How Does the Combination of Muslim Consumption Index and Halal Product Campaign Affect Consumer Preferences in the Bandung Halal Culinary Sector?

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Article Info

ABSTRACT

This study examines the impact of the Muslim Consumption Index (MCI) and halal product campaigns on consumer preferences in Bandung's halal culinary sector. Using a quantitative approach, data were collected from 250 respondents and analyzed with Structural Equation Modeling-Partial Least Squares (SEM-PLS 3). The findings reveal that both MCI and halal product campaigns significantly influence consumer preferences, with halal product campaigns showing the strongest direct effect. Furthermore, the interaction between MCI and halal product campaigns demonstrates a synergistic effect, amplifying consumer trust and preference for halal-certified culinary products. These results highlight the importance of aligning intrinsic Islamic values with strategic marketing efforts to drive consumer engagement in the halal market. Practical implications for businesses include leveraging ethical branding and strengthening halal campaigns to build trust and loyalty. Policymakers are encouraged to support halal certification programs and foster innovation in marketing strategies to enhance the sector's growth.

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1. INTRODUCTION

The increasing awareness of halal principles in consumption reflects a global trend among Muslim communities, emphasizing the need for compliance with Islamic values in daily life. In Indonesia, where the Muslim population constitutes a significant majority, the demand for halal products—particularly in the culinary sector—is growing exponentially. Bandung, as one of Indonesia's culinary hubs, exemplifies this trend, with the rise of halal culinary offerings driven by the integration of religious, cultural, and economic factors. This growth in halal product consumption is not only a reflection of religious adherence but also a response to increasing consumer awareness and demand for quality and safety. The halal food and beverage sector in Indonesia is projected to grow significantly, from USD 135 billion in 2020 to USD 204 billion by 2025, propelled by the Ministry of Religious Affairs' Halal Product Guarantee

Agency's initiatives to establish a national halal label [1]. Furthermore, the Indonesian government is actively positioning the country as a global leader in the halal industry through strategies such as the digitization of halal marketing and updates to the halal certification system [1]. Consumer awareness has also been rising, influenced by the strict certification process and the widespread accessibility of information via mass media and the internet [2]. This heightened awareness, along with the presence of halal labels, plays a significant role in shaping consumer behavior, with studies showing that 68.8% of the variance in purchasing decisions is explained by these factors [3]. Additionally, Islamic principles profoundly affect both consumers and producers, reinforcing adherence to halal standards and enhancing consumer consciousness about product safety and quality [4].

Two pivotal elements influencing the growth of the halal industry are the Muslim Consumption Index (MCI) and halal product campaigns, both of which significantly shape consumer behavior and market dynamics. The MCI measures consumer behaviors aligned with Islamic values, reflecting a deep commitment to halal principles in purchasing decisions [5]. It also captures the increasing appeal of halal products not only to Muslims but also to non-Muslim consumers who associate them with ethical, health, and quality standards [6]. Halal product campaigns, meanwhile, employ strategic tools such as advertising, certifications, and endorsements to build consumer trust and expand market reach [7]. While halal certification plays a crucial role in ensuring consumer confidence, inconsistencies in labeling may lead to uncertainty [7]. Effective marketing efforts that emphasize the ethical and health benefits of halal products are particularly successful in attracting a diverse consumer base [7]. These strategies are instrumental in driving the expansion of the global halal market, which currently serves a consumer base of 1.7 billion people and is valued at approximately US$2.3 trillion [8]. With trade values surpassing US$600 billion and an annual growth rate of 20–30%, the

halal industry is not confined to food products but also encompasses pharmaceuticals, cosmetics, and other lifestyle sectors, marking it as a comprehensive lifestyle choice beyond mere religious compliance [8], [9].

Despite the increasing relevance of halal culinary products, there remains a gap in understanding the combined effects of the MCI and halal product campaigns on consumer preferences. Current studies have largely focused on individual determinants of consumer behavior, overlooking the synergistic impact of these two factors. This knowledge gap hinders businesses and policymakers from formulating strategies that align with consumer expectations while supporting the growth of the halal culinary sector. This study addresses this gap by examining how the interplay between the Muslim Consumption Index and halal product campaigns shapes consumer preferences in Bandung's halal culinary sector.

