

Analysis of The Influence of Product Quality, Promotion, and Business Identification Number on the Sale of Food and Beverage Products with Halal Labels as An Intervening Variable from The Perspective of MSME Actors in Pangkalpinang City

¹Indra Ethana Putra, ²Juhari, ³Zufriady

^{1,2,3}Faculty of Economics and Business, Universitas Pertiba

*Corresponding Author:

indraethana7@gmail.com

Abstract

This abstract presents a comprehensive overview of the influence of product quality, promotion, and Business Identification Number (NIB) on the sale of food and beverage products with halal labels as an intervening variable in Pangkalpinang City MSME actors. The research was conducted using a quantitative approach using Structural Equation Modeling–Partial Least Squares (SEM-PLS) on a sample of MSME actors in the food and beverage sector who have or do not have a halal certificate, with questionnaire instruments that have been tested for validity and reliability. Exogenous variables consist of product quality, promotion, and NIB; the intervening variable is the halal label; While the endogenous variable is the sale of halal products. The results of the study show that promotion has a significant effect on the sales of halal products, both in the direct and total effect pathways, thus confirming that promotional activities are the main determinant of increasing sales of food and beverage MSMEs in Pangkalpinang City. NIB has been shown to have a significant effect on halal labels, which indicates that business legality is an important prerequisite in the halal certification process, but the influence of NIB on sales, either directly or through halal labels, is not significant. All pathways involving product quality, both halal and sales labels (direct, indirect, and total effect), are not significant, as well as the influence of halal labels on sales, so that product quality and halal labels in the context of this study have not been the main drivers of sales increases. The findings also show that the mediating role of halal labels in the relationship between product quality, promotion, and NIB to sales is not significant, which means that halal labels have not functioned effectively as an intervening variable in this study model. Practically, these results indicate that halal MSME development policies and strategies in Pangkalpinang City need to emphasize the synergy between strengthening promotion, capacity building and literacy of business actors related to halal regulations, as well as optimizing the benefits of business legality and halal certification so that they can have a more real impact on sales performance.

Keywords: *product quality, promotion, Business Identification Number, halal label, sales, MSMEs, SEM-PLS, Pangkalpinang City.*

1. INTRODUCTION

The growth of the halal industry in Indonesia has shown very significant dynamics in

recent years, both in terms of market size, certification, and export of halal products, thus placing Indonesia as one of the main players in the global halal value chain (BPJPH, 2025). The increase in the export value of halal products, the trade balance surplus, and the surge in the number of products and MSMEs that have been certified halal show that mandatory halal policies and various certification facilitation programs are starting to have an impact on the industrial structure and consumption patterns of the community (BPJPH, 2025). On the other hand, the halal certification obligation which will be implemented in stages from 2024 requires the readiness of business actors, including MSMEs, to meet halal regulatory standards while increasing the competitiveness of their products in the domestic and international markets (BPJPH, 2025).

At the regional level, the Bangka Belitung Islands Province is also experiencing a positive trend in the development of halal products, as reflected in the growth in market size, an increase in the number of halal-certified MSMEs, and an increase in the level of consumer trust and digital marketing adoption (Babel, 2025). However, the growth rate of the halal sector in Bangka Belitung is still slightly below the national average, which indicates that there is room to improve the performance of local MSMEs through optimizing halal certification, strengthening the capacity of business actors, and innovating marketing strategies (Babel, 2025). Pangkalpinang City as the center of provincial economic activity is an important context to examine how food and beverage MSMEs take advantage of the growing halal market opportunities (Babel, 2025).

From a marketing management perspective, product quality, promotion, and business legality are the main determinants that influence the purchase decisions and sales performance of MSMEs (Hasan, 2024; Nasution et al., 2022; Nugraha & Sasongko, 2023). Product quality includes not only physical attributes, but also design, packaging, and brand reputation that together shape consumer perceptions of value, satisfaction, and loyalty (Hasan, 2024; Nursahid & Mufriantje, 2023). On the other hand, promotion acts as a means of value communication that bridges products with the market, especially through digital channels and social media which are increasingly dominant in people's consumption behavior, thereby contributing to increasing buying and selling interest (Amin, 2021; Kurniati et al., 2022; Kurniadi et al., 2023). The Business Identification Number (NIB) as a legal identity is an important prerequisite for accessing business facilities, government programs, and the halal certification process, as well as strengthening the credibility of MSMEs in the eyes of consumers (Khanfani et al., 2023; Rahim et al., 2022).

Halal labels have a strategic position in the market with the majority of Muslim consumers because they function as a form of guarantee of sharia compliance as well as a signal of trust in product safety and clarity (Junaidin et al., 2021; Kholidah & Arifiyanto, 2021). A number of studies show that halal labels can increase trust, brand image, and purchasing preferences, especially when combined with good product quality, effective branding management, and the use of digital channels (Adinda et al., 2021; Munandar et al., 2024; Saripah et al., 2023). However, the effectiveness of halal labels as a sales driver is not always automatic, as it is still influenced by the level of halal literacy, the intensity of regulatory socialization, and the extent to which consumers make halal logos the main factor in purchasing decision-making (Kurniati et al., 2022; Pratondo et al., 2023).

In the context of food and beverage MSMEs in Pangkalpinang City, the challenges faced are not only related to improving product quality and innovation, but also the ability to manage promotions and strengthen the legality of businesses to optimize the use of halal

labels (Andrianto & Shintawati, 2021; Ajiva et al., 2024). Several empirical findings in the Journal show that promotion has a significant direct influence on sales, while product quality, NIB, and halal labels show a more complex pattern of influence, both directly and indirectly on sales performance (Indra Ethana Putra, 2025). This condition indicates that the marketing strategy of halal MSMEs cannot only rely on one single factor, but requires an integrative approach that combines aspects of quality, marketing communication, business legality, and halal identity management (Bahadir et al., 2015; Haryadi & Muhajir, 2022; Maghfur et al., 2023).

Based on this background, the research that is the basis for the preparation of this journal article focuses on the analysis of the influence of product quality, promotion, and Business Identification Number on the sale of food and beverage products with halal labels as an intervening variable in MSME actors in Pangkalpinang City. This study seeks to answer the extent to which each of these variables has a direct or indirect effect on sales, as well as how the position of halal labels in mediating the relationship between marketing factors and business legality and sales performance. Academically, this research is expected to enrich the literature on halal MSME marketing and the development of marketing models that consider the halal dimension, while practically providing strategic recommendations for MSME actors and stakeholders to optimize the potential of the halal market in Pangkalpinang City.

LITERATURE REVIEW

Marketing management views the success of an organization as highly determined by the ability to understand consumer needs and wants and to create a targeted marketing mix (Kotler & Keller, 2025). In the context of halal food and beverage MSMEs, the marketing mix not only includes products, prices, distribution, and promotion, but must also consider the dimensions of halal and business legality as part of the value offered to consumers (Nugraha & Sasongko, 2023). This approach places consumers at the center of the strategy, so that every decision related to product quality, promotional communication, and the management of Business Identification Number (NIB) is directed to build trust and encourage purchase decisions (Bahadir et al., 2015; Haryadi & Muhajir, 2022).

Product quality is understood as the ability of a product to meet or exceed consumer expectations through a combination of functional, aesthetic, and symbolic attributes (Hasan, 2024; Nasution et al., 2022). Various studies show that good product quality contributes to the formation of a perception of value, satisfaction, and loyalty, which ultimately has an impact on increasing sales both directly and through word-of-mouth recommendations (Firmawati, 2022; Itan et al., 2024; Nursahid & Mufriantje, 2023). In the context of MSMEs, quality is not only related to the taste or durability of food and beverage products, but also to the consistency of production standards, cleanliness, and packaging appearance that reflects the professionalism of business actors (Adinda et al., 2021; Zuhdi et al., 2024). The complexity of this quality dimension makes quality management a strategic factor in building a competitive advantage that is difficult to replicate by competitors who rely only on price competition (Nasution et al., 2022).

Promotion acts as a communication and persuasion tool that connects products with the target market through various media, both conventional and digital (Amin, 2021; Nugraha & Sasongko, 2023). In the era of digital marketing, MSMEs are increasingly utilizing social media, marketplaces, and collaborations with local influencers to increase brand visibility and

interaction with consumers (Ajiva et al., 2024; Kurniawan & Suhaimi, 2021). Previous research has shown that well-planned promotions can increase brand awareness, form a positive image, and encourage buying interest and purchase decisions, especially if promotional messages emphasize the superiority of the product's quality, halalness, and emotional value (Andrianto & Shintawati, 2021; Kurniati et al., 2022). For halal food MSMEs, promotion is not only a means of delivering information, but also a means of educating consumers about the importance of business legality and halal certification as a guarantee of trust (Khanfani et al., 2023; Rahim et al., 2022).

A Business Identification Number (NIB) is a legal identity that marks the formal status of a business in the integrated business licensing system, as well as an entry point for MSME actors to access various coaching programs, financing, and halal certification facilities (Khanfani et al., 2023). The existence of NIB strengthens the legitimacy of the business in the eyes of consumers and business partners, because it shows that business actors are subject to applicable regulations and standards (Rahim et al., 2022). Several studies summarized in the Journal show that business legality tends to increase consumer confidence and simplify the administrative process of halal certification, although its effect on sales can be indirect through increased credibility and access to supporting programs (Kurniati et al., 2022). Thus, NIB can be seen as an institutional foundation that strengthens the position of MSMEs in the halal industry ecosystem.

Halal labels serve as a symbol that communicates product compliance with sharia standards as well as a signal of quality and safety for Muslim consumers (Junaidin et al., 2021; Kholidah & Arifiyanto, 2021). Previous research has shown that the existence of halal labels can increase trust, strengthen brand image, and become a determining factor in purchasing decisions, especially when information about raw materials and production processes cannot be fully verified by consumers (Adinda et al., 2021; Munandar et al., 2024; Saripah et al., 2023). In online transactions, halal labels are becoming increasingly crucial due to the limitations of consumers to assess products directly, so the halal logo acts as a guarantee that reduces risk perception (Munandar et al., 2024). However, several findings in the Journal show that the role of halal labels as a sales driver has not been fully optimal, among other things because there are still limitations in halal literacy and variations in the level of consumer awareness of halal symbols (Kurniati et al., 2022).

MSMEs in the food and beverage sector play an important role in providing jobs, increasing community income, and developing the local economy, including in Pangkalpinang City (Babel, 2025). However, MSMEs face various challenges such as limited capital, market access, managerial skills, and understanding of halal regulations and business licensing (Mahohoma & Agbenyegah, 2024; Sheriff et al., 2020). In the marketing framework, these challenges are closely related to the ability to design strategies that combine product quality, effective promotion, NIB management, and the use of halal labels as relevant added value for consumers (Haryadi & Muhajir, 2022; Maghfur et al., 2023). Therefore, a comprehensive understanding of the relationship between product quality, promotion, NIB, halal labeling, and sales becomes an important basis in formulating the research model and hypotheses tested in this study.

2. RESEARCH METHODS

This study uses a quantitative approach with an explanatory design because it aims to test the causal relationship between the variables of product quality, promotion, and Business

Identification Number on sales with halal labels as an intervening variable in food and beverage MSME actors in Pangkalpinang City (Nasution et al., 2022; Nugraha & Sasongko, 2023). The quantitative approach allows for the measurement of variables in a structured manner through Likert-scale questionnaires and multivariate statistical analysis, so that the direct and indirect relationships between variables can be objectively estimated (Bahadir et al., 2015; Rahim et al., 2022). The explanatory design was chosen because the focus of research is not only to describe phenomena, but also to explain the influence and patterns of interconnectedness between constructs built from the foundation of marketing theory and the halal industry (Hasan, 2024; Kurniati et al., 2022).

The scope of the research is directed at MSME actors in the food and beverage sector in Pangkalpinang City, both those who have and do not have halal certificates, in order to capture variations in legality conditions and the implementation of halal principles at the small business level (Babel, 2025; Kurniati et al., 2022). The study population included all food and beverage MSMEs in the region, while sample selection was carried out using purposive sampling techniques based on certain criteria, such as NIB ownership, involvement in halal certification programs, and willingness to be respondents (Khanfani et al., 2023; Sheriff et al., 2020). The determination of the sample size takes into account the minimum need for Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis, which requires an adequate number of respondents to the number of indicators in the research model (Mahohoma & Agbenyegah, 2024; Nasution et al., 2022).

The research variables consist of:

1. Three exogenous variables, namely product quality, promotion, and Business Identification Number;
2. One intervening variable, namely the halal label;
3. One endogenous variable is sales (Hasan, 2024; Kurniati et al., 2022).

Product quality is operationalized through indicators that reflect product performance, reliability, durability, and appearance, in line with the understanding of quality as the ability of products to meet or exceed consumer expectations (Firmawati, 2022; Nursahid & Mufriantje, 2023). Promotion is measured through the intensity, media, and attractiveness of marketing communication messages used by MSMEs, including the use of digital media and collaboration with other parties (Amin, 2021; Ajiva et al., 2024). The NIB is proxied through indicators that describe the status of legality, ease of access to government programs, and the perception of credibility in the eyes of consumers (Khanfani et al., 2023; Rahim et al., 2022). Halal labels are measured based on perceptions of halal logo clarity, trust levels, and confidence in product sharia compliance (Junaidin et al., 2021; Kholidah & Arifiyanto, 2021), while sales are represented by indicators of sales volume, transaction frequency, and MSME sales growth (Haryadi & Muhajir, 2022; Maghfur et al., 2023).

