

**ANALYSIS OF THE APPLICATION OF HALAL CERTIFICATION
IN THE *MAQHASID SHARIA* PERSPECTIVE ON CONSUMER
CONFIDENCE IN HALAL-CERTIFIED MSME PRODUCTS IN
BANGKALAN REGENCY**

Silvana Hamidifani¹, Busro Karim²

^{1,2}Trunojoyo Madura University

200711100026@student.trunojoyo.ac.id, busro.karim@trunojoyo.ac.id

Abstract

Halal certification provides assurance that the product complies with Islamic religious principles and can be safely consumed by Muslims. However, halal certification is often only seen from a technical and legal point of view, without considering deeper aspects such as *maqashid sharia* and consumer confidence. This study aims to analyze the application of halal certification in the perspective of *maqashid sharia* and its impact on consumer confidence in halal-certified MSME products in Bangkalan Regency. Researchers will use qualitative research methods to understand the concept of *maqashid sharia*, the principles of halal certification and the factors that influence consumer confidence. Furthermore, researchers will conduct observations, interviews and documentation to the UTM Halal Center, halal-certified MSME businesses and local consumers. The data collected will be analyzed to identify the relationship between the application of halal certification based on *maqashid sharia* principles on consumer confidence in halal-certified MSME products in Bangkalan Regency. It is hoped that the results of this study can help improve understanding of halal certification, the concept of *maqashid sharia*, factors that influence consumer confidence, and can provide input for the development of policies and business practices that are more in line with Islamic values and consumer needs.

Keywords: *Halal Certification, Maqashid Sharia, Trust, MSMEs.*



INTRODUCTION

The halal industry is currently the center of attention in Indonesia which is a trend in its development. This can be seen in the number of Muslim populations in the world, from data obtained by The Pew Forum on Religion & Public Life, the country of Indonesia occupies the largest adherent of Islam as much as 87.2% of the total population data of 209.1 million people. The figure is 13.1% of the total Muslim population in the world. Great opportunities for the Indonesian state because it has a lot of potential in the development of the halal industry (Ihsani, 2021: 1).

Halal certification has become an important factor in the food and beverage industry, as well as other consumer products, especially in countries with a majority Muslim population. Halal certification provides assurance that the product is in accordance with Islamic religious principles and can be safely consumed by Muslims. However, halal certification is often seen only from a technical and legal perspective, without considering deeper aspects such as sharia maqashid and consumer trust. Maqashid sharia refers to the higher goals in Islamic law that include benefit, preservation of religion, soul, offspring and property. The implementation of halal certification that reflects the values of maqashid sharia can have a broader positive impact, not only on technical aspects, but also on social, economic and moral aspects. Based on the words of Allah SWT in Surah Al-Baqarah verse 168 (Tafsirweb, 2023) that is:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا ۖ وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۗ إِنَّهُ لَكُمْ عَدُوٌّ مُّبِينٌ

" O people! Eat of the lawful and good things found on earth and do not follow the steps of the devil. Indeed, the devil is a real enemy to you."

Therefore, the provisions of this sharia are the main benchmark for Muslim consumers in the process of selecting food and beverage products. The unwillingness of the Muslim community to consume haram products will increase higher involvement in the product selection process (high involvement). That way, there will be products chosen for consumption and products that are set aside due to the selection process. The product selection process itself will make halalness the main goal or choice. The existence of a halal product selection process can limit products that will enter the market or the Muslim environment itself because of the importance of halal goods for Muslim communities. Not only food products but the goods used also need to be considered halal because in essence it is equally important which will later be held accountable in the afterlife.

Business actors in Indonesia are dominated by MSMEs, 99.99% of all business actors in Indonesia are MSMEs (Muhammad Rido, 2021: 131). Based on data from the KUKM survey and the Economic Census of the East Java Central Bureau of Statistics in 2021, the number of East Java MSMEs reached 9,782,262 with various business categories. Of this number, 90% are micro and small businesses located in cities/regencies. When broken down, the composition of business types in East Java

consists of 90.3% SMEs, 1.8% medium-sized businesses and 0.06% large businesses. Based on data from the Bangkalan Regency government in 2021, the number of MSME data is 22,500 while the number of active BUMDES is only 21 out of 273 (Imron, 2021).