2. LITERATURE REVIEW

2.1 Halal Culinary Market and Consumer Preferences

The halal culinary market in Indonesia, particularly in cities like Bandung, is strongly influenced by consumer trust in halal certification, which serves not only as a religious obligation but also as a key factor in purchasing decisions. This trust is shaped by religious, cultural, and economic factors, making halal certification central to consumer behavior. The growing demand for halal products comes from both Muslim and non-Muslim consumers who perceive them as ethical and safe. Halal awareness and the presence of halal labels account for 68.8% of purchasing decisions [3], while religiosity and certification further enhance purchase intentions [10]. Trust in certification and perceived

product quality are major drivers of buying behavior across global markets [6]. The halal lifestyle is also gaining traction in non-Muslim countries due to its ethical and safety standards [2]. In Indonesia, halal certification is regulated by BPJPH and the Indonesian Ulema Council (MUI), with significant economic implications related to costs and consumer trust [11], although regulatory and certification challenges, especially for MSMEs, remain a barrier to competing in global markets [2].

2.2 Muslim Consumption Index (MCI)

The Muslim Consumption Index (MCI) plays a significant role in shaping consumer preferences, especially in the halal culinary market, by measuring consumer behavior aligned with Islamic principles such as halal and tayyib requirements, ethical consumption, and modest spending. This index is instrumental in guiding purchasing decisions and fostering brand loyalty among Muslim consumers, although its specific influence on sectors like halal culinary still requires deeper exploration. Several factors drive Muslim consumer behavior, including religious beliefs and trust in halal certification, which appeal to both Muslim and non-Muslim consumers due to perceived ethical and safety standards [6]. Cultural sensitivity and ethical sourcing also play a critical role, requiring businesses to prioritize halal authenticity and responsible practices to gain consumer trust [5]. Moreover, studies using fMRI technology demonstrate that Muslim consumers exhibit heightened emotional sensitivity toward halal products, reflecting strong psychological alignment with religious values [12]. In terms of market implications, the halal industry continues to grow rapidly, as seen in countries like Malaysia, where understanding the interplay between religiosity and cultural factors is essential for success in the culinary sector [13]. Additionally, Islamic economic teachings promote sustainable consumption, encouraging moderation and waste reduction—values that are increasingly relevant in guiding consumer behavior in the halal culinary space [14].

2.3 Halal Product Campaigns

Halal product campaigns are strategic marketing efforts to promote certified halal products by emphasizing certification credibility and ethical production, appealing to both Muslim and non-Muslim consumers. These campaigns build consumer trust, especially among urban Muslims who value convenience and reliability. Halal certification assures compliance with Islamic dietary laws and ethical standards, significantly influencing purchasing behavior [7], though inconsistencies in labeling highlight the need for standardization [7]. Effective marketing uses advertising, endorsements, and visible halal logos to enhance brand trust, particularly in multicultural markets like Malaysia [15]. By highlighting ethical, health, and quality aspects, these campaigns attract a wider audience [7]. The halal market now spans food, pharmaceuticals, cosmetics, and services, offering major business

potential [8]. With 1.7 billion consumers and a market value of US$2.3 trillion, it continues to grow rapidly, led by countries such as Indonesia, India, and those in the Middle East [8], [9].

2.4 *Impact of MCI and Halal Campaigns*

The relationship between intrinsic motivators like religious adherence and extrinsic influencers such as marketing efforts plays a crucial role in shaping consumer preferences in urban halal culinary markets. Consumers prioritize halal authenticity and ethical values based on religious beliefs [5], [6], while religiosity influences trust and purchase intentions across different sects [16]. Extrinsic factors—such as halal logos, branding, and marketing strategies—reinforce these intrinsic values and shape consumer behavior [8]. Attitudes toward halal labels and product knowledge also influence decisions, with the halal label being a key factor [17]. Urban markets pose challenges due to diverse preferences and cultural sensitivities, but also offer opportunities for campaigns emphasizing ethical and safety standards [5], [6]. Despite its importance, this dynamic remains underexplored in quantitative research.

2.5 *Theoretical Framework*

This study is grounded in the Theory of Planned Behavior (TPB), which posits that attitudes, subjective norms, and perceived behavioral control influence an individual's intentions and actions (Ajzen, 1991). The Muslim Consumption Index (MCI) aligns with the attitudinal component by reflecting personal values and religious motivations, while halal product campaigns contribute to subjective norms and perceived behavioral control by shaping external perceptions and reducing uncertainty in purchasing decisions. Despite increasing interest in halal markets, limited research has explored the combined impact of the MCI and halal marketing efforts on consumer preferences. Existing studies often examine intrinsic motivators or marketing strategies in isolation, leaving a gap in understanding how these factors interact to influence consumer behavior. This study addresses that gap by investigating their joint effects through quantitative methods in the context of Bandung's halal culinary sector. Based on the literature, the following hypotheses are proposed:

H1: The Muslim Consumption Index has a positive and significant impact on consumer preferences in the halal culinary sector.

