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CONSUMER ACCEPTANCE OF PRODUCTS WITH HALAL LOGO FROM NEIGHBORING COUNTRIES: INDONESIA-MALAYSIA PERSPECTIVE

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Abstract. Existing literatures and business phenomena that could be observed these days signify many different views related to consumer consumption. This also imply various factors that could affect their confidence in choosing Halal product. This paper propose to examine the relationship between structural components of consumer attitudes towards halal product, in which the authors believe that the context of this study is quite unique to predict the future of halal industry, particularly in Indonesia. In doing so, the authors opted to find common ground in business practices by looking at several variables commonly used by halal industry researchers. Factors such as Halal logo, devoutness, awareness, marketing, country of origin, and consumer confidence in choosing halal products were identified. The authors aims to propose on exploration of consumer confidence factors towards halal products, with future target of extending and comparing with halal products from neighboring countries. Based on authors' point of view and by using various existing writings and references, the authors are seeking to answer the questions on effect of Halal Logo; Devoutness; Awareness; and Marketing on confidence in choosing Halal product; and also the contribution of country of origins to the said relationships.

Keywords: halal industry, halal logo,

Introduction

Economic conditions these days show global tendencies. Relationship between countries or nations in the world began to know no geographical boundaries of the country. Ohmae (1995) once mentions the present as the end of the nation state and the period of the emergence of regional state. Regional states are formed from several national countries in an area that make an agreement to conduct free trade. For example, the area includes the countries of Western Europe, ASEAN, and North America.

Globalization term can be defined as conditions that includes (Daniel's and Daniel's, 1993); conducting business in some countries in the world, globally balancing the quality of goods and service as well as unique needs of various local customer, classifying ethnocentric

quality that culturally does not show a clear boundary, regardless of nationality, use of resources and expertise regardless of nationality.

In this globalization era, business competition has become very sharp, both in the domestic market and in international or global markets. This phenomenon further awakens entrepreneurs to look for innovative approaches and breakthroughs to capture market share. The efforts made are such as to compete in a wider market and also determining which parts of the market can be served well. This is because consumers are varied, both in meeting the needs and habits of consuming goods and services, ranging from daily necessities, banking services, transportation services, as well as food.

With this increasingly intense level of competition, free trade allows the flow of goods and services between countries without significant obstacles. This condition certainly requires the readiness and firmness of every business actor if they do not want to be eliminated from the world market. Global competition causes company managers to no longer be able to implement traditional methods in the process of planning, implementing and controlling company activities. Management in the company is required to always learn the latest strategies used to improve performance effectiveness and create a harmonious environment.

In the case of product marketing, a comprehensive strategy is also needed, for instance, at this time among Muslim consumers in particular, there is an awareness to consume or use products that are labeled halal, the company's efforts to reach these consumers through innovative and sustainable marketing are certainly very necessary. To market halal products, not only requires physical halal labeling but also requires understanding and desires or awareness from consumers themselves for halal products not only for Muslims but also for consumers who are concerned with the halal and goodness of the products that must also be universal so that the company's marketing strategy for halal products can run effectively.

Halal Industry

The importance of companies paying attention to halal issues is very closely related to business phenomena that occur, such as the number of Muslims representing around 23% of the global population or around 1.8 billion consumers with an average growth rate of 3% per year. If this growth trend continues, Muslims are estimated to be around 26% of the world's total population of around 2.2 billion in 2030. The two strongest markets for halal products are Asia Pacific and the Middle East. More than half of the global Muslim population lives in South Asia and the Asia Pacific and the number of Muslims in this region is estimated to reach 1.3 billion by 2030. Four of the world's ten countries place the largest Muslim population in the world. In the South Asia and Pacific region: Indonesia, Pakistan, India and Bangladesh. This large population is a potential market for halal food products.

