

The Influence of Halal Labels and Product Quality on Food Product Consumption Decisions with Trust as an Intervening Variable (Case Study of Tembung Champion Meatballs)

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Abstract

This study aims to analyze the influence of halal labels and product quality on food product consumption, with consumer trust serving as an intervening variable, at Bakso Urat Juara Tembung. A quantitative approach was employed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The sample consisted of 100 Muslim consumers who had previously consumed the product. Data were collected through a Likert-scale questionnaire and analyzed using SmartPLS. The findings indicate that halal labels and product quality do not have a significant direct effect on food product consumption. However, both variables significantly influence consumer trust, which in turn has a significant positive effect on consumption behavior. Trust also mediates the relationship between halal labels, product quality, and food product consumption. The R-Square value for Trust was 0.905 (adjusted $R^2 = 0.903$), indicating that 90.5% of consumer trust is explained by halal labels and product quality. The R-Square value for Food Product Consumption was 0.801 (adjusted $R^2 = 0.795$), showing strong explanatory power. Importantly, trust functions as a full mediator. The direct effects of Halal Label (coefficient = -0.109; $p = 0.434$) and Product Quality (coefficient = 0.362; $p = 0.069$) on consumption were insignificant, while their indirect effects through Trust were significant (Halal Label: coefficient = 0.236; $p = 0.016$; Product Quality: coefficient = 0.395; $p = 0.007$). These results suggest that consumer trust serves as the key psychological mechanism linking sellers' claims and product attributes to actual consumption decisions. Therefore, obtaining official halal certification and implementing transparent business practices are recommended to strengthen trust and encourage sustainable consumption.

Keywords

Halal Label; Product Quality; Consumer Trust; Food Product Consumption

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1. INTRODUCTION

The halal food industry is one of the sectors experiencing rapid growth in Indonesia, as Muslim awareness of the importance of consuming products that comply with Sharia principles increases (Imsar et al., 2022). As the world's largest Muslim population, Indonesia presents significant economic potential for the halal market, while also encouraging businesses to increase their competitiveness



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through halal-based marketing strategies and product quality improvements (Effendi et al., 2022). In the food industry, the halal label is understood not only as a religious symbol but also as an indicator of product quality, safety, and integrity (Öztürk, 2022). Halal certification functions as a credibility signal that can reduce the information imbalance between producers and consumers, especially regarding raw materials, production processes, and the risk of food contamination (El Ashfahany et al., 2024).

From a consumer behavior perspective, halal labels play a role in shaping perceptions of value, a sense of security, and consumption preferences, which ultimately influence decisions about consuming food products (Nabilah et al., 2024). Apart from the halal label, product quality is also an important determinant in consumer evaluation, which is reflected in aspects of taste, texture, cleanliness, portion, and consistency of product quality (Ermelia et al., 2023). Good product quality not only drives the initial consumption decision, but also increases the likelihood of repeat consumption (Rafiki et al., 2023). Therefore, the relationship between halal labels and product quality is important to examine simultaneously, as both have the potential to influence consumption behavior, both directly and through building consumer trust.

Consumption of halal food products is showing an increasing trend, considering that food is a primary need that is consumed regularly (Khairani et al., 2023). However, the increase in consumption is not only influenced by the fulfillment of basic needs, but also by the level of consumer trust in the guarantee of halal, safety and quality of products (Lubis et al., 2024). In the context of processed foods, halal labels are increasingly becoming a major consideration in shaping the consumption preferences of Muslim communities (Nurhalita & Imsar, 2022). However, the increase in the number of halal-certified products in Indonesia has not been fully accompanied by optimal levels of consumer trust. According to reported sales data, Bakso Urat Juara Tembung experienced sales fluctuations during the 2021–2025 period. Despite a decline in one year, sales trended upward again the following year. This indicates that sustainable product consumption is influenced not only by price or location factors, but also by consumer perceptions of non-price attributes, such as the clarity of the halal label, product quality, and established levels of trust. Therefore, this sales fluctuation phenomenon is an early indication of the importance of examining the factors influencing food consumption at Bakso Urat Juara Tembung.

