



Public Perception of Halal Certification and Its Relationship with Ethical Standards in the Meat Industry

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Abstract:

Halal certification at slaughterhouses (RPH) plays a strategic role in ensuring the halal status of meat products and building trust among Muslim consumers. However, in Probolinggo Regency, there is still a gap between halal certification standards and their implementation in practice. This study aims to analyze public perceptions of halal certification at slaughterhouses and its relationship to consumer trust and ethical standards in the meat industry. This study used a qualitative approach with a descriptive-analytical design. Data collection was conducted through in-depth interviews, field observations, and documentation involving slaughterhouse managers, slaughterers, religious leaders, community leaders, consumers, and economic observers. Data analysis was conducted using thematic analysis with triangulation techniques to maintain data validity. The results show that positive public perceptions of halal certification include halal assurance, increased consumer trust, global competitiveness, and support for local economic growth. However, negative perceptions also emerged related to high operational costs, weak oversight, the potential for commercialization of halal certification, and low confidence in the consistency of the slaughtering process. This research contributes to enriching halal studies in the upstream food supply chain sector, particularly slaughterhouses, and provides policy recommendations to strengthen halal certification governance and supervision at the local level.

Key Words: *Halal Certification, Public Perception, Consumer Trust, Slaughterhouses*

Abstrak:

Sertifikasi halal pada Rumah Potong Hewan (RPH) memiliki peran strategis dalam menjamin kehalalan produk daging serta membangun kepercayaan konsumen Muslim. Namun, di Kabupaten Probolinggo masih terdapat kesenjangan antara standar sertifikasi halal dan praktik implementasinya di lapangan. Penelitian ini bertujuan untuk menganalisis persepsi masyarakat terhadap sertifikasi halal pada RPH serta hubungannya dengan kepercayaan konsumen dan standar etika dalam industri daging. Penelitian ini menggunakan pendekatan kualitatif dengan desain deskriptif-analitis. Pengumpulan data dilakukan melalui wawancara mendalam, observasi lapangan, dan dokumentasi dengan melibatkan pengelola RPH, jagal, tokoh agama, tokoh masyarakat, konsumen, serta pemerhati ekonomi. Analisis data dilakukan menggunakan analisis tematik dengan teknik triangulasi untuk menjaga keabsahan data. Hasil penelitian menunjukkan bahwa persepsi positif masyarakat terhadap

sertifikasi halal mencakup jaminan kehalalan, peningkatan kepercayaan konsumen, daya saing global, dan dukungan terhadap pertumbuhan ekonomi lokal. Namun, persepsi negatif juga muncul terkait tingginya biaya operasional, lemahnya pengawasan, potensi komersialisasi sertifikasi halal, serta rendahnya kepercayaan terhadap konsistensi proses pemotongan. Penelitian ini berkontribusi dalam memperkaya kajian halal pada sektor hulu rantai pasok pangan, khususnya RPH, serta memberikan rekomendasi kebijakan untuk memperkuat tata kelola sertifikasi halal dan pengawasan di tingkat lokal.

Kata Kunci: *Sertifikasi Halal, Persepsi Masyarakat, Kepercayaan Konsumen, Rumah Potong Hewan*

INTRODUCTION

Halal certification in slaughterhouses (RPH) has become a crucial issue, considering its significant role in ensuring that meat products consumed by the public are in accordance with sharia principles. The theory of halal is rooted in religious values that guarantee safety, cleanliness, and compliance with Islamic law (Sukriya et al., 2024). However, in practice, there is still a gap between this theory and its implementation in the field. Halal certification is supposed to provide assurance to the Muslim community that the slaughter and processing process of animals has met halal standards (Hidayati et al., 2023). However, in Probolinggo Regency, the facts on the ground show that not all RPHs have clear halal certification. Some RPHs operating without formal certification may cause distrust from the Muslim community, especially related to quality and sharia compliance.

