tanakinjal, and Amin (2009), Singapore's McDonald's increased customers by 8 million after gaining halal certification. In the meantime, sales increased by 20% at KFC, Burger King, and Taco Bell after receiving halal certification. Halal certification is also one of the weapons for Indonesian SMEs to rise. The reason is that the halal status in MSME products can be Indonesia's competitive advantage in the international market, and by 2024, all MSMEs must be halal certified. Making free halal certification for MSMEs is the first step to supporting Indonesian MSMEs domestically and globally (www.kneks.go.id).

People who utilize halal products are very loyal to halal companies, according to research on halal products by Yousef (2010), Ireland, and Rajabzadeh (2011). Non-Muslim consumers purchase halal products because they believe they are safer to use than non-halal products, according to Hornby and Yucel (2009) and Alam and Sayuti (2011). Additionally, non-Muslim consumers view halal logos as a sign of recognition and assurance for food products (Abdul Aziz & Chok, 2013)

It is fascinating to research the goals of MSMEs' owners to obtain halal certification. The Model Theory of Planned Behavior (TPB), created by Ajzen, serves as the foundation for conceptualizing intention (1991). This idea strongly emphasizes how a person's "intention" affects whether a behavior will occur. The degree to which a person intends to engage in a certain action determines whether or not the person engages in the behavior (Ajzen, 1991)

The intention of MSME owners in making halal certification is because MSME owners know halal products. According to Kusuma & Untarini (2014), if a person's knowledge about a product is higher, the greater the effect on intentions. Fara Adura Mohd Yusof et al. (2015) highlighted the role of knowledge about the halal supply chain and concluded that it significantly influences intention. Thøgersen (2009), Aman et al. (2012), Ali and Ahmad (2012), and May et al. (2012) concluded that relevant knowledge influences behavioral intentions.

Another factor that determines the owner of MSMEs has the intention to make halal certification is religiosity. A person who engages in ritual action (worship) or other behaviors that are motivated by supernatural powers is said to be engaging in religion, according to Ancok and Suroso (2001), who define religion as diversity. Religion believes that all religious teachings and writings include elements of steadfastness and unchanging truth (Moschis & Ong, 2011). Religiosity is a fundamental variable that determines people's behavior (Mukhtar & Butt, 2012; Schneider et al., 2011). Abd Rahman et al. (2015) and Syed Shah Alam et al. (2011) show that religiosity influences intention

The relationship between knowledge and religiosity with intention can be investigated through the mediating function of attitude. By Elmubarok (2008), an attitude is a means of assessing how one is feeling and one's predisposition to behave. It emerges due to the interaction of cognitive, affective, and conative elements that affect how one perceives, feels, and acts toward an object. According to Kusuma & Untarini (2014), if a person's knowledge about a product is higher, the greater the influence on a person's attitude. Aertsens et al. (2011), Gracia (2007), and Stobbelaar et al. (2007) concluded that knowledge was shown to have a positive influence on attitudes.

The degree to which a person is religiously devoted and how much that commitment is manifested in that person's views and conduct is known as religiosity (Johnson et al., 2001). According to Agnesya Ralques (2017), the better the religiosity level, the more positive attitudes will be formed. Religiosity can influence attitudes (Delener, 1990, 1994; Mullen et al., 2000; Pettinger et al., 2004; Wilkes et al., 1986). Ateeq-ur-Rehmandan Shabbir (2010) argues that there is a relationship between religiosity and attitude.

Humans' attitudes are states of being that cause them to act or engage in social behaviors in reaction to an object, condition, or circumstance in their immediate environment. In addition to indicating preparedness to react favorably or unfavorably, attitudes are crucial in influencing how people will behave toward an object. According to Alam and Sayuti (2011), attitude plays a crucial role in determining intention. According to Mukhtar and Butt (2012), Magfiroh (2017), and Fauzan Husaini (2016), attitude affects intention in a good way.

Based on the background, the Theory of Planned Behavior approach focuses on increasing the intentions of MSME owners in making halal certification through knowledge about halal products and religiosity through the role of MSME owners' attitudes as a mediating variable.

LITERATURE REVIEW

Theory of Planned Behavior

The Hypothesis of Planned Behavior (TPB) is a theory proposed by (Ajzen, 1991). The Idea of Reasoned Action (TRA), which Ajzen initially introduced in 1980, is a development of this theory. According to the Theory of Reasoned Action, the intention to do something is influenced by subjective norms and attitudes toward action (Fishbein & Ajzen, 1975). The Theory of Reasoned Action was then transformed into the Theory of Planned Behavior by Ajzen (1988) by adding one element of perceived behavioral control.