Consumer trust is a key factor in consumer decision-making, particularly for products related to religious values and food safety. The halal label has the potential to strengthen trust by guaranteeing product compliance with Sharia principles, while product quality reflects the product's ability to meet consumer expectations functionally and emotionally (Kaswinata et al., 2023). In practice, culinary business actors face increasingly tight competition, so that marketing strategies are not only required to increase short-term sales, but also build consumer trust to encourage repeat consumption on an ongoing

basis (Harahap et al., 2020). For culinary products like Bakso Urat Juara Tembung, consumers tend to consider the clarity of halal certification and consistent quality before deciding to consume again.

Previous research has shown inconsistent results. Several studies have shown that the halal label significantly influences consumer purchase intention and purchasing decisions (Dewi et al., 2022). However, studies by (Fahmi, 2017) and (Kasri et al., 2023) found that the influence of halal labels can be insignificant in certain contexts due to the presence of other, more dominant factors, such as lifestyle and consumer preferences. Furthermore, (Febriandika et al., 2023) and (Elwardah et al., 2024) used different mediating variables, such as brand image or digital marketing, so studies that specifically place trust as an intervening variable in local culinary products are still relatively limited. This situation indicates a research gap regarding the mechanisms by which halal labels and product quality influence food consumption through consumer trust.

The selection of Bakso Urat Juara Tembung as the locus of this study is grounded in a specific empirical phenomenon that justifies the centrality of the Trust variable. A preliminary field observation revealed that although the stall prominently displays a halal claim on its banner, it has not yet obtained official halal certification from BPJPH (Badan Penyelenggara Jaminan Produk Halal), the government authority mandated by Law No. 33 of 2014 on Halal Product Guarantee. This condition is common among micro and small culinary enterprises in Indonesia, where self-declared halal claims are widespread but official verification is limited (Fahmi, 2017). Consequently, Muslim consumers are confronted with a credibility gap: they are presented with a halal claim but lack the institutional verification to fully trust it.

Additionally, the stall's sales data for 2021–2025 shows notable fluctuations that cannot be fully explained by price or location factors alone. During this period, sales declined in 2022 before recovering in subsequent years. This pattern suggests that consumer decisions to return to the stall are heavily influenced by their subjective assessment of non-price attributes, particularly their trust in the halal status of the ingredients (especially the meat and broth used) and the consistency of the preparation process. This local, pre-research phenomenon provides the empirical justification for placing Trust as the central intervening variable in this study, rather than relying solely on macro-level arguments about Indonesia's halal market potential.

This study aims to analyze the influence of halal labels and product quality on food product consumption, both directly and indirectly through trust as an intervening variable in Bakso Urat Juara Tembung. Theoretically, this study integrates consumer trust theory in explaining halal product consumption behavior. Practically, the research results are expected to serve as a reference for culinary entrepreneurs, especially halal food MSMEs, in designing strategies to increase consumption by strengthening consumer trust based on credible halal labels and consistent product quality.

2. METHODS

This research method uses a quantitative approach with a causal associative research type that aims to examine the relationship and influence of halal labels and product quality on food product consumption, both directly and through consumer trust as an intervening variable. This research was conducted at Bakso Urat Juara Tembung, Jl. Terusan Dusun II Gg. Pribadi No. 296, Bandar Klippa, Percut Sei Tuan District, Deli Serdang, North Sumatra Province. The study population was all Muslim consumers who had consumed the product, with the exact population size unknown. Therefore, the sample was determined using a non-probability sampling technique with a purposive sampling method, based on the following inclusion criteria: (1) Muslim consumers; (2) having consumed Bakso Urat Juara Tembung products at least twice (minimum 2 visits), to ensure that respondents had sufficient experience with the product to meaningfully assess their level of trust; and (3) being at least 17 years of age. Consumers who had visited only once were excluded, as first-time visitors may not yet have developed a stable level of consumer trust, which is the central mediating variable in this study. The number of samples used was 100 respondents, which fulfills the minimum requirement of 10 times the maximum number of paths directed at any construct in the PLS-SEM model (Hair et al., 2011 – the 10-times rule method), thereby satisfying the minimum threshold for PLS-SEM analysis with intervening variables (Rahmani, 2022).