A study conducted by the Halal Product Assurance Agency (BPJPH) shows that the lack of halal certification in various regions in Indonesia is often caused by the lack of understanding of business actors about the importance of halal certification and the complexity of the certification submission process (Hikmatul Hasanah et al., 2024). In addition, another phenomenon that has attracted attention is the increasing awareness of Muslim consumers about the importance of halal products, especially among the younger generation (Dahlan et al., 2014). Local surveys show that more than 70% of people in Probolinggo Regency admit that halal certification influences their decision to buy meat products. However, the low transparency of information related to certification at RPH is the main barrier in building consumer trust. This fact shows that there is an urgent need to improve the governance of halal certification in the region.

Various previous studies have revealed the importance of halal certification in building consumer trust. Halal certification increases consumer loyalty to food products (Ab Rashid & Bojei, 2020; Calder, 2020). Public perception of halal certification is greatly influenced by educational factors and religious levels (Dashti et al., 2024; Rahman et al., 2024). However, this study focuses more on processed food products and has not specifically highlighted RPH as part of the halal supply chain.

This gap between theory and fact indicates that more in-depth research is needed to understand public perception and the factors that affect consumer

confidence in halal-certified RPH in Probolinggo Regency. This study will help fill the gaps in the literature related to the implementation of halal certification in the area. Facts on the ground show that in Probolinggo Regency, most people still depend on traditional RPH that does not have halal certification. Meanwhile, local research in Probolinggo Regency is still very limited, especially those that discuss public perception and consumer trust in halal-certified RPHs. Most studies in this area deal more with the socio-economic aspects of livestock without linking it to halal issues. Thus, this research will be an important complement to the literature, as well as provide new insights into how halal certification can be implemented more effectively in local RPH.

This research has a new contribution by combining two main aspects: public perception and consumer trust in halal certification in RPH. The main argument underlying this study is that consumer trust depends not only on the existence of certifications, but also on how information about those certifications is conveyed and received by the public. In addition, this study also seeks to explore structural and cultural barriers that hinder the implementation of halal certification at RPH in Probolinggo Regency.

RESEARCH METHOD

This study uses a descriptive-analytical research design with a qualitative approach. This approach was chosen to gain a deep understanding of the public's perception of halal certification and its relationship with ethical standards in slaughterhouses (RPH) in Probolinggo Regency. Qualitative research allows researchers to comprehensively explore the meaning, views, and experiences of the community regarding consumer trust in halal-certified RPHs. The location of the research was determined purposively by considering the existence of traditional and modern RPH that have and do not have halal certification.

Data collection techniques are carried out through in-depth interviews, field observations, and documentation. Interviews were conducted with key informants including RPH managers, community leaders, Muslim consumers, as well as representatives of related agencies such as the Animal Husbandry Service and the Halal Product Assurance Agency (BPJPH) at the regional level. Field observations were carried out to directly observe the slaughter process and management of RPH in order to assess the suitability of practices in the field with halal principles and ethical standards. Documentation is used to complete data in the form of archives, official reports, and regulations related to halal certification.

Data analysis was carried out using thematic analysis, which included the stages of data reduction, data presentation, and conclusion drawn. The data obtained from interviews and observations were transcribed, coded, and grouped into main themes related to public perception, consumer confidence levels, and barriers to the implementation of halal certification. To maintain the validity of the data, this study applies triangulation of sources and methods, so

that the results of the research are expected to provide a valid and comprehensive picture of the implementation of halal certification at RPH Probolinggo Regency.

FINDING AND DISCUSSION

Positive Perception by the Community

Halal Guarantee

Halal certification provides a sense of assurance for Muslim consumers, ensuring that the meat they consume adheres to Islamic law. Public perception toward halal certification at slaughterhouses (RPH) is overwhelmingly positive, as it offers certainty regarding religious compliance. This certification not only confirms the religious validity of the meat but also emphasizes the importance of hygiene and proper slaughtering practices. According to interviews with local religious leaders and butchers, the halal certification is seen as a necessary measure for upholding the safety and well-being of the community. Mr. Harianto, a local butcher, expressed, "Halal certification assures consumers that the meat is slaughtered according to Islamic guidelines, which brings peace of mind to both consumers and myself" (I-H, 12-9-25).