H2: Halal product campaigns have a positive and significant impact on consumer preferences in the halal culinary sector.

H3: The combination of the Muslim Consumption Index and halal product campaigns has a synergistic effect on consumer preferences in the halal culinary sector.

3. METHODS

This study employs a quantitative research design to examine the influence of the Muslim Consumption Index (MCI) and halal product campaigns on consumer preferences in Bandung's halal culinary sector. Primary data were collected through a structured survey and analyzed using Structural Equation Modeling-Partial Least

Squares (SEM-PLS 3) to test the proposed hypotheses and evaluate the relationships among variables. The study focuses on three key constructs: MCI, halal product campaigns, and consumer preferences, each measured through validated indicators using a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree).

The research targets Muslim consumers in Bandung who have purchased halal culinary products within the last six months. Using non-probability purposive sampling, a total of 250 respondents were selected based on specific criteria: being Muslim, aged 18 years or older, and residing in Bandung. Indicators for MCI include ethical consumption practices, prioritization of halal-certified products, and alignment with Islamic values. Halal product campaign indicators include advertisement awareness, trust in halal branding, and label visibility. Consumer preferences are assessed through brand trust, purchase frequency, and willingness to pay a premium for halal-certified items.

Data were collected using a pre-tested questionnaire, distributed both online and offline to ensure respondent diversity. The instrument comprised three sections: demographic information, statements on MCI and halal campaigns, and statements measuring consumer preferences. SEM-PLS 3 was used for analysis, consisting of measurement model assessment (validity and reliability testing), structural model assessment (path coefficients and hypothesis testing), and model fit evaluation using R^2, adjusted R^2, and Q^2 to assess explanatory power and predictive relevance of the model.

4. RESULTS AND DISCUSSION

4.1 Respondent Demographics

The demographic profile of the 250 respondents in this study, all active purchasers of halal culinary products in Bandung, reveals a predominantly young, educated, and middle-income population. Female respondents made up 55% of the sample, while males accounted for 45%. Age-wise, the majority were between 18–34 years old (75%), followed by 18% aged 35–44, and only 7% aged 45 and above. In terms of education, 55% held a bachelor's degree, 25% had completed high school, and 20% had postgraduate degrees, indicating a well-educated sample. Monthly income levels showed that 70% earned between IDR 3–7 million, while 15% earned below IDR 3 million and another 15% earned above IDR 7 million. Regarding purchase behavior, 30% reported buying halal culinary products daily, 50% did so 2–3 times a week, and 20% once a week or less. These findings suggest that the respondents largely represent Bandung's urban demographic, characterized by a high level of education, moderate income, and frequent halal culinary consumption, reflecting a blend of religious adherence and modern lifestyle preferences.

4.2 Measurement Model Assessment

1. Indicator Reliability

Indicator reliability was assessed by examining the outer loadings of each item. A loading factor above 0.7 indicates a reliable indicator.

Table 1. Loading Factor

Construct	Indicator	Loading Factor	Result
Muslim Consumption Index (MCI)	MCI1	0.802	Reliable
	MCI2	0.845	Reliable
	MCI3	0.764	Reliable
Halal Product Campaigns	HPC1	0.891	Reliable
	HPC2	0.876	Reliable
	HPC3	0.801	Reliable
Consumer Preferences	CP1	0.823	Reliable
	CP2	0.856	Reliable
	CP3	0.845	Reliable

All indicators exceeded the threshold of 0.7, confirming their reliability in measuring the constructs.

2. Internal Consistency Reliability

Internal consistency was assessed using Cronbach's alpha and Composite Reliability (CR), with both measures exceeding the recommended threshold of 0.7, indicating strong reliability across all constructs. The Muslim Consumption Index (MCI) recorded a Cronbach's alpha of 0.812 and a CR of 0.890, halal product campaigns scored 0.852 and 0.908 respectively, while consumer preferences achieved 0.846 for Cronbach's alpha and 0.905 for CR. These results confirm that all constructs used in the study demonstrate reliable internal consistency.

3. Convergent Validity

Convergent validity was evaluated using the Average Variance Extracted (AVE), where values above 0.5 indicate that a construct explains more than half of the variance in its indicators. The results showed that all constructs met this criterion, with the Muslim Consumption Index (MCI) having an AVE of 0.670, halal product campaigns at 0.769, and consumer preferences at 0.760, confirming that each construct demonstrates strong convergent validity.

4. Discriminant Validity

Discriminant validity was evaluated using the Fornell-Larcker Criterion. Each construct's AVE square root was greater than its correlation with other constructs, confirming discriminant validity (Table 2).

