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THE INFLUENCE OF HALAL CERTIFICATION PERCEPTION ON PURCHASE INTENTION OF PRIMSANA BANANA FLOUR PRODUCTS WITH CONSUMER TRUST AS A MEDIATING VARIABLE

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Perceived Halal Certification; Consumer Trust; Purchase Intention; Halal Products; Msmes.

ABSTRACTS

This study aims to examine the effect of perceived halal certification on purchase intention toward Primsana Banana Flour, with consumer trust as a mediating variable. A quantitative explanatory research design was employed involving 135 respondents who had knowledge of or experience with Primsana Banana Flour. Data were collected through a questionnaire and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results indicate that perceived halal certification has a positive and significant effect on both purchase intention and consumer trust. Consumer trust also has a positive and significant effect on purchase intention. Furthermore, consumer trust partially mediates the relationship between perceived halal certification and purchase intention. These findings indicate that consumers' perceptions of halal certification are associated not only with purchase intention directly but also with the formation of trust toward the product. This study contributes empirical evidence by explaining the mechanism linking perceived halal certification, consumer trust, and purchase intention in the context of a local food product produced by a micro, small, and medium-sized enterprise (MSME).

A. INTRODUCTION

The halal industry has become an important part of the global Islamic economy, particularly in the food and beverage sector. The *State of the Global Islamic Economy 2024/2025* reports that the global halal economy reached approximately US$3.2 trillion, with halal food and beverages contributing around US$1.4 trillion (DinarStandard, 2024). In Indonesia, the implementation of halal product assurance through the Halal Product Assurance Agency (BPJPH) further emphasizes the importance of reliable halal information for consumers and business actors (Masri, E et al., 2025).

This issue is particularly relevant for micro, small, and medium-sized enterprises (MSMEs), which play an important role in Indonesia's food sector. However, MSMEs still face challenges in obtaining halal certification, including limited knowledge, administrative requirements, financial considerations, and perceived complexity of the certification process (Bahrudin et al., 2025). From the consumer perspective, halal certification can serve as external information about the halal status and reliability of food products, especially because consumers cannot directly observe all ingredients and production processes. Recent research confirms that halal certification can influence purchase intention among Indonesian consumers (Anjassyafara & El-Junusi, 2025).

However, the relationship between halal certification and purchase intention is not always consistent. Consumer trust may determine how consumers interpret and respond to halal certification. Research on halal-certified food products shows that halal certification can strengthen consumer trust by providing assurance regarding halal compliance and product reliability (Sukardi et al., 2024). Consumer trust can subsequently encourage purchase intention because consumers are more likely to consider products they perceive as reliable and credible. Kartikasari and Timur (2026) found that halal certification positively influenced consumer trust, which subsequently contributed to purchase intention.

This issue is relevant in the Special Region of Yogyakarta, where a large Muslim consumer population and a growing local food sector provide an appropriate context for examining halal-related consumer behavior (Soewito et al., 2023). One product representing this context is Primsana Banana Flour, a local functional-food product made from bananas. Banana flour offers an alternative food ingredient while providing opportunities to increase the economic value of local agricultural commodities (Khaskheli et al., 2026). As a processed food product, consumers may have limited ability to assess its ingredients and production processes directly, making halal certification and other product information relevant to their evaluation (Fauzi et al., 2024).

Previous studies have examined halal certification, consumer trust, and purchase intention, but their findings regarding the direct effect of halal certification on purchase intention are not entirely consistent. Kartikasari and Timur (2026) found that halal certification did not directly influence purchase intention but significantly affected consumer trust, which then contributed to purchase intention. This difference indicates the need to further examine the mechanism through which halal certification perceptions are translated into purchase intention.