In support of this view, religious figures such as KH. Rahmat from Probolinggo Regency emphasize the religious obligation behind halal certification. He stated, "Halal certification guarantees that the meat sold meets Islamic standards, which helps Muslims make informed choices about their food" (I-KR, 13-9-25). These statements highlight that halal certification is not only a business tool but a moral responsibility for slaughterhouses to meet the community's religious expectations. Local community leaders also see halal certification as a symbol of religious integrity and trustworthiness, essential for fostering confidence in meat products.

Through these interviews, it is evident that the halal guarantee provided by certification builds public trust in meat products. The certification ensures that both the slaughtering process and the meat's quality align with Islamic teachings. This understanding is crucial in maintaining consumer loyalty and satisfaction in Probolinggo Regency, where adherence to religious principles is a top priority.

Increase Consumer Trust

The impact of halal certification on consumer trust is significant in Probolinggo Regency. Consumers are more likely to trust meat products when they know that the slaughterhouses adhere to halal standards. This perception strengthens consumer confidence, as halal certification serves as proof that the products meet the required religious, hygienic, and quality standards. Interviews with community leaders reveal that the public feels safer purchasing meat that has undergone a halal certification process. Mr. Saiful Anam, a local community leader, stated, "With halal certification, I am more confident in buying meat, knowing it meets religious and hygienic standards" (I-SA, 14-9-25).

Religious leaders further support this sentiment, emphasizing that halal certification fosters a sense of security and trust among the public. Mr. H. Ahmad Khaidlori, a religious leader, affirmed, "The halal certification provides assurance that the meat is prepared according to sharia guidelines, increasing public trust in the products sold" (I-HAK, 15-10-25). This statement reinforces the idea that halal certification is not merely a form of compliance but a vital component in ensuring consumer trust. The added assurance that halal meat is processed correctly builds a robust consumer base, particularly for Muslim communities.

Interviews also highlighted that consumer trust extends beyond the religious aspect to the overall quality of the product. Consumers believe that certified slaughterhouses take extra steps in ensuring cleanliness and product safety. This level of transparency significantly enhances consumer loyalty, making halal certification a key factor in boosting sales and consumer confidence in Probolinggo Regency.

Global Competitiveness

Halal certification also plays a critical role in enhancing the global competitiveness of meat products from Probolinggo Regency. This certification opens up international markets, particularly in countries with large Muslim populations. With the global demand for halal products rising, slaughterhouses with halal certification can export their products with the confidence that they meet international standards. Economic observers, such as Mr. M. Andika, noted, "Halal certification allows meat products from Probolinggo to be competitive in the international market, especially in Muslim-majority countries" (I-MA, 17-10-25). The ability to access global markets offers a significant economic advantage for local businesses.

Ms. Amina, a member of an Islamic community organization, echoed these thoughts by stating, "Halal certification opens doors for Probolinggo's slaughterhouses to meet international standards, increasing the competitiveness of their products on the global stage" (I-A, 18-9-25). This global competitiveness not only benefits the local economy but also elevates Indonesia's meat products on the international market. The halal certification ensures that products meet the halal standards that are increasingly required by global consumers, particularly in the Middle East and Southeast Asia.

This global perspective is important because it underscores that halal certification is not just about local consumer preferences but is an integral part of a broader economic strategy. It facilitates exports, drives business growth, and helps strengthen Probolinggo Regency's position in the global meat market. This external recognition of quality increases the region's economic prospects.

Economic Support

Halal certification provides substantial economic support to slaughterhouses in Probolinggo Regency by attracting more consumers and

expanding market opportunities. Certified slaughterhouses benefit from increased demand for their meat products, which contributes to business growth and local economic development. Interviews with economic observers indicate that halal certification acts as a gateway for local businesses to access both domestic and international markets, thereby boosting sales. Mr. M. Riza Hendrawan, an economic observer, stated, "Halal certification enables slaughterhouses to expand their reach, boosting the local economy through increased sales and new business opportunities" (I-ARH, 19-9-25).