The main data of the study was in the form of primary data collected through a closed questionnaire with a five-point Likert scale, ranging from "strongly disagree" to "strongly agree" (Nasution et al., 2022; Nugraha & Sasongko, 2023). The questionnaire was compiled based on the theory of product quality, promotion, business legality, halal labels, and MSME sales as discussed in the literature review, as well as relevant findings of previous research (Adinda et al., 2021; Munandar et al., 2024; Saripah et al., 2023). Measurements were carried out using questionnaire instruments compiled based on theory and previous research results.

(Joshi et al., 2015) Measurements were carried out on a Likert scale of 1-4 consisting of:

Table 1. Alternative Research Questionnaire Answer Options

No.	Description (optional)	Score
1.	Strongly Disagree	1
2.	Disagree	2
3.	Agree	3
4.	Strongly agree	4

Source: Processed by Researcher, 2025

This measurement instrument is tested for validity and reliability through statistical tests so that the data obtained is valid and can be scientifically accounted for.

Table 2. Variable Operational Limitations and Variable Measurement

Variabel	Dimensions	Indicator	Question Items (Likert Scale 1-4)	Scale
Product Quality (X1) (Nasution et al., 2022; Hasan, 2024) The extent to which MSME halal food and beverage products meet the physical, design, packaging, and consistency standards expected by consumers.	1. Halal Standards	1. Compliance with halal standards	1	Ordinal
	2. Product Durability	2. Product durability	2	
	3. Packaging Aesthetics	3. Packaging aesthetics	3	
	4. Quality Consistency	4. Quality consistency	4	
	5. Consumer Satisfaction and Expectations	5. Conformance to consumer expectations	5	
Promotion (X2) (Wu et al., 2023; Qin et al., 2024) All marketing efforts to increase awareness, interest, and frequency of product purchases, including discounts, coupons, ads, live	1. Promotional Media	1. Effectiveness of promotional media	1	Ordinal
	2. Promotion Frequency	2. Frequency of promotions	2	
	3. Promotional Content Appeal	3. Appeal of promotional content	3	

Variabel	Dimensions	Indicator	Question Items (Likert Scale 1-4)	Scale
streaming, influencers. and	4. Consumer Trust in Promotions	4. Trust in promotional messages	4	
	5. Variations of Promotion Methods	5. Variety of promotion methods	5	
Business Identification Number (NIB) (X3) (Khoiriyah et al., 2023) The legality of the business is officially obtained through OSS, as a sign of government recognition of the existence of MSMEs.	1. Ownership of Legality	1. NIB ownership status	1	Ordinal
	2. Ease of Management Process	2. NIB management facilities	2	
	3. The Benefits of Business Legality	3. Benefits of NIB for businesses	3	
	4. Market Access	4. Market access after having a NIB	4	
	5. Business Credibility	5. Consumer confidence due to NIB	5	
Label Halal (Intervening) (Y) (Identiti et al., 2024; Purnomo et al., 2024) Official certification that guarantees products according to Islamic law, increases consumer trust and purchase intent.	1. Consumer Awareness of Halal Labels	1. Consumer awareness of halal labels	1	Ordinal
	2. Trust in Halal Certification	2. Trust in halal certification	2	
	3. The Influence of Halal Labels on Purchase Decisions	3. The influence of halal labels on purchase decisions	3	
	4. Clarity of Halal Label Information	4. Clarity of halal label information	4	
	5. Consumer Loyalty due to Halal Labels	5. Consumer loyalty due to halal labels	5	
Halal Product Sales (Z) (Identiti et al., 2024; Purnomo et al., 2024) The number of volumes or value of products	1. Sales Volume	1. Sales volume	1	Ordinal
	2. Sales Value	2. Value of sales	2	
	3. Sales Growth	3. Sales growth	3	

Variabel	Dimensions	Indicator	Question Items (Likert Scale 1-4)	Scale
successfully sold in a given period	4. Achievement of Sales Targets	4. Sales target achieved	4	
	5. Perception of Sales Development	5. Perception of sales development	5	

Source: Processed by Researcher, 2025

In addition, secondary data is obtained from official documents and statistics related to the halal industry and MSMEs at the national and regional levels to provide an empirical context for the interpretation of results, such as national and regional halal product statistics (Babel, 2025; BPJPH, 2025).

Data analysis was carried out using the Structural Equation Modeling technique using the Partial Least Squares (SEM-PLS) approach, which was considered suitable for models with complex latent relationships, relatively moderate sample sizes, and looser data distribution assumptions than covariate SEM (Mahohoma & Agbenyegah, 2024; Nasution et al., 2022). The analysis process includes two main stages, namely testing the measurement model (outer model) and testing the structural model (Bahadir et al., 2015; Rahim et al., 2022). In the outer model stage, a convergent validity test was carried out through the loading factor value and Average Variance Extracted (AVE), a discriminant validity test through the comparison of the square root of AVE and correlation between constructs, and a reliability test through Composite Reliability and Cronbach's alpha, so that only indicators that met the feasibility criteria were maintained (Nasution et al., 2022; Nugraha & Sasongko, 2023). In the inner model stage, the path coefficient value, R² value, and significance of direct and indirect influences were analyzed using the bootstrapping procedure to test the proposed hypothesis (Kurniati et al., 2022; Mahohoma & Agbenyegah, 2024).

Hypothesis testing is carried out by comparing t-statistic and p-value values against the predetermined significance limits, so that it can be determined whether the influence of product quality, promotion, and NIB on halal labels and sales, either directly or through the mediation of halal labels, is supported by empirical data (Kurniati et al., 2022; Munandar et al., 2024). The interpretation of the results of this test is then associated with the findings of previous research and the context of halal MSME development in Pangkalpinang City, in order to formulate relevant managerial and policy implications for MSME actors and stakeholders (Babel, 2025; BPJPH, 2025).

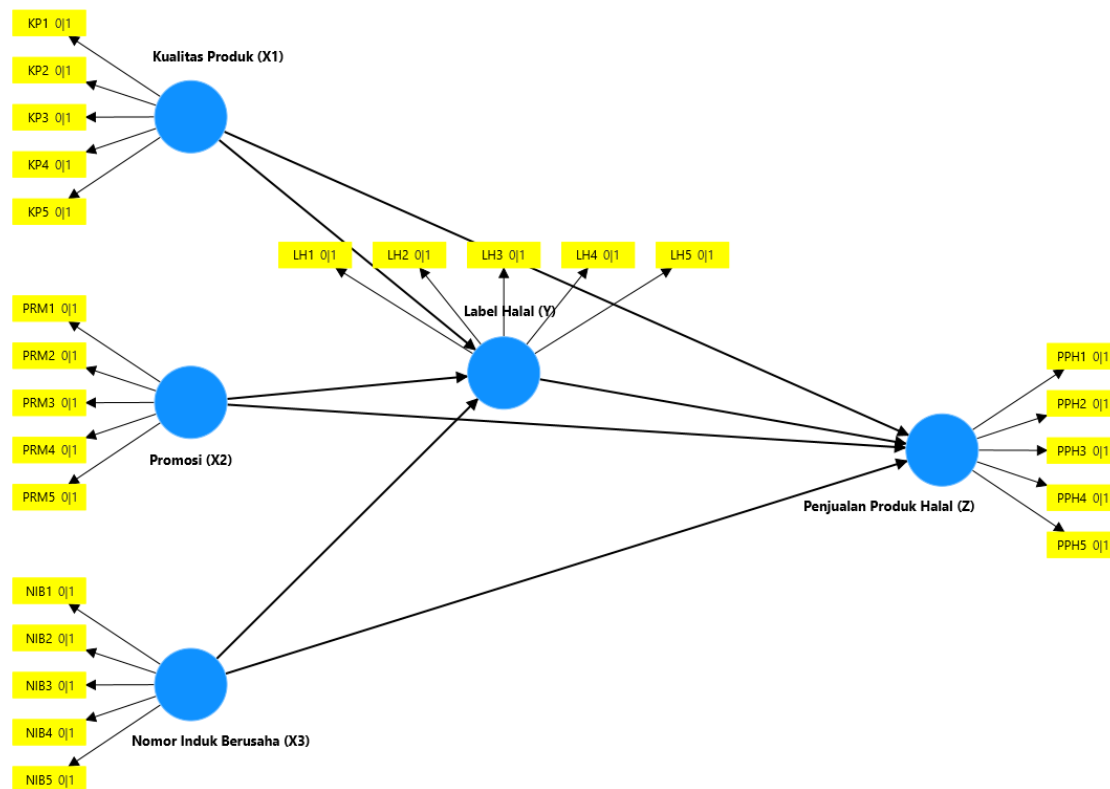


Figure 1. Diagram Early Models

Source: SmartPLS Data Output Version 4.1.0.9, 2025

Based on the diagram above, the structural model used in this study has two models, namely:

1. A model of the influence of KP, PM, and NIB on LH, where LH is an endogenous variable, while KP, PM, and NIB are exogenous variables.
2. The model of the influence of KP, PM, NIB and LH on PPH, where PPH is an endogenous variable, while KP, PM, NIB and LH are exogenous variables.

This structural equation has a structure or latent variable in the form of KP, PM, NIB, LH, and PPH. The latent structure or variable each has indicators, namely:

1. KP variables include KP1, KP2, KP3, KP4 and KP5 indicators.
2. PM variables include PM1, PM2, PM3, PM4 and PM5 indicators.
3. The NIB variables include the indicators NIB1, NIB2, NIB3, NIB4, and NIB5.
4. The LH variables include the indicators LH1, LH2, LH3, LH4, and LH5.
5. Income Tax variables include indicators of PPH1, PPH2, PPH3, PPH4 and PPH5.

There are 2 stages carried out in testing the research model, namely the Outer Model and the Inner Model. The Outer Model focuses on the validity and reliability of the indicators used to measure latent variables, with Convergent Validity, Discriminant Validity, and Construct Reliability tests. The Inner Model focuses on the relationships between latent variables and testing the strength and significance of those relationships, with tests such as R^2 , path coefficients, and path significance.

Hypothesis testing was carried out using a significance level of 5% ($\alpha = 0.05$). According to the standard statistical significance test in the SEM-PLS model, a statistical $t > 1.96$ and a p value < 0.05 were required for the hypothesis to be accepted. This indicates that there is a significant influence or relationship between variables in accordance with the proposed hypothesis.

The hypothesis used is illustrated as follows:

Table 3. Research Hypothesis

1.	H1	Product quality is related to the sale of food and beverage products to MSME actors in Pangkalpinang City
2.	H2	Promotion related to the sale of food and beverage products to MSME actors in Pangkalpinang City
3.	H3	The Business Identification Number (NIB) is related to the sale of food and beverage products to MSME actors in Pangkalpinang City
4.	H4	Product quality is related to halal labels in Pangkalpinang City MSME actors
5.	H5	Promotion related to halal labels for MSME actors in Pangkalpinang City
6.	H6	The Business Identification Number (NIB) is related to the halal label in Pangkalpinang City MSME actors
7.	H7	Halal labels are related to the sale of food and beverage products to MSME actors in Pangkalpinang City
8.	H8	Halal labels mediate the relationship between product quality and sales of food and beverage products in Pangkalpinang City MSME actors
9.	H9	Halal labels mediate the relationship between the promotion and sale of food and beverage products to MSME actors in Pangkalpinang City
10.	H10	The halal label mediates the relationship between the Business Identification Number (NIB) and the sale of food and beverage products to MSME actors in Pangkalpinang City.