The data used in this study are primary data obtained through questionnaires distributed to respondents. The research instrument was constructed using a five-point Likert scale, ranging from strongly disagree to strongly agree. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares with the assistance of SmartPLS software, which includes an outer model evaluation to test the validity and reliability of the instrument and an inner model evaluation to test the strength and significance of direct and indirect influences through a bootstrapping procedure (Sugiyono, 2023).

3. FINDINGS AND DISCUSSION

Descriptive analysis was used to describe the characteristics of the respondents in this study. This section presents the frequency distribution and percentages of the respondent data, including age, religion, and frequency of meatball tendon consumption. This data presentation aims to provide a general overview of the profile of the respondents involved in the study, thus facilitating an understanding of the conditions and characteristics of the research sample. The data is presented in the form of a frequency distribution and percentage table, as shown in the following table:

Table 1. Respondent Data

No	Respondent Data	Amount	Percentage
1	Age		
	a. 17–20 Year	26	26%
	b. 21–25 Year	66	66%
	c. 26–30 Year	6	6%
	d. > 30 Year	2	2%
	Amount	100	100%
2	Islam		
	a. Yes	100	100%
	b. No	0	0%
	Amount	100	100%
3	Consuming Meatball Tendons		
	a. 1 Time	67	67%
	b. > 2 Time	33	33%
	Amount	100	100%

Source: Data processed by researchers 2026

3.1 Measurement Model (outer model)

Outer model testing was applied to assess the validity and reliability of the questionnaire, ensuring that the resulting data met the criteria for validity and reliability. The results of the outer model testing are presented below:

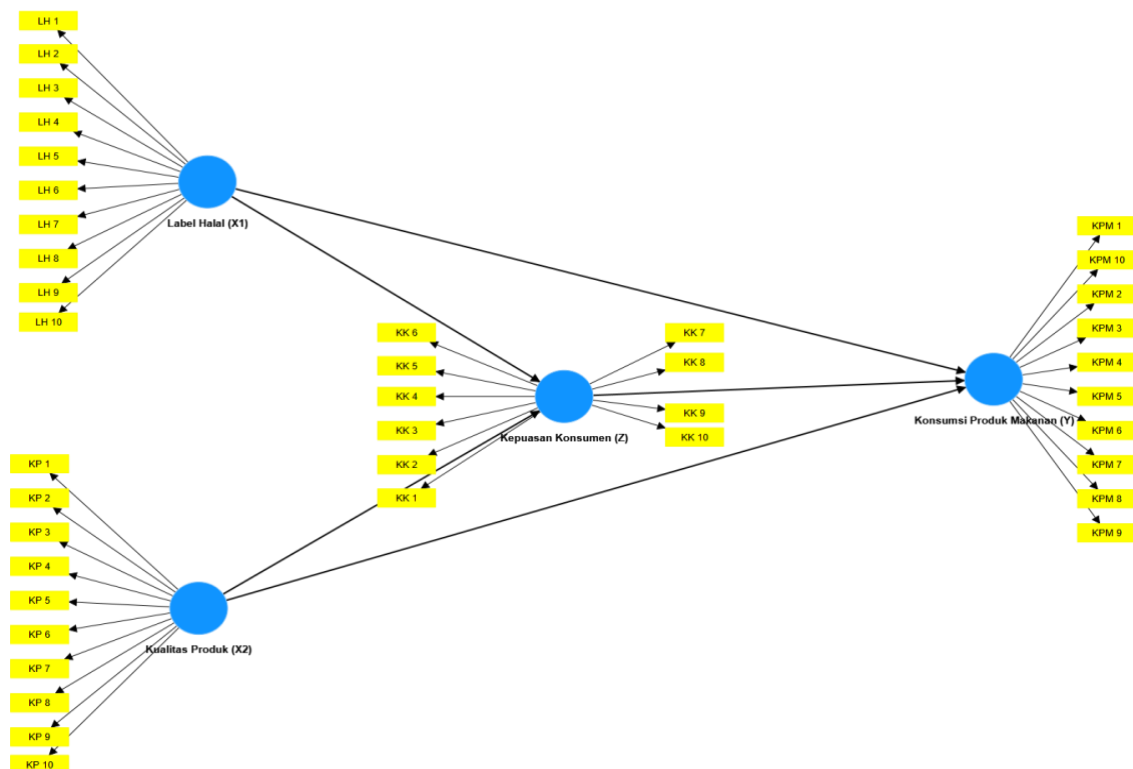


Figure 1. Outer Model

Source: Data processed by researchers 2026

a. Convergent Validity

To test convergent validity, the outer loading or loading factor value is used. An indicator is considered to meet convergent validity in the good category if the outer loading is > 0.70 . The following are the outer loading values for each indicator in the research variables:

Table 2. Outer Loadings

Indicator	Outer Loadings	Information
KK 1	0.843	Valid
KK 2	0.854	Valid
KK 3	0.847	Valid
KK 4	0.838	Valid
KK 5	0.873	Valid
KK 6	0.798	Valid
KK 7	0.874	Valid
KK 8	0.896	Valid
KK 9	0.839	Valid
KK 10	0.841	Valid
KP 1	0.809	Valid
KP 2	0.839	Valid
KP 3	0.785	Valid
KP 4	0.852	Valid
KP 5	0.827	Valid
KP 6	0.839	Valid
KP 7	0.829	Valid
KP 8	0.857	Valid
KP 9	0.852	Valid
KP 10	0.833	Valid
KPM 1	0.732	Valid
KPM 2	0.831	Valid
KPM 3	0.861	Valid
KPM 4	0.883	Valid
KPM 5	0.868	Valid
KPM 6	0.874	Valid
KPM 7	0.916	Valid
KPM 8	0.861	Valid
KPM 9	0.835	Valid
KPM	0.862	Valid
LH 1	0.826	Valid
LH 2	0.882	Valid
LH 3	0.808	Valid
LH 4	0.864	Valid
LH 5	0.874	Valid
LH 6	0.721	Valid
LH 7	0.866	Valid
LH 8	0.860	Valid
LH 9	0.825	Valid
LH 10	0.869	Valid

Source: Data processed by researchers 2026

Based on the data in Table 2 above, it is known that all indicators in the variables Halal Label (X1), Product Quality (X2), Trust (Z), and Food Product Consumption (Y) have outer loading values above

0.7. This indicates that each indicator has met the convergent validity criteria, so that all statement items in this study are declared valid and suitable for use in further analysis.

b. Discriminant Validity

The recommended AVE value is above 0.5. It is known that all AVE values are > 0.5 , which means they have met the validity requirements based on AVE.

Table 3. Discriminant Validity of the Average Variance Extracted (AVE) Method

	Average variance extracted (AVE)	Information
Trust (Z)	0.723	Valid
Consumption of Food Products (Y)	0.729	Valid
Product Quality (X2)	0.693	Valid
Halal Label (X1)	0.707	Valid

Source: Data processed by researchers 2026

Based on the data in table 3 above, it can be seen that the AVE value of the Trust variable > 0.5 with a value of 0.723, for the Consumption of Food Products value > 0.5 with a value of 0.729, for the Product Quality variable > 0.5 with a value of 0.693, for the Halal Label variable > 0.5 with a value of 0.707. This shows that each variable has good discriminant validity.

c. Composite reliability test and Cronbach's Alpha

Composite Reliability is the section used to test the reliability of variable indicators. A variable is considered to meet composite reliability if the composite reliability value for each variable is > 0.7 . Next, reliability testing is conducted based on Cronbach's alpha (CA) values. The recommended CA value is above 0.7. All CA values are > 0.7 , which means they meet the reliability requirements based on Cronbach's alpha.