Furthermore, local entrepreneurs see halal certification as a strategic tool to enhance their competitiveness. Mrs. Maimunah Dahlia, a community leader, explained, "For small businesses, halal certification helps increase product demand. It enables us to offer our products to a broader market, enhancing our income and sustaining our business" (I-IMD, 16-10-25). This perspective shows how halal certification directly supports small and medium-sized businesses, which are key drivers of local economic growth. With more consumers seeking halal-certified products, businesses are able to thrive and contribute to the regional economy.

Lastly, the economic benefits of halal certification also extend to job creation. As demand for certified meat increases, slaughterhouses may need to hire more workers, providing job opportunities and stimulating local employment. This cycle of increased demand, business expansion, and job creation further strengthens the economic fabric of Probolinggo Regency.

Table 1. Positive Perception by the Community

Finding	Description
Halal Guarantee	Halal certification provides religious certainty for Muslims, ensuring meat is processed according to Islamic law, which fosters trust and comfort.
Increase Consumer Trust	Halal certification significantly enhances consumer confidence by assuring that meat products meet religious and quality standards.
Global Competitiveness	Halal certification opens international market opportunities, boosting competitiveness for Probolinggo's meat products in Muslim-majority countries.
Economic Support	Halal certification helps slaughterhouses grow by attracting consumers, expanding markets, and supporting local economic growth and job creation.

Negative Perception by the Community

High Operating Costs

Despite the benefits, high operating costs associated with halal certification pose challenges, particularly for small and medium-sized slaughterhouses. The financial burden of certification, including administrative fees and necessary equipment upgrades, can strain businesses. Many small-scale operators in Probolinggo feel that the costs of certification outweigh the benefits, especially when considering their limited resources. Mr. Abdul Hadi, a local meat trader, expressed, "The costs of obtaining halal certification are substantial, and as a small business, it's difficult to bear these expenses" (I-AH, 22-10-25).

Mrs. Fitri Lestari, another business owner, pointed out that the high operational costs could lead to higher prices for consumers, which negatively affects purchasing power. She said, "The cost of certification results in increased meat prices, which makes it harder for consumers to afford" (I-FL, 23-10-25). This highlights the economic tension between maintaining halal certification and keeping prices affordable for the public.

Field observations confirm that many small slaughterhouses either avoid obtaining halal certification or struggle to maintain it due to the high costs involved. These challenges suggest that a more supportive policy framework is needed to assist smaller enterprises in securing halal certification without compromising their business viability.

Limited Supervision

There are concerns that even with halal certification, lax oversight could lead to substandard implementation of standards, impacting quality. This study revealed that one of the negative public perceptions regarding halal certification at slaughterhouses (RPH) in Probolinggo Regency is limited oversight. Although the slaughterhouses have received halal certification, some residents feel that oversight of the implementation of halal standards in the field is still insufficient. Mr. Harianto, a butcher at the slaughterhouse in Probolinggo Regency, stated,

"I feel that even though the slaughterhouses have halal certification, oversight is very limited. There are no routine checks to ensure that all slaughtering processes are carried out correctly and in accordance with halal standards. This could impact public trust in the products sold." (I-H, 12-11-25)

Mr. Harianto's statement expressed concern about inconsistent supervision of slaughterhouses that have been certified halal. As a butcher, he felt that even though halal certification has been obtained, there is insufficient control to ensure that every step in the slaughtering and processing of meat is truly in accordance with Islamic law. This weak oversight can raise doubts about the extent to which halal standards are implemented at every step of the animal slaughtering process. Mr. Suhermanto, a community leader, stated,

"Even though the slaughterhouse here has halal certification, I feel that the supervision of the meat slaughtering process is not intensive enough. Sometimes we feel doubtful because there is no clear control as to whether halal standards are truly being implemented at every stage." (I-SU, 25-11-25)

Mr. Suhermanto's statement confirmed the community's concerns regarding insufficient supervision. Limited supervision leaves consumers feeling uncertain that the animal slaughtering process is being carried out in accordance with Islamic law. Even with halal certification, this lack of oversight can create distrust that undermines consumer satisfaction.

