Determinants of West Java MSMEs Readiness to Support Indonesia's Journey Towards a Global Halal Hub

Arinaldi Nugraha[1*], Rochania Ayu Yunanda[2], Andang Heryahya[3]
Tazkia Islamic Institut, West Java, Indonesia[1,2,3]
arinaldinugraha31@gmail.com[1], rochaniaayuyunanda@tazkia.ac.id[2], andangheryahya@tazkia.ac.id[3]

Abstract

Purpose: This study aims to examine the determinants of West Java MSMEs' readiness for the intention to contribute to the Global Halal Hub (GHH) using the Theory of Planned Behavior (TPB).

Methodology: A systematic random sampling survey was employed to gather data, and an online questionnaire was disseminated to MSMEs in West Java that had obtained halal certification. SmartPLS 3.2.9 was utilized to conduct an analysis of the data gathered from 150 respondents by Structural Equation Modeling (SEM).

Results: The research findings indicate that all TPB variables (attitude, subjective norm, and perceived behavioral control) and government support were found to have a positive and statistically significant impact on the readiness of West Java MSMEs. However, religiosity did not have a positive and significant effect on the readiness of West Java MSMEs.

Conclusion: Overall, the readiness variable was found to have a dominant, positive, and significant influence on the intensity of West Java MSMEs' intention to contribute to the GHH.

Limitation: This study is limited to certain MSMEs, affecting generalizability, and relies on potentially biased survey and interview data. External factors like regulations and supply chains were not deeply explored. Future research with broader samples and methods is needed to better understand MSMEs' readiness for the Global Halal Hub.

Contribution: It is expected that this research can serve as a foundation for the development of programs that support the readiness of MSMEs in meeting halal standards and competing in the global market.

Keywords: *TPB, Religiosity, Government Support, MSMEs, Readiness, and Global Halal Hub*

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1. Introduction

Indonesia has big ambitions to become the world's halal center or Global Halal Hub (Meksi, 2019). This ambition is reflected in various strategic government policies that support the development of the halal industry in Indonesia (Sukoso et al., 2020). The Ministry of Industry revealed that Indonesia has the potential to become a major global producer of halal products with the largest Muslim population and increasing demand for halal products globally (Kemenperin, 2022). The government has also strengthened the legal framework, including through Law no. 33 of 2014 concerning Halal Product Guarantees, which regulates that every product circulating in Indonesia must be certified halal (Sukoso et al., 2020).This supports the achievement of Indonesia's vision as a GHH, which is expected to strengthen Indonesia's position in the global halal market (Asnawi, 2021).

However, the biggest challenge in realizing this vision is the readiness of micro, small and medium enterprises (MSMEs), which is one of the main pillars of the Indonesian economy (Tambunan, 2017).

In Indonesia, MSMEs contribute more than 60% to gross domestic product (GDP) and employ around 97% of the national workforce (Kemenkopukm, 2023). However, based on data from the Kemenkopukm (2023), there are still many MSMEs that have not been halal certified, especially in West Java, which is the region with the largest growth of MSMEs in Indonesia. Many of them face various obstacles in obtaining halal certification, such as a lack of understanding of procedures, high costs, and limited access to information (Tambunan, 2017).

The socio-economic conditions of MSMEs in West Java are very relevant in the context of their readiness to support GHH. However, factors such as limited access to financial resources, lack of technical training related to international halal standards, and minimal technological and infrastructure support are significant challenges (Dawam et al., 2023). On the other hand, government support in providing technical assistance, training and simplifying halal certification procedures is very necessary to encourage the readiness of MSMEs to compete in the global halal market (Alfarizi, 2022).

According to research conducted by Rahman (2013) in Malaysia, collaboration between the government and the private sector is very important in increasing the readiness of business actors to support the development of the halal industry. This is also relevant for Indonesia, where cooperation between the government, private sector and MSMEs must be increased to realize GHH. Efficient halal certification and a strong support system will be a catalyst for MSMEs to be better prepared to contribute to the international halal product supply chain (Nawi et al., 2022).

Taking this into account, this research aims to identify the determining factors for the readiness of MSMEs in West Java to support GHH. The Theory of Planned Behavior will be used as the main analytical framework, which includes attitudinal factors, subjective norms, and perceived behavioral control, as well as adding the variables of religiosity and readiness (Glock, 1962; Chaplin, 1979). Through this research, it is hoped that strategies and policy recommendations can be found that can increase the readiness and participation of MSMEs in West Java in supporting Indonesia's vision towards becoming a global halal center.

2. Literature review

The Global Halal Hub (GHH) concept has become the focus of attention of many countries, including Indonesia. GHH can be defined as a halal activity center that integrates various aspects of the halal industry, from production, certification, to marketing, through one efficient system. The main goal of GHH is to provide an effective platform to centrally connect the entire halal product supply chain, so that it can facilitate business actors in developing and marketing halal products in accordance with Islamic principles (Purnomo, 2010; Borzooei & Asgari, 2013).

Operationally, GHH involves regulations, institutions, and cooperation from various parties, including Islamic state organizations, producers, traders, and buyers, to ensure halal products meet established standards (Rafiki, 2020). Malaysia, as a pioneer of GHH, has succeeded in developing the halal food industry and implementing halal standards in the country, so that it is recognized by the Codex Alimentarius Commission (CAC) as a pilot country (CAC, 2020).

2.1 Halal Certification

Halal certification is official evidence issued by an authorized religious institution, such as the ulama council, to state that a product or service meets halal requirements according to Islamic law (Jaiyeoba et al., 2020). In other words, halal certification is proof of ownership of products or services that have been tested as halal based on sharia (Lestari et al., 2022). The main aim of halal certification is to provide assurance to Muslim consumers that the products or services they use meet halal standards and can be consumed or used without hesitation (Katuk et al., 2021).

2.2 BPJPH Government Support

The Halal Product Guarantee Organizing Agency (BPJPH) is the newest Level I unit within the Ministry of Religion of the Republic of Indonesia. Established in October 2017, its creation was mandated by Law Number 33 of 2014 concerning Halal Product Guarantee (JPH). The institution possesses the

authority to: i) Develop and implement JPH policies. ii)Establish JPH norms, standards, procedures, and criteria. iii) Issue and revoke Halal Certificates and Halal Labels for products. iv) Register Halal Certificates for foreign products. v) Conduct outreach, education, and publication activities related to Halal Products. vi) Accredit LPH institutions. vii) Register Halal Auditors. viii) Oversee JPH activities. ix) Provide training for Halal Auditors. x) Collaborate with domestic and foreign institutions involved in JPH implementation (Bpjph, 2023).

The important role of BPJPH in realizing GHH is as an institution to issue halal certification to all MSME players. The government's ambition to issue 10 million halal certifications throughout Indonesia has yet to be achieved. This is based on limited human resources. Efforts to accelerate halal certification are carried out as an important step to make Indonesia a GHH (Kemenag, 2022).

2.3 TPB (theory of planned behavior)
According to the Theory of Planned conduct (TPB), a person's intentions to carry out an action are influenced by their perceptions of behavioral control, subjective norms, and attitudes toward the conduct (Ajzen, 1991).

2.4 Intention to contribute
According to Ajzen, (1991) defines intention as an individual's subjective belief about the likelihood of performing a particular behavior. This intention is influenced by three primary factors, which will be discussed in detail below.

2.5 Attitude (attitude towards behavior)
According to Ajzen, (1991) attitudes are comprised of an individual's beliefs about the potential consequences of their behaviors and their overall evaluation of those outcomes. Garcia et al., (2020) identify strong beliefs and result evaluation as key indicators influencing attitudes.

2.6 Subjective Norm
According to Ajzen, (1991) subjective norms are social constructs reflecting individuals' beliefs about significant others' expectations and their motivation to comply with those expectations. Higher levels of trust in these individuals correlate with increased willingness to follow their directives. Swidi et al., (2014) ; Sadili et al. (2024) identify social pressure and compliance motivation as key indicators influencing subjective norms.