The research gap in this study therefore lies in the inconsistent findings regarding the influence of halal certification on consumers' purchase intention. Previous studies have shown that halal certification can positively influence purchase intention toward halal food products, indicating that halal certification can serve as an important

assurance of product compliance and credibility (Septiani & Ridlwan, 2020; Alim & Aziz, 2024). However, other recent studies have found that halal certification does not always have a significant direct effect on purchase intention, suggesting that other consumer-related factors may explain the relationship (Hanif & Astuti, 2025). In this context, consumer trust may serve as an important mechanism because halal certification can provide consumers with greater confidence in the halal status and reliability of a product. Recent research has demonstrated the relevance of consumer trust in explaining consumers' purchase intention toward halal food products, including products offered by MSMEs (Salsabila et al., 2026; Kartikasari & Timur, 2026). Nevertheless, limited studies have specifically examined consumer trust as a mediating variable between perceived halal certification and purchase intention in the context of locally processed food products produced by MSMEs. Therefore, this study addresses the gap by examining the mediating role of consumer trust in the relationship between perceived halal certification and purchase intention of Primsana Banana Flour products. The contribution of this study is not simply the use of Primsana Banana Flour as an object, but the examination of how perceived halal certification may influence purchase intention through consumer trust within the context of a local MSME food product.

This study is grounded in the Theory of Planned Behavior (TPB), which explains that behavioral intention is influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). In this study, TPB serves as the broader theoretical foundation for explaining purchase intention. Perceived halal certification provides information that may shape consumers' beliefs about the product, while consumer trust is examined as a psychological mechanism that may contribute to purchase intention. The study does not attempt to test all components of the original TPB but focuses specifically on perceived halal certification, consumer trust, and purchase intention.

The conceptual framework consists of perceived halal certification as the independent variable, consumer trust as the mediating variable, and purchase intention as the dependent variable. The model examines the direct effects of perceived halal certification on consumer trust and purchase intention, the effect of consumer trust on purchase intention, and the indirect effect of perceived halal certification on purchase intention through consumer trust. These relationships are tested using PLS-SEM and bootstrapping procedures.

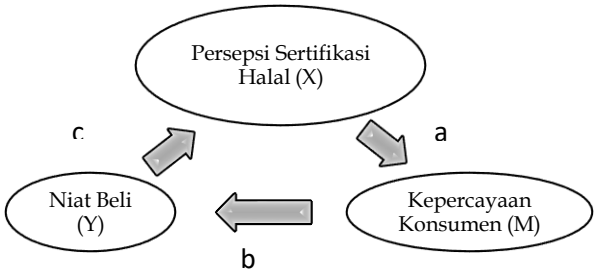

Figure 1. Research Framework.

Perceived halal certification is expected to increase consumer trust because certification provides information about the halal status and compliance of the product. Therefore, the first hypothesis is:

H1: Perceived halal certification has a positive and significant effect on consumer trust.

Consumer trust is expected to influence purchase intention because trust reduces consumers' uncertainty regarding the reliability and credibility of the product. Consumers who trust a product are more likely to develop a willingness to purchase it. Recent studies on halal consumption indicate that consumer trust is an important factor in shaping purchase-related intentions. Therefore, the second hypothesis is formulated as follows:

H2: Consumer trust has a positive and significant effect on purchase intention.

Perceived halal certification may also have a direct influence on purchase intention. Halal certification provides consumers with information that can reduce uncertainty regarding the halal status of a food product. When consumers perceive the certification as credible, they may consider the product more acceptable and develop a stronger intention to purchase it. Previous empirical research has reported a positive relationship between halal certification and purchase intention in several consumer contexts. Therefore, the third hypothesis is formulated as follows:

H3: Perceived halal certification has a positive and significant effect on purchase intention.

Finally, consumer trust is expected to mediate the relationship between perceived halal certification and purchase intention. The underlying argument is that halal certification provides an external signal that may first influence consumers' trust in the product, while increased trust may subsequently strengthen their intention to purchase. This mediating relationship is particularly relevant because consumers may not respond to halal certification solely on the basis of the label itself, but also on the basis of whether the information conveyed by the certification is considered credible. Therefore, the fourth hypothesis is formulated as follows:

H4: Consumer trust mediates the relationship between perceived halal certification and purchase intention.

Based on the research gap, theoretical foundation, and hypotheses, this study aims to examine the influence of perceived halal certification on purchase intention toward Primsana Banana Flour, both directly and indirectly through consumer trust. The study is expected to contribute to the literature on halal consumer behavior by providing empirical evidence regarding the role of trust in translating perceptions of halal certification into purchase intention in the context of local MSME food products.

