

Sharia Based Marketing Strategies in the Development of Halal Food and Beverage MSMEs in North Purwokerto

Anita Marya

STIES Putera Bangsa Tegal, Indonesia

*Corresponding email: anitamarya059@gmail.com

ABSTRACT

This study aims to analyze the implementation of Sharia-based marketing strategies in halal food and beverage MSMEs in Purwanegara Village, North Purwokerto District, Indonesia. The study employed a qualitative descriptive method, with data collection techniques including in-depth interviews, observation, and documentation of 23 MSMEs (11 food MSMEs and 12 beverage MSMEs). The results indicate that MSMEs have integrated Sharia values into their marketing practices, encompassing aspects of product, price, place, promotion, and service ethics. Food MSMEs place greater emphasis on product halalness and affordability, while beverage MSMEs emphasize flavor innovation and digital branding. The implementation of Sharia values, such as honesty, price transparency, friendly service, and ethical promotion, has been shown to increase consumer trust and strengthen customer loyalty. These findings align with previous research but provide a new contribution by identifying differences in marketing strategies between food and beverage MSMEs. This study also confirms that the implementation of Sharia marketing strategies not only strengthens competitiveness but also creates business sustainability based on the values of blessing.

Keywords : MSMEs; Sharia marketing; halal food; halal drinks; North Purwokerto

A. INTRODUCTION

The Micro, Small, and Medium Enterprises (MSMEs) sector plays a vital role in Indonesia's economy as it significantly contributes to job creation, income generation, and poverty alleviation. According to data from the Ministry of Cooperatives and SMEs, more than 99% of business units in Indonesia are MSMEs, which absorb around 97% of the national workforce (KemenkopUKM, 2023).

Among the MSME sectors, the food and beverage subsector is the most dominant since food needs are primary and continuously increase over time (BPS, 2022). This confirms that the development of food and beverage MSMEs is highly relevant to supporting the local economy.

With the increasing Muslim population in Indonesia, which accounts for more than 87% of the total population (Pew Research Center, 2021), the demand for halal products has become increasingly important. The halal lifestyle trend is not only related to food but also includes the broader consumption patterns of society. Specifically in the culinary sector, consumer preferences for halal food and beverages are rising due to religious awareness and the desire for assurance of product halalness (Wilson & Liu, 2019). Therefore, halal food and beverage MSMEs have great potential to grow if they can integrate sharia values into their marketing strategies.

In North Purwokerto, particularly in Purwanegara Subdistrict, halal food and beverage MSMEs have been growing rapidly. This area is known as one of the centers of trade and culinary activity, especially around educational institutions and residential areas. However, many MSMEs face challenges such as limited capital, low digital marketing literacy, and the suboptimal application of product differentiation based on sharia values (Yudityawati & Fitriyah, 2022). The increasingly competitive business environment requires MSME actors to implement appropriate marketing strategies to survive and grow.

Sharia-based value marketing provides an alternative approach that is not only profit-oriented but also emphasizes justice, transparency, halalness, and business blessings (Muali & Nisa', 2019). This strategy is in line with the principle of *halalan tayyiban*, which emphasizes that the products offered must be halal, good, and beneficial for consumers. In the context of food and beverage MSMEs, the application of sharia values not only enhances consumer trust but also builds long-term loyalty (Estefany, Masruchin, & Latifah, 2022).

The implementation of sharia marketing strategies through the 4P marketing mix (product, price, place, promotion) aligned with Islamic principles can strengthen the competitiveness of halal MSMEs. For example, setting fair prices, conducting honest promotions without manipulation, and choosing business locations that bring benefits to the community (Kotler & Armstrong, 2018; Tamamuddin, 2020). Sharia-compliant marketing practices are believed to create added value and distinguish halal MSMEs from competitors that have not fully adopted sharia principles.

Previous studies in various regions have shown that sharia marketing strategies are effective in improving the performance of culinary MSMEs. The study by Estefany et al. (2022) on Kampung Pia MSMEs revealed that applying sharia values in marketing increased community income and customer trust. Similar findings were also reported by Ariza & Aslami (2021), who found that

MSMEs implementing ethical and sharia-based marketing had higher competitiveness in facing competition in the digital era. This indicates that the application of sharia-based marketing strategies is highly relevant to the context of halal food and beverage MSMEs in North Purwokerto.