2.7 Behavior control
Ajzen, (1991) defined behavioral control as a person's sense of how easy or difficult it is to carry out a certain behavior. This perception is influenced by the level of confidence one has in their ability to execute the behavior. A higher level of perceived self-efficacy increases the likelihood of performing the behavior. According to Bagher et al. (2018) ; Taufik & Rusmana (2023) factors such as ability, opportunity, and time can significantly influence behavioral control.

2.8 Religiosity
Religiosity is defined as a person's act of religion, believing in the existence of God as the regulator of life and the universe (Glock, 1962). However, it is also interpreted as a doctrine with the existence of divine power that links an individual's relationship to tradition, the more an individual someone holds closely to the teachings of the religion they believe in, the more a person will develop their understanding in distinguishing between good attitudes and bad attitudes (Hill, 1999). There are five indicators of the concept of Religiosity as stated by Glock, (1962), Rizkitysha & Hananto, (2022) including Belief (Ideological), Religious Knowledge (Intellectual), Religious Practice (Ritualistic), Consequences (Consequential) and Experience (Experimental).

2.9 Readiness
Readiness is defined by Chaplin, (1979) as a response to the mature attitude of an individual or group, to a stimulus in a particular situation or condition, or a relationship with social abilities, technology, as

well as plans of an individual or group to change in trying the latest things. There are four indicators according to Daniel et al., (2007) including Process, Change, Environment, and Competence.

2.10 MSMEs
According to Government Regulation Number 7 of 2021, MSME stands for Micro, Small, and Medium Enterprises. The following definition applies:

2.11 Micro Business
Micro-enterprises are productive economic units operated by individuals or single-person entities, possessing net assets not exceeding 50 million rupiah (excluding land and office buildings) and generating annual sales revenue of up to 300 million rupiah.

2.12 Small business
Small businesses are those that consist of individuals or groups of companies, and are not branches of owned subsidiaries. Has a net worth of more than >50 million to 500 million rupiah (excluding land and territory), and has an annual turnover of >300 million to 2.5 billion rupiah (Maulida et al., 2023).

2.13 Medium business
Medium-sized enterprises (MSEs) are independently owned and operated businesses that are not subsidiaries or branches of larger corporations. These entities possess annual net assets exceeding 50 million rupiah but do not surpass 10 billion rupiah (excluding land and business buildings). Additionally, their annual sales turnover ranges from 2.5 billion rupiah to 50 billion rupiah.

2.14 Sharia Foundation
There are many arguments that Allah mentions in the Qur'an related to the concept of halal. In it, Allah mentions "halal" thirty times (Republika, 2017). Based on this number, it is certainly a strong confirmation of how important halal principles are for a Muslim in acquiring wealth, as a means of meeting consumer needs and provide blessings in everyday life. Several propositions from the Qur'an that explain the halal concept include the following:

Al Baqarah's initial proposition (QS. 168). O mankind, consume that which is halal and good from the earth and do not follow the devil's path, for the devil is your actual enemy. Al An'am:114 is the second proposal in the QS. Thus, if you simply worship Allah, then consume what is halal and good from the food that He has provided you and express gratitude to Him for His blessings. The third verse of QS al-A'raf is: 157 "And (Allah) has forbidden all evil and permitted all good to them."

It is really evident what is haram and what is halal. In actuality, there are those that fall between the two that are dubious (obscure), which most people are unaware of (the law). A shepherd who is frightened of falling into a forbidden fence (public property) has fallen into something forbidden, just as someone who falls into something unknown has fallen into something forbidden. Recognize that all kings have laws (prohibitions). Always keep in mind that Allah forbids what He has forbidden. Recognize that there is a lump of flesh in the human body. If it is healthy, the body as a whole is healthy; if it is damaged, the body as a whole is damaged. Just be aware that the heart is this piece of meat. (HR. Bukhari and Muslim).

Then in the hadith narrated by Ibn Majah and Tirmidhi it is said that:
What Allah has made lawful in His Book is halal and what Allah has forbidden in His Book is haram, and what is kept silent (not explained), then that thing is among those things that are forgiven." (HR. Ibn Majah and Tirmidhi). Based on these Sharia arguments, Allah subhanahu wa ta'ala is very clear in explaining halal matters to humans. To make it easier for people to understand and apply it in life in the world. So there is no longer any reason to look for the haram. Because what Allah has made lawful is more than what Allah has forbidden.

2.15 Previous Research
Research on the readiness of MSMEs to support the Global Halal Hub and halal certification in Indonesia and countries with similar economies highlights various aspects, ranging from the role of

government to the application of the theory of planned behavior (TPB) in the halal sector. Rahman (2013) examined the factors that influence the intentions of food producers from OIC member countries to accept Malaysia as a Global Halal Hub, with results showing that attitudes, behavioral control and subjective norms have a significant influence on these intentions. Meanwhile, Borzooei & Asgari (2013) emphasized the importance of government support, infrastructure, human resources, as well as active media and research as the main conditions for achieving Global Halal Hub status.

Research in other countries also shows the challenges and opportunities in achieving this status. (Gillani et al., (2017) evaluated Pakistan's potential, with society having a strong preference for halal food, but government efforts to support halal development are still limited. In Indonesia, Kamar et al. (2018) ;Wahyudi & Sari (2022) examined the challenges of halal logistics in the air and sea transportation sectors, where segregation between halal and non-halal logistics is difficult due to high operational costs. This causes halal and non-halal products to often be mixed at ports and airports.

Hasyim (2019) explored Indonesia's readiness to become a Global Halal Hub through focus group discussions with experts. Three main views emerged, namely: from non-Muslim communities who proposed that the BPJPH Law be applied only to Muslim communities, from the market which felt limited in reaching halal producers and consumers, and from MSMEs which viewed halal certification as an opportunity but felt burdened by costs, especially for small scale businesses.

Regarding the influence of halal certification, research by Ahmed et al. (2019) show that concern for halal certification has a significant effect on consumer willingness to pay (WTP) in Muslim countries. In the Maldives, Muneeza & Mustapha (2021) discuss the positive impact of halal certification on the growth of the halal fishing industry. Meanwhile, a study on halal MSMEs in Thailand by Nawi et al. (2022) found that the growth of the tourism industry led to an increase in demand for halal products, in line with the findings of Deku et al., (2022) in Ghana, where the performance of halal MSMEs has a positive impact on the company's financial performance.

In the context of the TPB, research by Suleman et al. (2021) showed that subjective norms and intentions to consume halal food were positively correlated with religiosity and physical well-being, while attitudes and behavioral control had no significant influence. A study on religiosity in halal consumption by Sudarsono & Nugrohowati (2020) shows that religiosity has a significant influence on decisions to consume halal products, and this finding is consistent with other research which shows the dominant role of religiosity in encouraging halal consumption. Recent research by Masudin et al. (2020) shows that employee readiness in using halal technology has a significant impact on company performance, confirming that HR readiness is very important in supporting halal development in Indonesia.