Quoting from Muti Ariantawati (President Director of LPPOM MUI) stated "That the data in 2021 LPPOM has MSE clients who have successfully halal certified a total of 8,333 nationally and in 2022 until June is 2,310 MSEs that have been halal certified through MUI." So, there are 10,643 MSEs that are halal certified. In addition, in 2023, there are approximately 200 MSMEs in Bangkalan Regency that are halal certified (Halalcenter-UTM, 2023). This accurate data does not mean that it reflects the overall data in Bangkalan Regency, but only some of the data recorded at the UTM Halal Center in July to August 2023.

One of the factors that can influence consumers in making purchasing decision transactions is trust. consumer trust in MSME products is also a crucial factor in business growth and success. In research on "The Effect of Halal Labeling, Attitudes and Trust on Purchasing Decisions on KFC Products" this explores how halal labeling, attitudes and consumer confidence influence purchasing decisions (Saputro., 2021). Consumers tend to prefer products that have halal certification because it reflects quality, integrity and adherence to religious values. And as has been researched regarding "Analysis of the Application of Halal Certification and Halal Labeling of Gunaan Goods in the Perspective of Maqashid Al-Syariah", this is how the impact of the application of maqashid sharia principles in halal certification (Siswanti, 2022). Therefore, an in-depth understanding of how the implementation of halal certification by considering maqashid sharia can affect consumer perceptions and trust in MSME products will provide valuable insights for business people, government and the general public.

This research is also relevant to the global trend in value-based marketing, where consumers are increasingly concerned with ethical aspects, sustainability and adherence to religious values in the products they purchase. Thus, an understanding of how the implementation of halal certification in the perspective of maqashid sharia can make a significant contribution to the development of businesses that are more sustainable and in accordance with religious values respected by society.

LITERATURE REVIEW

Consumer Trust

Consumer beliefs are all the knowledge possessed by consumers and all the conclusions consumers make about objects, their attributes and benefits. Objects can be products, people, companies and everything where someone has beliefs and attitudes. Attributes are characteristics or features that an object may have (Minor, 2002: 312). In another sense, an attribute is a product feature on which consumers form beliefs (Umar, 2003: 13). Two broad classes of attributes have been identified, namely:



- a. Intrinsic Attributes are anything that relates to the actual nature of the product.
- b. External Attributes are anything that is derived from the external aspects of the product, such as the brand name, packaging, and labeling.

Finally, benefits are the positive results that attributes provide to consumers (Minor, 2002: 312). Based on this concept, consumer trust or consumer knowledge involves the belief that a product has various attributes and the benefits of these various attributes (Sumarwan, 2011: 165).

To build consumer attachment to a product and have involvement and have a strong influence on consumers, a consumer trust is needed (Santosa, 2018). Trust is important for business actors to understand, because it can encourage customers to be loyal (Muflih, 2020). One of the most important factors in generating customer loyalty is the need to build trust in relationships with customers over a long period of time. When the fulfillment of consumer expectations and satisfaction as well as the view of consumer perceptions regarding the experience and intelligence of the seller is the definition of consumer trust (Firdayanti, 2012).

In the context of behavior or attitudes, consumer confidence is an important factor that will influence consumer decisions on product information (R. Market, 2020). The concept of attitude is related to the concepts of belief and behavior. The term consumer attitude formation often describes the relationship between beliefs, attitudes and behavior. Consumers usually have confidence in the attributes of a product where these attributes are the image inherent in the product (Ningsih, 2010: 123).

According to Costabile, the definition of consumer trust is the perception of reliability from the consumer's point of view based on experience, transactions or interactions that fulfill expectations of product performance and consumer satisfaction (Djati, 2004). Thus, there is only one key to building consumer trust with good communication between businesses and consumers, namely approach. This proximity has three points of departure (Sinar Harapan, 2007), namely:

- a. Physical proximity, which relates to how MSME products are physically available to consumers, involves aspects such as the location of shops or outlets, the quality of physical products and packaging. Having a clean and tidy place of business or providing good quality products will create a positive physical impression that can increase consumer confidence.
- b. Intellectual closeness, relating to the extent to which MSMEs understand and respond to the intellectual needs of consumers, includes a deep understanding of the product, the ability to provide clear information, transparent prices and solutions that suit customer needs. By providing accurate information and relevant solutions, MSMEs can build intellectual trust.
- c. Emotional closeness is the most important key to maintaining consumer trust, so businesses can build emotional closeness with customers.