This study is important to explore how halal food and beverage MSMEs in Purwanegara Subdistrict, North Purwokerto, apply sharia-based value marketing strategies in facing competition. This research is expected to provide academic contributions to the development of sharia marketing literature, while also offering practical benefits for MSME actors in enhancing competitiveness, business sustainability, and community welfare.

B. THEORITICAL

MSMEs and Their Role in the Economy

Micro, Small, and Medium Enterprises (MSMEs) remain the backbone of Indonesia's economy, accounting for over 99% of total business units and absorbing nearly all non-agricultural employment (KemenkopUKM, 2023). Recent national surveys confirm that MSMEs play a key role in inclusive growth and poverty alleviation by supporting local income generation and regional economic resilience (BPS, 2023). However, structural challenges such as limited access to finance, low technological adoption, and inadequate marketing capability persist (OECD, 2021). Strengthening MSMEs through financial literacy, halal certification, digital transformation, and Sharia-compliant marketing innovation is therefore essential to sustain their economic contribution.

Halal Food and Beverage Market Development

The halal food and beverage industry has become one of the most dynamic global sectors, driven by the expanding Muslim population and growing awareness of halal lifestyles. Indonesia, with over 230 million Muslims, represents one of the largest domestic halal markets worldwide (Pew Research Center, 2021; DinarStandard, 2023). In addition to fulfilling religious obligations, halal products are perceived to guarantee safety, hygiene, and ethical quality standards (Tumiran, 2024). For MSMEs, implementing halal certification and ensuring transparency throughout the supply chain serve as critical differentiators that strengthen consumer trust and brand loyalty (Syahril, 2024).

Sharia-Based Marketing Concepts and Integration with the 4P Strategy

Sharia-based marketing refers to marketing activities aligned with Islamic values such as honesty, fairness, transparency, and social welfare (Muali & Nisa', 2019). It aims not only for profit but also for *maslahah* (public good), ensuring that all business activities adhere to the principle of *halalan tayyiban*—lawful, pure, and beneficial to consumers (Kurniawan, 2018).

Kotler and Armstrong's (2018) 4P framework (Product, Price, Place, Promotion) can be effectively integrated with Sharia values as follows:

1. Product (Halal and Tayyiban Assurance)

MSMEs must ensure that products are halal-certified, hygienic, nutritious, and ethically sourced. The tayyiban dimension includes not only halal legality but also quality, health, and sustainability. Recent studies highlight that Muslim consumers increasingly prioritize tayyiban quality beyond formal halal labels (Tumiran, 2024; DinarStandard, 2023).

2. Price (Fair and Transparent Pricing)

Prices must be fair, free from exploitation, and transparent to consumers. Sharia principles encourage equitable profit margins and prohibit excessive mark-ups (gharar). Sharia-compliant pricing also considers socio-economic justice and may involve profit-sharing or cost-plus schemes instead of interest-based pricing (Shulthoni, 2023; Basyir, 2024).

3. Place (Ethical Distribution Channels)

Distribution should facilitate access for all communities through fair partnerships, local empowerment, and digital platforms that adhere to ethical standards. Collaborations with Islamic cooperatives (BMTs) or Sharia banks promote inclusivity and community welfare (Basyir, 2024).

4. Promotion (Truthful and Beneficial Communication)

Marketing communication must be honest, non-deceptive, and emphasize product benefits and social value. Ethical advertising reflecting Islamic ethics enhances credibility, consumer trust, and long-term loyalty (Syahril, 2024).

Integrating Sharia values into the 4P strategy transforms marketing from mere profit-seeking into an ethical, faith-based value creation process (Yudityawati & Fitriyah, 2022). Recent studies show that MSMEs adopting this framework outperform their conventional counterparts by fostering stronger consumer relationships and social legitimacy (Ariza & Aslami, 2021; Estefany, Masruchin, & Latifah, 2022).

Sharia Marketing and MSME Performance

Empirical evidence confirms that Sharia-based marketing positively influences MSME performance. Estefany et al. (2022) found that ethical and Sharia-oriented marketing practices enhance customer loyalty and business income among halal MSMEs. Similarly, Basyir (2024) and Syahril (2024) highlight that integrating Sharia marketing values strengthens brand equity and supports sustainable competitive advantage. However, challenges such as limited knowledge, certification costs, and access to Islamic finance persist, requiring coordinated efforts from policymakers, Sharia institutions, and educational bodies.