Data from the Global Halal Food Market, May 2011 states that the market for halal products has emerged as one of the most profitable and influential market arenas in the world food business today. The halal food market has grown rapidly over the past decade and is currently valued at around USD 667 million. Halal food represents almost 20% of the global food industry. With the expected increase in the population and income of halal consumers, and added with the estimated increase in food demand by more than 70% by 2050, the demand for halal food in the future is getting bigger.

Asia region is an area with the largest Muslim population in the world. As the largest Muslim region, Asia is the main market for world halal food products. Demand for halal meat products is the main interest of food product in this region. In 2006, the Halal Industry

Development Corporation Malaysia (HDC) was formed to coordinate the development of the halal industry, focusing on standards, auditing, certification, plus capacity for halal products and services. Indonesia, Malaysia, Thailand, Singapore, Philippines, Brunei, China and India have great opportunities to enter the halal meat market in the global market. Singapore's food industry has also taken a number of steps to become a halal meat hub, including the advertising campaign they are currently undertaking to seize the market for halal meat products in the Middle East. Thailand has changed its orientation towards scientific development and testing of halal products and now they are the main center for halal product testing programs. Brunei is currently co-operating with Australian companies to combine their role in the Muslim world with Australia's track record as a country with high-quality food producers in the world, China's halal industry has the key advantage of cheap labor. China recently signed a memorandum of understanding with the European Commission (EC) and already has several EC-approved companies to export halal products to the European market.

As for Indonesia, the strength of natural resources is the main competitive strategy to obtain greater opportunities to market the world's halal products. Indonesian government has also become a leader in halal product certification programs with more specific requirements in the world halal product certification program. Hence, export consumers may look at this program as one of the advantages of Indonesian halal products.

LITERATURE REVIEW

This section looks into theory and variables in which this research is stemmed upon. In the Islamic view, the emphasis of Islamic marketing is more on enrichment from conventional concepts based on the Al-Quran and Hadith which may be more obvious as in the form of products or services that require halal guarantees in accordance with Islamic law.

Regenstein (2007) examined the difference between Halal and Kosher. Shaari and Ariffin (2009) examined the determinants of purchasing halal food and found that halal labels are an important factor for Muslims in choosing products. Although the explanation of halal products is the source of the information derived from the ingredients contained in it, there are also other factors that lead to the desire of Muslims and non-Muslims to choose Halal Products.

Common Supporting Theories

The study of the fundamental theory associated with consumer behavior to buy a product is usually being based on Theory of *Planned Behavior* (TPB). This is a theoretical framework for studying behavior developed from the *Theory of Reasoned Action*, in which individual attitudes toward behavior include beliefs about a behavior and evaluation of behavioral results. In TPB, it is always considers the capability of predicting consumer behavior universally but in the reality of research that consumers' desire to buy also depends on the social and cultural nature of society.

In the Indonesian community with the majority being Muslim, a socio-cultural structure is formed that upholds religiosity values, so this research is aimed to provide benefits in answering and illustrating how the pattern of society might influence confidence in purchasing for halal products.

Confidence

Researchers; Alter and Oppenheimer(2009); Busey et al.(2000); Novemsky et al.(2007) define confidence as: "...belief in one's judgment depends on ease of retrieval (i.e. how easily information comes to mind) and fluency in retrieval (i.e. ease of processing information taken) with both metacognitive processes having parallel, positive effects on self-confidence."

Nevertheless, information that is easy to retrieve and easy to process is considered right and can increase trust in their judgment (Cowley, 2004). Trust is divided into self-confidence and purchase-confidence. Self-confidence is related to the ability of a person to have confidence in a social situation, while purchasing confidence is knowledge of a product that shows the extent to which a consumer is capable and confident in relation to market decisions and behavior (Bearden et al.; Veale & Quester, 2007). Relationship within a consumer's confidence in a product is due to the confidence that arises over the knowledge of the product and the belief in decisions and understanding of the market behavior. In analyzing the level of trust, two dimensions, namely the dimension of trust believe and the dimension of trust intention (McKnight, Kacmar, & Choudhury (2002:337)) could be looked into. In other words the consumer's assessment of the seller is where the characteristics are created that the buyer trusts its existence.