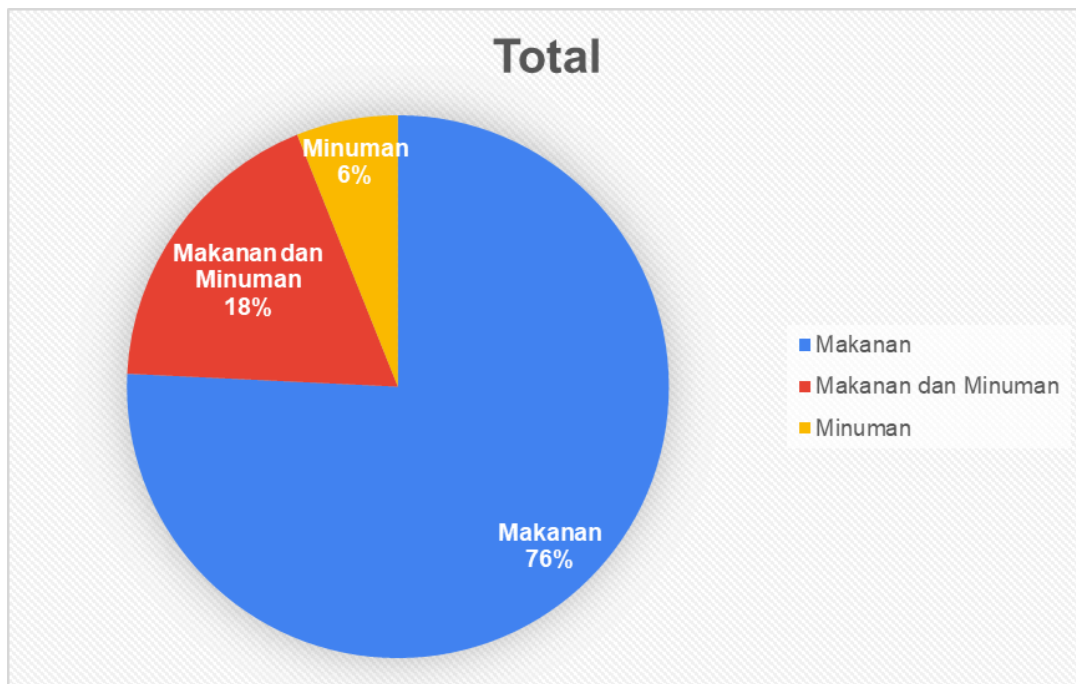
3. RESULTS AND DISCUSSION

Data collection in this study used questionnaires distributed to 66 respondents, each with the following composition of micro, small and medium enterprises (MSMEs) characteristics:

1. Products sold either food, beverages and or both;
2. Production and/or sales sub-district areas;
3. Production and or sales sub-district area.

Table 4. Characteristics of Respondent Product Type

Respondent Identities	Product Classification	Frequency	Percentage
Jenis Produk	Food	50	76%
	Food and Beverage	12	18%
	Drinks	4	6%
<i>Grand Total</i>		66	100%

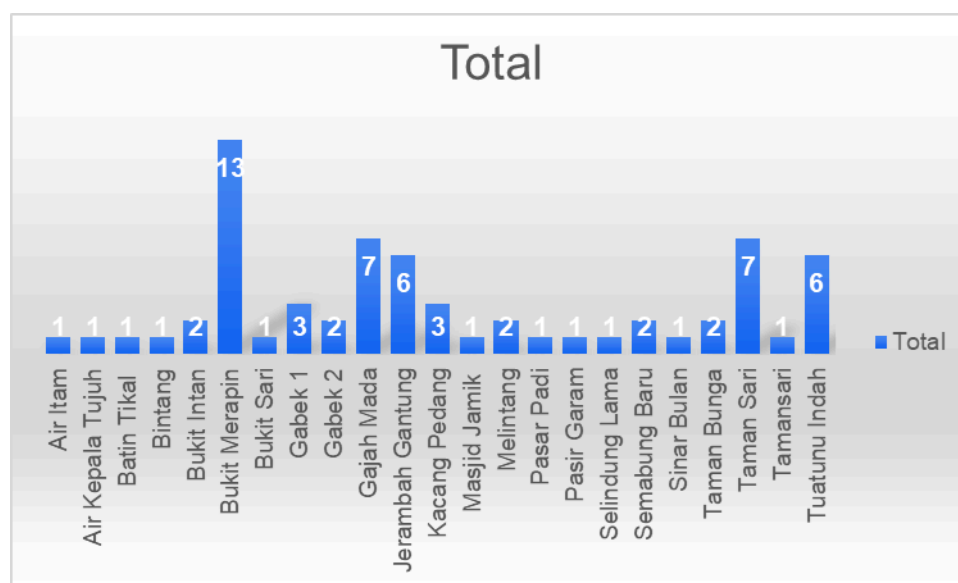


Source: processed by researcher, 2025

Table 5. Characteristics of Domicile in the Respondent Village Area

Respondent Identities	Region Classification	Frequency	Percentage
Village Area	Air Itam	1	2%
	Air Kepala Tujuh	1	2%
	Batin Tikal	1	2%
	Bintang	1	2%
	Bukit Intan	2	3%
	Bukit Merapin	13	20%
	Bukit Sari	1	2%
	Gabek 1	3	5%
	Gabek 2	2	3%
	Gajah Mada	7	11%

Respondent Identities	Region Classification	Frequency	Percentage
	Jerambah Gantung	6	9%
	Kacang Pedang	3	5%
	Masjid Jamik	1	2%
	Melintang	2	3%
	Pasar Padi	1	2%
	Pasir Garam	1	2%
	Selindung Lama	1	2%
	Semabung Baru	2	3%
	Sinar Bulan	1	2%
	Taman Bunga	2	3%
	Taman Sari	7	11%
	Tamansari	1	2%
	Tuatunu Indah	6	9%
Grand Total		66	100%



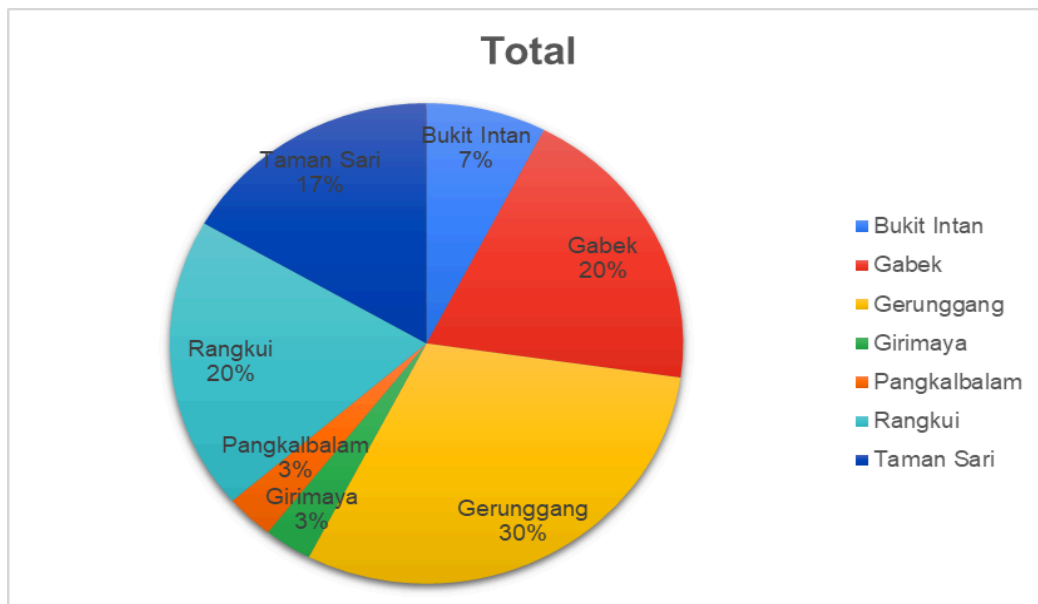
Source: processed by researcher, 2025

Table 4.7 Characteristics of Domicile in the Respondent District

Respondent Identities	Region Classification	Frequency	Percentage
Sub-district area	Bukit Intan	5	7%

Gabek	13	20%
Gerunggang	20	30%
Girimaya	2	3%
Pangkalbalam	2	3%
Rangkui	13	20%
Taman Sari	11	17%
Grand Total	66	100%

Source: processed by researcher, 2025



Source: processed by researcher, 2025

Overall, the average value of the variable instrument on the respondents' answers is as stated in the following table:

Table 7. Characteristics Based on Respondents' Answers to Statement Instruments

Instrument Variable	STS	TS	S	SS	Total	Average	Remarks
KP1			19	47	66	20.63	
KP2		3	32	31	66	20.31	
KP3		3	40	23	66	20.24	
KP4			31	35	66	20.17	
KP5		3	31	32	66	19.80	
PM1	1	6	39	20	66	19.70	
PM2	1	9	39	17	66	19.90	
PM3	1	8	42	15	66	20.14	
PM4	1	2	40	23	66	20.40	
PM5	4	19	34	9	66	20.71	
NIB1		1	21	44	66	21.06	
NIB2		1	27	38	66	21.00	
NIB3			24	42	66	20.93	
NIB4		1	40	25	66	20.31	
NIB5		3	32	31	66	20.17	
LH1		2	26	38	66	20.00	
LH2			23	43	66	19.80	
LH3		1	26	39	66	18.86	
LH4		2	24	40	66	18.48	
LH5		2	30	34	66	18.00	
PPH1	2	12	42	10	66	17.37	Nilai Terendah
PPH2	1	12	42	11	66	17.60	
PPH3	1	12	42	11	66	18.00	
PPH4	1	14	39	12	66	18.86	
PPH5		5	44	17	66	22.00	Nilai tertinggi
TOTAL					1,650		

Source: processed by researcher, 2025

The connection between latent variables and indicators is the main emphasis of outer models. The goal of testing on the outer model is to guarantee the validity and reliability of the tools used to measure latent variables. **Convergent validity**, **Discriminated validity**, and

Construct reliability are the three primary categories of testing in the outer model.

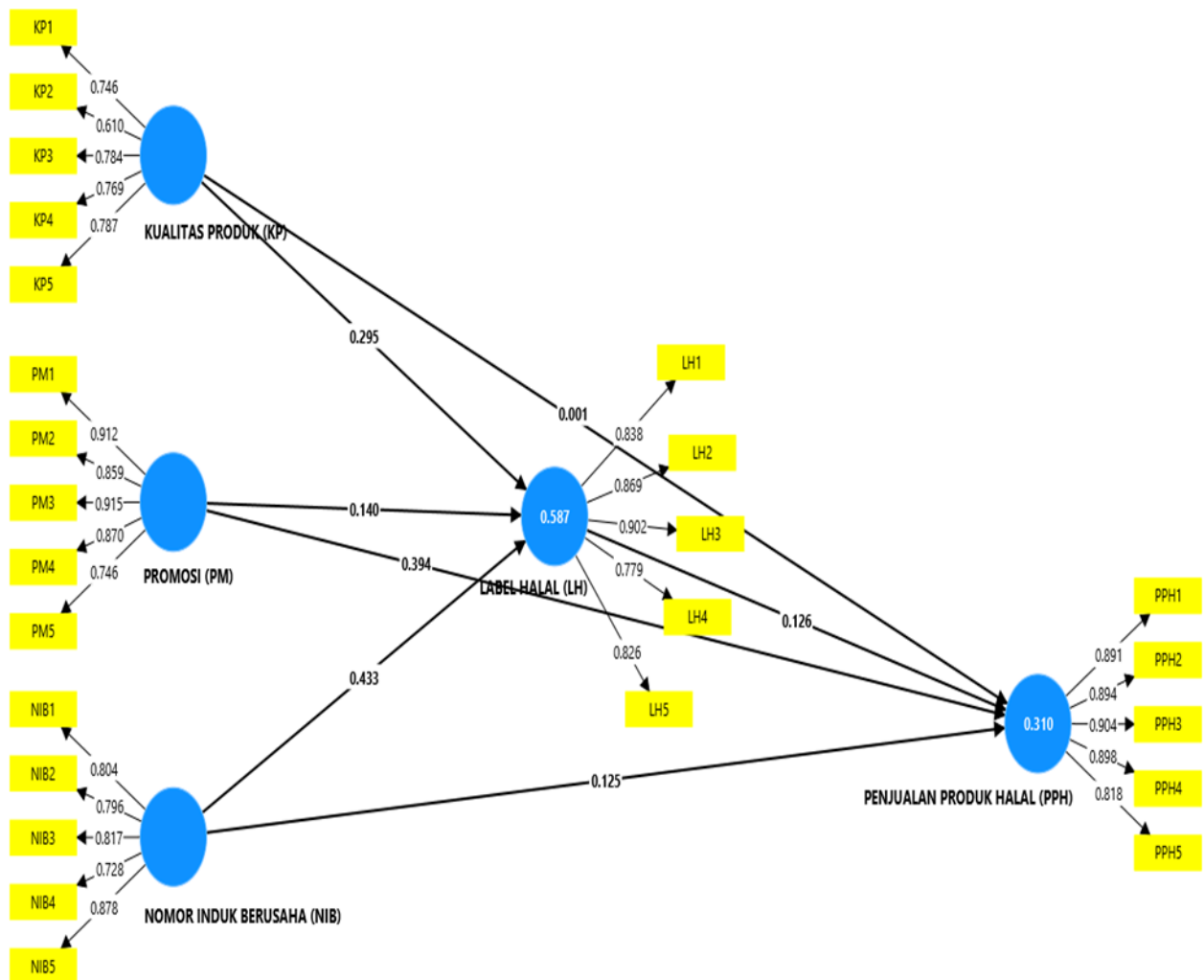
The correlation between the score of the indicator (instrument) and its construct (variable) is used to calculate the outer loading estimation results in **Convergent Validity** Output. If an indicator's correlation value is greater than 0.70, it is deemed valid, while 0.60 is deemed adequate. Indicators that don't fit these criteria have to be eliminated.