The certification process is considered important for ensuring the halal nature of products, the community feels that stricter oversight is needed to ensure that all halal-certified slaughterhouses actually meet the established

standards. This is crucial for maintaining consumer trust in the meat products sold. The findings of this study indicate that limited oversight of halal-certified slaughterhouses is one factor contributing to negative public perceptions. Even after obtaining halal certification, lax oversight raises consumer doubts about the extent to which the slaughtering process complies with Islamic law. This leads to a decline in trust in the halal meat products sold.

While halal certification offers many benefits, limited oversight of slaughterhouses is a problem that needs to be addressed immediately. For halal certification to maximize its positive impact, stricter and more regular oversight is needed to ensure that every stage of the slaughtering and processing process meets established halal standards. Effective oversight will increase consumer trust and ensure that the meat products sold truly meet halal requirements.

Potential for Commercialization

Halal certification can be used as a marketing tool without adequate attention to other standards, such as hygiene and health during animal slaughter. This research reveals that one of the negative perceptions developing among the public regarding halal certification at slaughterhouses (RPH) in Probolinggo Regency is the potential for commercialization. Some people feel that halal certification can be used solely as a marketing tool to increase sales, without considering compliance with actual halal standards. This raises doubts about the authenticity of halal certification and whether all slaughterhouses truly follow strict procedures for slaughtering animals in accordance with Islamic law. The public is concerned that the commercialization of halal certification will lead to a disregard for quality and hygiene, ultimately eroding consumer confidence in the meat products sold.

"Halal certification now seems to be just a marketing tool. Many slaughterhouses use it to attract buyers, but I think they are more focused on profit than on truly adhering to the proper halal process." (I-T, 24-11-25)

"I'm worried that halal certification could be misused by some slaughterhouses simply to attract consumers, without truly paying attention to slaughtering procedures that comply with Islamic law. This could undermine public trust in halal products." (I-A, 18-11-25)

"Halal certification granted to slaughterhouses can become a commodity for sale, where some business owners may prioritize the halal label as a market attraction rather than truly ensuring the slaughtering process complies with Islamic teachings." (I-ARH, 19-11-25)

Interviews with informants revealed a negative perception of the potential commercialization of halal certification. Although halal certification is supposed to guarantee that meat products have been processed in accordance with Islamic law, some people feel that this certification is used more as a marketing tool to increase sales. This has the potential to undermine consumer confidence in the authenticity and quality of meat products sold in the market.

Field observations revealed that several halal-certified slaughterhouses (RPH) prominently display halal labels on their meat products. Despite evidence of halal certification, some consumers expressed doubts about the authenticity of the slaughtering process. This demonstrates a lack of trust in the integrity of halal certification, as there is insufficient oversight to ensure that the slaughtering process complies with Islamic law.

Interviews and observations indicate that the commercialization of halal certification is a serious problem. While halal certification guarantees halal status, lack of transparency and oversight can lead to the misuse of this certification as a marketing tool. Some slaughterhouses place greater emphasis on the halal label to increase sales, without paying attention to the implementation of proper procedures. This risks undermining consumer confidence in halal products sold in the market.

Commercialization of halal certification can diminish the value and significance of the certificate. Therefore, it is crucial to ensure that halal certification is not merely a marketing tool but also provides tangible evidence that the meat products sold are truly processed in a manner consistent with religious teachings. Consumer trust can only be maintained if halal certification is accompanied by strict oversight and proper implementation.