Halal Logo

'Halal' in Halal Consumer Magazine (2008) published by the Islamic Food and Nutrition Council of America (IFANCA) in Arabic (as stated in the Holy Qur'an) is defined as lawful or permitted .Halal certification and halal labeling are two different activities but have relevance to each other. Halal certification can be defined as a systematic testing activity to determine whether an item produced by a company has fulfilled halal provisions. The result of halal certification activities is the issuance of halal certificates when the products intended have fulfilled the provisions as halal products. Halal certification is carried out by institutions that have the authority to do it.

Halal logo or halal labeling is the inclusion of halal writing or statement on product packaging to show that the product referred to is certified as halal product. In Indonesia, the institution that authoritatively carries out Halal Certification is the Indonesian Ulema Council (MUI) which is technically handled by the Institute for Food, Drugs and Cosmetics Studies (LPPOM). While halal labeling activities are managed by the Food and Drug Supervisory Agent (BPOM). In its implementation in Indonesia, halal labeling activities have been applied before halal certification.

Though the ultimate goal of halal certification and halal labeling might hinge upon two different activities, both are actually with each other. In Indonesia, the technical regulations governing halal labeling issues include the joint decision of the Minister of Health and Minister of Religion of Republic of Indonesia No. 427/Men.Kes/SKBMII/1985 (No.68 of the year 1985) concerning Inclusion of Halal Writing on Food Labels.

Devoutness

Devoutness or belief is the most important thing in religious life. Muslims are to take example of those who will refuse when asked to leave his religion (P Benrit & H. Mudor, 2018). Religiosity becomes the basis of a Muslim in behaving, because the application of religious action is a value system that can influence behavior. As part of God's most noble

creation above other degrees of beings, Muslims are obliged to understand the dimensions of religiosity inherent in themselves to always be within the teachings of doing good and avoid bad deeds.

Hence it can be suggested that devoutness is an important aspect for Muslim in living their religious and social life. Looking at Islamic religious teachings in daily life, consuming halal is one of it.

Awareness

Awareness can be interpreted as a person's ability to know or feel a particular event, which is sometimes followed by knowledge of it. As a result of this awareness a person is able to act. Awareness in Islam defined by Ambali & Bakar (2012) is the level of attention or realization of a Muslim entrepreneur regarding production, and what is permissible for Muslims to consume and use. The meaning of the word awareness according to Randolph (2003) is "a knowledge or understanding of a subject or event".

Awareness in the halal context is to get special opportunities or experiences on something that explains what is happening to food, drinks to halal products today (Ambali, A.R., & Bakar, A.N. 2012). Halal conceptual awareness relates to whatever aspects are permissible in Islam regarding goods consumed by a Muslim. The main thing in this concept is self-awareness. Awareness is closely related to increasing awareness of products that are permissible for Muslims to consume.

Marketing

The main concept of marketing according to Adam Smith (1776) in his book entitled *The Wealth of Nations* suggest that, "production needs must be determined with regard to consumer needs". In its development the concept of marketing is closely related to the concept of sales which means not only producing but also trying to convince customers to buy through advertising and sales. Islam introduces halal marketing based on the concept of "Halalan Thoyyiban". Products and services are not permitted to violate Islamic Sharia and may not contain things that are prohibited in religion, such as in financial services, may not be usury. The marketing process should not be based on things that are prohibited by religion such as gambling, pornography, prostitution and black magic (Norafn and Farlina Binti Rahim, 2017).

Just as halal marketing is defined, so does sales concept; which is also supposed to be based on "Halalan Thoyyiban", where products and services offered are not allowed to violate Islamic Sharia in which may not contain things that are prohibited by religion.