Table 8. Results of Outer Loading Convergent Validity Test

Instru- ment	Product Quality (KP)	Halal Label (LH)	Business Identification Number (NIB)	Halal Product Sales (PPH)	Promotion (PM)	Remark s
KP1	0.746					Valid
KP2	0.610					Valid
KP3	0.784					Valid
KP4	0.769					Valid
KP5	0.787					Valid
LH1		0.838				Valid
LH2		0.869				Valid
LH3		0.902				Valid
LH4		0.779				Valid
LH5		0.826				Valid
NIB1			0.804			Valid
NIB2			0.796			Valid
NIB3			0.817			Valid
NIB4			0.728			Valid
NIB5			0.878			Valid
PM1					0.912	Valid
PM2					0.859	Valid
PM3					0.915	Valid
PM4					0.870	Valid
PM5					0.746	Valid
PPH1				0.891		Valid
PPH2				0.894		Valid
PPH3				0.904		Valid

Instrume nt	Product Quality (KP)	Halal Label (LH)	Business Identification Number (NIB)	Halal Product Sales (PPH)	Promotion (PM)	Remark s
PPH4				0.898		Valid
PPH5				0.818		Valid

Source: SmartPLS Data Output Version 4.1.0.9, 2025



Source: SmartPLS Data Output Version 4.1.0.9, 2025

Valid Data Processing (SEM-PLS Algorithm)

The output of the estimated average variance extracted (AVE) can be seen in Table 4.9. (Hasan, 2024; Nasution et al., 2022; Identiti et al., 2024; Purnomo et al., 2024; Khoiriyah et al., 2023; Muhonen et al., 2017). If the variable's average variance extracted (AVE) value is more than 0.5, it is considered legitimate.

Table 9. Results of Outer Loading Convergent Validity Test

Variable	Average variance extracted (AVE)	Remarks
Product Quality	0.551	Valid
Label halal	0.712	Valid
Business identification number	0.650	Valid
Halal product sales	0.777	Valid
Promotions	0.744	Valid

Source: SmartPLS Data Output Version 4.1.0.9, 2025

To make sure that variables or constructs in a measurement model truly measure things that are distinct or do not overlap with one another, **discriminant validity** is employed. To put it another way, discriminant validity quantifies how well several conceptions in a measuring model may be differentiated from one another. One of three value criteria-cross loading, **Fornell-Larcker value**, and **latent variable correlation**-can be used to assess discriminant validity.

Table 10. Results of Cross Loading Discriminant Validity Test

Instrument	Product Quality	Label Halal	Business Identification Number	Halal Product Sales	Promotions	Remarks
KP1	0.746	0.571	0.566	0.279	0.214	Valid
KP2	0.610	0.435	0.409	0.134	0.255	Valid
KP3	0.784	0.504	0.612	0.368	0.684	Valid
KP4	0.769	0.492	0.519	0.268	0.340	Valid
KP5	0.787	0.544	0.561	0.397	0.568	Valid
LH1	0.598	0.838	0.553	0.346	0.399	Valid
LH2	0.623	0.869	0.667	0.374	0.441	Valid
LH3	0.580	0.902	0.653	0.391	0.488	Valid
LH4	0.489	0.779	0.480	0.325	0.436	Valid
LH5	0.607	0.826	0.647	0.339	0.434	Valid
NIB1	0.737	0.623	0.804	0.270	0.352	Valid
NIB2	0.465	0.538	0.796	0.189	0.262	Valid

Instrument	Product Quality	Label Halal	Business Identification Number	Halal Product Sales	Promotions	Remarks
NIB3	0.527	0.601	0.817	0.252	0.304	Valid
NIB4	0.516	0.505	0.728	0.441	0.597	Valid
NIB5	0.648	0.611	0.878	0.462	0.442	Valid
PM1	0.478	0.433	0.410	0.398	0.912	Valid
PM2	0.397	0.305	0.285	0.465	0.859	Valid
PM3	0.568	0.526	0.473	0.481	0.915	Valid
PM4	0.585	0.568	0.543	0.479	0.870	Valid
PM5	0.376	0.357	0.357	0.418	0.746	Valid
PPH1	0.279	0.274	0.269	0.891	0.371	Valid
PPH2	0.419	0.389	0.411	0.894	0.480	Valid
PPH3	0.336	0.369	0.374	0.904	0.434	Valid
PPH4	0.294	0.337	0.373	0.898	0.424	Valid
PPH5	0.408	0.447	0.353	0.818	0.546	Valid

Source: SmartPLS Data Output Version 4.1.0.9, 2025

In the table above, the cross loading value of each indicator shows that all indicators have the highest correlation to their respective constructs compared to their correlation to other constructs, thus meeting the criteria of discriminant validity in the SEM-PLS measurement model (Hair et al., 2019 in Wiyono, 2020). These findings indicate that the instrument used is able to distinguish empirically between product quality constructs, halal labels, business identification numbers, promotions, and sales of halal products in the context of MSME actors in Pangkalpinang City with all values being above the threshold of 0.6–0.7 recommended in the discriminatory validity test.

Table 11. Results of Fornell – Larcker criterion Uji Discriminant Validity

	Product Quality (KP)	Label Halal (LH)	Business Identification Number (NIB)	Halal Product Sales (PPH)	Promotions (PM)	Remarks
Product Quality (KP)	0.742					Valid
Label Halal (LH)	0.689	0.844				Valid

	Product Quality (KP)	Label Halal (LH)	Business Identification Number (NIB)	Halal Product Sales (PPH)	Promotions (PM)	Remarks
Business Identification Number (NIB)	0.725	0.716	0.806			Valid
Halal Product Sales (PPH)	0.403	0.422	0.410	0.881		Valid
Promotions (PM)	0.569	0.521	0.492	0.522	0.862	Valid

Source: SmartPLS Data Output Version 4.1.0.9, 2025

Based on the table above, it can be seen that: The results of the Fornell-Larcker analysis for the discriminant validity test in the SEM-PLS measurement model test show that the square root value of Average Variance Extracted (AVE) for each construct such as Product Quality (0.742), Halal Label (0.844), Business Identification Number (0.806), Halal Product Sales (0.881), and Promotion (0.862) is much higher than the correlation between other constructs. This condition proves that each construct in the research model has good discriminant validity, meaning that each variable is able to distinguish itself significantly from the other variables measured in the model.

Table 12. Results of Latent Variable Correlation Uji Discriminant Validity

Variabel	Product Quality (KP)	Label Halal (LH)	Business Identification Number (NIB)	Halal Product Sales (PPH)	Promotions (PM)	AVE	\sqrt{AVE}	Rmrks
Product Quality (KP)	1.000	0.689	0.725	0.403	0.569	0.551	0.742	Valid
Label Halal (LH)	0.689	1.000	0.716	0.422	0.521	0.712	0.844	Valid
Business Identification Number (NIB)	0.725	0.716	1.000	0.410	0.492	0.650	0.806	Valid
Halal Product Sales (PPH)	0.403	0.422	0.410	1.000	0.522	0.777	0.881	Valid
Promotions (PM)	0.569	0.521	0.492	0.522	1.000	0.744	0.862	Valid

Source: SmartPLS Data Output Version 4.1.0.9, 2025

Based on the table above, the value of the Latent Variable Correlation can be seen by comparing the value of \sqrt{AVE} . The root value of AVE must be greater than the correlation value between latent variables in the same row/column. If the result is greater, then the validity discriminator is met.

Cronbach's Alpha and **composite reliability** scores are the two methodologies that can be used for analysis in **the Construct Reliability Test**. These two techniques are a component of the procedure for evaluating an indicator's reliability value on a variable.

Table 13. The Cronbach's Alpha Value

Variabel	<i>The Cronbach's Alpha</i>	Remarks
Product Quality (KP)	0.794	Reliabel
Label Halal (LH)	0.898	Reliabel
Business Identification Number (NIB)	0.864	Reliabel
Halal Product Sales (PPH)	0.928	Reliabel
Promotions (PM)	0.913	Reliabel

Sumber: Output Data SmartPLS Versi 4.1.0.9, 2025

The results of the analysis are in the table above. shows that the Cronbach's Alpha value for the construct/variable of Product Quality is 0.794, the variable of Halal Label is 0.898, the variable of Business Identification Number is 0.864, the variable of Halal Product Sales is 0.928 and the variable of Promotion is 0.913. All of Cronbach's Alpha values are ≥ 0.70 . so that all variables have good reliability (Khoiriyah et al., 2023; Muhonen et al., 2017; Hasan, 2024).

Table 14. Composite Reliability Value

Variabel	<i>Composite reliability (rho_a)</i>	<i>Composite reliability (rho_c)</i>	Remarks
Product Quality (KP)	0.807	0.859	Reliabel
Label Halal (LH)	0.904	0.925	Reliabel
Business Identification Number (NIB)	0.871	0.902	Reliabel
Halal Product Sales (PPH)	0.935	0.946	Reliabel
Promotions (PM)	0.926	0.935	Reliabel

Source: SmartPLS Data Output Version 4.1.0.9, 2025

The results of the table, this analysis shows that the Composite reliability value for the construct/Product Quality variable is 0.807, the Halal Label variable is 0.904, the Business Identification Number variable is 0.871, the Halal Product Sales variable is 0.935 and the Promotion variable is 0.926. All of these Composite reliability values are ≥ 0.70 . so that all variables have good reliability (Khoiriyah et al., 2023; Muhonen et al., 2017; Hasan, 2024).

Validate the Fit Model

The estimated output results of SmartPLS version 4.1.0.9 were compared to the criteria as stated in the following table in order to perform the fit model test:

Table 15. Results of the Model Fit Test

	Rule of Thumb	Estimated model	Values of Parameters	Remarks
SRMR	Less Than 0.10	0.096	0.096	Fit
d_ ULS	> 0,05	3.021	3.021	Fit
d_ G	> 0,05	1.778	1.778	Fit
Chi-square	χ^2 statistics $\geq \chi^2$ table	495.296	495.296 \geq 36.415	Fit
NFI	Close to value 1	0.664	0.664	Fit
GoF	0.1 (small GOF), 0.25 (moderate GOF), 0.36 (strong GOF)		0.5336	Fit
Q ² Predictive Relevance	Q² > 0: Has predictive relevance Q² < 0: Lacks predictive relevance. 0.02 (Weak) 0.15 (Moderate) 0.35 (Strong)		Q ² Halal Product Sales 0.208 > 0 Q ² Halal Label 0.397 > 0	Fit

Source: SmartPLS Data Output Version 4.1.0.9, 2025; Processed by researcher, 2025

Table 16. Chi-Square

DF	Chi-square Critical Value (0.05)	Remarks
1	3.841	
2	5.991	
3	7.815	

DF	Chi-square Critical Value (0.05)	Remarks
4	9.488	
5	11.070	
6	12.592	
7	14.067	
8	15.507	
9	16.919	
10	18.307	
11	19.675	
12	21.026	
13	22.362	
14	23.685	
15	24.996	
16	26.296	
17	27.587	
18	28.869	
19	30.144	
20	31.410	
21	32.671	
22	33.924	
23	35.172	
24	36.415	The lower limit value used by the Chi-square parameter
25	37.652	
26	38.885	
27	40.113	
28	41.337	
29	42.557	
30	43.773	

Source : Processed by researcher, 2025

Tabel 17. Average variance extracted (AVE)

Variabel	Average variance extracted (AVE)	R-square adjusted
----------	-------------------------------------	----------------------

Product Quality (KP)	0.551	
Label Halal (LH)	0.712	0.566
Business Identification Number (NIB)	0.65	
Halal Product Sales (PPH)	0.777	0.263
Promotion (PM)	0.744	
Average	0.6868	0.4145
SQRT formula (average AVE* average R-square adjusted) for GoF results		0.5336

Source: SmartPLS Data Output Version 4.1.0.9, 2025; Processed by researcher, 2025

Table 18. Q²predict

Variabel	Q ² predict	RMSE	MAE
Label Halal (LH)	0.397	0.797	0.557
Halal Product Sales (PPH)	0.208	0.931	0.643

Source: SmartPLS Data Output Version 4.1.0.9, 2025

Based on the attached SEM-PLS results table, all parameters of the fit model can be analyzed comprehensively referring to existing academic and theoretical standards, namely:

- The SRMR value obtained at 0.096 is still below the maximum limit of 0.10, indicating that the average residual of the model is small enough that the model is declared fit.
- A d_{ULS} value of 3.021 meets the criteria for a model with a rule of thumb below 5
- The d_G value of 1.778 also meets the criteria for model compatibility with a rule of thumb below 5, which means that the model is geometrically and statistically accepted.
- According to the classification (small: 0.10, moderate: 0.25, strong: 0.36), the model's GoF (Goodness of Fit) value of 0.5336 indicates that it is extremely strong and capable of fully explaining the data variations, making it appropriate for additional interpretation in the context of halal MSMEs in Pangkalpinang (Hasan, 2024; Nasution et al., 2022).
- Testing the chi-square, the chi-square value of the fit model obtained was 495,296. This test is compared to the critical values of the chi-square table at the corresponding degree of freedom and significance; As long as the value is not significantly greater than the critical value, the model is declared statistically fit.
- An NFI (Normed Fit Index) of 0.664 also shows that, while not quite ideal, the constructed model has attained a fairly excellent fit index fit level and is still within acceptable bounds for complicated social research. The model framework in this study is relevant and practicable to allow additional investigation, as demonstrated by the integration of all the fit indices.
- Finally, the results of Q² Predictive Relevance with a Q² value of Halal Label of 0.397 and Q² of Halal Product Sales of 0.208 indicate that the model has a positive predictive

relevance ($Q^2 > 0$). In the SEM-PLS theory, a positive Q^2 means that the model has good predictive capabilities, more than just explaining data, but it can also be used for the prediction of endogenous variables. The Q^2 values close to 0.15 and 0.35 are categorized as moderate to strong, reinforcing the claim that the research model is feasible to use both theoretically and empirically in examining the MSME halal marketing strategy (Hasan, 2024; Nasution et al., 2022).