The first independent variable in the Theory of Planned Conduct is a person's attitude toward behavior, which they use to judge whether something is positive or unpleasant. Subjective norms, a social element that refers to felt social pressure, are the second. The third is behavioral control, which is the person's sense of how easy or difficult it is to carry out particular behaviors. This is related to a person's convictions about behavior (Ajzen, 1991).

Intention

The word intention can be defined as the intention (intention) of behavior determined by attitude, controlling conscious behavior and subjective norms, the desire to choose to take action or not that can be supported by other influential people (Albery & Munafo, 2011). According to Olson & Peter (2008), behavioral intention is a proportion that relates to future actions. Intention itself refers to the extent to which a person's awareness agrees with his behavior (Cheng Boon Liat, 2014).

Attitude

According to Schiffman and Kanuk (2010), attitude is the capacity of an individual to learn to evaluate a given object or event consistently. Elmubarok (2008) argues that an attitude is a way of evaluating how one feels and one's propensity to act. It results from the interaction between cognitive, affective, and conative factors influencing how one perceives, feels, and acts toward an object.

Knowledge

Environmental knowledge is a critical indirect predictor of pro-environmental behavior, according to Bamberg and Moser (2007). Knowledge is linked to internalized attributions of blame, societal expectations, and guilty feelings. The degree of perceived control and attitudes

toward pro-environmental conduct are also directly impacted by knowledge. Thøgersen (2009) discovered that pertinent knowledge problems had a favorable impact on adopting new eco-labels.

Religiosity

The degree to which a person is religiously devoted and how much that commitment is manifested in that person's views and conduct is known as religiosity (Johnson et al., 2001). According to Alam et al. (2011), Mukhtar & Butt (2012), Schneider et al. (2011), and Schneider et al. (2011), religiosity is a key factor that governs people's behavior. It can also affect consumer attitudes and behavior (Delener, 1990, 1994; Mullen et al., 2000). (2004); Pettinger et al. In other terms, religiosity refers to a person's level of religiosity (De Run et al., 2010). Religion is the conviction that all religious teachings and scriptures are inherently true and unchanging (Moschis & Ong, 2011).

HYPOTHESIS DEVELOPMENT

The intention of MSME owners in making halal certification is because MSME owners know halal products. According to Kusuma & Untarini (2014), if a person's knowledge about a product is higher, the greater the effect on intentions. Fara Adura Mohd Yusof et al. (2015) highlighted the role of knowledge about the halal supply chain and concluded that it significantly influences intention. Thøgersen (2009), Aman et al. (2012), Ali and Ahmad (2012), and May et al. (2012) concluded that relevant knowledge influences behavioral intentions. Based on variable relationships that have been described, the hypothesis in this study can be formulated as follows:

H1 Halal knowledge has a significant effect on intention

When a person engages in a ritual activity (worship) and other actions motivated by supernatural forces, Ancok and Suroso (2001) describe religiosity as diversity, which refers to covering numerous aspects or dimensions. Religion is the conviction that all religious teachings and scriptures include elements of unwavering truth (Moschis & Ong, 2011). Religiosity is a fundamental variable that determines people's behavior (Mukhtar & Butt, 2012; Schneider et al., 2011). Abd Rahman et al. (2015), Rois (2016), Ekawati Labibah (2016), and Syed Shah Alam et al. (2015) show that religiosity has a positive influence on intention. The hypothesis in this study can be formulated as follows:

H2 Religiosity has a significant effect on intention.

According to Kusuma & Untarini (2014), if a person's knowledge about a product is higher, the greater the influence on a person's attitude. Aertsens et al. (2011), Gracia (2007), and Stobbelaar et al. (2007) concluded that knowledge was shown to have a positive influence on attitudes. Aertsens et al. (2011), Gracia (2007), and Stobbelaar et al. (2007) concluded that there is an influence of knowledge on attitudes. According to Agnesya Ralques (2017), the better the religiosity level, the more positive attitudes will be formed. Religiosity can influence attitudes (Mullen et al., 2000; Pettinger et al., 2004; Wilkes et al., 1986). Ateeq-ur-Rehmandan Shabbir (2010) argues that there is a relationship between religiosity and attitude. Alam and Sayuti (2011) stated that attitude is an essential factor influencing intention. Mukhtar and Butt (2012), Magfiroh (2017) Fauzan Husaini (2016) that attitude has a positive effect on intention. So the hypothesis in this study can be formulated as follows:

H3 attitude mediates the effect of halal knowledge on intentions.