These three approaches help MSMEs build stronger trust with consumers. Understanding consumer needs and preferences, delivering quality products and creating

positive emotional bonds are key to building customer trust and loyalty to MSME products.

Micro, Small and Medium Enterprises (MSMEs)

MSMEs are business activities run by individuals or individuals, households, or small-scale business entities. Usually, MSME businesses are classified through annual revenue, number of employees, and assets owned. MSMEs also not only make a large contribution to GDP each year. However, these businesses are also able to provide jobs for the community. In fact, MSMEs are also able to survive during food crises, such as the one that occurred in 1998. At that time, many businesses collapsed due to the economic crisis, but MSME business activities could continue. Therefore, people say that MSMEs are the savior of the nation in the midst of dark conditions.

In the Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small and Medium Enterprises in Article 1 (UU-RI, 2008) is as follows:

- a. Micro Business is a productive business owned by a person as regulated in this Law.
- b. Small Business is an independent productive economic business carried out by an individual or business entity that is not a subsidiary or branch of a company that is owned, controlled or part of either directly or indirectly a Medium Business or Large Business that meets the criteria of a Small Business as referred to in this Law.
- c. Medium Enterprises are stand-alone productive economic businesses carried out by individuals or business entities that are not subsidiaries or business entities that are branches of companies owned, controlled or are part of either directly or indirectly with Small Enterprises or Large Enterprises with a total net worth or annual sales as stipulated in this Law.

Based on the definition of MSMEs above, in essence, Micro, Small and Medium Enterprises are productive economic businesses carried out by individuals or individual business entities that meet the criteria for Micro, Small and Medium Enterprises in Law Number 20 of 2008.

Halal Certification

Halal certification is defined as a document issued by an Islamic institution that explains if the products listed in it comply with Islamic standards so that you can consume a food product without worry, halal certification is used as a guarantee of safety (Riaz, 2007). The main purpose of halal certification in medicines, food and cosmetics is to maintain and protect the rights of Muslim consumers to products that are in accordance with Islamic religious principles (Ghozali, 2021: 136). MUI halal certification is a requirement to get a halal label on product packaging.

This halal certification process involves 3 parties, namely BPJPH (Halal Product Guarantee Organization), LPH (Halal Examining Agency) and MUI. BPJPH operationalizes halal product assurance. LPH conducts a comprehensive audit and



inspection of all stages of production and processing, starting from the selection of raw materials to the distribution of the final product. In this inspection, a thorough search is carried out to ensure that all raw materials used are halal, the production process is in accordance with halal principles and there is an integrated halal assurance system in the company. This is done by examining documents, scheduling audits, conducting audits, holding auditor meetings, issuing audit notes, submitting minutes of audit results at the MUI Fatwa Commission meeting. Furthermore, MUI through the Fatwa Commission determines the halalness of the product based on the audit results and the issuance of the MUI Halal Decree. Before registering halal, the company must have implemented a Halal Assurance System (SJH) in accordance with government regulations and complete the documents required by BPJPH and the company can choose LPH for product halal inspection.

By obtaining halal certification, companies can show consumers that their products meet the established halal standards. This can provide confidence to Muslim consumers that the product is safe and suitable for consumption in accordance with Islamic teachings. Halal certification also plays an important role in facilitating trade and opening global market access for halal products. By having a halal certificate, companies can expand their market reach and address the growing consumer demand for halal products around the world.

Maqashid Shariah

Maqashid Shariah is a concept that combines the words maqashid and shariah. Maqashid is the plural form of the word qasada, which means purpose, goal and desire. Sharia literally means a straight path or right guidance. Sharia in Syaltout's view is a system of rules established by God as a guide for humans in fostering relationships with God, nature, fellow humans and in life as a whole (Wijaya, 2015: 346). Sharia includes moral principles, ethical values and practical guidelines that direct individuals to live a harmonious and balanced life. In this view, sharia does not only apply to Muslims, but also offers universal values that can be adopted by all individuals in achieving goodness, justice and peace. From these two root words, maqashid sharia can be interpreted as a goal to be pursued on one path (Rahman, 2021: 199-216).