2.16 Framework
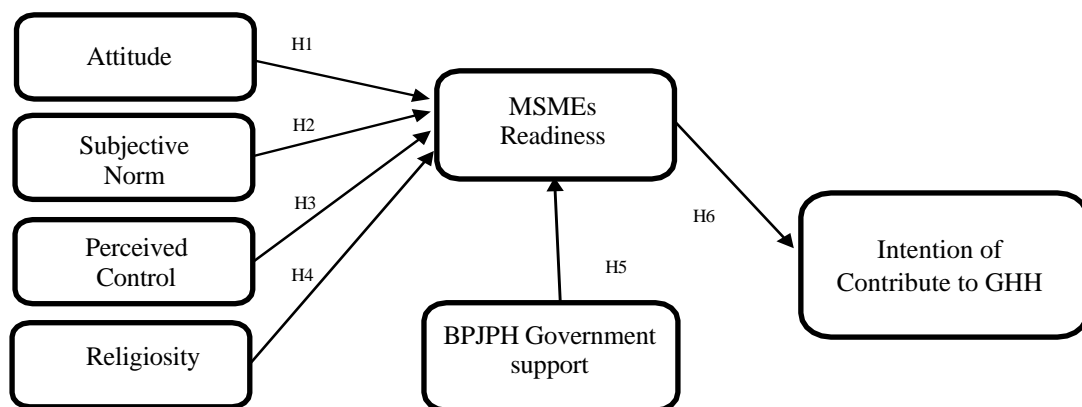
In relation to the global halal hub, research uses TPB theory to predict readiness for MSME intentions (Rahman et al., 2013; Gillani et al., 2017; Kamar et al., (2018); Hasyim, (2019); Suleman et al., (2021);

Nawi et al., (2022) stated the suitability and accuracy of the TPB in understanding the decisions of MSME actors, so based on these reasons the TPB framework will be used in this research. The conceptual framework was developed and modified based on several previous literature on MSME readiness and intention to contribute to GHH. Furthermore, this research framework was chosen based on TPB theory and the model used by (Rahman et al., (2013); Elbrassi et al., (2022) by modifying the Readiness variable for MSME intentions to contribute to GHH in the future. Attitudes can be described based on two main dimensions. Firstly, as an evaluation to show whether a particular action is valuable, dangerous, or important and secondly to describe behavior as pleasurable or enjoyable (Ajzen, 1991). Therefore, if individuals have a positive attitude towards a certain behavior, they can develop positive intentions to engage in that behavior (Marmaya et al., 2019a). Previous research has Previous research has shown that attitudes provide a positive and significant relationship with behavioral intentions. Based on research (Yasin et al., 2020; Nawi et al., (2022), attitudes can influence a person's readiness to use halal technology. So it can be assumed that attitudes can influence the readiness of West Java MSMEs towards the Global halal hub. Therefore it can be hypothesized that:

H1: The Attitude Factor has a positive and significant effect on the Readiness of West Java MSMEs towards a global halal hub.

Subjective norms in the TPB are related to individual perceptions that come from group social pressure, being the most important reference for carrying out or not carrying out certain actions (Ajzen, 1991). These perceptions are known as normative beliefs which are the basis of subjective norms, according to Swidi et al., (2014), influenced by those closest to them such as parents, partners, children, friends, co-workers, and so on. The study by Arli et al., (2018) demonstrated a significant positive correlation between subjective norms and consumers' propensity to purchase environmentally friendly products. Given the relevance of subjective norms in influencing consumer behavior, this research posits that similar dynamics may be observed in West Javan MSMEs' readiness to transition towards the Global Halal Hub. Consequently, it is hypothesized that:

H2: The Subjective Norm Factors have a positive and significant effect on the Readiness of West Java MSMEs towards becoming a global halal hub.

Perceived behavioral control, as conceptualized by Ajzen, (1991), is an individual's subjective assessment of the ease or difficulty involved in performing a specific behavior. This perception is shaped by two primary factors: control beliefs and perceived control strength. Control beliefs represent an individual's assumptions regarding the presence of factors that facilitate or hinder the execution of a behavior. These beliefs are influenced by personal experiences, information acquired about the behavior, and other factors that can shape one's opinion about the ease or difficulty of engaging in a particular action. Perceived control strength, on the other hand, reflects an individual's assessment of the potency of each factor that supports or inhibits the behavior. Previous studies by Zulfiqar et al., (2017) and Ardiana et al., (2019) have demonstrated the significant positive impact of perceived behavioral control on entrepreneurial readiness and intentions. Given these findings, it is hypothesized that perceived behavioral control will exert a substantial influence on the readiness of West Java MSMEs towards GHH.

H3: The Behavioral control factors have a positive and significant effect on the readiness of West Java MSMEs to become a global halal hub.

Furthermore, religiosity is defined by Glock, (1962) as a person's act of religion, which involves God in every decision. The connection with the research is how the role of religion can influence the readiness of West Java MSMEs to move towards GHH. Based on previous research by Elbrassi et al., (2022), he stated in his findings that the role of religion was able to influence the readiness of Libyan bank employees to transforming into sharia banking. Therefore it can be hypothesized that:

H4: The Religiosity factor has a positive and significant effect on the readiness of West Java MSMEs to become a global halal hub.

Government support from BPJPH has a very important role in efforts to realize GHH in the future. Because the government's main focus is to issue 10 million halal certifications to all MSMEs in Indonesia (Kemenag, 2022). As the main goal is to become a world producer, the first stage that must be completed by the government is to ensure all MSMEs have been certified halal, so they can continue to dominate the halal market. As research by Yakub & Zein, (2022) found, government support greatly influences the readiness of the Malaysian people to become a ready to compete country in the global halal market. Therefore it can be hypothesized that:

H5: The Government support factor has a positive and significant effect on the readiness of West Java MSMEs to become a global halal hub.

Chaplin, (1979) posits that readiness is a mature individual or group response to a specific stimulus within a given context. This study investigates the preparedness of West Java MSMEs to transition to Global Halal Hub (GHH). Previous research by Masudin et al., (2020) suggests that halal system technology can positively impact employee readiness for increased work creativity. Additionally, Ngah et al., (2022) found a significant positive correlation between readiness and the intention of Malaysian halal food producers to utilize government-provided halal systems. Based on these findings, it is hypothesized that:

H6: The Readiness Factor has a positive and significant effect on the intention of West Java MSMEs to contribute towards a global halal hub.

3. Methodology

This research uses a mixed method approach which combines quantitative and qualitative methods. Quantitative samples were taken from MSMEs that have been certified halal in West Java, using systematic random sampling techniques. This technique involves selecting respondents based on certain intervals from the certified MSME population, ensuring balanced representation.

Sampling criteria include MSMEs that have met halal certification, with characteristics including type of business, length of operation, and business scale to maintain the relevance of the results. The online questionnaire consists of two main parts: a demographic section which describes the respondent's profile and a main section which contains questions related to research variable indicators.

The collected data was analyzed using Structural Equation Modeling (SEM) using SmartPLS 3.2.9 software. SEM analysis allows modeling complex relationships between variables, and the use of SmartPLS allows assessing the relationships between indicators in more depth. Meanwhile, the qualitative approach involves in-depth interviews with BPJPH representatives to gain insight into the role and function of BPJPH in supporting the readiness of MSMEs in West Java to contribute to the Global Halal Hub.

This research uses mixed methods with quantitative and qualitative analysis to evaluate the readiness of halal-certified MSMEs in West Java to contribute to the Global Halal Hub. Quantitative data was obtained through systematic random sampling of certified MSMEs in West Java, while qualitative data was collected through in-depth interviews with BPJPH representatives. Quantitative data analysis was carried out using the Structural Equation Modeling (SEM) method with SmartPLS 3.2.9 software.

The data analysis stage begins with Evaluation of the Measurement Model to test the validity and reliability of latent variable indicators. This evaluation includes several important stages: Outer Loading, with a minimum value of 0.60, to assess the validity of indicators for the variables being measured Chin & Marcoulides (1998); Cronbach's Alpha and Composite Reliability, which require a minimum value of 0.60 and 0.70 respectively to measure the internal consistency of a variable; Convergent Validity, with a minimum AVE of 0.50, to ensure indicators in a construct are positively correlated; and Discriminant Validity which is carried out through cross-loading and Fornell-Larcker criteria to show the uniqueness of each construct.

The next stage is Evaluation of the Structural Model or Inner Model, which includes hypothesis testing based on three main steps: first, evaluating the inner Variance Inflation Factor (VIF) to detect multicollinearity problems between variables (VIF value < 5); second, hypothesis testing through the p-value of the path coefficient with the condition that the p-value <0.05 to show a significant influence between variables; third, the Effect Size (f-square) measurement to assess the magnitude of the influence of variables at the structural level, where an f-square value of 0.02 indicates low influence, 0.15 medium influence, and 0.35 high influence.