B. METHOD

This study employed a quantitative explanatory research design with a cross-sectional survey. The explanatory design was selected because the study aims to examine the hypothesized relationships between perceived halal certification,

consumer trust, and purchase intention (Hardani et al., 2020). Data were collected at one point in time without intervention or treatment of respondents (Saefudin, 2024). The population consisted of Muslim consumers residing in the Special Region of Yogyakarta. Respondents were selected using purposive sampling with the following criteria: (1) Muslim, (2) residing in Yogyakarta, (3) at least 17 years old, (4) having seen or known Primsana Banana Flour, and (5) having experience purchasing or an interest in purchasing local food products. A total of 135 valid responses were obtained. The sample was considered adequate based on the structural model, which contained a maximum of two predictors for an endogenous construct. The ten-times rule was used only as a preliminary guideline, while sample adequacy was considered in relation to model complexity and statistical power.

Data were collected through an online questionnaire using Google Forms during November–December 2025. A five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), was used to measure the study variables (Saefudin, 2024). A limited pilot test was conducted before the main survey to assess the clarity of the questionnaire items.The study examined three variables: Perceived Halal Certification (X), Consumer Trust (M), and Purchase Intention (Y). Perceived Halal Certification refers to consumers' perceptions of the existence, clarity, and credibility of halal certification information associated with Primsana Banana Flour. Consumer Trust refers to confidence in the product's reliability, honesty, safety, and quality. Purchase Intention refers to consumers' willingness to purchase, try, recommend, or consider the product as an alternative flour. Each variable consisted of five indicators.

Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0. SEM-PLS was selected because it is suitable for examining structural relationships involving mediating variables and does not require strict assumptions of data normality. The measurement model was assessed through factor loadings, Average Variance Extracted (AVE), Fornell-Larcker criterion, HTMT, Cronbach's Alpha, and Composite Reliability (Hair & Alamer, 2022). The structural model was evaluated using R^2 and f^2. Hypotheses were tested using bootstrapping with 5,000 subsamples at a 5% significance level ($p < 0.05$ or $t > 1.96$) (Hair & Alamer, 2022).

C. RESULT AND DISCUSSION

Findings

This study examines the influence of perceived halal certification on the purchase intention of Primsana Banana Flour products, with consumer trust as a mediating variable. Data were collected from 135 Muslim respondents in the Special Region of Yogyakarta through an online questionnaire. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS version 4.0. The analysis consists of respondent characteristics, evaluation of the measurement model (outer model), evaluation of the structural model (inner model), and hypothesis testing.

Descriptive Analysis of Respondent Characteristics

Table 1 Descriptive Analysis of Respondent Characteristics

Description	Frequency	Percent
Age		
10-16 years	4	3.0
17-23 years	20	14.8
24-30 years	50	37.0
30-40 years	61	45.2
Gender		
Male	34	25.2
Female	101	74.8
Residence		
Bantul	38	28.1
Sleman	23	17.4
Yogyakarta	45	33.3
Kulon Progo	14	10.4
Gunung Kidul	15	11.1
Status		
Teacher	1	0.7
Housewife	33	24.5
Employee/Professional	35	25.9
Student/University Student	15	11.1
Entrepreneur	29	21.5
Self-employed	22	16.3
Have you ever heard of Primsana Banana Flour products before?		
No	55	40.7
Yes	80	59.3
Have you ever tried/bought Primsana Banana Flour?		
No	69	51.1
Yes	66	48.9
Total	**135**	**100.0**

Source: SmartPLS Output, 2025

Female respondents accounted for 74.8% of the sample, while males represented 25.2%. Respondents aged 30–40 years formed the largest group (45.2%), followed by those aged 24–30 years (37.0%). These findings provide a descriptive profile and do not indicate differences in halal preferences across demographic groups. Although 59.3% of respondents were aware of Primsana Banana Flour, 51.1% had never tried or purchased it. This indicates that awareness alone may not lead to purchase intention. Additional assurance and information may be needed, making consumer trust relevant. However, non-purchase may also be influenced by price, availability, familiarity, and personal preferences.

Evaluation of the Measurement Model (Outer Model)

The measurement model was assessed using convergent validity, discriminant validity, and construct reliability. The study involved three constructs: Perceived Halal Certification (X), Consumer Trust (M), and Purchase Intention (Y), each measured by five indicators using a five-point Likert scale.