Maqashid sharia in Syatibi's view refers to the unity of Islamic law in its origin and especially unity in the purpose of the law. Syatibi explained that the concept of maqashid sharia emphasizes that the purpose of law is to fight for the good and welfare of mankind (As-Syatibi). Meanwhile, Wahbah Al-Zuhaili revealed that maqashid sharia involves the meanings and objectives that are maintained by sharia in all of its laws or most of its laws. In addition, maqashid sharia also refers to the ultimate goal of sharia and the principles underlying every existing law (Al-Zuhaili, 1986).

These needs, in Al-Ghazali's view, are not only important for achieving a humane life, but are also necessary for humans to carry out religious activities. In this concept,

religion does not only mean obeying God's commands. For Al-Ghazali, religion involves the maintenance of five fundamental aspects of human life (Al-Ghazali, 2000). The five fundamental aspects are:

- a. Religion (ad-Din)
Maintaining and safeguarding religion as the spiritual and moral foundation of life. This involves practicing worship, studying religious teachings and strengthening the relationship with God.
- b. Soul/Lust (al-Nafs)
It is an effort to maintain mental health and emotional stability. This includes restraining lust, avoiding behavior that damages the soul and trying to develop goodness in oneself.
- c. Intellect (al-Aql)
Involves maintaining intelligence and wisdom. This includes developing knowledge, thinking critically and avoiding misguided or harmful thoughts.
- d. Family (al-Nasl)
Involves nurturing the family and establishing harmonious relationships between family members. This includes responsibility towards one's spouse, education of children and maintaining family ties.
- e. Property (al-Mal)
Involves the wise management of property and wealth. This includes fairness in economic transactions, giving zakat and avoiding abusive behavior.

RESEARCH METHODS

This research is very complex and interconnected between various disciplines, namely Islamic law, Islamic economics, sociology and anthropology. Researchers use descriptive qualitative research to understand the context and deeper meaning of the phenomenon under study, and involve active participation from respondents in the data collection process. This qualitative research tends to use analysis to explore an in-depth understanding of how halal certification is applied in MSME products, to what extent this is in line with the principles of maqashid sharia (sharia objectives) and how consumer perceptions and trust in the certification.

In descriptive qualitative research, researchers use field research and library research methods before analyzing data. This qualitative descriptive data analysis, the researcher focuses on the data to be taken, then the researcher plans the presentation of data to understand in order to obtain data related to the application of halal certification in the maqashid sharia perspective to consumer confidence in halal-certified MSME products. Then from the results of the analysis, deductive conclusions will be drawn, namely a way of thinking based on general facts and then drawing a specific conclusion based on valid evidence in the field.



Thus, researchers will collect research data from several parties, namely the UTM Halal Center, several halal-certified MSME business actors and surrounding consumers in Bangkalan Regency.

RESULTS AND DISCUSSION

Implementation of Halal Certification on Halal Certified MSME Products in Bangkalan Regency

The application of halal certification is very important which is issued by an Islamic institution which explains if the product listed in it complies with Islamic standards so that you can consume a food and drink product without worry, halal certification is used as a guarantee of safety (Riaz, 2007). As based on Law Number 33 of 2014 concerning Halal Product Guarantee, Article 4 states that halal certification of products is mandatory. The main purpose of halal certification in medicines, food and cosmetics is to maintain and protect the rights of Muslim consumers to products that are in accordance with Islamic religious principles (Ghozali, 2021: 136).

In this study, researchers have obtained data on halal-certified MSMEs in Bangkalan Regency sourced from the UTM Halal Center. This data records the number of halal-certified MSMEs in Bangkalan Regency around 200 MSMEs, but this accurate data does not mean that it reflects the overall data in Bangkalan Regency, but only some of the data recorded at the UTM Halal Center from July to August 2023. As for some MSME data that researchers have determined in order to collect research data as sources as follows:

Tabel 1. MSME Business Actors who are Halal Certified

BUSINESS	TRADE BRAND	PRODUCT TYPE	SERVICE TYPE	HALAL CERTIFICATION NUMBER	ADDRESS
Munirah	Kopi Herbal Munirah	B0001	B0000	SH2022-1-132188	Jl Jati Luhur, Martajasah, Bangkalan
Agustin Pratiwi	Madu Azzahra	B0001	B0000	SH2023-1-340679	Jl. Hos Cokroaminoto No. 80 A, Bangkalan
R. Mochammad Indradjati	Bima Bakery	A0007	A0000	SH2022-1-013219	Jl. Hos. Cokroaminoto No. 66 Pangeranan Bangkalan
Lukito Soeyanto	Dora Bakery	A0007	A0000	SH2022-1-011316	Perum Wisma Pangeranan Asri C7