Table 4. Composite Reliability (CR) and Cronbach's Alpha (CA)

	Cronbach's alpha	Composite reliability	Information
Trust (Z)	0.957	0.963	Reliable
Consumption of Food Products (Y)	0.958	0.964	Reliable
Product Quality (X2)	0.951	0.958	Reliable
Halal Label (X1)	0.953	0.960	Reliable

Source: Data processed by researchers 2026

Based on the data in table 4 above, it can be seen that the Composite Reliability value of the Trust variable is > 0.7 with a value of 0.963 and a Cronbach's alpha value of > 0.7 with a value of 0.957. For the Consumption of Food Products variable, it has a value of > 0.7 , namely 0.964 and a Cronbach's alpha value of > 0.7 with a value of 0.958. For the Product Quality variable, it has a value of > 0.7 , namely 0.958 and a Cronbach's alpha value of > 0.7 with a value of 0.951. For the Halal Label variable, it has a value of > 0.7 , namely 0.960 and a Cronbach's alpha value of > 0.7 with a value of 0.953. This shows that each

variable has a Composite Reliability of > 0.7 and a Cronbach's alpha of > 0.7 indicates that the four variables are reliable.

3.2 Structural Model (Inner Model)

The inner model test is conducted to evaluate the extent to which the relationships between latent constructs in the research model can be explained empirically. The steps involved are as follows:

a. Coefficient Determination (R²)

The coefficient of determination (R-square) is used to measure how much the dependent variable is influenced by other variables. An R-square value of less than 0.25 is considered weak, a value between 0.50 and 0.75 is considered moderate, and a value greater than 0.75 is considered strong. The results of the Coefficient of Determination (R²) are as follows:

Table 5. Coefficient Determination (R²)

	R-square	R-square adjusted
Trust (Z)	0.905	0.903
Consumption of Food Products (Y)	0.801	0.795

Source: Data processed by researchers 2026

Based on Table 5, the Coefficient of Determination (R²) shows that the R-Square value for the Trust (Z) variable is 0.905, with an Adjusted R-Square value of 0.903. This indicates that 90.5% of the Trust variable can be explained by the Halal Label (X1) and Product Quality (X2) variables. The remaining 9.5% is explained by other variables outside this research model. This value is included in the strong category because it is greater than 0.75.

Furthermore, the R-square value for the Consumption of Food Products (Y) variable was 0.801, with an Adjusted R-square value of 0.795. This indicates that 80.1% of the Consumption of Food Products variable can be explained by the Halal Label (X1), Product Quality (X2), and Trust (Z) variables as intervening variables. The remaining 19.9% is influenced by other variables not examined in this study.

Thus, it can be concluded that the research model has strong ability to explain the relationship between variables, both Trust (Z) as an intervening variable and Consumption of Food Products (Y) as a dependent variable.

b. Hypothesis Testing

Based on the data processing, the results can be used to answer the hypothesis in this study by examining *t* Statistics and P Values. The hypothesis is declared accepted if the P Value < 0.05 . In the smartPLS program, the results of the hypothesis test can be seen through the Path Coefficient Bootstrapping Technique as follows:

Table 6. Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Trust (Z) -> Consumption of Food Products (Y)	0.648	0.622	0.222	2.924	0.003
Product Quality (X2) -> Trust (Z)	0.609	0.608	0.085	7.175	0.000
Product Quality (X2) -> Consumption of Food Products (Y)	0.362	0.384	0.199	1.819	0.069
Halal Label (X1) -> Trust (Z)	0.365	0.364	0.087	4.219	0.000
Halal Label (X1) -> Consumption of Food Products (Y)	-0.109	-0.108	0.140	0.782	0.434

Source: Data processed by researchers 2026

The results of the direct effect test indicate that some variables have a significant relationship with other variables, while others are insignificant. The details of the results are as follows:

1) Trust (Z) → Consumption of Food Products (Y)

The coefficient is 0.648 with a p-value of 0.003. This indicates that trust has a significant effect on consumption of food products.