Country of Origin

Country of origin in the perspective of consumerism, portrays an image that is built from a general perception of the quality of products produced by a country (Genc, B., & Bayraktaroglu, A.G., 2017). The products of each country may have different characteristics in terms of their national characteristics, economic, political background, history, and traditions. Every country might have various good images in several different aspects such as mechanical engineering, design, and quality that are worth selling (Jaffe & Nebenzahl, 2006).

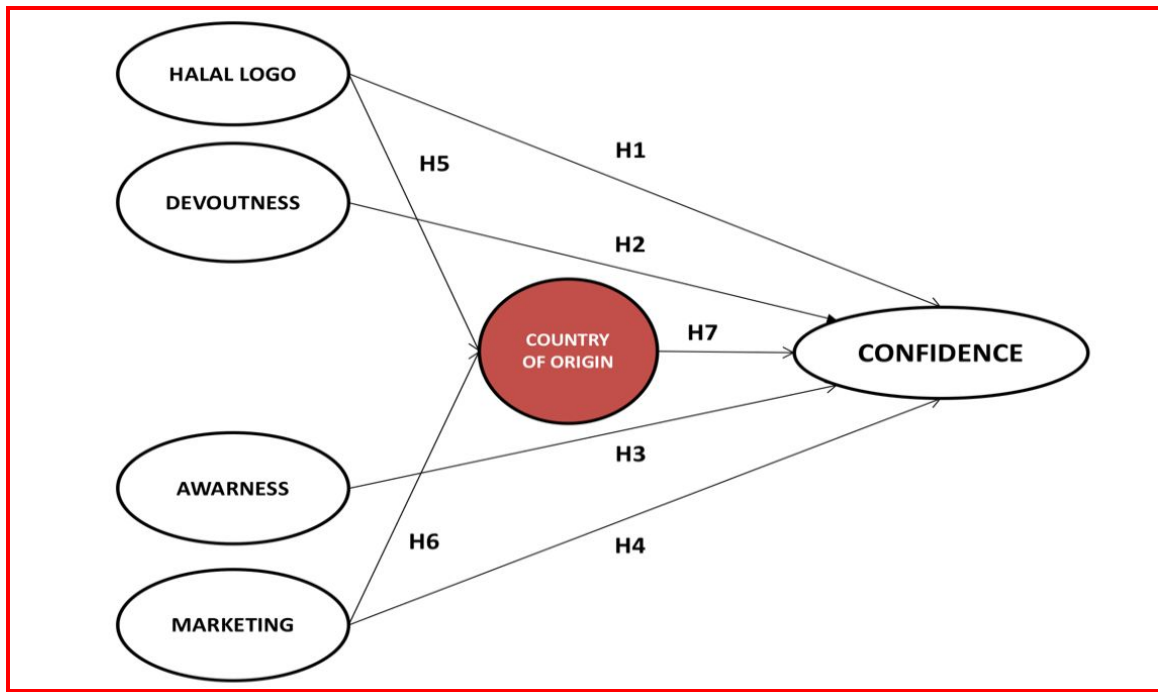
On the other hand, the attitude of caution or prejudice is usually felt by consumers towards new foreign products. This can happen if consumers have little knowledge about the product. Country of origin can help in reducing stereotypical attitudes or prejudices on products through marketing research such as on the product sources and/or contents. This will help consumers to deduce the quality of a product (Hong & Wyer, 1989). When consumers lack knowledge or information about a product, they tend to use the image of a country of origin in growing their beliefs about a product. While considering the most significant aspect of the Country of origin, the manufacturers' country stands out (Insch & McBride, 2004), consumers may not know the actual producer's country and vice versa. This offers opportunities for researchers to look into the role of 'country of origin' as a brand (Chao, 1998).

METHODOLOGY

Consumer trust in halal products may be caused by several reasons such as cleanliness, health and guaranteed ingredients contained in halal products that are processed in the Islamic code of ethics. These are true as not only Muslim consumers who contribute to increasing market demand for halal products, but also consumers from various groups regardless of religious attributes.