Table 2 Results of Validity Test with Factor Loading

Variable	Item	Factor Loading
Perception of Halal Certification (X)	PSH1	0.953
	PSH2	0.915
	PSH3	0.945
	PSH4	0.952
	PSH5	0.897
Consumer Confidence (M)	KK1	0.936
	KK2	0.959
	KK3	0.955
	KK4	0.956
	KK5	0.938
Purchase Intent (Y)	NB1	0.934
	NB2	0.914
	NB3	0.946
	NB4	0.917
	NB5	0.911

Source: SmartPLS Output, 2025

All indicators have factor loadings above 0.70, ranging from 0.897 to 0.959. These values indicate that each indicator has a strong association with its respective construct. The highest loading for Perceived Halal Certification is PSH1 (0.953), while KK2 (0.959) has the highest loading among the Consumer Trust indicators. For Purchase Intention, NB3 records the highest loading at 0.946. The Average Variance Extracted (AVE) values are 0.870 for Perceived Halal Certification, 0.900 for Consumer Trust, and 0.854 for Purchase Intention. All values exceed the commonly used minimum criterion of 0.50, indicating that the constructs demonstrate adequate convergent validity.

Analysis of Partial Least Squares Structural Equation Modeling (SEM-PLS)

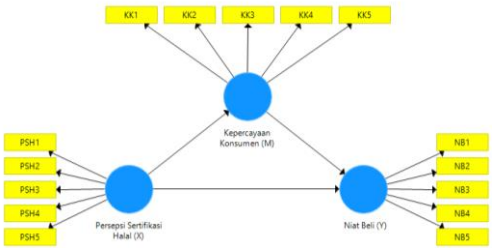

Figure 2 Model FrameworkTesting the Outer Model

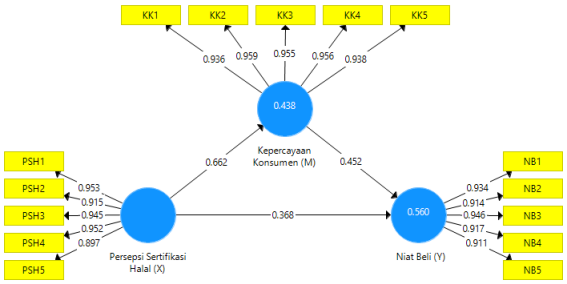

Figure 3 Results of Validity Test with Factor Loading

Convergent Validity

Table 3 Validity Test Results with AVE

Variable	Average Variance Extracted (AVE)
Purchase Intention (Y)	0.854
Consumer Confidence (M)	0.900
Perception of Halal Certification (X)	0.870

Source: SmartPLS Output, 2025

The results demonstrate that the indicators explain a substantial proportion of the variance in their respective constructs. However, the relatively high factor loadings and AVE values should also be considered critically. Values approaching 1.00 may indicate that several indicators are highly similar in content. Therefore, although the statistical criteria for convergent validity are fulfilled, future research should ensure that individual indicators capture sufficiently distinct aspects of each construct rather than repeating substantially similar statements.(Hair & Alamer, 2022).

Discriminant Validity

Table 4 Results of Validity Test with Fornell-Larcker

Variable	Purchase Intention (Y)	Consumer Confidence (M)	Perception of Halal Certification (X)
Purchase Intention (Y)	0.924		
Consumer Confidence (M)	0.695	0.949	
Perception of Halal Certification (X)	0.667	0.662	0.933

Source: SmartPLS Output, 2025

The square roots of AVE are 0.924 for Purchase Intention, 0.949 for Consumer Trust, and 0.933 for Perceived Halal Certification. Each value exceeds the correlations between constructs, supporting the Fornell–Larcker criterion for discriminant validity. The strongest correlation is between Consumer Trust and Purchase

Intention (0.695), followed by Perceived Halal Certification and Purchase Intention (0.667), and Perceived Halal Certification and Consumer Trust (0.662).

Table 5 Results of Validity Test with HTMT

Variable	Purchase Intention (Y)	Consumer Confidence (M)
Consumer Confidence (M)	0.717	
Perception of Halal Certification (X)	0.693	0.683

Source: SmartPLS Output, 2025

The HTMT values range from 0.683 to 0.717, which are below the 0.90 threshold. Therefore, the HTMT assessment also supports discriminant validity. Taken together, the Fornell–Larcker and HTMT results indicate that the three constructs can be empirically distinguished from one another (Hair & Alamer, 2022).