H4 attitude mediates the effect of religiosity on intentions.

METHOD

The population of this study is the owner MSMEs that have halal certification on products sold in Malang City, Malang Regency, Pasuruan City, Pasuruan Regency, and K Mojokerto Regency. The research sample size was 140 respondents. The operational definitions of the variables used are presented in table 1.

Table 1 Operational Variables

Variable	Items	Adapted from
Knowledge of halal certification	Understand the significance of halal certification	Abdul (2014) Hasan et al. (2020)
	The halal certification holder's identity increases consumer confidence in MSME products.	
	Knowing Halal certification helps develop MSMEs	
	Knowing Halal Certification will make SMEs more competitive.	
Religiosity	Knowing about the obligations of MSME management in religion	Jamal & Sharifuddin (2015), Agag and ElMasry (2016)
	Knowing about the prohibitions on religion in the management of SMEs	
	Always carry out religious orders in the management of SMEs.	
Attitude	Believe in Halal Certification for MSME products	Jaffara and Musa (2014)
	Interested in Halal Certification for MSME products	
	actively seeking information about Halal Certification for MSME products	
Intention to get halal certification	Registering MSME products to get halal certification	Abdul et al. (2013) Nghah et al. (2014)
	Even though I am sure the ingredients are Halal used, still responsible for Halal Certification	
	To become certified as Halal, make an effort to satisfy Halal quality criteria.	

Source: The Author, 2023

The responses were recorded on a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Analysis of the data used in the study using Structural Equation Modeling (SEM). Several types of fit indices measure the degree of conformity between the hypothesized model and the data presented to test the feasibility of a model. After the model meets the requirements, it is necessary to test the hypothesis based on the CR (critical ratio), which is tested with a probability value (p). If the $p < 0.05$ indicates a significant effect, and if $p > 0.05$ indicates that it is not significant. Meanwhile, a test will be carried out using the Baron and Kenney (1986) approach to determine whether a variable can act as a mediating variable.

RESULTS

Instrument Testing

Before the instrument is used to carry out research, the instrument must be tested first on several predetermined respondents. Testing of research instruments was carried out by spreading a small sample of 30 respondents. Test result instrument validity and reliability can be seen in Table 2 below:

Table 2. Results of Item Validity and Reliability Test

Variable	Items	Correlation		Coefficient	
		count	Status	alpha	status
Knowledge of halal certification	X1,1	0.874	Valid	0.829	Reliable
	X1,2	0.908			
	X1,3	0.927			
	X1,4	0.634			
Religiosity	X2,1	0.815	Valid	0.709	Reliable
	X2,2	0.757			
	X2,3	0.817			
Attitude	Y1,1	0.857	Valid	0.797	Reliable
	Y1,2	0.813			
	Y1,3	0.870			
Intention to get halal certification	Y2,1	0.830	Valid	0.678	Reliable
	Y2,2	0.709			
	Y2,3	0.819			

Source: The Author, 2023

The validity and reliability tests on the item question indicate that all items question were declared valid and reliable. It is because it has met the validity testing criteria, namely Pearson's product-moment correlation coefficient (r) 0.3, and fulfilled reliability testing is that Cronbach's alpha value is greater than or equal to 0.6.

Confirmatory Factor Analysis Results

The factor loading value is used to determine the indicators for the knowledge variable, religion, attitude, and intention to obtain halal certification, as well as the measurement outcomes of the dimensions or variable indicators that generate latent variables with CFA. Summary of CFA test results on indicators that make up the study of the variables shown in Table 2.

Table 3. Factors Loading (λ) Measuring Variables Study

Variables and Indicators			FL	CR	p
Knowledge of halal certification	->	Knowledge of the importance of halal certification	0.758	7,172	0.000
Knowledge of halal certification	->	Having halal certification increases consumer confidence	0.801	7,293	0.000
Knowledge of halal certification	->	Knowledge of Halal certification helps develop MSMEs	0.707	6,741	0.000
Knowledge of halal certification	->	Knowledge of Halal Certification will make SMEs more competitive	0.660	-	-
Religiosity	->	Knowing about the obligations of MSME management in religion	0.746	5,241	0.000
Religiosity	->	Knowing about the prohibitions on religion in the management of SMEs	0.599	5,253	0.000
Religiosity	->	Always carry out religious orders in the management of SMEs	0.703	-	-
Attitude	->	Believe in Halal Certification for MSME products	0.766	7,742	0.000
Attitude	->	Interested in Halal Certification for MSME products	0.775	7,763	0.000
Attitude	->	actively seeking information about Halal Certification for MSME products	0.769	-	-
Intention to get halal certification	->	Registering MSME products to get halal certification	0.764	-	-
Intention to get halal certification	->	Even though I am sure the ingredients are Halal used, still responsible for Halal Certification	0.666	6,393	0.000
Intention to get halal certification	->	Strive to meet Halal quality standards to obtain Halal certification.	0.761	6,541	0.000