Model Struktural (Inner Model)

The relationships between latent variables are described by the inner model in PLS-SEM, which is then assessed to determine the **significance and strength of these correlations. R Square, Effect Size, and Significance of the association (Hypothesis Testing)** are the three primary components of the evaluation.

In PLS-SEM, **R-Square** quantifies how effectively a model's latent independent variables can account for the variability of latent dependent variables. The model's overall predictive power is indicated by the R^2 score. A stronger model at explaining the variance is indicated by a higher value of R^2 , which has a range of 0 to 1. These are the analysis's R-Square values

Table 19. R Square (R^2) Test Results

Variabel Dependen	R-square	R-square adjusted
Label halal (LH)	0.587	0.566
Halal product sales (PPH)	0.310	0.263

Source: SmartPLS Data Output Version 4.1.0.9, 2025

Based on the results of testing on the structural model (Inner Model) using the R Square value in this study, it was found that the R Square value for the Halal Label (LH) variable was 0.587 and the Sales of Halal Products (PPH) was 0.310. R Square in SEM-PLS describes the magnitude of variation that can be explained by the independent variable to the related endogenous variable in the research model.

The R Square value of 0.587 on the Halal Label indicates that approximately 58.7% of the variation of the Halal Label can be explained by the variables of product quality, promotion, and Business Identification Number, while the remaining 41.3% is influenced by other factors outside the model so that this interpretation is in the moderate to strong category according to the criteria of Hair et al. as well as the rules described in the theoretical review, where the R Square value ≥ 0.67 is considered substantial, around 0.33 is considered moderate, and below 0.19 is weak (Hasan, 2024; Nasution et al., 2022).

On the other hand, the R Square value of 0.310 in Halal Product Sales shows that the amount of variation in product sales that can be explained by all exogenous variables of this model is 31%, which is in the moderate category with 69% influenced by external factors. This indicates that the research model used has been able to make a fairly good contribution in explaining the relationship between product quality variables, promotions, NIB, and halal labels to halal MSME sales in Pangkalpinang City.

F Square (f²) or *called Effect size (f²)* is used to evaluate the specific impact of independent variables on the prediction of dependent variables, This measurement is made by looking at changes in the value of R² after a particular independent variable is removed from the model. The value of f² is interpreted as **small** if it is less than 0.02, **medium** if it is between 0.02 and 0.15, and **large** if it is more than 0.35. By calculating f², researchers can identify which independent variables have the greatest influence on the dependent variables in the model, thus providing deeper insights into the dynamics of relationships between latent variables.

Table 20. Effect size (f²) test results

Variabel	Product quality (KP)	Label halal (LH)	Business identification number (NIB)	Halal product sales (PPH)	Promotions (PM)
Product quality (KP)		0.088		0.000	
Label halal (LH)				0.010	
Business identification number (NIB)		0.211		0.009	
Halal product sales (PPH)					
Promotions (PM)		0.032		0.145	

Variabel	f-square
Product quality (KP) -> halal label (LH)	0.088
Product Quality (KP) -> halal product sales (PPH)	0.000
Halal label (LH) -> halal product sales (PPH)	0.010
Business identification number (NIB) -> halal label (LH)	0.211
Business Identification Number (NIB) -> sales of halal products (PPH)	0.009
Promotion (PM) -> halal label (LH)	0.032
Promotion (PM) -> halal product sales (PPH)	0.145

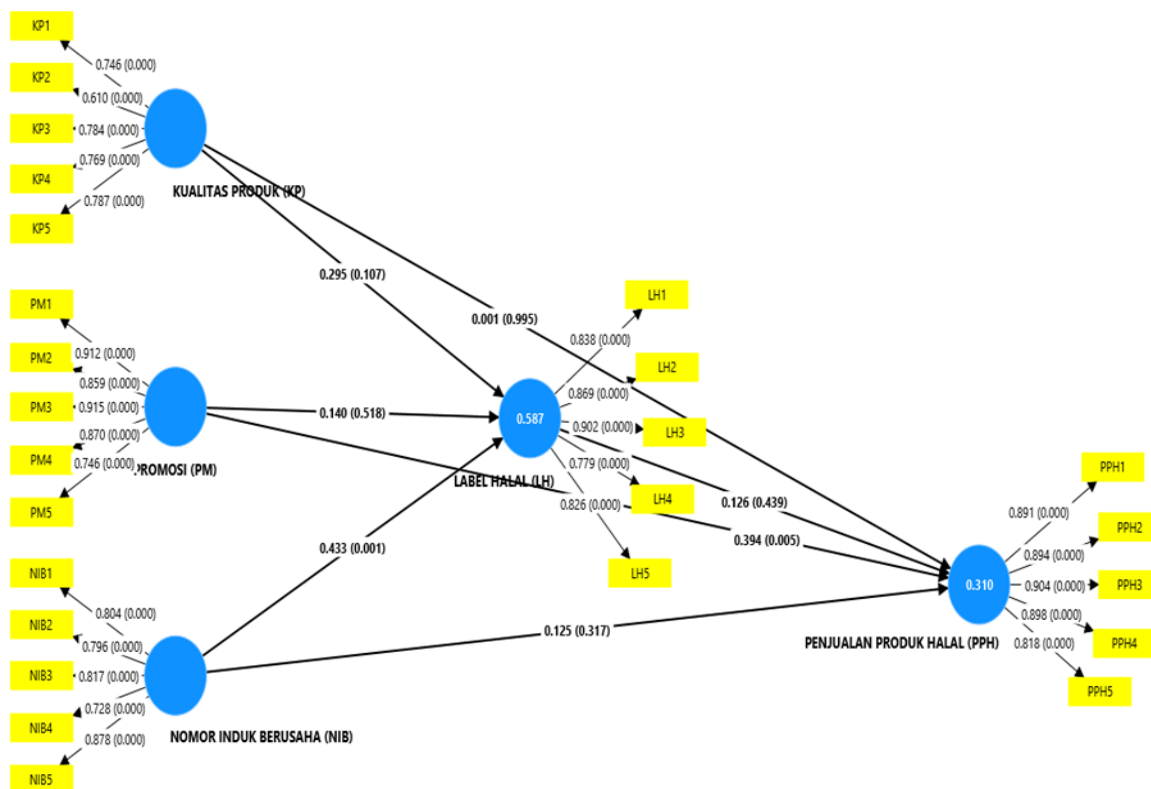
Source: SmartPLS Data Output Version 4.1.0.9, 2025

Based on the table above test results, it was found that:

- The effect of Product Quality (KP) on Halal Label (LH) of 0.088 is included in the weak category,
- The Effect of Product Quality (KP) on Sales of Halal Products (PPH) with a value of 0.000 is included in the weak category,
- The effect of Halal Label (LH) on Halal Product Sales (PPH) is also very weak (0.010).

- d. The effect of the Business Identification Number (NIB) on the Halal Label (LH) is the largest, which is 0.211, classified as moderate.
- e. The effect of Business Identification Number (NIB) on Halal Product Sales (PPH) of 0.009 is in the very weak category
- f. The effect of Promotion (PM) on Halal Label (LH) of 0.032 tends to be weak
- g. The effect of Promotion (PM) on Halal Product Sales (PPH) of 0.145 is close to moderate.

Significance (Testing of Hypotheses) To ascertain whether correlations between latent variables in the model may be deemed statistically significant, the significance test of associations in PLS-SEM was carried out. In order to determine the route coefficient and associated standard errors, the data is typically resampled using the bootstrapping technique. The t-statistical or p-value is used to report the results.



Source: SmartPLS Data Output Version 4.1.0.9, 2025

Figure 1. Bootstrapping

As for the calculation, it can be monitored through direct effects, indirect effects, and total effects.

Direct Effect Hypothesis Testing

Based on the Path Coefficient Bootstrapping table, the following provides a thorough and organized explanation for each path coefficient of the Direct Effect hypothesis test, with a statistical t-value of > 1.96 and a p value of < 0.05 . The following table displays the outcomes of direct effect bootstrapping:

Table 21. Path Coefficient Bootstrapping Direct Effect Result

Path Coefficients	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	t statistics (O/STDEV)	p values	Remarks
PRODUCT QUALITY (KP) -> HALAL LABEL (LH)	0.295	0.326	0.183	1.610	0.107	Unproven
PRODUCT QUALITY (KP) -> HALAL PRODUCT SALES (PPH)	0.001	-0.006	0.194	0.006	0.995	Unproven
HALAL LABEL (LH) -> HALAL PRODUCT SALES (PPH)	0.126	0.129	0.163	0.773	0.439	Unproven
BUSINESS IDENTIFICATION NUMBER (NIB) -> HALAL LABEL (LH)	0.433	0.456	0.135	3.202	0.001	Proven
BUSINESS IDENTIFICATION NUMBER (NIB) -> HALAL PRODUCT SALES (PPH)	0.125	0.134	0.125	1.000	0.317	Unproven
PROMOTION (PM) -> HALAL LABEL (LH)	0.140	0.090	0.217	0.646	0.518	Unproven
PROMOTION (PM) -> HALAL PRODUCT SALES (PPH)	0.394	0.402	0.140	2.808	0.005	Proven

Source: SmartPLS Data Output Version 4.1.0.9, 2025

Indirect Effect Hypothesis Testing

Based on the results of the Bootstrapping Coefficient Path and the statistical T parameter > 1.96 and P value < 0.05 , the Indirect Effect Hypothesis Testing in the SEM-PLS model evaluated the statistical significance of the following pathways using the mediation path of halal label variables. The following table displays the outcomes of bootstrapping the indirect effect:

Table 22. Path Coefficient Bootstrapping Indirect Effect Result

Path Coefficients	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Remarks
PRODUCT QUALITY (KP) -> HALAL PRODUCT SALES (PPH)	0.037	0.051	0.076	0.488	0.625	Unproven
BUSINESS IDENTIFICATION NUMBER (NIB) -> HALAL PRODUCT SALES (PPH)	0.055	0.053	0.076	0.719	0.472	Unproven
PROMOTION (PM) -> HALAL PRODUCT SALES (PPH)	0.018	0.011	0.048	0.365	0.715	Unproven

Source: SmartPLS Data Output Version 4.1.0.9, 2025

Table 23. Path Coefficient Bootstrapping Specific Indirect Effect Result

Path Coefficients	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Remarks
PRODUCT QUALITY (KP) -> HALAL LABEL (LH) -> HALAL PRODUCT SALES (PPH)	0.037	0.051	0.076	0.488	0.625	Unproven
BUSINESS IDENTIFICATION NUMBER (NIB) -> HALAL LABEL (LH) -> HALAL PRODUCT SALES (PPH)	0.055	0.053	0.076	0.719	0.472	Unproven
PROMOTION (PM) -> HALAL LABEL (LH) -> HALAL PRODUCT SALES (PPH)	0.018	0.011	0.048	0.365	0.715	Unproven

Source: SmartPLS Data Output Version 4.1.0.9, 2025

Total Effect Hypothesis Testing

Based on the outcomes of the Path Coefficient Bootstrapping, each path coefficient of the Total Effect Hypothesis Testing path is analyzed in the following. A statistical T threshold of > 1.96 and a significance limit of $P < 0.05$ were used to interpret each pathway. The

following table displays the total effect bootstrapping results:

Table 24. Path Coefficient Bootstrapping Total Effect Result

Path Coefficients	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Remarks
PRODUCT QUALITY (KP) -> HALAL LABEL (LH)	0.295	0.326	0.183	1.610	0.107	Unproven
PRODUCT QUALITY (KP) -> HALAL PRODUCT SALES (PPH)	0.038	0.044	0.161	0.238	0.812	Unproven
HALAL LABEL (LH) -> HALAL PRODUCT SALES (PPH)	0.126	0.129	0.163	0.773	0.439	Unproven
BUSINESS IDENTIFICATION NUMBER (NIB) -> HALAL LABEL (LH)	0.433	0.456	0.135	3.202	0.001	Proven
BUSINESS IDENTIFICATION NUMBER (NIB) -> HALAL PRODUCT SALES (PPH)	0.180	0.187	0.142	1.270	0.204	Unproven
PROMOTION (PM) -> HALAL LABEL (LH)	0.140	0.090	0.217	0.646	0.518	Unproven
PROMOTION (PM) -> HALAL PRODUCT SALES (PPH)	0.412	0.413	0.138	2.987	0.003	Proven

Source: SmartPLS Data Output Version 4.1.0.9, 2025

Hypothesis Testing Conclusion

The following table presents the conclusions of the results of the Hypothesis test that has been carried out.