Reliability Test

Table 6 Results of Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Purchase Intention (Y)	0.957	0.967
Consumer Confidence (M)	0.972	0.978
Perception of Halal Certification (X)	0.962	0.971

Source: SmartPLS Output, 2025

All constructs have Cronbach's Alpha and Composite Reliability values above 0.70, indicating strong internal consistency. However, the values exceed 0.95 for all constructs, which may indicate redundancy or substantial overlap among indicators. Therefore, the results demonstrate strong reliability but also suggest the need to review whether the indicators are sufficiently distinct in meaning. Although this does not invalidate the measurement model, future studies should refine indicator wording and ensure adequate conceptual coverage of each construct.

Evaluation of the Structural Model (Inner Model)

R-Square

Table 7 R-Square Results

Variable	R Square	R Square Adjusted
Purchase Intention (Y)	0.560	0.553
Consumer Confidence (M)	0.438	0.434

Source: SmartPLS Output, 2025

Reliability coefficients above 0.95 may indicate redundancy or substantial overlap among indicators. Therefore, although the constructs demonstrate strong internal consistency, the high values also suggest that some indicators may have similar meanings. This does not invalidate the measurement model because the convergent and discriminant validity criteria are satisfied. However, future studies should review the wording and conceptual coverage of the indicators to ensure that each item provides distinct information.

F-Square

Table 8 F-Square Results

Variable	Purchase Intention (Y)	Consumer Confidence (M)
Consumer Confidence (M)	0.260	
Perception of Halal Certification (X)	0.173	0.780

Source: SmartPLS Output, 2025

The f^2 values indicate that Perceived Halal Certification has a **medium effect** on Purchase Intention (f^2 = 0.173), while Consumer Trust also has a **medium effect** (f^2 = 0.260). In contrast, its effect on Consumer Trust is **large** (f^2 = 0.780), exceeding the 0.35 threshold. This finding shows that Perceived Halal Certification makes a strong contribution to Consumer Trust. However, the X → M relationship should be interpreted cautiously because the factor loadings and reliability values are also very high, which may indicate conceptual overlap between the two constructs.

Model Fit

Table 9 Model Fit Results

	Saturated Model	Estimated Model
SRMR	0.037	0.037
d_ULS	0.167	0.167
d_G	0.294	0.294
Chi-Square	238.421	238.421
NFI	0.916	0.916

Source: SmartPLS Output, 2025

The model fit results show an SRMR value of 0.037 for both the saturated and estimated models, which is below the commonly used threshold of 0.08–0.10. The NFI value of 0.916 also exceeds 0.90, indicating an acceptable model fit. However, model-fit measures should be treated as supporting evidence, while the structural model should primarily be assessed through explanatory power, effect sizes, predictive relationships, and path significance.

Bootstrapping

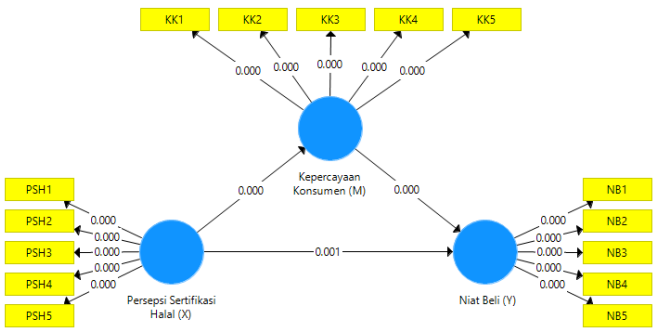

Figure 4 Bootstrapping Model Results

Hypothesis Testing

Table 10 Bootstrapping Results

Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Perception of Halal Certification (X) -> Purchase Intention (Y)	0.368	3.463	0.001
Consumer Trust (M) -> Purchase Intention (Y)	0.452	4.262	0.000
Perception of Halal Certification (X) -> Consumer Trust (M)	0.662	8.013	0.000
Perception of Halal Certification (X) -> Consumer Trust (M) -> Purchase Intention (Y)	0.299	3.515	0.000

Hypothesis testing was conducted using bootstrapping with 5,000 subsamples. A relationship was considered significant when the p-value was below 0.05 and the t-statistic exceeded 1.96.