2) Product Quality (X2) → Trust (Z)

The coefficient is 0.609 with a p-value of 0.000. This means that Product Quality has a very significant effect on Trust.

3) Product Quality (X2) → Consumption of Food Products (Y)

The coefficient is 0.362 with a p-value of 0.069. These results indicate that product quality does not have a significant direct effect on food product consumption.

4) Halal Label (X1) → Trust (Z)

The coefficient is 0.365 with a p-value of 0.000. This means that the Halal Label has a significant effect on Trust.

5) Halal Label (X1) → Consumption of Food Products (Y)

The coefficient is -0.109 with a p-value of 0.434. These results indicate that Halal Labels do not have a direct, significant effect on Consumption of Food Products.

Table 7. Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Product Quality (X2) -> Trust (Z) -> Consumption of Food Products (Y)	0.395	0.379	0.147	2.692	0.007
Halal Label (X1) -> Trust (Z) -> Consumption of Food Products (Y)	0.236	0.225	0.098	2.417	0.016

Source: Data processed by researchers 2026

The analysis results show that Product Quality (X2) and Halal Label (X1) do not have a significant direct effect on Food Product Consumption (Y). However, both have a significant indirect effect through Trust (Z) as a mediator.

First, Product Quality (X2) has a significant effect on Trust (Z) with a coefficient of 0.609 and a p-value of 0.000. Furthermore, Trust has a significant effect on Food Product Consumption with a coefficient of 0.648 and a p-value of 0.003. The combination of these pathways results in an indirect effect of Product Quality on Food Product Consumption of 0.395 with a p-value of 0.007, indicating that Product Quality increases Trust, and this satisfaction leads to increased Food Product Consumption.

Second, Halal Label (X1) also has a significant effect on Trust (Z) with a coefficient of 0.365 and a p-value of 0.000. Through trust, the Halal Label has an indirect effect on food product consumption of 0.236 with a p-value of 0.016. This indicates that the presence of a Halal Label increases trust, and this satisfaction then contributes to increased food product consumption.

3.3 Discussion

a. The Influence of Halal Labels on Consumption of Food Products

Based on the analysis results, Halal Label (X1) does not have a significant direct effect on Consumption of Food Products (Y) with a coefficient value of -0.109 and a p-value of $0.434 > 0.05$. These results indicate that the presence of Halal Label does not directly affect the level of Consumption of Food Products by consumers.

This could be due to several factors, one of which is that consumers already assume that most food products sold in their area meet halal standards. Therefore, the halal label is no longer the primary factor directly influencing consumption decisions.

The more critical interpretation of this result is the full mediation pattern it reveals. In the context of a local street food stall such as Bakso Urat Juara Tembung, Muslim consumers do not directly respond to a halal claim posted on a banner or stall signage. Instead, they first evaluate whether the seller is genuinely trustworthy assessing whether the displayed halal label reflects actual compliance with Islamic dietary laws or is merely a commercial claim. This skepticism is particularly prevalent in the lower-to-middle income street food segment, where unverified halal claims are common and consumers have accumulated experience with the gap between claims and reality. Therefore, the halal label can only exert its influence on consumption behavior indirectly, through the mediating role of trust (indirect effect = 0.236, $p = 0.016$). This is consistent with the Islamic consumer behavior framework which posits that amanah (trustworthiness) of the seller is a prerequisite for consumption decisions when formal verification is absent (Anas et al., 2023). The practical implication is unambiguous: a halal

claim without institutional backing (such as official BPJPH certification) will be psychologically weak and unable to directly drive consumption.

This finding aligns with research by (Khairawati et al., 2025), which states that Halal labels do not significantly influence food purchasing decisions because consumers prioritize other factors such as price and product quality. Furthermore, research by (Chantarungsri et al., 2024) also found that Halal labels do not significantly influence food purchasing decisions.

b. The Influence of Product Quality on Consumption of Food Products

Based on the analysis, Product Quality (X2) does not have a significant direct effect on Food Product Consumption (Y), with a coefficient of 0.362 and a p-value of $0.069 > 0.05$. This indicates that Product Quality does not directly influence consumer consumption behavior towards Bakso Urat Juara Tembung.