Based on various studies and descriptions that have been suggested by researches, this study aims to investigate factors that might influence consumer confidence in halal consumption in Indonesia. The proposed factors among others are to include halal logo, devoutness, awareness, and marketing; and also country of origin which is suggested to be used as mediating variables between the independent variables and confidence as dependent variable in this research. Illustrated in Figure 1 is the proposed conceptual framework of the halal ecosystem:

Figure 1: Proposed Halal Eco-system Conceptual Framework



Rationally, Country of origin might only influence Halal logo and marketing; and not devoutness and awareness as while the relationship of the former stems from the product, the latter might not be as they exist within the consumers themselves.

DISCUSSION

Based on the literatures, next section dwells on the development process for what could be the hypotheses of this research.

Effect of Halal logo on confidence in choosing Halal Product

The identity of a product in the form of halal logo is an important factor for Muslim consumers in deciding to buy a product. With halal logo consumers are aided to perceive whether the product is in accordance with the wishes and safe for consumption, and also does not violate the norms or teachings of religion. Like in countries of Muslim majority, they need information about the lawful and whether the product is halal before consumption, which had previously been carried out product audits thoroughly by LPPOM-MUI and the results are socialized through the fatwa. The fatwa for halal products is a fatwa stipulated by the MUI Fatwa Commission on food, beverage, drug, cosmetics and other products (Halal Food Development and Hajj Ministry of Religion Implementation, 2003). Through product audits and fatwa dissemination carried out by LPPOM-MUI this helps consumers to decide and generate trust in a product, in this case halal products.

This is in line with the research conducted by Mohamed, et al (2008) that halal logos have a large effect on consumer confidence in a particular product. Halal logo helps consumers to choose products to be consumed, and trust arises when there is halal logo on the product because it shows that the products are processed in Islamic code of ethics.

Hence, if more and more products are labelled with halal logo, the level of consumer confidence towards the product should increase. Therefore, possible hypothesis to be proposed is: **Halal logo positively affect the confidence in choosing Halal product**

Effect of Devoutness on confidence choice Halal Product (CC)

Devoutness, in the relation of halal products is defined as namely the beliefs held by consumers of product based on what is permitted and which is prohibited from being consumed in Islam. According to Shaari & Mohd Arifin (2010) "it is very important for a Muslim to believe and understand in consuming halal goods". Halal boglog products are able to help and support consumer decisions in shopping (Shaari et al, 2014). Thus the higher the consumer's devoutness / belief in halal products, the more consumers' confidence in deciding to consume halal products will increase.

This is in line with the results of research conducted by Essoo and Dibb, (2004); Delener, (1990) that religiosity / devoutness is a valuable predictor that determines consumer behavior and purchasing decisions. Similarly, research conducted by Shaari, Khalique & Rashid Manan (2013) shows that devoutness influences consumer confidence / confidence in choosing halal restaurants in Kuching. This could lead to the proposal that: **Devoutness affects the confidence in choosing Halal product**

Effect of Awareness on confidence choice Halal Product

Awareness is sometimes followed by knowledge of certain things. Awareness can be defined as a person's ability to know or feel a particular event. As a result of this awareness a person is able to act. Awareness in Islam defined by Ambali & Bakar (2012) is the level of attention or realization of a Muslim entrepreneur regarding production, and what is permissible for Muslims to consume and use. It is very important for a Muslim to know the concept of halal food that is allowed to be consumed, namely the concept of "Halalan Thoyyiban" (Mariam, 2008). Halal means permissible activities while haram is prohibited (Berry, 2000; Eliasi & Dwyer, 2002).

In a study conducted by Shaari et al (2013) it was hypothesized that if respondents were aware of this initiative coupled with understanding the benefits, and restaurants provided what halal restaurants served, then they would have more confidence in choosing the restaurant. The results of the research conducted by Oki A. and Jiwanto G. that awareness have a significant influence on Muslim confidence level in choosing halal restaurants in Yogyakarta.