1. **H1: Perceived Halal Certification and Consumer Trust**
   Perceived Halal Certification has a positive and significant effect on Consumer Trust ($\beta = 0.662$; $t = 8.013$; $p < 0.001$). Therefore, H1 is supported, indicating that a more positive perception of halal certification is associated with higher consumer trust in Primsana Banana Flour.
2. **H2: Consumer Trust and Purchase Intention**
   Consumer Trust has a positive and significant effect on Purchase Intention ($\beta = 0.452$; $t = 4.262$; $p < 0.001$). Therefore, H2 is supported, indicating that higher consumer trust is associated with stronger purchase intention toward Primsana Banana Flour.
3. **H3: Consumer Trust as a Mediator**
   The indirect effect of Perceived Halal Certification on Purchase Intention through Consumer Trust is positive and significant ($\beta = 0.299$; $t = 3.515$; $p < 0.001$). The direct effect also remains significant ($\beta = 0.368$; $p = 0.001$), indicating partial mediation. Thus, Consumer Trust mediates the relationship while Perceived Halal Certification also has a direct effect on Purchase Intention.

The total effect is 0.667, calculated from the direct effect (0.368) and indirect effect (0.299). This represents the total structural effect and should not be interpreted as an increase in actual sales, as the study measures Purchase Intention rather than actual purchasing behavior.

Analysis/Discussion

The Influence of Halal Certification Perception on Consumer Trust

The first hypothesis shows that Perceived Halal Certification has a positive and significant effect on Consumer Trust ($\beta = 0.662$; $t = 8.013$; $p < 0.001$), with a large effect size ($f^2 = 0.780$). This finding is consistent with previous research showing that halal certification can strengthen consumer trust by providing assurance regarding halal status and production practices (Sukardi et al., 2024), Halal certification can also

reduce uncertainty about product ingredients and production processes, particularly for consumers with limited prior experience with a local brand (Anjassyafara & El-Junusi, 2025).

From the TPB perspective, positive beliefs about halal certification may contribute to favorable consumer evaluations and higher trust. However, Consumer Trust is conceptually different from the TPB attitude construct and should not be treated as equivalent (Ajzen, 1991).The R^2 value of 0.438 indicates that Perceived Halal Certification explains 43.8% of the variance in Consumer Trust, while the remaining variance may be influenced by factors such as brand reputation, perceived quality, previous experience, and word of mouth. Given the exceptionally high factor loadings and reliability values above 0.95, the strong relationship should also be interpreted cautiously because some indicators may have overlapping meanings.

The Influence of Consumer Trust on Purchase Intention

The second hypothesis shows that Consumer Trust has a positive and significant effect on Purchase Intention ($\beta = 0.452$; $t = 4.262$; $p < 0.001$), with a medium effect size ($f^2 = 0.260$). This indicates that consumer trust is an important factor in shaping purchase intention toward Primsana Banana Flour. This finding is consistent with previous research showing that trust contributes to halal product purchase intention by increasing consumers' confidence in product information and reliability (Juniwati et al., 2023). Similar evidence from Generation Z consumers in Indonesia shows that consumer trust can connect halal-related perceptions with purchase intention (Kartikasari & Timur, 2026).

The highest loading for Consumer Trust was KK2 (0.959), related to confidence in the product's hygienic production process. This suggests that consumer trust in Primsana is associated not only with halal status but also with perceptions of cleanliness, safety, and product quality. The R^2 value of 0.560 indicates that Perceived Halal Certification and Consumer Trust explain 56.0% of the variance in Purchase Intention, while 44.0% remains explained by other factors such as price, perceived value, availability, brand familiarity, quality, and previous experience. Therefore, trust is an important psychological factor, but the findings concern purchase intention rather than actual purchasing behavior.

The Role of Consumer Trust Mediation

The mediation analysis shows that the indirect effect of Perceived Halal Certification on Purchase Intention through Consumer Trust is positive and significant ($\beta = 0.299$; $t = 3.515$; $p < 0.001$). The direct effect also remains significant ($\beta = 0.368$; $p = 0.001$), indicating that Consumer Trust partially mediates the relationship. Thus, halal certification perception influences purchase intention both directly and indirectly through consumer trust.. This finding differs from Kartikasari and Timur (2026) who found no significant direct effect of halal certification on purchase intention, although halal certification significantly influenced consumer trust. The difference suggests that the role of halal certification may vary across product categories, consumer characteristics, and research contexts. In the present

study, consumer trust represents one mechanism linking halal certification perception to purchase intention, while the significant direct effect indicates that other mechanisms may also contribute.