In Muslim-majority regions such as Purwokerto Utara, aligning MSME practices with Sharia values not only fulfills religious obligations but also

strengthens market positioning through authenticity and trustworthiness. Thus, Sharia-based 4P marketing represents a strategic and ethical pathway for MSME sustainability in Indonesia's halal economy.

C. METHODOLOGY

This study employed a descriptive qualitative method, which is considered appropriate for exploring the application of sharia-based marketing strategies in halal food and beverage MSMEs (Creswell, 2018). The research was conducted in Purwanegara Subdistrict, North Purwokerto District, which is known as one of the centers of culinary business activities in Banyumas Regency.

The research objects were halal MSMEs in the food and beverage sector that had been operating for at least one year. Sampling was carried out using purposive sampling with the following criteria: (1) engaged in food or beverage businesses, (2) committed to halal business practices, (3) actively operating in North Purwokerto, and (4) willing to participate in the study. A total of 23 MSMEs were involved, consisting of 11 food MSMEs and 12 beverage MSMEs

Data collection was conducted in August 2025 and included: (1) in-depth interviews with business owners to understand their marketing strategies and challenges, (2) observations of production processes, promotional activities, and consumer interactions, and (3) documentation such as business profiles, digital promotions, and business permits. In addition, secondary data were also utilized, obtained from government publications (BPS, Ministry of Cooperatives and SMEs), previous research, and scientific journals related to MSMEs and sharia marketing.

Data analysis was conducted using thematic analysis based on the stages of Braun and Clarke (2006), namely: familiarization, coding, theme development, and interpretation. To ensure validity and reliability, triangulation techniques were applied, including source triangulation (owners, employees, consumers), method triangulation (interviews, observations, documents), and time triangulation (data collection at different periods to ensure consistency).

Table I. Halal food and beverage MSMEs interviewed in North Purwokerto

Category	Number of MSMEs	Example of Business Types	Average Years Operating	Notes on Characteristics
Food MSMEs	11	Traditional snacks, rice meals, bakery	1 years	Focus on halal ingredients
Beverage MSMEs	12	Coffee shops, juice stalls, herbal drinks	1 years	Youth-oriented branding, social media presence
Total	23	—	—	Mix of micro and small-scale enterprises

Source: Data processed by researchers (2025)

The selection of Purwanegara Subdistrict was based on its role as a major culinary hub in Banyumas Regency, where many halal MSMEs actively implement Islamic business values. The sample of 23 MSMEs was chosen purposively to ensure depth of data rather than numerical generalization, which aligns with the qualitative descriptive approach (Creswell, 2018). Only MSMEs meeting the inclusion criteria operating for at least one year, engaged in halal food and beverage businesses, and willing to participate were included to achieve focused and credible findings.

D. RESULTS AND DISCUSSION

Interviews with 23 halal food and beverage MSMEs in North Purwokerto, Indonesia, revealed that the majority of respondents have attempted to integrate Sharia values into their marketing practices. This implementation is evident in product aspects, pricing, business location, promotion, and service ethics. For example, almost all MSMEs emphasize the importance of halal raw materials and maintaining a clean production process. In terms of pricing, most MSMEs set fair and transparent prices in line with the purchasing power of the local community. These practices not only build consumer trust but also serve as a strategy to maintain customer loyalty amidst intense competition in the culinary industry.

There are variations in strategy between food and beverage MSMEs. Food MSMEs tend to focus on halal product quality and affordability, targeting students and workers in the Purwokerto area as their primary market. Meanwhile, beverage MSMEs emphasize flavor innovation and digital branding, particularly to attract young consumers through social media. Despite these differences in approach, both companies utilize Sharia values such as honesty, friendly service, and ethical promotion as the foundation of their businesses. This shows that sharia-based marketing principles are not only an identity, but also a practical instrument in facing market dynamics.