This shows that the high awareness of consumers in choosing halal products to consume, resulting in a level of confidence that consumers feel in choosing and consuming halal products also increases. We shall propose the hypothesis that: **Awareness affects the confidence in choosing Halal product**. It is hypothetical that people are aware of these initiatives, coupled with the benefits of principle; and provided that visited restaurant has what it takes to be a 'halal restaurant', they will be more confident to choose that particular restaurant. (Shaari et al, 2013).

Influence of Marketing towards the choice confidence Halal Product

Marketing is closely related to the concept of sales that not only produces but also seeks to convince customers to buy through advertising and sales. In Islamic halal marketing is based on the concept of "Halaalan Thoyyiban". Products and services are not permitted to violate Islamic Shari'a and may not contain things that are prohibited in religion, such as for example in financial services, may not be usury. The marketing process should not be based on things that are prohibited by religion such as gambling, pornography, prostitution and black magic (Norafn and Farlina Binti Rahim, 2017). The increasing growth of the Muslim population is a great opportunity for marketing halal products. With a good marketing process, the level of consumer trust increases in consuming halal products. This raises the demand for halal products to increase, because halal products are not only related to religion but also about the quality of a product (Ireland J, Rajabzadeh SA, 2017; Hong M, 2018).

Research conducted by Norafn and Farlina Binti Rahim (2017) that consumer demand is also about transparency and information about the products to be purchased which they assume to get good quality and in accordance with applicable standards. The growth of the Muslim population is a great opportunity for marketing halal products. Halal products that are closely related to the quality, cleanliness and health content of products that are maintained plus marketing processes that are in accordance with Islamic Shari'a are what can foster confidence for all consumers without religious attribution and Muslim consumers to consume halal products. Hence, we will look into proposing that: **Marketing affects the confidence in choosing Halal Product**

Effect of Halal Logo on confidence choice Halal Product through the Country of Origin

The stereotypical attitude of foreign products from outside could give a great effect towards consumer confidence in consuming these products, though the product in question might has been labelled or carries a halal logo. Factor of country of origin can help in reducing stereotypical attitudes or prejudices on products by conducting vital investigations such as on sources and contents of the product. This will help consumers to deduce the quality of a product (Hong & Wyer, 1989). When consumers lack knowledge or information about a product, they tend to use the image of a country of origin in growing their beliefs about a product. When considering the most significant aspects of the country of origin, the producer country stands out (Insch & McBride, 2004). Though some studies shows that consumers may not know the actual country producer, and vice versa when one depend more on the origin of the brand (Chao, 1998).

There are 3 processes of effects caused by country of origin, which are: cognitive processes, based on consumer perceptions of COO imagery; affective processes, based on emotions towards the state; and normative processes, based on intentions and behavior (Genc, B., & Bayraktaroglu, AG, 2017). The response that consumers also raise for an item is based on how the social norms relate and the value of the country to them (Brijs, Bloemer, & Kasper, 2011). This normative opinion also includes cognitive and affective responses and determines the products to be consumed (Verlegh & Steenkamp, 1999).

This is in line with the research conducted by Rios RE, Riquelme HE, & Abdelaziz Y (2014) that their respondents who were Kuwaiti consumers, were more trusted to consume

local products or their domestic products and other Muslim countries than non-Muslim countries, p. this is due to the halal certification labelled at the product. This is the highest consideration for Muslim consumers in Kuwait in consuming a product. Then products that are well-known and with regard to country of origin are the second way for consumers in Kuwait to decide to consume a product. Probably because the trust in halal certification and country of origin is the effect of other perceptions, it seems that preferences are based primarily on the stereotypes of halal COO certificates (Rios RE, Riquelme HE, & Abdelaziz Y, 2014). These path the way for further looks into: ***Effect of country of origin on relationship of Halal logo to confidence in choosing Halal Product.***

Marketing Influence on confidence choice Halal Product through the Country of Origin

In Islam halal marketing is based on the concept of “Halaalan Thoyyiban”. Products and services are not permitted to violate Islamic Shari'a and may not contain things that are prohibited in religion, for example in financial services, may not be usury (Norafn and Farlina Binti Rahim, 2017).