The final stage is Evaluation of Model Goodness and Suitability, to ensure that the PLS (Partial Least Squares) based SEM model is suitable for prediction. This evaluation involves several measures such as R-Square, which measures how much variation in an endogenous variable can be explained by other variables, with a value of 0.19 for low influence, 0.33 for moderate, and 0.66 for high. Q-Square measures a model's predictive relevance, with values above 0 indicating good predictivity. Additionally, the GoF Index was used to assess overall model fit, with a low GoF value at 0.10, medium at 0.25, and high at 0.36 (Henseler & Sarstedt, 2013). Finally, PLS Predict compares the predictive power of the PLS model with a linear regression model, where the PLS model is considered to have strong predictions if the RMSE value is lower than the basic linear regression model.

4. Result and discussion

This research includes respondents with the criteria for MSMEs in West Java who have been halal certified. The distribution of questionnaires was held online from January to March 2023. From the results of distributing the questionnaire, a total of 188 samples were obtained, but those that could be processed and met the research criteria were 150 samples, the data is presented in Table 4. From the total data of 150 respondents, it was dominated by 79 male respondents (52.67%) while 71 female respondents (47.33%). Table 4 also shows a more detailed profile of respondents based on religion, age, highest level of education, area of residence, occupation, annual net income.

Table 1. Respondent Profile

No.	Information	Amount (n=150)	Presentase
1	Have attended halal training certification		
	Yes	150	100.00%
	No	0	0.00%
2	Halal certified		
	Yes		100,00%
	No		0,00%
3	Domicile Area		
	Kota Bandung	24	16.00 %
	Kab. Bandung	19	12.67%
	Kota Bogor	19	12.67%
	Kab. Bogor	14	9.33%
	Kabupaten Cianjur	12	8.00%
	Kota Depok	10	6.67%
	Kab. Bekasi	8	5.33%
	Kab. Karawang	7	4.67%
	Kab. Bandung Barat	6	6.00%
	Kab. Cirebon	5	3.33%
	Kab. Tasikmalaya	5	3.33%
	Kota Tasikmalaya	4	2.67%
	Kab. Majalengka	4	2.67%
	Kab. Sumedang	3	2.00%
	Kota Sukabumi	3	2.00%
	Kab. Garut	3	2.00%
	Kota Bekasi	2	1.33%

	Kab. Ciamis	2	1.33%
4	Gender		
	Male	79	52.67%
	Female	71	47.33%
5	Age		
	20-25	-	0.00%
	26-30	4	2.67%
	31-35	60	40.00%
	36-40	71	47.33%
	41-45	10	6.67%
	>50	5	3.33%
6	Education		
	Senior Sigh School	107	71.33%
	S1	40	26.67%
	S2	3	2.00%
	S3	-	0.00%
7	Religion		
	Islam	147	98.00%
	Other	3	2.00%
8	Business Sector		
	Food/Drink	132	88.00%
	Pharmacy	14	9.30%
	Fashion	4	2.67%
9	Annual net income		
	<300 Million	111	74.00%
	300 Million	25	16.67%
	>300-2,5 Billion	12	8.00%
	>2,5 Billion-50 Billion	2	1.33%
	>50 Billion	-	0.00%

Source: Author's Processed Data (2023)

Based on the diagram above, all respondents have attended halal training certification and have received halal certification. The majority of respondents were Muslim with the amount of 147 people (98.00%), and the rest were not Muslim, namely 3 people (2.00%). Then, based on the age of the largest number of respondents, it was dominated by those aged 36-40 with 71 people (47.33%), the graph then decreased to those aged 31-35 with 60 people (40%), those aged 41-45 with 10 people (6.67%).), 4 people aged 26-30 (2.67%), 5 people aged >50 (3.33%), and none aged 20-25. So it can be assumed that those aged 36-40 and those aged 31-35 choose the profession of entrepreneur as their main source of income to meet their daily needs. Other ages are assumed to choose to become entrepreneurs only as an additional or side profession.

According to their level of education, respondents with the highest level of education were 107 people (71.33%), then 40 people had a bachelor's degree (26.67%) and the remaining 3 people had a master's degree (2%). Furthermore, based on area of residence, the largest number of respondents were in the Bandung city area with 24 people (16%), Bandung district and Bogor city with 19 people (12.67%), Bogor district with 14 people (9.33%), Cianjur district with 12 people (8%), Depok city as many as 10 people (6.67%), Bekasi district as many as 8 people (5.33%), Karawang district as many as 7 people (4.67%), West Bandung district as many as 6 people (4%), Cirebon district and Tasikmalaya district as many as 5 people (5.33%), Tasikmalaya city and Majalengka district as many as 4 people (2.67%), Sumedang district, Sukabumi district and Garut district as many as 3 people (2%), and the rest as the fewest respondents with the same percentage figure, namely (1.33%) were in Ciamis district and Bekasi city with 2 people each. The dominance of the respondent's domicile area can be assumed because this area is an area that has an association of MSME groups with active interaction on social media, and is supported by the large number of MSMEs that have been certified halal in the area.

Judging from the respondents' business sectors, the highest number of respondents who have businesses in the food sector are 132 people (88%), while respondents in the fashion sector are the fewest, namely 4 people (2.67%), the rest belong to the pharmaceutical sector respectively - 14 people each (9.30%). Respondents who had an annual net income were dominated by 111 people (74%) with an income of <300 million, 25 people (16.67%) had an income of 300 million, 12 people (8%) had an income of >300 – 2.5 billion. , and those with an income of >2.5 billion – 50 billion per year are the fewest, namely 2 people (1.33%).

Descriptive analysis of respondents' responses provided as information on responses to the online survey distributed, each answer was measured using a Likert scale. To get a good quantity analysis, the researcher used the highest score of 4 and the lowest score was 1. Thus, it is known that the class interval is 0.75. Then it is compiled using the criteria for evaluating the average respondents' answers (Sugiyono, 2019), so that it can be seen in the following table:

Table 2. Variable Class Interval

Interval Scale	Information	Weight
1-1,75	Highly Disagree	1
1,76-2,50	Disagree	2
2,51-3,25	Agree	3
3,26-4,00	Highly Agree	4

Source: Likert Scale (Sugiyono, 2019)

The results of respondents' responses to the Attitude variable, in general, "strongly agree" with the statements from the online survey distributed. The highest indicator is in the second statement with a mean value of 3.90, meaning that the respondent "strongly agree" with the statement item. Meanwhile, the indicator with the lowest mean value, namely 3.66, means "agree". So, from the results of the mean value of 3.66-3.90, it falls into the interval group 3.26 - 4.00 stating "strongly agree" with all statements. Furthermore, the results of respondents' responses to the Subjective Norm variable with a mean value between 2.87 - 3.73 stated that respondents "agree" and "strongly agree" with the online questionnaire statements distributed. The indicator with the highest mean value of 3.73 is in the second statement. Meanwhile, the lowest mean value was 2.87 in the third statement. The results of respondents' responses to the Behavioral Control variable with a mean value between 3.70 - 3.86 stated that respondents "strongly agree" with the statement from the online questionnaire distributed. The indicator with the highest mean value of 3.86 is in the second statement. Meanwhile, the lowest mean value is 3.70 in the third statement.

The results of respondents' responses to the Religiosity variable with a mean value between 3.72 - 3.87 stated that respondents "strongly agree" with the statement from the online questionnaire distributed. The indicator with the highest mean value of 3.87 is in the fifth statement. Meanwhile, the lowest mean value is 3.72 in the first statement. Furthermore, the results of respondents' responses to the Readiness variable with a mean value between 3.14 - 3.67, stated that respondents "strongly agreed" with the statement from the online questionnaire distributed. The fourth statement contains the indicator with the greatest mean value of 3.67. In the meantime, the sixth statement's mean value is the lowest at 3.14. The final section of the data shows that respondents "strongly agree" with the statement from the disseminated online questionnaire when it comes to the Intention variable, with a mean value ranging from 3.77 to 3.86. The second sentence has the indicator with the greatest mean value of 3.86. In the third statement, the mean value is the lowest at 3.77.