Table 2. Summary of Interview Results with Halal Food and Beverage MSMEs

Aspect	Food MSMEs (n=11)	Beverage MSMEs (n=12)
Product	All respondents emphasized halal raw materials; 8 MSMEs already have local halal certification.	All ensured halal ingredients; 5 MSMEs prioritized flavor innovation (coffee, herbal juice).
Price	10 MSMEs set affordable prices for students and workers; prices are transparent.	9 MSMEs applied value package pricing strategies; emphasized "fair prices without deception."
Place	7 MSMEs located near schools and campuses; most rely on main road access.	8 MSMEs selected strategic locations near youth hangouts; 4 MSMEs operated online delivery only.
Promotion	6 MSMEs actively used social media (Instagram, WhatsApp Business); others	10 MSMEs utilized social media, local endorsements, and customer

	relied on word-of-mouth promotion.	loyalty promotions.
Sharia Values	Emphasized honesty, friendly service, price transparency, and avoiding unfair practices.	Highlighted business blessing, Islamic customer service (greetings, prayers), and ethical promotion.

Source: Data processed by researchers (2025)

Halal Products and the Halalan Tayyiban Principle

The findings reveal that nearly all halal food and beverage MSMEs in Purwanegara prioritize product halalness. Food MSMEs emphasize the use of traceable raw materials, with several already obtaining halal certification, even if only at the local level. This demonstrates that business owners are increasingly aware that halal assurance is not merely a religious requirement but also a marketing strategy to build consumer trust.

Beverage MSMEs, although not all formally certified, tend to highlight flavor innovations such as spiced coffee, herbal drinks, and fresh fruit juices. These innovations are aimed at attracting younger consumers while reflecting the broader meaning of the halalan tayyiban principle—not only legal halal status but also the goodness, cleanliness, and health benefits of products (Kurniawan, 2018). This shows that halal quality must align with both consumer trust and added value in terms of health and benefits.

From the consumer's perspective, halal labels and the image of cleanliness increase comfort and loyalty to local MSMEs. Several respondents stated they preferred buying from businesses that emphasize halalness compared to those less transparent. This indicates that halalness and product quality are not only normative values but also strategic factors influencing the competitiveness of halal MSMEs.

Pricing Strategy and Justice

Both food and beverage MSMEs in Purwanegara generally set affordable prices aligned with the purchasing power of the local community. Food MSMEs often offer menus priced between IDR 5,000–15,000, making them accessible to students and workers. Price transparency is also emphasized, as owners avoid hidden charges that could create consumer suspicion.

Beverage MSMEs frequently adopt value package or bundling strategies (e.g., coffee and snacks sold together at a lower price). This not only attracts younger customers but also reflects their commitment to delivering added value without excessive profit-seeking. Such pricing strategies align with Islamic principles of justice, which prohibit gharar (uncertainty) and consumer exploitation (Muali & Nisa', 2019).

The application of fair pricing helps build consumer trust. Some respondents stated they became repeat customers because they felt the prices were “fair and proportional to quality.” This finding suggests that sharia-based pricing

strategies not only enhance customer satisfaction but also strengthen long-term loyalty that supports the sustainability of halal MSMEs.

Business Location and Maslahah for Consumers

Business location is a strategic factor determining accessibility and customer convenience. Food MSMEs in Purwanegara generally operate near schools, campuses, and main roads. Such locations guarantee stable consumer traffic and provide easy access to affordable halal products. Hence, these businesses benefit not only the owners but also the surrounding community by ensuring the availability of halal products close to demand centers.

In contrast, beverage MSMEs largely target young consumers, locating their businesses in hangout areas and small cafés. Interestingly, four beverage MSMEs adopted an online delivery only model, foregoing physical stores. This approach was considered more efficient in operational costs while providing convenience for customers who prefer ordering via mobile applications.

This practice aligns with the Islamic concept of *maslahah* (public benefit), in which easy access to products provides added value to consumers (Tamamuddin, 2020). Flexible service options increase customer satisfaction, while business owners can optimize resources. Thus, location strategy is not merely a business choice but also a way of implementing sharia values that emphasize consumer convenience and overall welfare.

Promotion and Sharia Ethics

Promotion plays a crucial role in differentiating food and beverage MSMEs in Purwanegara. Food MSMEs still rely heavily on traditional methods such as word-of-mouth promotion, though some have started using WhatsApp Business and Instagram. In contrast, beverage MSMEs are more active on social media platforms, especially Instagram and TikTok, using creative content to attract younger audiences.