The finding provides contextual evidence from a local functional-food MSME product, namely Primsana Banana Flour, rather than claiming that the relationship between halal certification, trust, and purchase intention is entirely new. The total effect of Perceived Halal Certification on Purchase Intention is 0.667, representing the combined direct and indirect effects in the structural model. This value should not be interpreted as a 66.7% increase in actual sales because the study measures purchase intention rather than actual purchasing behavior. From a practical perspective, MSMEs should communicate halal certification clearly while also strengthening consumer-trust attributes such as production hygiene, product quality, transparency, and consistency. Halal certification can therefore function as part of a broader trust-building strategy rather than as an isolated product label.

Theoretical and Practical Implications

Theoretical Implications

This study supports the application of the Theory of Planned Behavior (TPB) in halal food purchasing by showing that Perceived Halal Certification is significantly related to Consumer Trust and Purchase Intention. Previous research has shown that halal certification can influence consumers' purchase intention in the Indonesian food industry (Ramadhan et al., 2024). Consumer trust is also an important factor in halal food purchase intention (Koc et al., 2025). The significant mediation effect indicates that Consumer Trust provides an additional mechanism through which halal certification perception can contribute to purchase intention. Kartikasari and Timur (2026) found that halal certification can strengthen consumer trust, which subsequently contributes to purchase intention. This study therefore extends previous research by examining this relationship in the context of a local functional-food MSME product.

Practical Implications

For Primsana and other food MSMEs, halal certification should be communicated clearly through product packaging and digital media because it can help strengthen consumer trust. Research on halal-certified MSME products also indicates that halal certification can contribute to consumer trust and purchase decisions (The Role of Trust and Perceived Risk on Muslim Behavior in Buying Halal-Certified Food, 2024). Information about halal status should also be supported by clear information on product quality and production hygiene, particularly because hygiene was the strongest indicator of Consumer Trust in this study.

MSMEs should also strengthen other factors that may influence purchase intention, such as product availability, price, quality, and brand familiarity. This is important because the model explains 56.0% of the variance in Purchase Intention, leaving 44.0% to other factors not included in the model. Recent research shows that halal certification and halal awareness are important factors in purchase intention,

but other consumer-related factors may also contribute to purchasing decisions (Anjassyafara & El-Junusi, 2025).

D. CONCLUSION

This study concludes that perceived halal certification plays an important role in shaping consumer trust and purchase intention toward Primsana Banana Flour. Among the 135 Muslim respondents in Yogyakarta, 59.3% were aware of the product, while 51.1% had never purchased it. This indicates that product awareness does not necessarily translate into purchase intention and that consumer trust remains an important consideration before purchasing. The structural model shows that perceived halal certification has a positive and significant effect on consumer trust ($\beta = 0.662$; $t = 8.013$; $p < 0.001$). Consumer trust also has a positive and significant effect on purchase intention ($\beta = 0.452$; $t = 4.262$; $p < 0.001$). In addition, perceived halal certification has a direct and significant effect on purchase intention ($\beta = 0.368$; $t = 3.463$; $p = 0.001$).

Consumer trust significantly mediates the relationship between perceived halal certification and purchase intention ($\beta = 0.299$; $t = 3.515$; $p < 0.001$). Because both the direct and indirect effects are significant, the mediation is partial. The total effect of perceived halal certification on purchase intention is 0.667, indicating that consumer trust strengthens the relationship between halal certification perception and purchase intention. These findings provide empirical support for the role of consumer trust in explaining how halal certification perception is associated with consumers' intention to purchase local halal food products.

This study has several limitations. First, the respondents were limited to Muslim consumers in Yogyakarta, which may limit the generalizability of the findings to other regions. Second, the cross-sectional design only captures consumer perceptions during November–December 2025 and cannot explain changes in consumer behavior over time. Third, the model only examines consumer trust as a mediating variable, while other factors that may influence purchase intention, such as religiosity and health awareness, were not included. Future research could examine these variables and involve respondents from different regions to provide broader evidence.

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