4.1 Evaluation of the Measurement Model (outer model)
The variables of attitude, subjective norms, behavioral control, religiosity, readiness, and purpose are all measured reflectively in this study's reflective assessment technique. Validity and Reliability, namely Convergent Validity, Average Variance Extracted (AVE), Composite Reliability, Cronbach's Alpha, and Discriminant Validity, comprise Hair et al., (2021) evaluation of the reflective measurement paradigm. A minimum of 0.60 for both Cronbach's Alpha and outer loading is advised (Chin &

Marcoulides, 1998). In the meantime, the evaluation of discriminant validity, namely fornell and larcker criteria below 0.90, and average variance extracted (AVE ≥ 0.50).

4.2 Convergent Validity, Average Variance Extracted (AVE) and Composite Reliability
Based on table 3 below, all indicators have an outer loading value > 0.6, meaning that all indicators are valid and can be tested to the next stage.

Table 3. Reliability Values for Outer Loading, Composite Reliability and Average Variance Extracted Variables

Variable	Measurement Items	Outer Loading	Croncbach's Alpha	Composite Reliability	AVE
Attitude	AT1	0.915	0.791	0.877	0.706
	AT3	0.854			
	AT4	0.743			
Subjective Norm	SN1	0.894	0.732	0.882	0.789
	SN2	0.882			
Perceived Control	PC1	0.912	0.714	0.842	0.644
	PC2	0.636			
	PC3	0.834			
Religiosity	RG1	0.866	0.781	0.847	0.529
	RG2	0.636			
	RG3	0.690			
	RG4	0.699			
	RG5	0.724			
Readiness	RD1	0.699	0.825	0.871	0.531
	RD2	0.695			
	RD3	0.637			
	RD5	0.686			
	RD7	0.855			
	RD8	0.781			
Intention	IT1	0.816	0.820	0.873	0.580
	IT3	0.788			
	IT5	0.740			
	IT6	0.713			
	IT7	0.746			

Source: Author's Processed Data, 2023

In the initial stage of estimating the measurement model, 6 (six) variable indicators were found that had factor loading values of less than 0.60, namely AT2, SN3, RD4, RD6, IT2, and IT4. This indicates that the reflective relationship has not been fully confirmed, so the six items were decided to be removed. After re-estimating, the results showed that the factor loading values of all variable indicators met the criteria (> 0.60). Thus, the measurement model is valid and can be continued to the next testing stage. The total valid reflective indicators in the end were 24 items.

While Cronbach's Alpha is a different measurement to test variables that are claimed to be reliable but have a lower value than Composite reliability, it will test the reliability value of the indicators for each variable. If a variable's Cronbach's Alpha is greater than 0.60 and its composite reliability value is greater than 0.70, it can be deemed trustworthy.

Based on table 3 above, the attitude variable is measured by 3 (three) valid items where the outer loading value is between 0.743 - 0.915, which shows that the three measurement items are strongly correlated in explaining the attitudes of MSMEs. The level of reliability of the attitude variable is acceptable with a composite reliability value of 0.877 and Cronbach's alpha 0.791 above 0.70 and convergent validity shown by AVE 0.706 > 0.50. Among the three valid measurement items, attitudes appear to be more

strongly reflected by SK1 (LF=0.915), indicating that halal certification is very useful for MSMEs. The subjective norm variable is measured by 2 (two) valid items where the outer loading value is between 0.882 – 0.894, which shows that the three measurement items are strongly correlated in explaining the subjective norms of MSMEs. The level of reliability of the subjective norm variable is acceptable with a composite reliability value of 0.882 and Cronbach's alpha 0.732 above 0.70 and convergent validity shown by AVE 0.789 > 0.50. Between the two valid measurement items, subjective norms appear to be more strongly reflected by NS1 (LF=0.894). Subject's family members strongly agree with the halal certification acceleration program carried out by the government for MSMEs.

The behavioral control variable is measured by 3 (three) valid items where the outer loading value is between 0.636 – 0.912 which shows that the three measurement items are strongly correlated in explaining MSME behavioral control. The level of reliability of the behavioral control variable is acceptable with a composite reliability value of 0.842 and Cronbach's alpha 0.714 above 0.70 and convergent validity shown by AVE 0.644 > 0.50. Among the three valid measurement items, perceived behavioral control appears to be more strongly reflected by KP1 (LF=0.912), indicating agreement to government policies, if West Java province becomes a halal hub.

The religiosity variable is measured by 5 (five) valid items where the outer loading value is between 0.636 – 0.866, which shows that the five measurement items are strongly correlated in explaining the religiosity of MSMEs. The level of reliability of the religiosity variable is acceptable with a composite reliability value of 0.847 and Cronbach's alpha 0.781 above 0.70 and convergent validity shown by AVE 0.529 > 0.50. Among the five valid measurement items, religiosity appears to be more strongly reflected by RG1 (LF=0.866), indicating that people are aware about religious obligations.

The readiness variable is measured by 6 (six) valid items where the outer loading value is between 0.637 – 0.855, which shows that the six measurement items are strongly correlated in explaining the readiness of MSMEs. The level of reliability of the readiness variable is acceptable with a composite reliability value of 0.871 and Cronbach's alpha 0.825 above 0.70 and convergent validity shown by AVE 0.531 > 0.50. Among the five valid measurement items, readiness appears to be more strongly reflected by KS7 (LF=0.855). The writer states that he is able to adapt quickly when using the global halal hub platform in the future.

The intention variable is measured by 5 (five) valid items where the outer loading value is between 0.713 – 0.816, which shows that the five measurement items are strongly correlated in explaining MSME intentions. The level of reliability of the intention variable is acceptable with a composite reliability value of 0.873 and Cronbach's alpha 0.820 above 0.70 and convergent validity shown by AVE 0.580 > 0.50. Among the five valid measurement items, intention appears to be more strongly reflected by NT1 (LF=0.816). The writer agree that West Java is becoming a Global Halal Hub.

4.3 Discriminant Validity
Fornell-Larcker Criterion
Table 4. Fornell-Larcker Criterion

	Intention	Readiness	Perceived Control	Subjective Norm	Religiosity	Attitude
Intention_6	**0.761**					
Readiness_5	0.434	**0.729**				
Perceived Control_3	0.434	0.563	**0.803**			
Subjective Norm_2	0.543	0.608	0.466	**0.888**		
Religiosity_4	0.686	0.379	0.485	0.377	**0.727**	
Attitude_1	0.569	0.638	0.586	0.696	0.409	**0.840**

Source: Author's Processed Data, 2023

In Table 4 above, there are diagonal numbers that show the Average Variance Extracted (AVE) value, while the values below the diagonal show the Squared Inter-Construct Correlation (SIC). The AVE value for all variables is > 0.5, so no variables are eliminated. This shows that the discriminant validity of the research model has been fulfilled.

4.4 Evaluasi Multikolinieritas

Table 5. Inner VIF Values

	Readiness	**Intention**
Intention		
Perceived Control	1.716	
Readiness		1.000
Subjective Norm	1.985	
Religiosity	1.368	
Attitude	2.348	

Source: Author's Processed Data, 2023

A test to determine if independent variables are correlated is the multicollinearity test. According to Sarstedt et al., (2021), a VIF value of more than five shows multicollinearity, or the existence of substantial intercorrelation between independent variables, whereas a value of less than five suggests collinearity between constructs. In this research, it is shown in the VIF Inner Model value in Table 5 above. There is no multicollinearity issue since, according to the VIF value in the preceding table, there is no VIF value more than 5.