					003/009, Bangkalan
Lilik Hermiyati	Catering Bu Lilik	A0014	A0000	SH2023-1-044269	Perum Griya Abadi Ak/11 Bilaporah, Socah
Sri Endah Andajani	Natura	A0004	A0000	SH2023-1-152094	Jl. Yakurt Blok Ed/2 Rt 3, Rw 05 Perum
		B0001	B0000	SH2022-1-030748	Taman Gili, Kamal
Nur Amalia	Dapur Berkah Jaya	A0004	A0000	SH2023-1-351814	Jl. K.. Lemah Duwur Bangkalan, Bancaran
Anita Yuliatin	G3 ZYR Nyaman Ongghu	A0014	A0000	SH2023-1-243368	Jl. Kh. Moh Yasin Gg. III, Kemayoran, Bangkalan
				SH2023-1-288200	
Pebri Ariyanto	Pecel Blitar	A0016	A0000	SH2023-1-440800	Jl. Teuku Umar No. 28, Kemayoran, Bangkalan
		B0001	B0000	SH2023-1-439064	
NUMBER OF MSME BUSINESSES					9

Source: Halal Center UTM

Based on the MSME data above, it is a MSME product that has a halal certificate that has been tested for halalness. In obtaining halal certification for MSME products at this time, it is very easy and free of charge. In a sense, applying for this halal certification is free (self-declaration) for food and beverage products. The process of applying for halal certification through BPJPH (Halal Product Guarantee Organization) which will assist business actors in checking the completeness of documents as well as registering with the LPH (Halal Examining Agency). LPH will examine and test the halalness of the product and then the MUI which will be authorized to determine the halalness of the product through the Halal Fatwa Session based on the results of the audit and the issuance of the MUI Halal Decree. Furthermore, BPJPH will issue a halal certificate document. With this halal certificate, business actors are required to adjust aspects of production to packaging in accordance with halal certification standards. Some MSME business actors experience changes in the production process or product presentation after obtaining a halal certificate.

Halal certification greatly affects the marketing of MSME products after obtaining a halal certificate, because MSME products that are halal certified are starting to be trusted by consumers. Therefore, business actors are increasingly confident that the products they market or promote have halal certificates, in the sense that the products



are guaranteed quality, safety and security when consumed so that consumers will feel calm without hesitation to consume them. In addition, business actors feel an increase in product demand from consumers after obtaining halal certification.

Some of the MSME business actors face challenges and obstacles in running a halal-certified MSME business. The challenge in question is that business actors must be able to maintain the halal quality of their products by consistently using raw materials that are truly guaranteed halal and the obstacles faced by business actors sometimes find it difficult to find raw materials that have been certified halal if the stock in the market is scarce.

The implementation of halal certification has a positive impact on business actors to be more confident in the products they produce that meet halal certification standards. In return, consumers increasingly believe in the quality and safety of halal-certified MSME products. In addition, the application of halal certification can increase market share and increase the competitiveness of MSME business actors, especially in Bangkalan Regency, to improve the local economy.

Review of Maqashid Syariah in the Implementation of Halal Certification on Halal Certified MSME Products in Bangkalan Regency.

Maqashid sharia is literally a legal goal which means the purpose of Allah and his Messenger in formulating an Islamic law. This goal can be traced in the verses of the Qur'an and the sunnah of the Prophet as a logical reason for the formulation of a law that can be oriented towards the benefit of mankind, especially Muslims (Hammam, 2022).

The application of halal certification to halal-certified MSME products is in accordance with maqashid sharia, which has fulfilled five elements, namely safeguarding religion (hifdz ad-Din), safeguarding the soul (hifdz an-Nafs), safeguarding the intellect (hifdz al-'aql), safeguarding property (hifdz al-Maal), safeguarding offspring (hifdz al-nasl) (Siswanti, 2022). To ensure the application of halal certification in halal-certified MSME products has complied with the principles of maqashid sharia by taking several steps, namely understanding related to maqashid sharia, choosing a recognized and trusted halal certification agency, ensuring that the raw materials used in halal products are in accordance with sharia principles which involve checking aspects of processing, preservatives and the use of additives. Then, identify the production process from start to finish to ensure that there are no stages that violate sharia principles and finally conduct internal audits to ensure that all production processes are in accordance with sharia maqashid.