These results indicate that even though Product Quality is perceived as good by consumers, this does not necessarily directly encourage consumers to increase product consumption. Consumers may need other factors to strengthen their beliefs before deciding to consume the product repeatedly.

This finding reveals a critical behavioral insight: good product quality alone is not sufficient to motivate consumption behavior in local culinary contexts. Consumers at a street food stall like Bakso Urat Juara Tembung may perceive the bakso as tasty and well-presented, yet still hesitate to repeatedly consume it unless they also trust the seller. The quality they perceive is filtered through their psychological trust in the hygiene of the preparation process, the authenticity of the ingredients, and the overall integrity of the food vendor. This explains why product quality's indirect effect through trust (coefficient = 0.395, $p = 0.007$) is statistically significant, while its direct effect (coefficient = 0.362, $p = 0.069$) falls just short of significance. The trust mediator essentially converts the consumer's positive quality perception into actual consumption behavior. From the perspective of Islamic consumer behavior theory (Jensen & Meckling, 2012), this pattern affirms that consumption of food products by Muslim consumers is not merely a rational evaluation of sensory attributes, but a holistic act of faith that requires the seller to be seen as trustworthy (amanah) before quality can translate into repeat consumption.

This finding is in line with research by (Sudarmiatin et al., 2020) and (Sazelin Arif, 2024) which states that Product Quality does not always directly influence consumer purchasing decisions because consumer decisions are also influenced by other factors such as brand image, price, and perceived value.

c. The Influence of Trust on Consumption of Food Products

Based on the results of hypothesis testing, the variable Trust (Z) has a significant effect on Consumption of Food Products (Y) with a coefficient value of 0.648 and a p-value of $0.003 < 0.05$. These results indicate that the higher the level of consumer trust in the Tembung Champion Vein Meatball product, the higher the consumer's tendency to consume the product.

Consumer trust is a crucial factor in consumption behavior, particularly for food products related to safety and halal certification. Consumers who believe that the products they consume are safe, halal, and of good quality are more likely to make repeat purchases. This aligns with consumer behavior theory, which states that trust can reduce consumer uncertainty in consumption decision-making.

The results of this study align with those of (Soltanian et al., 2016) and (Anas et al., 2023), which found that consumer trust positively influences purchasing decisions. Consumers who have a high level of trust in a product tend to be more confident in purchasing and consuming that product.

d. The Influence of Halal Labels on Trust

The results of the study show that the Halal Label (X1) significantly influences Trust (Z) with a coefficient value of 0.365 and a p-value of $0.000 < 0.05$. This indicates that the presence of the Halal Label on the Meatball Urat Juara Tembung product can increase consumer trust.

The Halal Label is an important factor for Muslim consumers in determining the suitability of a product for consumption. The presence of the Halal Label provides assurance that the product has met halal standards in accordance with Islamic law. This can increase consumers' sense of security and confidence in the food products they consume. Thus, the Halal Label not only functions as product information but also as a form of Trust assurance that can increase consumer confidence in food products. Furthermore, the high demand for halal products is also influenced by increasing consumer awareness of product quality, safety, and hygiene. This indicates that the Halal Label is viewed not only from a religious perspective but also as an indicator of Product Quality that can increase consumer confidence in consuming food products. Thus, the presence of the Halal Label not only functions as a religious symbol but also as a quality assurance that strengthens consumer trust in the product (Arif et al., 2023).

The results of this study are in line with research by (Randeree, 2019) and (Setiawati et al., 2019) which shows that Trust has an important role as an intervening variable in mediating the influence of Halal Label on purchasing decisions.

e. The Influence of Product Quality on Trust

The results of the study showed that Product Quality (X2) significantly influenced Trust (Z), with a coefficient value of 0.609 and a p-value of $0.000 < 0.05$. This indicates that the better the Product Quality perceived by consumers, the higher their level of Trust in the product.