4.5 Hypothesis testing and F Square value

Table 6. Hypothesis Testing

Hypothesis	**Path Coefficient**	**T Statistics (|O/STDEV|)**	**P-value**	**F Square**	**Results**
H1. Attitude --> Readiness	0.281	3.440	0.001	0.068	Accepted
H2. Subjective Norm --> Readiness	0.283	3.623	0.000	0.082	Accepted
H3. Perceived Control --> Readiness	0.250	3.440	0.001	0.073	Accepted
H4. Religiosity--> Readiness	0.036	0.559	0.576	0.002	Rejected
H6. Readiness --> Intention	0.434	7.325	0.000	0.232	Accepted

Source: Author's Processed Data, 2023

Based on the results of hypothesis testing above, it is known as follows:
1. The first hypothesis (**H1**), which suggests that attitude significantly influences the readiness of MSMEs. This is supported by a path coefficient of 0.281, t statistics (3.440 > 1.96), and p-value (0.001 < 0.05). This implies that MSMEs' readiness will rise in response to any shift in their mindset. At the structural level, however, the presence of MSME attitudes in raising MSME intents has little effect (f square = 0.068).
2. Subjective norm significantly influence MSMEs' ability to improve their readiness, as agreed upon in the second hypothesis (**H2**). Its p-value is 0.000 < 0.05; its t statistics are 3.623 > 1.96; and its path coefficient is 0.283. It follows that MSMEs will get better equipped to handle any change in

their subjective standards. However, the existence of subjective criteria for MSMEs to improve MSME preparation has a minimal impact at the structural level (f square = 0.082).

3. The third hypothesis (**H3**), according to which behavioral control significantly influences MSMEs' preparedness, is approved. It has a path coefficient of 0.250, t statistics of 3.440 > 1.96, and a p-value of 0.001 < 0.05. This implies that MSMEs will get more prepared with each modification in the behavior control mechanisms. At the structural level, however, the role of MSME behavioral control in raising MSME preparedness is minimal (f square = 0.073).

4. The fourth hypothesis (**H4**), according to which religiosity has no discernible impact on raising MSME preparedness, is rejected. This is supported by the path coefficient (0.036), t statistic (0.559 < 1.96) and p-value (0.576 > 0.05).

5. There is strong evidence to support the sixth hypothesis (**H6**) that small and medium-sized businesses are more likely to want to work with the government to create a global halal hub if they are ready to do so. The path coefficient is 0.434, the t statistic is 7.325 > 1.96, and the p-value is 0.000 < 0.05. MSMEs' intentions will rise in tandem with any shift in their level of preparedness. On the other hand, at the structural level, the influence of MSME preparedness on raising MSME intentions is moderate (f square = 0.232).

4.6 Evaluate the goodness and fit of the Model
R-Square and Q Square

Table 7. R square and F Square

	R Square	Q Square
Readiness	0.505	0.231
Intention	0.189	0.098

Source: Author's Processed Data, 2023

Based on Table 7 above, it is known that the R square value for the MSME Intention variable is 0.189, which means that together or simultaneously the readiness variable influences the MSME intention to contribute to realizing the Global Halal Hub by 18.9% and is in the low category, while the rest is influenced other variables that are not in this study, then the R square value for the Readiness variable is 0.505, which means that simultaneously the variables of attitude, subjective norms, behavioral control and religiosity have an influence on the readiness of MSMEs to move towards the Global Halal Hub by 50.5% falls into the moderate influence category > 0.33. Meanwhile, according to Chin & Marcoulides, (1998), based on the processing results above, the Q square value of the readiness variable is 0.231 < 0.25 (low prediction accuracy approaching moderate) and intention is 0.098 < 0.25, meaning low prediction accuracy.

4.7 Evaluate Goodness of Fit Index

Table 8. GoF Index

Rerata Communality	Rerata R Square	GoF Index
0.768	0.347	0.516

Source: Author's Processed Data, 2023

As according to Henseler & Sarstedt, (2013) looking at the calculation results in the table above shows the GoF model value is 0.516, including the high GoF category. Measurement models and models with a high degree of appropriateness can be explained by empirical data.

4.8 Evaluate PLS Predict

Table 9. PLS Predict

Indicator	Model PLS SEM	Model LM
	RMSE	RMSE
RD1	0.604	0.596
RD2	0.502	0.536
RD3	0.465	0.508
RD5	0.508	0.546

RD7	0.466	0.504
RD8	0.505	0.535
IT1	0.399	0.356
IT3	0.424	0.411
IT5	0.349	0.349
IT6	0.436	0.470
IT7	0.343	0.351

Source: Author's Processed Data, 2023

Based on 22 observations of RMSE values that were processed, 19 of the measurement items in the PLS model had lower RMSE values than those in the LM model (linear regression). This demonstrates the medium predictive value of the suggested PLS model (Hair et al., 2019). Based on previous experiments, the PLS model is therefore more appropriate for use in this study than the linear regression model.

4.9 Discussion Analysis
This research uses the SEM-PLS model to answer the six hypotheses proposed as described in the previous explanation. Based on the results of the statistical analysis presented in Table 9 above, it can be seen that of the five hypotheses proposed in this research, there are four hypotheses that have a positive and significant effect including: H1, H2, H3, and H6 with P-Values < 0.50 and the T-Statistics value is > 1.96, meaning the hypothesis is accepted, while one hypothesis has no effect and is not significant, namely H4, because the P-Values value is > 0.50 and T-Statistics < 1.96, meaning the hypothesis is rejected. Meanwhile, the fifth hypothesis H5 is analyzed qualitatively. In this research, it was found that the readiness variable was the main factor influencing the intention of West Java MSMEs to contribute towards the Global Halal Hub. As for discussion
More details on hypothesis testing will be explained as follows:

4.10 The Effect of Attitudes on MSME Readiness
Based on the research results, the first hypothesis shows that attitude has a positive and significant influence on the readiness of West Java MSMEs in supporting Indonesia as a Global Halal Hub, with a path coefficient of 0.281, t-statistic 3.440 (> 1.96), p-value 0.001 (< 0.05), and f-square of 0.068 (> 0.02). This means that the better the attitude of MSMEs, the higher their readiness to contribute to this great vision.

These results show the importance of attitude as a key factor in MSME readiness. A positive attitude not only has an impact on MSMEs' intentions to develop according to Ajzen's theory (1991) in the Theory of Planned Behavior (TPB), but also influences their overall motivation to innovate and collaborate, including with the government. Demographic grouping of respondents can provide a more in-depth picture of this behavioral segmentation. For example, MSMEs with certain age backgrounds, education levels, or business experience may show stronger attitudes towards readiness. This analysis can provide insight into how each MSME segment understands their readiness, both in terms of halal certification, technology improvements, and collaboration with the government.

In line with the government support variable, the relationship with MSME attitudes can be strengthened. Government support is not only in the form of regulations but also in the form of technical assistance and financial incentives that make it easier for MSMEs to meet global halal standards. The relationship between government support and TPB variables shows that when the government provides support, whether in the form of education, infrastructure or policy, positive attitudes of MSMEs tend to increase. This positive attitude, in turn, can accelerate the readiness of MSMEs to compete in the global halal market. This support is in line with research by Nawi et al. (2022), which shows that a positive attitude can increase a company's commitment to complying with halal standards.

From an Islamic perspective, the Qur'an provides a moral foundation for the development of positive attitudes and commitment in business, especially in achieving mutually beneficial goals. QS Al-Ma'idah

(5:2) emphasizes, "And help you in (doing) righteousness and piety, and do not help in committing sins and enmity." This verse emphasizes the importance of a cooperative attitude, which is in line with MSMEs' efforts to cooperate with the government in achieving halal standards. Collaboration between MSMEs and the government in this case is not only a strategic step, but also a form of implementation of the values of the Koran about helping each other in goodness.

Apart from that, QS An-Nisa' (4:36) orders Muslims to do ihsan or goodness in all aspects of life, including in social and economic relations. This attitude of ihsan is expected to be a characteristic of MSMEs that are ready to move towards the Global Halal Hub. By showing a good attitude, MSMEs can create a good reputation in the eyes of consumers, which ultimately increases their confidence and readiness to enter the global halal market.