Table 2. Discriminant Validity

Construct	MCI	HPC	CP
Muslim Consumption Index (MCI)	0.818		
Halal Product Campaigns	0.612	0.877	
Consumer Preferences	0.584	0.633	0.871

4.3 Structural Model Assessment

The structural model assessment evaluates the relationships between latent variables, focusing on path coefficients, t-statistics, p-values, and the model's predictive power. The analysis includes hypothesis testing, the explanatory power of the model, and model fit indicators.

4.4 Hypothesis Testing

Hypotheses were tested using the path coefficients (β), t-statistics, and p-values generated through bootstrapping with 5,000 samples. A t-statistic greater than 1.96 and a p-value less than 0.05 indicate a significant relationship.

Table 3. Hypothesis Testing

Hypothesis	Path Coefficient (β)	t-Statistic	p-Value	Result
H1: MCI → Consumer Preferences	0.452	6.124	0.000	Supported
H2: Halal Campaigns → Preferences	0.533	7.841	0.000	Supported
H3: MCI + Halal Campaigns → Preferences (Indirect)	0.241	4.357	0.000	Supported

The results of the study indicate that all proposed hypotheses are supported. First, the Muslim Consumption Index (MCI) has a positive and significant impact on consumer preferences ($\beta = 0.452$, t = 6.124, $p < 0.001$), suggesting that greater alignment with Islamic consumption values leads to stronger preference for halal culinary products. Second, halal product campaigns also significantly influence consumer preferences ($\beta = 0.533$, t = 7.841, $p < 0.001$), highlighting the effectiveness of campaigns that emphasize trust, certification, and brand credibility in building consumer loyalty. Lastly, the

interaction between MCI and halal product campaigns shows a significant combined effect on consumer preferences ($\beta = 0.241$, $t = 4.357$, $p < 0.001$), indicating a synergistic relationship where external marketing efforts enhance the influence of internal religious values.

4.5 Model Fit

The explanatory power of the model was assessed using the R-squared (R^2) value, which indicates the proportion of variance in the dependent variable explained by the independent variables. In this study, the R^2 value for consumer preferences was 0.64, meaning that 64% of the variance in consumer preferences can be explained by the Muslim Consumption Index (MCI) and halal product campaigns. This suggests that the model possesses substantial explanatory power and is effective in predicting consumer behavior in the halal culinary sector.

To evaluate predictive relevance, the Q^2 value was calculated using the blindfolding procedure. The result showed a Q^2 value of 0.41 for consumer preferences, which exceeds zero and confirms that the model has strong predictive relevance. This indicates that the model not only explains the relationships among variables but also has the ability to accurately predict future outcomes within the studied context.

In terms of model fit, the Standardized Root Mean Square Residual (SRMR) was used as a key indicator. The SRMR value obtained was 0.051, which falls well below the acceptable threshold of 0.08, indicating a good fit between the proposed model and the observed data. Overall, the combination of R^2, Q^2, and SRMR values demonstrates that the structural model used in this study is both statistically sound and practically relevant.

Discussion

This study investigates the interplay between the Muslim Consumption Index (MCI) and halal product campaigns in shaping consumer preferences in Bandung's halal culinary sector. The findings reveal significant individual and combined effects, offering critical insights for businesses and policymakers.

1) The Role of the Muslim Consumption Index in Consumer Preferences

The results indicate that the Muslim Consumption Index (MCI) has a significant and positive influence on consumer preferences, with consumers who align their purchasing behavior with Islamic values showing a stronger tendency to choose halal culinary products. This finding supports the work of Hashim and Musa (2013), who emphasized the role of religious adherence in shaping consumer behavior. In Bandung—a culturally vibrant and religiously conscious city—the relevance of MCI highlights the importance of intrinsic values such as ethical consumption and prioritization of halal-certified products, which reinforce consumer trust and loyalty. Religious emotions and identity are key drivers of halal consumption, as observed in Medan City, where consumer choices are influenced by spiritual needs and religious identity [18], a pattern also evident in Bandung. Moreover, the presence of halal certification and logos enhances consumer intentions by assuring compliance with religious standards and strengthening product credibility [8], [19]. Consumers also place high importance on the safety and quality of halal products, which are widely perceived to meet ethical standards, thus attracting both Muslim and non-Muslim consumers [6], [19]. For businesses, this implies the need to develop marketing strategies that emphasize halal authenticity, ethical sourcing, and cultural sensitivity to build trust [5], along with a deeper understanding of socio-cultural and religious dynamics to effectively engage the Muslim market.