Product Quality in the context of food is not only seen in terms of taste, but also encompasses aspects of cleanliness, safety, and product quality consistency. When consumers perceive a product to be of good quality and meet their expectations, they will have greater trust in that product.

These findings indicate that Product Quality is a key factor in building Consumer Trust. Therefore, culinary businesses need to maintain consistent Product Quality to maintain Consumer Trust and encourage sustainable consumption.

In line with research conducted by (Akin & Okumuş, 2020) which states that consumer trust acts as an intervening variable that bridges the influence of Product Quality on purchasing decisions.

f. The Influence of Halal Labels on Consumption of Food Products through Trust

The research results also show that Halal Labels significantly influence food product consumption through trust, with a coefficient of 0.236 and a p-value of $0.016 < 0.05$. This indicates that consumer trust mediates the relationship between Halal Labels and food product consumption.

The presence of Halal Labels plays a crucial role in improving purchasing decisions because they provide consumers with a sense of security and certainty regarding the halal status of the products they consume. This assurance increases consumer trust in food products, which in turn encourages consumers to consume these products sustainably (Vanany et al., 2020).

This research aligns with research conducted by (Kurniawati & Savitri, 2020), which states that Halal Labels significantly influence product consumption through consumer trust as an intervening variable. This indicates that the presence of Halal Labels can increase consumer trust in a product. When consumers believe that a product meets halal standards, they will be more confident in consuming it.

g. The Influence of Product Quality on Consumption of Food Products through Trust

The analysis results show that product quality significantly influences food product consumption through trust, with a coefficient of 0.395 and a p-value of $0.007 < 0.05$. This indicates that consumer trust mediates the relationship between product quality and food product consumption.

Good product quality increases consumer trust in the product. This trust, in turn, encourages repeat consumption. Thus, trust serves as a mechanism explaining how product quality influences consumer consumption behavior.

This is in line with research conducted by (Faridah, 2019) and (Maulana & Zulfahmi, 2022), which shows that trust can mediate the relationship between product quality and purchasing decisions with a significance value of 0.000. This indicates that good product quality can increase consumer trust, and this trust will encourage consumers to make purchasing decisions for the product. Thus, product quality is a crucial factor that can influence consumer behavior by increasing trust in the product offered.

4. CONCLUSION

Based on the research results, it can be concluded that the Halal Label and Product Quality do not have a significant direct impact on food product consumption at Bakso Urat Juara Tembung. This indicates that consumers do not always consider these two factors as primary considerations in increasing product consumption.

However, the Halal Label and Product Quality have been shown to significantly influence consumer trust. The presence of a Halal Label can guarantee a product's halal status, while good product quality can increase consumer confidence in the product they consume. Furthermore, consumer trust has also been shown to significantly influence food product consumption. Furthermore, consumer trust mediates the relationship between the Halal Label and Product Quality on food product consumption. Therefore, it can be concluded that increased food product consumption is more influenced by the level of consumer trust established through the Halal Label and good product quality.

Based on these findings, several operational recommendations are directed specifically at the management of Bakso Urat Juara Tembung. First, the stall should immediately initiate registration for official halal certification through BPJPH (Badan Penyelenggara Jaminan Produk Halal). This study has demonstrated that a self-declared halal banner is insufficient to directly drive food consumption decisions; what is required is an institutionally verified halal status that consumers can genuinely trust. The BPJPH self-declaration (pernyataan mandiri) pathway available to micro and small enterprises offers an accessible entry point. Second, the stall management should adopt an open kitchen (dapur terbuka) concept, permitting consumers to directly observe the meat sourcing, preparation, and cooking process. This transparency directly addresses the consumer skepticism identified in this study regarding ingredient authenticity and food hygiene the core drivers of the Trust construct. Third, the seller should proactively communicate halal supply chain information (e.g., that meat is sourced from certified halal suppliers) through social media and in-store signage, to continuously reinforce consumer trust. These three concrete actions address the Trust variable that this study has conclusively proven to be the primary determinant of food product consumption at this establishment.

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