So a positive attitude plays an important role in the readiness of MSMEs, and this influence can be strengthened by government support factors and a diverse demographic framework among MSMEs. The fact that MSME attitudes are correlated with government support shows that consistent and responsive government policies will further strengthen MSME readiness. This finding is in line with the messages of the Koran regarding the importance of mutual assistance and an attitude of ihsan, which encourages MSMEs to support the national and global halal economy.

4.11 The Effect of Subjective Norms on MSME Readiness
The results of the second hypothesis show that subjective norms have a positive and significant effect on the readiness of West Java MSMEs in realizing a global halal hub, with a path coefficient of 0.283, t-statistic 3.623 (> 1.96), p-value 0.000 (< 0.05), and f-square 0.082 (> 0.02). This indicates that social pressure from the environment, both internal such as family, relatives and friends, and external such as colleagues, community leaders and the government, has a strong role in encouraging MSMEs to be more ready to contribute to the global halal market. The influence of these subjective norms shows that the greater the support from the environment, the higher the readiness of MSMEs to adopt global halal standards.

Looking at demographic factors, different segments within the MSME population may respond to subjective norms in varying ways. For example, MSMEs managed by the younger generation may be more easily influenced by digital communities or social media, while MSMEs belonging to the older generation may be more influenced by religious figures or traditional local communities. The influence of age, education level, and business experience shows how responses to subjective norms can vary according to demographic background. This is important to identify in order to direct the government's efforts in building a comprehensive and inclusive global halal market.

The relationship between government support and the theory of planned behavior (TPB) in the readiness of MSMEs is also important. Government support strengthens the positive perception (attitude) of MSMEs towards the development of halal hubs, increases perceived behavioral control through training and facilities, and strengthens subjective norms through collaborative campaigns with local communities. Through related institutions such as BPJPH, the Ministry of Cooperatives and UMKM, and the Ministry of Industry, the government can facilitate access to training and clear regulations, so that MSMEs are better prepared and confident in facing the halal market. As found by Mahidin (2019) in his study in Malaysia, trust in government planning can increase the intention of halal MSMEs to use digital systems. Thus, the link between government support and TPB plays a very important role in strengthening the readiness of MSMEs to contribute to the global halal hub.

From an Islamic perspective, this good environmental influence is also supported by religious values. Al-Quran surah At-Tawbah verse 119 reminds, "O you who believe, fear Allah, and be with the righteous." This verse emphasizes the importance of choosing an environment that has a positive influence, as a good social environment can help MSMEs make decisions that are wiser and in accordance with halal principles and Islamic business ethics. Support from a good environment, whether from relatives, government or religious figures, can strengthen MSMEs' commitment to running a more ethical and sharia-compliant business. This encouragement, as well as the influence of

subjective norms, ultimately helps increase the readiness of MSMEs in West Java to achieve global halal market goals.

4.12 The Effect of Behavioral Control on MSME Readiness
Based on the results of the third hypothesis, there is a positive and significant influence from the behavioral control variable on increasing the readiness of West Java MSMEs to participate in realizing the Global Halal Hub (GHH), with a path coefficient of 0.250, t-statistic 3.440 (> 1.96), p- value 0.001 (< 0.05), and f-square 0.073 (> 0.02). This means that the greater behavioral control that MSME actors have, the higher their readiness to support GHH. Behavioral control here refers to an individual's ability to assess the extent to which he or she can control certain actions, which in this context relates to the readiness of MSMEs to meet the standards and conditions towards the global halal market.

According to Ajzen (1991), behavioral control is formed from experience, access to information, and perceived ease of taking certain actions. For West Java MSMEs, easy access to information and support from government services plays a big role in improving their behavioral control, so they are better prepared to work together to achieve the GHH vision. The better the government provides services and facilitates access to regulations and technical assistance, the greater the confidence and readiness of MSMEs to be actively involved. This finding is in line with research by Zulfiqar et al. (2017) which shows that behavioral control significantly influences the readiness of the millennial generation to start an entrepreneur. Likewise, research by Marmaya et al., (2019), who found that behavioral control among Gen Y consumers in Malaysia has a big influence on their decision to buy halal food products. Additionally, demographic breakdowns of respondents, such as education level, age, and business experience, can provide a deeper understanding of how different segments within the MSME population respond to these behavioral control factors. For example, MSMEs that are more experienced or with higher education may have better behavioral control because they are used to accessing information and managing their business according to regulations. On the other hand, MSMEs that are just growing or located in less accessible areas may need more support to have optimal behavioral control.

The government has an important role in strengthening MSME behavioral control, both through access to information and ease of service. The relationship between government support and components in the Theory of Planned Behavior (TPB) shows that these external factors can encourage better control of MSME behavior. Government support includes clear regulations, technical assistance, and adequate facilities, such as training and halal certification. When the government is able to provide all of this effectively, MSMEs will have stronger confidence and readiness to work together to achieve the GHH national goals.

In the Qur'an, Allah teaches the importance of taking advantage of the convenience and facilities that have been given to achieve greater goals, as in Surah Al-Mulk verse 15:

"It is He who makes the earth easy for you, so walk in all its corners and eat some of His sustenance. And only to Him (you return after) being resurrected."

This verse emphasizes that Allah has made it easy for humans to develop themselves and carry out their roles on earth, which in this context can be interpreted as taking advantage of the support provided by the government and various parties to increase behavioral control and readiness towards GHH. Thus, the role of behavioral control in MSME readiness does not only depend on intentions, but also on real support that makes it easier for them to act according to existing capabilities, which ultimately allows MSMEs to become part of the development of the global halal economy.

4.13 The Effect of Religiosity on MSME Readiness
The results of the fourth hypothesis show that religiosity does not have a positive and significant influence on the readiness of MSMEs in West Java to create a global halal hub, with a path coefficient value of 0.036, t-statistic 0.559 (< 1.96), p-value 0.576 ($> 0, 05$), and f-square 0.002 (< 0.02). Thus, this hypothesis is rejected, which means that aspects of religiosity based on Glock's dimensions (1962) - namely ideological, intellectual, ritualistic, consequential and experimental - are not sufficient to

influence the readiness of West Java MSMEs. These findings imply that religiosity, although important in individual lives, does not play a significant role in increasing the readiness of West Java MSMEs to participate in the global halal market.

This finding is different from the research results of El-Brassi (2022), which shows that religiosity has a positive and significant effect on the readiness of bank employees in Libya to support the transformation into sharia banking. In the context of bank employees, the prohibition of ribawi transactions in religion is a motivating factor that encourages them to support the transformation to sharia banking as an effort to improve their business practices so that they are in line with Islamic principles. This is different from the context of West Java MSMEs in this research. MSMEs are not in a condition that is in conflict with sharia or religious prohibitions, because the goals of the global halal hub focus on developing the halal market and expanding halal certification. Therefore, the role of religiosity in this context is not directly related to moral issues or religious prohibitions that urge changes in behavior or business practices.

Rationally, the low significance of the influence of religiosity on the readiness of West Java MSMEs can be explained because the aim of the global halal hub is more commercial and strategic in nature, namely to expand access to the international halal market. For MSMEs, religious motivation is not the main factor that encourages participation in this program. Apart from that, halal certification is initiated by external parties that include various stakeholders, and is open to all business actors, both Muslim and non-Muslim. So, involvement in the global halal hub is not a necessity for MSME players to run their businesses in a very religious context, but rather as an effort to increase competitiveness in the wider market.

In this case, religiosity does not significantly affect the readiness of MSMEs because this program does not require fundamental changes in the way MSMEs do business, but rather provides opportunities for halal certification that can be participated by various parties, including non-Muslims. This means that the presence or absence of religious motivation does not have a big impact on their readiness to participate in the global halal hub, so that the aspect of religiosity becomes less relevant in the context of MSMEs' readiness to be involved in the program.