Despite differences in promotional channels, both groups consistently stress ethical promotion practices. None of the MSMEs engaged in negative advertising, consumer deception, or inappropriate content. Instead, they focused on product strengths, customer testimonials, and narratives around halalness and cleanliness. These practices align with sharia marketing principles that emphasize honesty, transparency, and the avoidance of fraud (Yudityawati & Fitriyah, 2022). Such ethical promotion strengthens brand image among consumers. Several customers admitted that they trusted businesses that kept their promotions simple, honest, and respectful, rather than exaggerated. Consequently, sharia-based promotional ethics not only safeguard the blessing (*barakah*) of the business but also enhance competitiveness in a crowded market.

Sharia Values in Business Relations

Beyond technical aspects of marketing, this study highlights the importance of sharia values in everyday business relations. Most MSME owners in Purwanegara emphasized friendly service, greeting customers with Islamic salutations, and maintaining cleanliness in their outlets. These practices reflect Islamic teachings that integrate spirituality with business ethics, believed to bring blessings and sustainability to the enterprise.

Some entrepreneurs noted that although profits were not always large, their businesses remained resilient because of consumer trust and loyalty. This shows that barakah (divine blessing) is a critical dimension in halal business, measured not only by profit margins but also by continuity of operations and strong customer relationships.

From an academic standpoint, these findings reinforce the theory of sharia marketing, which argues that business success depends not only on material aspects but also on spiritual values embedded in everyday practices (Wilson & Liu, 2019). Therefore, sharia values in business relations function not just as religious identity but also as social capital that strengthens the resilience and competitiveness of halal MSMEs.

Discussion

The findings of this study indicate that sharia-based marketing strategies are not merely normative concepts but are genuinely implemented by halal food and beverage MSMEs in North Purwokerto. Practices such as product halalness, fair pricing, strategic locations that provide public benefit, ethical promotion, and Islamic-oriented customer service have been proven to strengthen consumer trust.

These findings are consistent with the study of Estefany et al. (2022), which revealed that sharia-based marketing increased both community income and consumer trust in Kampung Pia MSMEs. Similarly, Ariza and Aslami (2021) emphasized that sharia business ethics enhance the competitiveness of MSMEs in the digital era. However, this research also brings a new contribution: identifying the differences in strategies between food MSMEs (which focus more on certification and affordability) and beverage MSMEs (which emphasize product innovation and digital branding).

Thus, it can be concluded that the implementation of sharia-based marketing strategies for halal MSMEs in Purwanegara not only strengthens their competitive advantage but also fosters business sustainability rooted in the value of barakah (blessing). This has significant relevance for the development of local economies based on sharia principles.

This study has several limitations. First, the research was conducted only in Purwanegara Subdistrict with a relatively small number of respondents (23 MSMEs), making the findings less generalizable to halal MSMEs in other

regions. Second, the data were primarily obtained through interviews and observations, which may not fully capture quantitative aspects such as financial performance or detailed consumer satisfaction levels. Third, the cross-sectional nature of the study did not allow for analyzing changes in marketing strategies over time. Therefore, future research is recommended to involve a larger sample, adopt mixed-method approaches, and include longitudinal data collection to provide more comprehensive insights into sharia-based marketing practices among halal MSMEs.

E. CONCLUSION

This study concludes that sharia-based marketing strategies in halal MSMEs in Purwanegara Village play a crucial role in strengthening business identity and enhancing consumer trust. Islamic values such as honesty in promotion, transparency in product information, trustworthiness in service, and consistent product quality serve as the foundation for consumer loyalty and sustainable competitiveness. The findings show that the implementation of sharia principles functions not only as a symbol of religiosity but also as a practical tool for building a trustworthy and resilient business image.

Most MSMEs have adopted digital media such as social media and instant messaging as primary promotional channels, effectively reaching a wider and younger consumer base. However, limitations remain, including low digital literacy, limited access to Islamic financing, and strong price competition in local markets. Furthermore, the study's scope is confined to 23 MSMEs in Purwanegara, which limits the generalization of findings to broader regions or sectors.

Future studies are recommended to expand the sample size, include comparative cases from other halal MSME clusters, and integrate quantitative approaches to validate the influence of sharia-based marketing on business performance. Practical recommendations include continuous digital literacy training, collaboration with Islamic financial institutions to improve access to capital, and government or community-based programs that strengthen halal certification and sharia-compliant business practices. Through these efforts, halal MSMEs can better align ethical values with market competitiveness in the evolving halal economy.

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