In addition, to ensure that halal certification of MSME products respects the main objectives of maqashid sharia by selecting halal raw materials, making transparency in the production process, collaborating with halal certification bodies, paying attention to business ethics in accordance with sharia principles, meeting halal consumer needs and providing education by providing advanced training to help MSME business actors

continue to understand and comply with maqashid sharia principles. Likewise, in checking that products are not only technically halal, but can promote broader sharia values by including information in marketing and product packaging that emphasizes commitment to sharia values and integrating social and ethical aspects into the halal certification process to support social and ethical values upheld in Islam.

There are no specific criteria in the application of halal certification related to the objectives of maqashid sharia, but there are aspects that can be integrated, namely maqashid sharia values to support the broad objectives in Islam related to welfare and justice. To measure the positive socio-economic impact generated by halal-certified MSME products in Bangkalan Regency by conducting surveys or interviews with business actors related to positive changes in social and economic conditions, analyzing MSME economic growth through sales data, providing education and training to improve their understanding of halal certification.

Consumer Trust in Halal Certified MSME Products in Bangkalan Regency

Consumers are defined as everyone who uses goods or services for their own interests as living beings. Consumer confidence in an MSME product must get honest, correct and clear information is one of the consumer rights that must be fulfilled by business actors. The main thing that must be fulfilled by business actors towards consumer confidence is halal certification. The benefits of halal certification for consumers are to provide a sense of peace in consuming and become the goal of all consumers (Qomaro, 2018).

In this study, researchers received a positive response from consumers regarding halal-certified MSMEs in Bangkalan Regency. Most consumers say they prefer halal-certified MSME products, because halal-certified products greatly influence consumer decisions to buy without having to think long. In addition, consumers are more confident in halal products for the quality, safety and safety of the products to be consumed. Therefore, halal products are very reliable in consuming them because they are beneficial in meeting the needs of the body with what we consume into the body will also produce good for our body healthier and guaranteed safety as Allah has ordered to consume products that are halalan thoyyiban (Al-Baqarah, 168).

Consumers also consider that halal-certified MSME products are a major factor in consumer confidence in MSME business actors, because the majority of Indonesia's population is Muslim so they are more careful in choosing products to consume. Therefore, halal products are very important because consumers will be more confident and trust without feeling doubt or anxiety in consuming them compared to products that are still not known to be true and clear about the halalness and safety of consuming them.

Consumers also agree that halal-certified products can also increase transparency of MSME products. With this transparency, consumers know that the product has been



tested for halalness, so consumers are happier if business actors display or include halal labels on their products, which will increase consumer confidence in MSME businesses. In addition to increasing transparency, halal certification can also increase market competition in Bangkalan Regency, because the main factor of consumer confidence in deciding to buy a product is seen from its halalness.

CONCLUSION

MSMEs in Bangkalan Regency have an important role in advancing the local economy. The application of halal certification to halal-certified MSME products in Bangkalan Regency can be concluded as a positive step in supporting the sustainability of Micro, Small and Medium Enterprises. Halal certification not only meets the needs of consumers who pay attention to the halal aspects of products, but also becomes an instrument to expand the market and increase the competitiveness of MSMEs. This creates consumer confidence, provides access to a wider market and overall, contributes to local economic growth in Bangkalan Regency.

From the maqashid sharia review in the application of halal certification to halal-certified MSME products in Bangkalan Regency, it can be concluded that this step is in accordance with the principles of maqashid sharia, namely fulfilling five elements, namely safeguarding religion (hifdz ad-Din), safeguarding the soul (hifdz an-Nafs), safeguarding the intellect (hifdz al-'aql), safeguarding property (hifdz al-Maal), safeguarding offspring (hifdz al-nasl). The implementation of halal certification supports the welfare of society (maslahah) through meeting consumer needs that pay attention to halal aspects. In addition, this also supports the principle of maintaining religion (hifz al-din) by ensuring compliance with Islamic norms in production and consumption and reflects efforts to achieve maqashid sharia goals in the context of the MSME economy in Bangkalan Regency.

Consumer trust in halal-certified MSMEs in Bangkalan Regency is a major factor in building trust, expanding markets and maintaining the reputation of MSMEs. Thus, consumer trust in halal-certified MSME products in Bangkalan Regency can be a driver of MSME business growth and sustainability.

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