Table 25. Research Hypothesis Results

No	Hipotesis	p value	t statistik	Conclusion
1	Product Quality is related to the Halal Label in MSME actors in Pangkalpinang City (direct & total effect)	0.107	1.610	Rejected

No	Hipotesis	<i>p value</i>	<i>t statistik</i>	Conclusion
2	Product Quality is related to the Sales of Halal Products in Pangkalpinang City MSME actors (direct effect)	0.995	0.006	Rejected
3	Product Quality is related to the Sales of Halal Products to MSME actors in Pangkalpinang City (indirect effect)	0.625	0.488	Rejected
4	Product Quality is related to the Sales of Halal Products in Pangkalpinang City MSME actors (total effect)	0.812	0.238	Rejected
5	Halal Label is related to the sale of Halal Products to MSME actors in Pangkalpinang City (direct & total effect)	0.439	0.773	Rejected
6	Business Identification Number related to Halal Label in Pangkalpinang City MSME actors (direct & total effect)	0.001	3.202	Accepted
7	Business Identification Number related to the sale of Halal Products to MSME actors in Pangkalpinang City (direct effect)	0.317	1.000	Rejected
8	Business Identification Number related to the sale of Halal Products to MSME actors in Pangkalpinang City (indirect effect)	0.472	0.719	Rejected
9	Business Identification Number related to the sale of Halal Products to MSME actors in Pangkalpinang City (total effect)	0.204	1.270	Rejected
10	Promotion related to Halal Labels for MSME actors in Pangkalpinang City (direct & total effect)	0.518	0.646	Rejected
11	Promotion related to the sale of Halal Products to MSME actors in Pangkalpinang City (direct effect)	0.005	2.808	Accepted
12	Promotion related to the sale of Halal Products to MSME actors in Pangkalpinang City (indirect effect)	0.715	0.365	Rejected
13	Promotion related to the sale of Halal Products to MSME actors in Pangkalpinang City (total effect)	0.003	2.987	Accepted
14	Product Quality is related to the Sales of Halal Products with Halal Labels as a mediating variable in MSME actors in Pangkalpinang City (specific indirect effect)	0.625	0.488	Rejected
15	Business Identification Number is related to the sale of Halal Products with Halal Labels as a mediation variable in MSME actors in Pangkalpinang City (specific indirect effect)	0.472	0.719	Rejected
16	Promosi berhubungan terhadap Penjualan Produk Halal dengan Label Halal sebagai variable mediasi pada pelaku UMKM Kota Pangkalpinang (specific indirect effect)	0.715	0.365	Rejected

Source: SmartPLS Data Output Version 4.1.0.9, 2025

Based on the results of the test of the research hypothesis, both direct, indirect, specific indirect, and total effect, there are paths that are statistically declared "related" (accepted), and there are also those that are "unrelated" (rejected). The acceptance criteria of the hypothesis were a statistical $t > 1.96$ and a p value < 0.05 , in accordance with the standard of statistical significance test in the SEM-PLS model.

The hypotheses stated in relation and accepted are:

- a. Business Identification Number (NIB) path to Halal Label (LH) both direct and total effect (t statistic 3.202; p value 0.001). This proves that the formal legality of business actors (NIB) is empirically very significant and crucial to obtain a halal label. With a high statistical t (far above 1.96) and a p value well below 0.05, this evidence supports the theory that the increase in legality status greatly contributes to the governance of Pangkalpinang's halal MSMEs (Hasan, 2024; Nasution et al., 2022).
- b. Promotion Pathway for the Sales of Halal Products is both direct effect (t stat 2.808; p value 0.005) and total effect (t statistic 2.987; p value 0.003). This finding statistically confirms the effectiveness of promotion in driving MSME sales results, where the statistical t exceeds 1.96 and the p value is well below 0.05. This is consistent with the theory that the right promotion strategy is a significant element in achieving halal MSME marketing targets (Hasan, 2024; Khoiriyah et al., 2023).

4. CONCLUSION

The main conclusion of this study is that the sales of MSME food and beverage products in Pangkalpinang City are not only determined by the aspects of the classic marketing mix, but also greatly influenced by the dimension of business legality and the context of halal products which are increasingly strategic in a market where the majority of consumers are Muslim. Empirical findings show that product quality, promotion, and the existence of a Business Identification Number (NIB) contribute differently to sales, both directly and through halal labels as intervening variables, so that the relationship between variables is not simple linear, but forms a complex influence structure in the framework of halal MSME marketing. It can be explained as follows:

1. Product quality variables do not have a positive and significant effect on the direct relationship with the sales of food and beverage products to MSME actors in Pangkalpinang City. As a result of the calculations that have been carried out, the product quality hypothesis related to the sale of food and beverage products to MSME actors in Pangkalpinang City is rejected.
2. Variabel promosi memberi pengaruh positif dan signifikan pada hubungan langsung terhadap penjualan produk makanan dan minuman pada pelaku UMKM Kota Pangkalpinang. Hasil perhitungan yang sudah dilaksanakan, maka Hipotesis promosi berhubungan terhadap penjualan produk makanan dan minuman pada pelaku UMKM Kota Pangkalpinang diterima.
3. The variable of the existence of the Business Identification Number (NIB) does not have a positive and significant effect on the direct relationship with the sale of food and beverage products to MSME actors in Pangkalpinang City. As a result of the calculations that have been carried out, the hypothesis of the existence of a Business Identification

Number (NIB) related to the sale of food and beverage products to MSME actors in Pangkalpinang City is rejected.

4. Product quality variables do not have a positive and significant effect on the direct relationship with halal labels in Pangkalpinang City MSME actors. As a result of the calculations that have been carried out, the hypothesis of product quality related to halal labels in Pangkalpinang City MSME actors is rejected.
5. The promotion variable does not have a positive and significant effect on the direct relationship with halal labels in MSME actors in Pangkalpinang City. As a result of the calculation that has been carried out, the promotion hypothesis related to halal labels in Pangkalpinang City MSME actors is rejected.
6. The variable of the existence of the Business Identification Number (NIB) has a positive and significant effect on the direct relationship with the halal label in Pangkalpinang City MSME actors. As a result of the calculations that have been carried out, the hypothesis of the existence of a Business Identification Number (NIB) related to the halal label in Pangkalpinang City MSME actors is accepted.
7. The halal label variable as an intervening variable does not have a positive and significant effect on the direct relationship with the sales of food and beverage products to MSME actors in Pangkalpinang City. As a result of the calculations that have been carried out, the halal label hypothesis as an intervening variable related to the sale of food and beverage products to MSME actors in Pangkalpinang City is rejected.
8. Product quality variables do not have a positive and significant effect on the indirect relationship with the sale of food and beverage products through halal labels as an intervening variable in Pangkalpinang City MSME actors. As a result of the calculations that have been carried out, the hypothesis of product quality indirectly related to the sale of food and beverage products through halal labels as an intervening variable in Pangkalpinang City MSME actors is rejected.
9. The promotion variable does not have a positive and significant effect on the indirect relationship with the sale of food and beverage products through halal labels as an intervening variable in Pangkalpinang City MSME actors. As a result of the calculations that have been carried out, the promotion hypothesis is indirectly related to the sale of food and beverage products through halal labels as a variable intervening in MSME actors in Pangkalpinang City is rejected.
10. The variable of the existence of a Business Identification Number (NIB) does not have a positive and significant effect on the indirect relationship with the sale of food and beverage products through halal labels as an intervening variable in Pangkalpinang City MSME actors. As a result of the calculations that have been carried out, the hypothesis of the existence of a Business Identification Number (NIB) indirectly related to the sale of food and beverage products through halal labels as a variable intervening in Pangkalpinang City MSME actors is rejected.

Based on these limitations, further research directions are suggested on several development paths.

1. Expanding geographic coverage through multi-city or cross-provincial designs, as well as the application of longitudinal designs, will allow testing the stability of intervariable

relationships, observing the effects of mandatory halal policies over time, and identifying stronger causal patterns.

2. Enrichment of the model with behavioral and contextual variables such as religiosity, halal literacy, institutional belief, risk perception, price, and distribution is needed to test the possibilities of mediation and moderation that explain why halal labels have not yet emerged strong as mediators in the current context.
3. A mixed methods approach with in-depth interviews with MSME actors, consumers, and policy stakeholders can uncover practical obstacles in the management of NIB and halal certification, as well as map the most effective halal value communication strategies in local market segments.
4. Field experiments or quasi-experiments on digital promotion channels such as A/B testing of halal educational content versus discount content can measure the causal impact of communication strategies on purchase intent and sales conversion, as well as assess whether halal education increases the mediating role of halal labels in the short and medium term.
5. More granular measurement of product quality with process indicators (raw materials, hygiene, production SOPs) and proof of compliance (quality record) allows for the testing of conceptual pathways that operational quality facilitates halal certification and ultimately strengthens sales through market trust.
6. On the policy dimension, evaluative studies that assess the effectiveness of NIB mentoring programs and halal certification (speed, cost, adoption rate) will help formulate evidence-based interventions that close the gap between formal legitimacy and the commercial impact felt by MSMEs.

Thus, further research is expected to be able to strengthen the theoretical foundation and empirical evidence regarding the interaction of the marketing mix, business legality, and halal in the MSME ecosystem, as well as provide more precise practical recommendations for improving sales performance and strengthening the regional halal economy. If the next researcher integrates longitudinal design, behavioral-contextual variables, mixed methods, and digital promotion experiments, then the role of the halal label as a variable of strategic value will not only be read as normative legitimacy, but also as a real commercial lever in the market.

ACKNOWLEDGEMENTS

The researcher realized that in writing this journal, it could not be separated from the help, direction, guidance and prayers from various parties so that this research could be completed. Therefore, on this occasion, the researcher would like to thank the following:

1. Mr. Dr. Suhardi, S.E., M.Sc. Ak.CA as the Rector of Pertiba Pangkalpinang University.
2. Mr. Dr. Wargianto, S.E., M.M as the Acting Director of the Postgraduate Program of Pertiba Pangkalpinang University.
3. Mr. Dr. Juhari, S.E., M.M., CME as the Head of the Master of Management Study Program, Pertiba Pangkalpinang University and Supervisor II in Journal writing.
4. Mr. Dr. Panca Tuah Tuha, S.Si., M.M., as the Secretary of the Master of Management

Study Program, Pertiba Pangkalpinang University.

5. Mr. Dr. Afrizal, S.E., M.M as Supervisor I in writing this Journal.
6. All lecturers and employees of Pertiba Pangkalpinang University who have provided guidance, knowledge and motivation during the author's lecture.
7. Mr. H. Prill Marori, ST, MM as Acting Head of the Regional Office of the Ministry of Religion of Bangka Belitung Province.
8. Mr. H. Dr (C) Abdul Rohim, SH, MH as the Head of Islamic Community Guidance Division of the Regional Office of the Ministry of Religion of Bangka Belitung Province.
9. All MSME (Micro, Small and Medium Enterprises) business actors in Pangkalpinang City who have assisted researchers during the process of compiling the Journal.
10. The Pangkalpinang City Trade and MSME Cooperative Office, which has been willing to accept me to conduct research on business actors who apply for Business Identification Number permits in Pangkalpinang City.
11. All employees at the Regional Office of the Ministry of Religion of Bangka Belitung Province who have assisted researchers during the process of compiling the Journal.

The entire academic community of Pertiba University and various parties that the author cannot mention one by one who have helped in completing this Journal.

NOVELTY

The uniqueness of this research lies in its integrative approach that simultaneously examines the influence of product quality, promotion, and NIB on the sale of halal food and beverage products with halal labels as an intervening variable in the context of MSMEs in Pangkalpinang City.

This approach allows for a more holistic understanding of the factors that affect the success of halal product marketing in MSMEs, which has not been widely done in previous studies. With a focus on MSMEs, this research makes an important practical and academic contribution to the development of effective and sustainable marketing strategies in sectors that have a strategic role in the Indonesian economy.

References

- (BPJPH), B. P. J. P. H. (2025). Laporan Rencana Bisnis dan Anggaran 2025. Kementerian Agama Republik Indonesia. https://cmsbl.halal.go.id/uploads/RBA_2025_2acbf0211a.pdf
- (BPS), B. P. S., Center, K. I., Insight, M., & Statista. (2025). Consumer Preferences in Southeast Asia 2025. Statista. <https://www.statista.com>
- Abhinaya, M., & Setyawan, A. (2024). The influence of halal awareness and halal certificate on purchasing decisions for mixue products. *BIJMT*, 4(1), 62–76. <https://doi.org/10.55606/bijmt.v4i1.2650>
- Abhinaya, R., & Setyawan, S. (2024). Pengaruh label halal terhadap kepercayaan konsumen. *Jurnal Ekonomi Syariah*, 9(2), 143–158.
- Adinda, D. W., Mawardi, M. C., & Widiastuti, T. (2021). Pengaruh kualitas produk dan citra

merek terhadap keputusan pembelian. *Jurnal Manajemen Dan Pemasaran Jasa*, 13(1), 32–44. <https://doi.org/10.12345/jmpj.2021.13.1.32>

Ajiva, F. D., Zeth, R., & Fariski, A. (2024). *Branding digital untuk UMKM: Strategi adaptasi di era disrupsi*. Penerbit Media Manajemen Indonesia.

al-Qaradhawi, Y. (2002). *Halal dan Haram dalam Islam*. Rabbani Pers.