Source: The Author, 2023

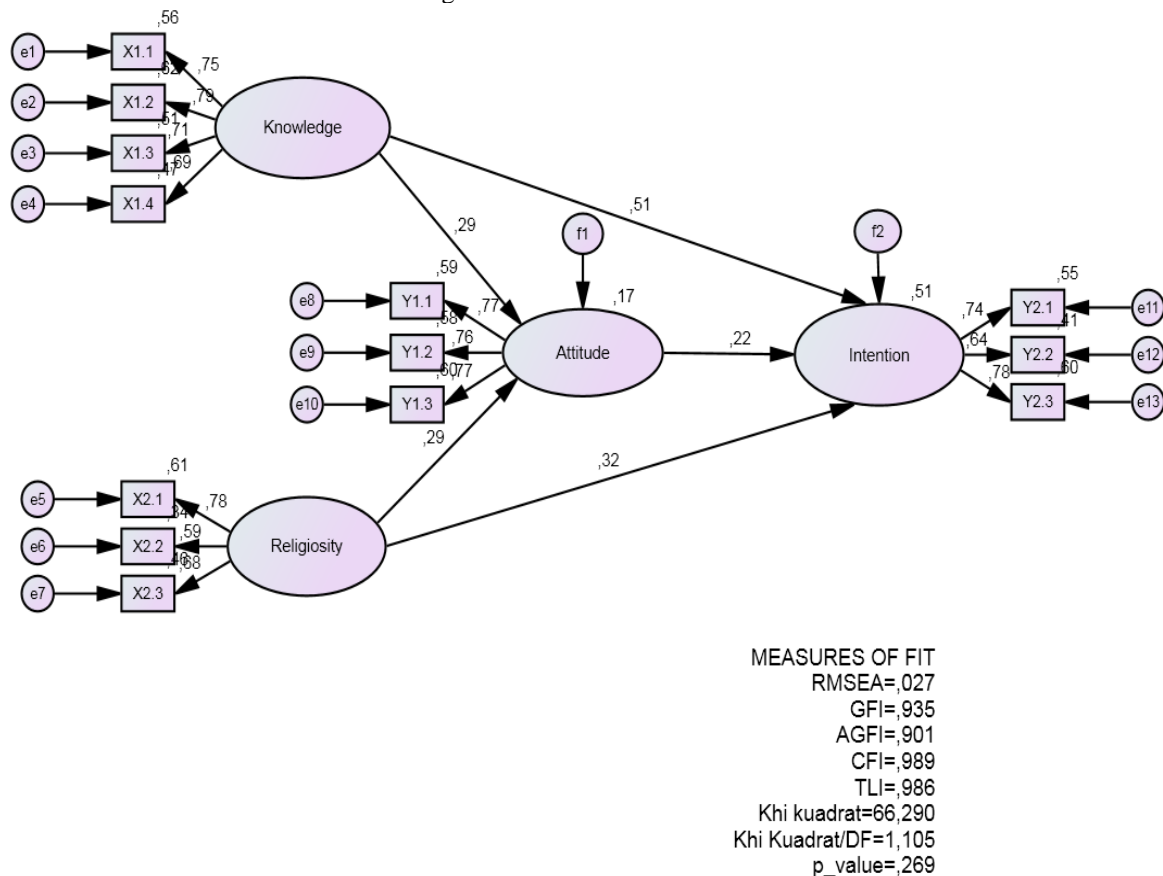
According to Table 3, the variables that make up the knowledge variable for halal certification, such as religiosity, attitude, and purpose to obtain the certification, have factor loadings (FL) values with significance levels (p) 0.05 and CR values that display numbers larger than 2.0. Indicators, including awareness of halal certification, religiosity, attitude, and intent to obtain halal certification, are therefore crucial. The indicator that is thought to have made the biggest or strongest contribution to creating the knowledge variable of halal certification, according to the loading factor value of each indicator, is the possession of halal certification,

which boosts customer confidence. Knowing about the responsibilities of MSME management in religion is thought to have the most significant or biggest influence on molding the religiosity variable. Registering MSME products for halal certification is the indicator that is thought to have the most significant or strongest influence on forming the attitude variable interest in halal certification for MSME products. It is also thought to have the greatest influence on forming the intention variable to obtain halal certification.