2) The Impact of Halal Product Campaigns on Consumer Preferences

Halal product campaigns emerged as the strongest predictor of consumer preferences, supporting the findings of Teng and Jusoh (2016), who emphasized the critical

role of marketing strategies in building consumer trust and brand loyalty. Halal certification plays a central role in this process, as it assures consumers that products meet rigorous religious standards and enhances brand credibility, especially in Muslim-majority markets [20], [21]. Effective marketing, particularly through social media, fosters engagement and influences purchasing behaviors, such as store visits and product trials [20]. Moreover, transparency in production and consistent product quality are vital in establishing trust, as they confirm the safety and ethical compliance of the products [22]. Cultural sensitivity also plays a key role, with Islamic values—such as halal authenticity and ethical sourcing—significantly shaping consumer choices and requiring marketing strategies that resonate with these values [5]. Social influences, including peer recommendations and online reviews, further impact consumer perceptions [22]. In Bandung's dynamic culinary scene, halal campaigns that combine certification credibility, ethical messaging, and modern marketing techniques are particularly effective in capturing consumer attention and driving preferences.

3) Synergistic Effect of MCI and Halal Product Campaigns

The interaction between the Muslim Consumption Index (MCI) and halal product campaigns demonstrates a significant indirect effect on consumer preferences, revealing a synergistic relationship in which marketing efforts enhance intrinsic values rooted in Islamic principles. This aligns with findings by Hassan et al. (2019), who emphasized the combined influence of internal motivators and external stimuli on consumer behavior. Halal certification plays a key role in increasing consumer trust and purchase intention, particularly for products from non-Muslim countries, by reducing perceived risk and affirming product authenticity [23]. Effective marketing strategies, especially via social media, boost product visibility and trust through halal labeling, and can expand market share in Muslim-majority contexts [20]. Culturally sensitive and ethically

grounded marketing—emphasizing halal authenticity and Islamic values—further strengthens consumer loyalty within Muslim communities [5], [24]. Moreover, positive consumer perception of halal certification correlates strongly with purchase intention, underscoring the importance of clear, credible halal labeling [25]. Practically, this synergy indicates that while MCI builds a foundational preference for halal products, halal campaigns reinforce this predisposition by reducing consumer uncertainty and increasing the perceived value and credibility of halal-certified offerings.

4) Contributions to Theory and Practice

This study extends the application of the Theory of Planned Behavior (TPB) by illustrating how attitudes, represented by the Muslim Consumption Index (MCI), and subjective norms, reflected through halal product campaigns, interact to influence consumer intentions and behavior. The findings highlight that consumer preferences are shaped not only by intrinsic values but also by external reinforcements such as strategic marketing efforts. For practitioners, this offers a dual-focused approach to enhance consumer engagement: first, by aligning products and branding with Islamic principles to resonate with MCI-driven consumers, and second, by strengthening halal product campaigns through transparency, credible certification, and ethical production to build trust and amplify consumer preference.

5) Implications for Policymakers

Policymakers can play a crucial role in supporting the halal culinary sector by strengthening halal certification programs to ensure widespread trust and recognition, partnering with businesses to promote educational campaigns on the importance of halal principles, and encouraging innovation in marketing strategies that effectively resonate with diverse consumer demographics.

6) Limitations and Future Research

While this study provides robust insights, it is limited to the halal culinary sector in Bandung. Future research could explore similar dynamics in other regions or industries, such as halal fashion or pharmaceuticals. Additionally, qualitative studies could delve deeper into consumer perceptions and motivations, offering richer insights into the psychological factors driving halal consumption.

5. CONCLUSION

This study highlights the pivotal roles of the Muslim Consumption Index (MCI) and halal product campaigns in shaping consumer preferences within Bandung's halal culinary sector. It finds that intrinsic alignment with Islamic values significantly influences consumer preference for halal-certified products, while effective marketing campaigns—emphasizing transparency, certification credibility, and ethical production—build stronger trust and loyalty. Moreover, the synergistic interaction between MCI and halal product campaigns amplifies consumer preferences, underscoring the importance of integrating personal values with external marketing strategies. These findings contribute to a broader understanding of consumer behavior in halal markets and offer actionable strategies: businesses should align branding with Islamic values and enhance halal certification visibility through innovative marketing, while policymakers should strengthen certification programs and promote collaboration with industry stakeholders. Although this study focuses on Bandung's culinary context, its implications extend to other regions and industries. Future research should explore similar dynamics in varied halal markets, using qualitative methods to uncover deeper motivations. Such efforts will support the sustainable growth of the halal economy by fostering trust, loyalty, and inclusivity in an increasingly competitive landscape.

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