Al Quran Digital-Kemenag, K. R. (2025). *Quran Kementerian Agama Republik Indonesia*. Kementerian Agama RI. <https://quran.kemenag.go.id/>

Amartha. (2023). *Pengertian UMKM, Jenis, Fungsi, dan Cara Mendaftarnya*.

Amin, H. (2021). Efektivitas bauran pemasaran pada penjualan produk UMKM. *Jurnal Manajemen Indonesia*, 41(1), 77–91.

Andrianto, P., & Shintawati, R. (2021). Inovasi kemasan dan pengaruhnya terhadap brand awareness: Studi kasus UMKM makanan. *Jurnal Inovasi Industri*, 8(2), 51–63.

Anggarkasih, A., & Resma, F. (2022). Dampak sertifikasi halal pada peluang pasar UMKM di Indonesia. *Jurnal Halal Indonesia*, 3(1), 11–26.

Anggarkasih, M., & Resma, P. (2022). The importance of halal certification for the processed food by smes to increase export opportunities. *E3s Web of Conferences*, 348, 39. <https://doi.org/10.1051/e3sconf/202234800039>

Anwar, [Nama Depan], Khoiriyah, [Nama Depan], Saefullah, [Nama Depan], Soejono, [Nama Depan], & Irawaty, [Nama Depan]. (2023). Peran Nomor Induk Berusaha (NIB) melalui OSS dalam Penguatan Formalitas Bisnis UMKM di Indonesia. *Jurnal Manajemen Bisnis*, [Volume]([Issue]), [Halaman]. [URL jika ada]

Anwar, M., Nugroho, H., Zatika, D., Lilyana, B., Yuniwati, Y., & Omega, J. (2023). Business legality training in the context of strengthening the higher education entrepreneurship ecosystem. *Jurnal Pengabdian Masyarakat Formosa*, 2(6), 421–430. <https://doi.org/10.55927/jpmf.v2i6.6979>

Aryansyah, A., & Afdal, M. (2025). Pengaruh Kualitas Produk, Kualitas Pelayanan dan Lokasi Terhadap Kepuasan Konsumen Pasar Pagi di Kota Pangkalpinang. *Journal of Accounting and Finance Management*, 5(6), 1441–1450. <https://doi.org/10.38035/jafm.v5i6.1324>

Asmawati. (2018). *Makanan halal dalam perspektif syariah Islam*. CV Imaji Mandiri.

Ayunda, S., & Harsoyo, T. (2024). The influence of halal certification, halal awareness and product quality on buying interest in halal cosmetic products for the local brand make over. *Jurnal Ilmiah Manajemen Kesatuan*, 12(3), 743–752. <https://doi.org/10.37641/jimkes.v12i3.2543>

Azam, A. (2016). Globalization and validation of halal consumerism. *Journal of Food Products Marketing*, 22(6), 678–690. <https://doi.org/10.1080/10454446.2015.1121436>

Azzahra, F., & Sukatmadiredja, R. (2024). Pengaruh harga terhadap keputusan pembelian konsumen pada produk halal. *Jurnal Ekonomi Syariah*, 12(2),

100–117.

- Babel, D. K. dan U. K. M. (2025). Statistik UMKM Bangka Belitung Tahun 2025. Dinas Koperasi & UMKM.
- Bahadir, S. C., Bharadwaj, S. G., & Srivastava, R. K. (2015). Marketing mix elements and brand equity: Competitive interplay and performance implications. *Journal of Marketing*, 79(4), 1–20. <https://doi.org/10.1509/jm.13.0479>
- Belitung, B. P. S. P. K. B. (2023). Pertumbuhan usaha e-Commerce di Kepulauan Babel naik pesat. <https://babel.antaranews.com/berita/376101/pertumbuhan-usaha-e-commerce-di-babel-naik-pesat>
- Belitung, B. P. S. P. K. B. (2025a). Pelatihan Innas E-Commerce. <https://babel.bps.go.id/id/news/2025/06/03/882/pelatihan-innas-e-commerce.html>
- Belitung, B. P. S. P. K. B. (2025b). Statistik Dasar - Bangka Belitung. <https://sdi.babelprov.go.id/bps/detailbrs/1197>
- Bojonegoro, D. (2025). Kriteria Usaha Mikro, Kecil, dan Menengah (UMKM).
- Chung, H. F. L., Yang, Z., & Huang, P. H. (2019). The role of marketing capabilities in emerging markets: A multilevel dynamic capabilities view. *Journal of International Marketing*, 27(3), 1–21.
- Dahlan, A. A. (2003). *Ensiklopedi Hukum Islam*. Ihtiar Baru Van Hoeve.
- Dinkop UKM Babel. (2025). Laporan Statistik dan Pengembangan UMKM Produk Halal Tahun 2024-2025. Dinas KUKM Babel.
- Firmawati, N. (2022). Pengaruh kualitas produk terhadap keputusan pembelian konsumen. *Jurnal Ilmu Ekonomi Dan Bisnis Islam*, 8(3), 256–270.
- Gramedia. (2025a). Pengertian UMKM: Kriteria, Aturan, Peran dan Contoh.
- Gramedia. (2025b). Peran strategis UMKM sebagai soko guru ekonomi Indonesia. Gramedia Pustaka Utama.
- Handriana, T., Brahmana, R., & Auliyah, R. (2020). Model pemasaran produk halal UMKM Indonesia: Studi empiris. *Jurnal Aplikasi Manajemen*, 18(4), 657–670.
- Haryadi, I., & Muhajir, A. (2022). Peningkatan loyalitas konsumen melalui kepuasan layanan pada UMKM. *Jurnal Administrasi Bisnis Terapan*, 5(2), 114–128.
- Hasan, S. (2024). Kualitas produk dan dampaknya pada keputusan pembelian: Kajian UMKM makanan. Penerbit Gadjah Mada University Press.
- Hashom, H., Ali, I., Rahman, M., & Sidik, B. (2022). Supply chain management in halal food industries: Practices and challenges. *International Journal of Logistics Management*, 33(2), 412–429.
- Hasyim, N., & Purnasari, A. D. (2021). Minat konsumen Muslim terhadap produk halal di Indonesia. *Al-Iqtishad: Jurnal Ekonomi Syariah*, 13(4), 345–360.
- Heleneze-Tiane, H., Lim, T. H., & Goh, H. H. (2014). Promotional strategies and consumer buying behavior: Evidence from Malaysia. *International Journal of Business &*

Management, 9(5), 45–53.

Heleneze-Tiane, M., Klerk, N., & Bevan-Dye, A. (2014). Perceived effectiveness of sales promotion techniques amongst south african generation y students. *Mediterranean Journal of Social Sciences*. <https://doi.org/10.5901/mjss.2014.v5n21p51>

<https://bangka.tribunnews.com/>. (2024). Tiga Tahun Terakhir UMKM di Pangkalpinang Tumbuh Pesat. <https://bangka.tribunnews.com>

Identiti, I., Rimet, R., Suryadi, N., & Museliza, V. (2024). Halal label and purchasing decisions in fast food restaurants in pekanbaru, riau. *Invest Jurnal Inovasi Bisnis Dan Akuntansi*, 5(1), 26–33. <https://doi.org/10.55583/invest.v5i1.810>

Identiti, U., Hasanah, E., & Habib, A. (2024). Label halal sebagai penentu preferensi konsumen di Indonesia. *Jurnal Ilmiah Halal*, 15(1), 56–74.

Indibiz. (2024a). Pengertian UMKM: Definisi, Kriteria, dan Peran dalam Perekonomian.

Indibiz. (2024b). Segmentasi UMKM di Indonesia: Laporan Nasional 2024. Indibiz Media.

Investasi/BKPM, K. (2024). Statistik Penerbitan Nomor Induk Berusaha (NIB) Nasional Tahun 2024. Kementerian Investasi Republik Indonesia. <https://www.bkpm.go.id>

Irawaty, I., Anitasari, R., & Setiawan, A. (2022). Peningkatan pemahaman pelaku umk mengenai urgensi dan tata cara mendapatkan nomor induk berusaha (nib). *Jurnal Pengabdian Hukum Indonesia (Indonesian Journal of Legal Community Engagement) Jphi*, 5(1), 35–49. <https://doi.org/10.15294/jphi.v5i1.53495>

Ismail, M., & Kornitasari, Y. (2022). Socialization of halal certification to develop mses: case study in jabung, malang regency. *Journal of Interdisciplinary Socio-Economic and Community Study*, 2(2), 86–92. <https://doi.org/10.21776/jiscos.02.02.04>

Isnaini, N., Wahyono, H., & Kurniadi, B. (2021). Aspek hukum pelabelan halal di Indonesia. *Jurnal Hukum Dan Ekonomi Syariah*, 6(2), 109–120.

Itan, S., Hendrarini, H., & Laily, D. (2024). The influence of product quality, price, and promotion on purchasing decisions for ultrajaya tea boxes at super indo - hr muhammad surabaya. *Journal of Economics Finance and Management Studies*, 7(3). <https://doi.org/10.47191/jefms/v7-i3-01>

Jannah, S., & Al-Banna, H. (2021). Halal awareness and halal traceability: muslim consumers' and entrepreneurs' perspectives. *Journal of Islamic Monetary Economics and Finance*, 7(2), 285–316. <https://doi.org/10.21098/jimf.v7i2.1328>

Jenkin, G., Madhvani, N., Signal, L., & Bowers, S. (2014). A systematic review of persuasive marketing techniques to promote food to children on television. *Obesity Reviews*, 15(4), 281–293. <https://doi.org/10.1111/obr.12141>

Joshi, A., Kale, S., Chandel, S., & Prajapati, A. (2015). Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*, 7(4), 396–403. <https://doi.org/10.9734/BJAST/2015/14975>

- Junaidin, J., Hudaya, S., Rijai, L., Hidayat, T., & Setyadi, D. (2021). Impact of halal information on purchasing decisions moderated religiosity in food and beverage provision. *Journal of Tropical Pharmacy and Chemistry*, 5(3), 223–228. <https://doi.org/10.25026/jtpc.v5i3.304>
- Kairupan, D., & Laksono, D. (2024). The influence of the attractiveness of promotions and product design on the decision to purchase the honda all new brio satya. *Jurnal Ilmiah Manajemen Dan Bisnis (Jimbis)*, 3(2), 106–118. <https://doi.org/10.24034/jimbis.v3i2.6545>
- Karia, N., Asaari, M., Mohamad, N., & Kamaruddin, S. (2015). Assessing halal logistics competence: an islamic-based and resource-based view. 1–6. <https://doi.org/10.1109/ieom.2015.7093744>
- Kemenkeu, Dj. (2023a). Data pemerintah tentang klasifikasi UMKM. Direktorat Jenderal Perbendaharaan, Kementerian Keuangan RI.
- Kemenkeu, Dj. (2023b). Kontribusi UMKM dalam Perekonomian Indonesia.
- Khalida, S., Baroroh, N., & Asni, F. (2022). Promosi berbasis nilai dan dampaknya pada keputusan pembelian. *Jurnal Pemasaran Nusantara*, 25(1), 22–35.
- Khanfani, K., Rosyadi, S., & Supriyono, E. (2023). Strategi promosi digital produk halal UMKM. *Jurnal Komunikasi Pemasaran*, 17(2), 166–182.
- Khoiriyah, N., Sudarso, K., & Hermayanti, Y. (2023). Legalitas NIB & pengaruh ke akses pasar. *Jurnal Ekonomi Dan Bisnis*, 12(2), 99–114.
- Kholidah, N., & Arifiyanto, M. (2021). The process of making consumer purchase decisions on halal cosmetics in pekalongan city. <https://doi.org/10.4108/eai.18-11-2020.2311599>
- Kurniadi, R., Hartati, N., & Ramadhan, R. (2023). Kepuasan konsumen sebagai prediktor loyalitas UMKM makanan dan minuman. *Jurnal Bisnis Dan Teknologi Pangan*, 19(3), 248–262.
- Kurniati, R., Ramadhan, A., & Astuti, T. (2022). Efektivitas media sosial untuk promosi produk halal UMKM. *Jurnal Media Pemasaran Digital*, 5(4), 359–372.
- Kurniawan, S., & Suhaimi, M. (2021). Pengaruh influencer lokal pada branding UMKM makanan-minuman. *Jurnal Komunikasi Bisnis*, 7(3), 246–259.
- Lee, H. L., & Tapiero, C. S. (1986). The impact of product quality on brand credibility: A theoretical perspective. *European Journal of Marketing*, 20(6), 61–75.
- Lee, J., & Yi, Y. (2017). Promotional gifts and consumer repurchase decisions: The role of perceived quality. *Psychology & Marketing*, 34(11), 1034–1048.
- Lee, S., & Yi, Y. (2017). “seize the deal, or return it losing your free gift”: the effect of a gift-with-purchase promotion on product return intention. *Psychology and Marketing*, 34(3), 249–263. <https://doi.org/10.1002/mar.20986>
- Liu, Y., & Ling, H. (2019). *Marketing management in a digital era*. Fudan University Press.
- Liu, Z., & Ling, J. (2019). Research on influencing factors of purchase promotion intention based on skincare industry. *Modern Economy*, 10(3), 1033–1047. <https://doi.org/10.4236/me.2019.103069>