Each country has different characteristics in terms of national characteristics, economic background, historical, politics and so on. Every country must have a good image in several aspects such as mechanical engineering, design, and quality that are worth selling (Jaffe & Nebenzahl, 2006). The good image of a particular country is one of the things that consumers pay attention to in deciding to consume a product.

One element in good marketing is the promotion process in the form of advertising that is in accordance with Islamic law. It must not contain things that are prohibited by religion such as pornography. It should also be able to increase consumer confidence in choosing halal products for consumption. Consumer trust arises when marketing and perception on the country of origin for a particular product has been good.

This is in line with the research conducted by Norafn and Farlina Binti Rahim (2017) halal markets through the perception of halal products to occur higher in East Asian countries than in Middle Eastern countries. This is due to the high level of knowledge about halal products that consumers have in the area, but do not have enough information about the mechanism of the product. Through the perception of country of origin, consumers have confidence in consuming halal products from a country, and this will have an impact on the growth of a large halal market in a particular country. We shall then proposed the idea that: ***Marketing affects the confidence in choosing Halal Products through the country of origin***

Effect of Country of Origin in choosing Halal Product

The attitude of caution or prejudice is usually observed in consumers towards new foreign products. This can happen if consumers have little knowledge about the product. Country of origin shows an image that is built from a general perception of the quality of products produced by a country (Genc, B., & Bayraktaroglu, AG, 2017). Strategizing country of origin can help in reducing stereotypical attitudes or prejudices on products by conducting investigations on sources, content, etc. of the product. Then, consumers will be able to deduce the quality of a product (Hong & Wyer, 1989). When consumers lack knowledge or information about a product, they tend to use the image of a country of origin in growing their beliefs about a product. When considering the most significant aspects of

country of origin, the producer countries stand out (Insch & McBride, 2004). However, it shows that consumers may not know the actual producer country and vice versa can depend on the original brand (Chao, 1998).

Through consideration of the country of origin, it can help consumers in deciding to consume a product. Consumer confidence arises when products from a particular country have a good image. This is in line with the research conducted by Chao P & Rajendran KN (1993) that in addition to halal certification, country of origin has a large effect on consumer decisions in consuming a product. This is shown when one respondent is more proud and happy to have products from Japan than German products because Japan has a good image on quality of the products produced. As explained earlier by Jaffe & Nebenzahl (2006) "as a country it must have a good image of several aspects such as mechanical engineering, design, and quality that are worth selling". The authors will therefore be looking at: **Country of origin effects on the confidence of choosing Halal Products.**

SUMMARY AND CONCLUSION

Existing literatures and business phenomena that could be observed these days signify many different views related to consumer consumption. This also imply various factors that could affect their confidence in choosing Halal product. This paper propose to examine the relationship between structural components of consumer attitudes towards halal product, in which the authors believe that the context of this study is quite unique to predict the future of halal industry, particularly in Indonesia. In doing so, the authors opted to find common ground in business practices by looking at several variables commonly used by halal industry researchers. Factors such as Halal logo, devoutness, awareness, marketing, country of origin, and consumer confidence in choosing halal products were identified. The authors aims to propose on exploration of consumer confidence factors towards halal products, with future target of extending and comparing with halal products from neighboring countries. Based on authors' point of view and by using various existing writings and references, the authors are seeking to answer the questions on effect of Halal Logo; Devoutness; Awareness; and Marketing on confidence in choosing Halal product; and also the contribution of country of origins to the said relationships.

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