SEM Analysis Results

Test results with *Structural Equation Modeling* (SEM) are presented in Figure 1 below.

Figure 1: SEM Extracted Model



Source: The Author, 2023

The criteria for the goodness of fit indices are used to evaluate the final model test results shown in Figure 1. Based on the model evaluation, a critical value is obtained when the model is assessed against all constructs. As a result, the model can be classified as appropriate and practicable for usage, allowing that interpretation to be used for future discussion.

Hypothesis Testing Results

Testing the hypothesis of the direct influence of intellectual capital and entrepreneurial orientation on the performance of SMEs using the Critical ratio (Cr) from the results of the output regression Weight. The results of hypothesis testing are listed in Table 4 below.

Table 4 Results of Regression Weight Analysis

Connection			Path Coefficient	Cr	p-value	Information
Knowledge of halal certification	->	Intention to get halal certification	0.216	2,109	0.035	Significant
Religiosity	->	Intention to get halal certification	0.508	4,522	0.000	Significant
Knowledge of halal certification	->	Attitude	0.331a	3,110	0.002	Significant
Attitude	->	Intention to get halal certification	0.302 b	3,003	0.003	Significant
Knowledge of halal certification	->	Intention to get halal certification	0.513 c	4,531	0.000	Significant
Knowledge of halal certification	->	Intention to get halal certification	0.615 d	5,387	0.000	Significant
Religiosity	->	Attitude	0.306 a	2,879	0.004	Significant
Attitude	->	Intention to get halal certification	0.354 b	3,361	0.000	Significant
Religiosity	->	Intention to get halal certification	0.402 c	2,823	0.005	Significant
Religiosity	->	Intention to get halal certification	0.462 d	3,644	0.000	Significant

Source: The Author, 2023

A Cr value of 2.109 and a p-value of 0.035 indicate the influence of halal certification knowledge on the intention to obtain halal certification. In contrast, a Cr value of 4.522 and a p-value of 0.000 were obtained for the influence of religiosity intention to get halal certification, but not for this effect. The idea that knowledge of halal certification and religiosity have a major impact on the intention to get halal certification can be accepted.

According to the path coefficient test findings, the attitude-controlled variable knowledge of halal certification has a coefficient value of 0.513 (c). It is significantly lower (down) than the coefficient value of 0.615 for the effect of knowledge of halal certification on the intention to get it without the presence of an attitude mediating variable (d). The effect of religiosity on the intention to get halal certification without the mediating variable of attitude has a coefficient value of 0.462. The path coefficient of the religiosity variable, which is influenced by attitude, has a coefficient value of 0.402 (c). (d).

DISCUSSION

Influence Knowledge of Halal Certification on the Intention to Get Halal Certification

Based on the results of the owner's knowledge analysis MSMEs regarding the halal certification can increase the intention of MSME owners to get halal certification. These results mean that MSME owners who know the ownership of halal certification can increase consumer confidence in MSME products. Halal certificates can also help MSMEs to expand their marketing reach. MSMEs can enter stores with a larger sales scale, such as minimarkets and supermarkets, with the ownership of a halal certificate. In addition, MSMEs can also participate in government events such as bazaars, expos, and others, thanks to a halal certificate. Owner's high knowledge SMEs about ownership of halal certification can increase consumer confidence, the intention of the owner of MSMEs get high halal certification as indicated by registering MSME products to get halal certification.

According to Kusuma & Untarini (2014), if a person's knowledge about a product is higher, the greater the effect on intentions. Fara Adura Mohd Yusof et al. (2015) highlighted the role of knowledge about the halal supply chain and concluded that it significantly influences intention. Thøgersen (2009), Aman et al. (2012), Ali and Ahmad (2012), and May et al. (2012) concluded that relevant knowledge influences behavioral intentions.