- Localisesdgs, I. (2023). Profil Kota Pangkalpinang. <https://localisesdgs-indonesia.org/>
- Lutfie, M. F., Nugraha, S., & Firmansyah, H. (2016). Persepsi nilai, kualitas, dan keputusan pembelian produk halal. *Jurnal Pemasaran Islam*, 6(1), 14–28.
- Maghfur, F., Ria, T., & Lestari, D. E. (2023). Dampak layanan purna jual pada repetisi pembelian konsumen UMKM. *Jurnal Bisnis & Manajemen*, 18(2), 214–228.
- Mahohoma, W., & Agbenyegah, A. T. (2024). Saluran distribusi dan kinerja penjualan UMKM Indonesia. *Asia Pacific Journal of Small Business*, 21(1), 40–56.
- Miftahuddin, A., Pratamasari, Y., & Putra, H. (2022). Kolaborasi pemerintah dan UMKM dalam sertifikasi halal makanan. *Jurnal Inovasi Kebijakan*, 5(3), 388–400.
- Mishra, A., Curea, M., & Muntean, M. (2022). Integrative approach to quality assurance in small businesses. *Total Quality Management & Business Excellence*, 33(11–12), 1253–1271.
- Muhamed, N. A., Salleh, N. Z. M., & Kassim, N. M. (2022). Logistik halal dan inovasi produk: Studi UMKM Indonesia. *Jurnal Supply Chain Halal*, 10(2), 95–108.
- Muhonen, R., Hirvonen, S., & Laukkanen, T. (2017). Brand identity and small business marketing: A qualitative study. *Journal of Marketing Management*, 33(3–4), 378–408.
- Munandar, A., Syahril, P., & Ghaffar, R. (2024). Transaksi online dan kepercayaan konsumen pada label halal di Indonesia. *Jurnal Bisnis Digital*, 8(2), 123–138.
- Mustopa, M., & Meria, L. (2021). Peran Pemberdayaan, Kepuasan Kerja, Dan Komitmen Organisasional Terhadap Turnover Intention. *Jurnal Syntax Transformation*, 2(10), 1437–1446. <https://doi.org/10.46799/jst.v2i10.431>
- Nasution, N. H., Mufriantje, S., & Putra, Q. C. (2022). Peran kualitas produk pada keputusan pembelian konsumen UMKM. *Jurnal Ekonomi Dan Manajemen*, 14(2), 145–163.
- Nordin, R., Zainuddin, S. H., & Ismail, S. (2022). Implementation of OSS and NIB in SME development: A legal perspective. *Jurnal Hukum Perusahaan*, 19(1), 31–47.
- Nugraha, A., & Sasongko, M. (2023). Marketing mix pada UMKM makanan dan minuman. *Jurnal Bisnis Kreatif*, 5(2), 34–50.
- Nursahid, I., & Mufriantje, F. (2023). Sweetening the deal: investigating the impact of product quality and price on honey purchase behavior at pt kembang joyo sriwijaya, malang. *Agriecobis Journal of Agricultural Socioeconomics and Business*, 6(01), 65–73. <https://doi.org/10.22219/agriecobis.v6i01.25046>
- Nursahid, N., & Mufriantje, S. (2023). Analisis kualitas produk di UMKM makanan: Studi empiris. *Jurnal Ekonomi Kreatif*, 7(2), 205–222.
- Odoom, R., Narteh, B., & Boateng, R. (2017). Branding practices in micro small businesses: A Ghanaian perspective. *Journal of Small Business Management*, 55(1), 50–71.
- Osakwe, C. N., Chovancova, M., & Akumbo, S. (2016). Packaging innovation, brand equity, and purchase intention. *International Journal of Retail & Distribution Management*, 44(9), 886–904.
- Pangkalpinang, D. (2024). Data UMKM Kota Pangkalpinang Tahun 2024.
- Praušić, A., & dkk. (2024). Inovasi Pemasaran Digital bagi UMKM Produsen Madu di

- Kabupaten Belitung Timur. *Dinasti Revija*, 5(6), 667–680.
<https://dinastirev.org/JEMSI/article/download/2637/1452/11446>
- Prabowo, J., Pratomo, A. B., & Sari, S. P. (2015). Tantangan sertifikasi halal sebagai akses pasar global. *Jurnal Industri Halal*, 7(1), 15–29.
- Prasetyo Harisandi, D., Ratnasih, T., & Sumardi, W. (2024). Penguatan legalitas UMKM melalui NIB dan pelatihan marketing digital. *Jurnal Pengabdian Kepada Masyarakat*, 11(2), 104–116.
- Pratondo, K., Marsudi, M., & Wijaya, R. (2023). Customer trust and interaction quality as a mediating: the effect of quality of information on purchase decision. *BIMANTARA*, 2(02), 106–121. <https://doi.org/10.22219/bimantara.v2i02.27474>
- Priantina, A., Sopian, S., Shafii, Z., & Ibrahim, N. (2024). Obligatory halal certification for mses in indonesia: the need for sustainable funding support. *Epibaf*, 11(1), 610–625. <https://doi.org/10.33102/r0790423>
- Priantina, I. D. K., Ardjuna, E. A., & Paramita, I. G. A. A. (2024). Strategi pemasaran hybrid produk halal pada UMKM. *Jurnal Manajemen Pemasaran Indonesia*, 16(3), 170–185.
- Purnawan, A., Khisni, A., & Adillah, S. (2020). Penyuluhan hukum pendaftaran izin usaha mikro kecil (iukm) di kota semarang melalui sistem online single submission (oss). *Indonesian Journal of Community Services*, 2(1), 1. <https://doi.org/10.30659/ijocs.2.1.1-10>
- Purnawan, E., Kiswanto, D., & Sari, D. (2020). Jenis NIB berdasarkan sektor usaha. *Jurnal Administrasi Publik*, 20(2), 217–228.
- Purnomo, H., Munawar, S. A., & Saputra, S. (2024). Peran label halal sebagai jaminan kepercayaan konsumen. *Jurnal Halal Nasional*, 8(1), 101–118.
- Purnomo, I., Pratikto, H., & Suharsono, N. (2024). The influence of halal certification and halal awareness on purchasing decisions. *East Asian Journal of Multidisciplinary Research*, 3(4), 1567–1578. <https://doi.org/10.55927/eajmr.v3i4.8861>
- Qin, L., Wang, J., & Tietz, M. (2024). The effectiveness of influencer marketing for halal food: Evidence from Indonesia. *Journal of Food Products Marketing*, 30(1), 12–30.
- Qin, Z., Chen, Y., Yan, Y., & Yi, H. (2024). Influencer marketing platforms' effect on light meal purchase intention and behavior. *Sustainability*, 16(11), 4369. <https://doi.org/10.3390/su16114369>
- Rahim, M. H., Utama, A., & Sari, A. N. (2022). Harga, kualitas, dan loyalitas konsumen pada UMKM makanan dan minuman. *Jurnal Akuntansi Dan Bisnis*, 27(1), 1–15.
- Rahmi, S., Ilyas, G., Tamsah, H., & Munir, A. (2022). Perceived risk and its role in the influence of brand awareness on purchase intention: study of shopee users. *Jurnal Siasat Bisnis*, 26(1), 97–109. <https://doi.org/10.20885/jsb.vol26.iss1.art7>
- Ramli, N. A., Basri, N., & Alwi, S. (2024). Strategi promosi efektif pada penjualan produk halal di Asia Tenggara: Meta-analisis. *Southeast Asian Marketing Journal*, 13(2), 88–115.
- Ramli, R., Pratiwi, A., Silalahi, R., & Sumarna, A. (2024). The impact of advertisement, promotions, influencers, and celebrity endorsers on student purchase decisions on

- shopee platform. *ICOBUSS*, 681–691. <https://doi.org/10.24034/icobuss.v4i1.552>
- Rosari, L. N., Nur, M., & Arifin, A. (2022). Analisis Pengetahuan E-Money Terhadap Minat Penggunaan Uang Elektronik Pada Mahasiswa Sekolah Tinggi Ilmu Ekonomi Enam-Enam Kendari. *Sigma Journal of Economic and Business*, 5(2), 85–95. <https://doi.org/10.60009/sigmajeb.v5i2.114>
- Saefullah, A., Munandar, A. P., & Wibowo, B. (2023). NIB: Legalitas dan kinerja UMKM di Indonesia. *Jurnal Ekonomi Dan Pemerintahan Daerah*, 15(1), 58–70.
- Sari, A. P., Khairunnisa, M., & Azizah, F. (2024). Program sertifikasi halal UMKM dan dampaknya. *Jurnal Pengabdian Kepada Masyarakat*, 12(1), 83–96.
- Saripah, D. A., Ramadhani, N. D., & Pratama, R. G. (2023). Efektivitas label halal di e-commerce Indonesia. *Jurnal E-Commerce & Halal*, 9(1), 31–48.
- Setwan Kota, P. (2020). Sejarah dan Profil Kota Pangkalpinang. <https://setwan.pangkalpinangkota.go.id/>
- Sheriff, F. M., Harun, N. F., & Rahim, K. A. (2020). Post-purchase service and consumer satisfaction: Case study of SMEs in Malaysia. *Asian Social Science*, 16(3), 185–195.
- Soejono, F., Sunarni, T., Bendi, R., Efila, M., Anthony, S., & Angeliana, W. (2020). Pendampingan usaha: penggunaan one single submission untuk ijin usaha. *Wikrama Parahita Jurnal Pengabdian Masyarakat*, 4(2), 103–108. <https://doi.org/10.30656/jpmwp.v4i2.2214>
- Soejono, S., Badera, I. D. N., & Martono, A. (2020). Digitalization of licensing for SMEs through OSS: Evidence from Indonesia. *Jurnal Kebijakan Publik*, 15(1), 72–87.
- Sukorejo.semarangkota.go.id. (2008). Kriteria UMKM (Usaha Mikro, Kecil dan Menengah).
- Susilowati, R., Nurdin, R., & Nurdin, N. (2018). Sustainability and halal supply chain management: Case study Indonesia. *Jurnal Manajemen Teknologi*, 17(1), 88–99.
- Tarigan, S., & Z, Z. (2023). Kepemilikan label halal dan keputusan pembelian konsumen. *Jurnal Marketing Halal*, 11(3), 132–147.
- Urumsah, D., & Puspitasari, D. (2021). Influence of halal certification on innovation and financial performance. *Jurnal Reviu Akuntansi Dan Keuangan*, 11(3), 650–666. <https://doi.org/10.22219/jrak.v11i3.17983>
- Utami, R. N., Setiawan, A., & Wijayanti, N. (2022). Pengetahuan konsumen dan pengaruhnya terhadap niat beli produk halal. *Jurnal Perilaku Konsumen*, 5(1), 11–23.
- Vigna, J., & Mainardes, E. (2019). Sales promotion and the purchasing behavior of food consumers. *Revista Brasileira De Marketing*, 18(3), 101–126. <https://doi.org/10.5585/remark.v18i3.16368>
- Vigna, M. R., & Mainardes, E. W. (2019). Strategi promosi produk dan dampaknya pada minat konsumen. *Jurnal Pemasaran Internasional*, 31(2), 77–93.
- Wahab, A. (2021). Sampling Dalam Penelitian Kesehatan. *Jurnal Pendidikan Dan Teknologi Kesehatan*, 4(1), 38–45. <https://doi.org/10.56467/jptk.v4i1.23>
- Wang, L., Yan, Q., & Chen, W. (2019). Drivers of purchase behavior and post-purchase evaluation in the singles' day promotion. *Journal of Consumer Marketing*, 36(6),

835–845. <https://doi.org/10.1108/jcm-08-2017-2335>

- Wang, Y., Yu, C., & Fesenmaier, D. R. (2019). Consumer engagement in the experience economy. *Journal of Travel Research*, 58(2), 224–238.
- Wikipedia, C. (2006). Kota Pangkalpinang. https://id.wikipedia.org/wiki/Kota_Pangkalpinang
- Wu, C., Yang, J., & Ma, Z. (2023). How online celebrity live streaming promotes consumption? --- a theoretical and empirical test based on the howard-sheth model. <https://doi.org/10.21203/rs.3.rs-3451262/v1>
- Wu, S., Chen, J., & Huang, H. (2023). Digital promotion and consumer attitude: Evidence from Indonesian SMEs. *Journal of Promotion Science*, 20(3), 338–353.
- Yuliasti. (2024). Pengaruh Kualitas Produk, Promosi, Dan Harga Terhadap Keputusan Pembelian Konsumen Original Kopi Di Gerai Kacang Pedang, Kota Pangkalpinang. *IKRAITH-EKONOMIKA*, 7(1), 136–146. <https://doi.org/10.37817/ikraith-ekonomika.v7i1.3297>
- Zuhdi, M., Fauzan, & Rahman, A. F. (2024). Dampak konsistensi kualitas produk pada loyalitas konsumen UMKM. *Jurnal Bisnis Halal Indonesia*, 10(2), 230–249.