4.14 The Effect of Readiness on MSME Intentions

The results of the sixth hypothesis show that there is a positive and significant influence of readiness on increasing the intention of West Java MSMEs to contribute to realizing the Global Halal Hub (GHH). With a path coefficient of 0.434, t-statistic 7.325 (> 1.96), p-value 0.000 (< 0.05), and f-square 0.232 (> 0.15), this hypothesis is accepted, indicating a moderate influence. This means that the higher the readiness of MSMEs, the greater their intention to cooperate with the government in achieving GHH goals. These results are in line with research by Arli (2018) which states that readiness has a significant effect on people's intention to switch to environmentally friendly products, as well as research by Ngah (2022) which found that readiness influences the intention of food producers in Malaysia to adopt halal technology systems.

According to readiness theory, as explained by Chaplin (1979) and Beer (1987), readiness is an individual or group response to certain situational stimuli, which includes aspects of social maturity, technology, as well as readiness to change and try new things. In the context of GHH, the readiness of West Java MSMEs refers to their readiness to respond to the government's efforts to make Indonesia a global halal center. This means that this readiness is not just technical ability, but also a mental attitude and openness in accepting halal regulations and collaborating with the government. The level of influence of readiness on intentions is in the medium category, based on f-square, which shows that although readiness influences MSMEs' intentions to contribute, external factors, such as government support, are still important to strengthen these intentions.

From a demographic perspective, understanding of the readiness of MSMEs to realize GHH can vary. MSMEs managed by the younger generation may be more ready to accept change, especially halal technology-based changes recommended by the government. In contrast, MSMEs belonging to older generations may need additional encouragement, for example through training and technical assistance

from the government, to adapt to more complex halal regulations and systems. This understanding is important for the government to be able to identify the different needs of each MSME segment and increase their intention to participate in GHH.

In Planned Behavior (TPB) theory, readiness is an internal factor that can be strengthened with external support, such as policies and programs that align the interests of MSMEs with GHH goals. The government can help increase the readiness and intention of MSMEs through clear regulations and access to relevant training programs. This is also supported by the Al-Quran verse in Surah Al-Ma'idah verse 2:

"And help you in (doing) virtue and piety, and do not help in committing sins and transgressions."
This verse emphasizes the importance of collaboration in realizing common goods, such as GHH, which can provide economic and social benefits. With good collaboration between the government and MSMEs, MSMEs' readiness will become stronger, and their intention to contribute will increase. The government, as a facilitator, can help MSMEs overcome obstacles and strengthen their intention to be involved in realizing GHH. Thus, the readiness of West Java MSMEs to support this program is not only the result of internal encouragement, but is also strengthened through synergy with external support that supports common goals.

4.15 The Effect of Government Support on MSME Readiness
The results of the interview will be described as follows:
1. Stakeholders involved in realizing a Global halal hub is:
   "Each agency involved has a different role, including the role of: Coordinator and regulator. The Regulator's role is handled by 11 agencies: Ministry of Religion, BI, OJK, LPS, Ministry of Finance, Ministry of BUMN, Ministry of Cooperatives and SMEs, MUI, BPJPH, BPKH, Ministry of Research and Technology, etc."
2. The role of the Coordinator is handled by 2 agencies: the Ministry of Economic Affairs, and Bappenas. The stakeholder components that have been explained by the resource person is full of thorough preparation, because it involves many agencies making mutual efforts and cooperation in realizing GHH. Thus the better the preparations made by the government, the faster it will be realized. If it is related to the sharia foundation in QS:8:60, Allah ordered the prophet and his companions when facing war, to prepare a mature strategy in order to win the war. Therefore, with what the government has done now, it is a very good readiness to move forward.
3. The strategy implemented by the government to create a global halal hub including:
   "Strengthening the halal value chain, which in this strategy has main programs such as: Building infrastructure (Halal Center, Institute Halal Guarantor, BPJPH representatives, Halal Information System, etc.) to increase the effectiveness and standardization of the halal certification process in Indonesia, developing halal industrial areas and regional halal hubs, speeding up halal certification for MSMEs, and strengthening international cooperation to expand the halal market, increase the socialization of halal lifestyles, and increase large-scale investment programs to support the ongoing halal programs that have been created."
4. Government policy towards halal certification:
   "The government is targeting 10 million halal certifications by 2024, but to date only less than 50% of the expected target has been realized, due to a lack of helpful human resources and unfulfilled infrastructure".
5. Based on the information obtained from these sources, the fifth hypothesis can be said to be positive and significant, that the government support variable (BPJPH) influences the readiness of West Java MSMEs to move towards GHH, meaning that the fifth hypothesis (H5) is accepted. Looking at the commitment that has been conveyed by the government, as well as the information that is easy to obtain, and the supporting facilities that will be built shows that the government is providing positive support to MSMEs, so that it will increasingly influence the readiness of West Java MSMEs. Government funding has a favorable and considerable impact on colleges in Vietnam's readiness to use AI technology, according to research by (Giang et al., 2023). Based on the interview findings, we collected important information about the government's efforts to actualize the Global Halal Hub (GHH).

5. Conclusion

Based on the results of the research analysis and discussion carried out in the previous chapter, there are several conclusions regarding the influence of variables from the Theory of Planned Behavior (TPB), namely Attitudes, Subjective Norms, Behavioral Control, Religiosity and Government Support on the readiness of West Java MSMEs to contribute to realizing GHH, as well as the influence of the readiness of West Java MSMEs on their intention to contribute to realizing GHH.

This research succeeded in evaluating the readiness of MSMEs in Indonesia to support the aspirations of the Indonesian Global Halal Hub (GHH). Based on the main findings, it appears that the majority of MSMEs are still in the early stages of implementing global halal standards, with the main obstacles including limited knowledge, access to halal certification, and limited resources. Larger MSMEs or those located in urban areas tend to be better prepared and have started implementing halal standards in their production processes. Overall, the readiness of MSMEs still needs to be improved to reach the standards expected by GHH Indonesia. More intensive support in the form of training, assistance with halal certification, and access to financing can be key factors in increasing the readiness of MSMEs to integrate with the global halal market.

The implications of these findings show that if MSMEs are better prepared to meet global halal standards, they will play an important role in developing the national and international halal ecosystem. Further research can be focused on developing intervention models that are more focused on certain sectors and evaluating the economic impact of halal certification for MSMEs, especially MSMEs that are in rural areas or have a smaller scale.

Suggestion

Based on the research results, several specific recommendations can be proposed to policy makers, business support organizations, and future researchers. These recommendations include:
1. Develop a More Comprehensive Perspective
2. Research model development is carried out by adding relevant variables, as well as increasing the number of indicators for each variable.
3. Addition of samples and expansion of regional coverage
4. Tailored Support Programs for MSMEs such as financial assistance, increased market access, and technical assistance that can help MSMEs increase their competitiveness in local and global markets.
5. Training Initiatives on Halal Standards
6. Strategy to Increase Perception of Behavioral Control among MSMEs by providing education and resources that encourage independence in business management.

Limitations

This study has several limitations that need to be noted. First, the scope of respondents is limited to a number of MSMEs which may not represent the overall condition of MSMEs in Indonesia, especially those in remote or rural areas. Sampling that is limited to certain areas can affect the generalization of findings to all MSMEs in Indonesia. Second, this research only uses survey and interview data as data collection tools. This method relies on respondents' perceptions and understanding, which can be influenced by their biases or limited knowledge regarding global halal standards. In addition, some MSMEs may have limited information related to GHH and halal certification which affects the accuracy of the data.

Third, this research has not explored in depth other external factors such as government regulations, infrastructure support, and challenges in the supply chain that can have a significant influence on the readiness of MSMEs to achieve global halal standards. Therefore, further research with a wider sample coverage, using more diverse mixed methods, and a more in-depth analysis of external factors is needed to provide a more comprehensive picture of the readiness of Indonesian MSMEs to support the aspirations of the Global Halal Hub.

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