Influencereligiosity on the Intention to Get Halal Certification

Based on the analysis of the increasing intention of MSME owners to obtain halal certification because of the role of religiosity. This result means that religiosity from MSME owners, as indicated by knowing about the obligations of MSME management in religion, has an impact on the willingness of MSME owners to have intentions to get halal certification. This study's results are based on the opinion expressed by Mukhtar and Butt (2012) and Schneider et al. (2011) that eligibility is a fundamental variable determining people's behavior. Abd Rahman et al. (2015), Rois (2016), Ekawati Labibah (2016), and Syed Shah Alam et al. (2015) show that religiosity influences intention.

Attitude Mediating Influence Knowledge of Halal Certification on the Intention to Get Halal Certification

An attitude is a way of evaluating how one feels and one's perspective reactionary tendencies. It results from the interaction of cognitive, affective, and conative factors that respond to one another in how one perceives, feels, and acts toward an object (Elmubarak,

2008). The outcomes of empirical research demonstrate that attitudes can influence the impact of halal certification knowledge on halal certification intention. This result suggests that MSMEs' owners will have the attitude demonstrated by their interest in receiving halal certification for their products. The attitude of MSMEs' owners will also be demonstrated by increased consumer assurance regarding the ownership of the halal certification. The halal certification influences the desire of MSME owners to achieve halal certification.

The results of this study are by the study proposed by Aertsens et al. (2011), Gracia (2007), and Stobbelaar et al. (2007) concluded that knowledge was shown to have a positive influence on attitudes. Aertsens et al. (2011), Gracia (2007), and Stobbelaar et al. (2007) concluded that there is an influence of knowledge on attitudes. Whereas Alam and Sayuti (2011) stated that attitude is an essential factor influencing intention. Mukhtar and Butt (2012), Magfiroh (2017) Fauzan Husaini (2016) that attitude has a positive effect on intention.

Attitude Mediating Influence Religiosity on the Intention to Get Halal Certification

Empirical research has shown that attitude can mediate and influence religious commitment and intention to obtain halal certification. Given the high level of religiosity and awareness of the religious obligations placed on MSME management, these findings predict that MSME owners will have an attitude evidenced by their desire to obtain halal certification for their products. Halal certification affects the propensity of MSME owners to pursue halal certification when interested.

This idea is in line with Johnson et al. (2001) viewpoint, which eligibility is defined as the degree to which a person is committed to their religion and the degree to which that religion is reflected in the person's views and behavior (Johnson et al., 2001). According to Alam et al. (2011), Mukhtar & Butt (2012), Schneider et al. (2011), and Schneider et al. (2011), religiosity is a key factor that governs people's behavior. It can also affect consumer attitudes and behavior (Delener, 1990, 1994; Mullen et al., 2000). (2004); Pettinger et al.

The results of this study are by the study proposed by Mullen et al. (2000), Pettinger et al. (2004), and Wilkes et al. (1986) that religiosity can affect attitudes. Ateeq-ur-Rehmandan Shabbir (2010) argues that there is a relationship between religiosity and attitude. Alam and Sayuti (2011) stated that attitude is an essential factor influencing intention. Mukhtar and Butt (2012), Magfiroh (2017) Fauzan Husaini (2016) that attitude has a positive effect on intention.

Research Implication

This study aims to boost MSME owners' intentions to get halal certification using the Theory of Planned Behavior (TPB) approach suggested by (Ajzen, 1991). The first independent variable in the Theory of Planned Conduct is a person's attitude toward behavior, which they use to judge whether something is positive or unpleasant. Subjective norms, a social element that refers to felt social pressure, are the second. The third factor is behavioral control, which refers to an individual's impression of the ease or difficulty of carrying out particular activities (Ajzen, 1991).

According to the Theory of Planned Behavior, East Java MSME owners will go for halal certification due to their mindset, which is demonstrated by their desire for it. Given the growing consumer confidence in halal products, MSME awareness of halal certification controls MSME behavior. In addition, the religiosity of MSME owners, which can be seen from their understanding of religious requirements in the management of MSMEs, can control the behavior of MSMEs.

CONCLUSION

Owner knowledge of SMEs about halal certification and religiosity influences the intention to get halal certification. The attitude of the owners of MSMEs in East Java can mediate the relationship between the owner's knowledge of SMEs about halal certification and religiosity to obtain halal certification. The study findings can contribute to the literature and body of knowledge around the Theory of Planned Conduct, which contends that the behavior of MSME owners is revealed by their attitude, which is revealed by their desire to have their products certified as Halal. Science-related suggestions are made in light of the study findings. MSME owners have behavioral control over their actions, as shown by their knowledge of halal certification and religiosity level, shaping their opinions.

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