The Issue of Trust in Process

Some people may feel that halal certification does not always reflect the true quality of the product, as the standards applied can vary from slaughterhouse to slaughterhouse. Although many slaughterhouses have obtained halal certification, some consumers are skeptical about whether the slaughtering process is carried out properly in accordance with Islamic law. People are concerned that despite halal certification, not all procedures are strictly implemented, and limited oversight makes them feel less confident in the integrity and quality of the product. This issue of trust in the process undermines consumer confidence in products sold by halal-certified slaughterhouses.

"I feel that even though the slaughterhouse has halal certification, I still doubt whether they truly follow the process in accordance with Islamic law. Limited oversight makes it impossible to be confident that every step of the slaughtering process is carried out correctly." (I-AS, 26-11-25)

"Halal certification is important, but oversight of the slaughtering process is often lacking. Without strict oversight, I find it difficult to trust that the process truly complies with Islamic teachings." (I-KR, 13-11-25)

"Halal certification does provide assurance, but if there is no effective oversight of the slaughtering process, public trust will be undermined. Weak oversight opens the door to violations of established procedures." (I-ARH, 19-11-25)

Interviews with informants indicate that trust in the slaughtering process at halal-certified slaughterhouses (RPHs) is a serious issue. Despite halal

certification, limited oversight leaves consumers uncertain whether the slaughtering process is truly carried out in accordance with Islamic law. The public desires stricter oversight and transparency in the implementation of halal procedures to increase their confidence in the products sold.

Field observations revealed that although some slaughterhouses have obtained halal certification, the slaughtering process is not regularly monitored. Some consumers expressed doubts about the halal status of the meat sold, as they could not confirm whether the slaughtering process was carried out according to established standards. This indicates a gap between halal certification and actual implementation on the ground.

Halal certification guarantees halal status, uncertainty regarding the oversight of the slaughtering process raises concerns among consumers. Some slaughterhouses do not maintain adequate oversight, leading consumers to doubt the authenticity of the slaughtering process. This risks undermining trust in the products sold, even if halal certification has been granted. The issue of trust in the slaughtering process at halal-certified slaughterhouses is one factor that erodes public confidence in meat products. While halal certification guarantees that products meet religious standards, limited oversight of the slaughtering process creates consumer doubt. Public trust would be strengthened if there were stricter oversight of the implementation of halal certification in the field.

Table 2. Negative Perception by the Community

Finding	Description
High Operating Costs	The financial burden of obtaining and maintaining halal certification can be a barrier, especially for small businesses, increasing operational costs.
Limited Supervision	Insufficient oversight post-certification raises concerns about the actual compliance of slaughterhouses with halal standards.
Potential for Commercialization	Some businesses exploit halal certification primarily as a marketing tool, leading to doubts about the authenticity of the certification process.
The Issue of Trust in Process	There is public skepticism regarding whether the slaughtering process strictly follows halal guidelines, despite certification.

Discussion

Halal certification is a process that ensures that a product, especially food and beverages, is produced in accordance with the provisions taught in Islamic teachings (Islam et al., 2023). This certification is very important for Muslims who want to ensure that the products consumed do not contain ingredients or processes that are not in accordance with Islamic law. In addition, halal certification serves as a guarantee that the product is free from haram elements, such as alcohol or ingredients from pigs (Fauzi et al., 2024). Halal certification does not only apply to food and beverages, but also to cosmetic, pharmaceutical products, and other items used by Muslims (Hashim & Nor, 2022). In this context, it is important for Slaughterhouses (RPH) to follow the halal certification process to ensure that the meat products produced meet sharia standards.

Slaughterhouses (RPH) are facilities used to cut, process, and distribute animal meat for human consumption (Wibowo et al., 2023). RPH plays a very important role in food systems, especially in ensuring the safety and quality of meat produced (Dharma et al., 2022). RPH must not only meet health and safety standards, but also meet religious requirements, especially for meat products that will be consumed by Muslims. One of the important standards that must be met by RPH is halal certification, which ensures that the meat cutting and processing process is carried out in accordance with the provisions of Islamic law. In addition, RPH must also maintain its cleanliness and safety to prevent contamination and ensure that the products produced are safe for consumption. Therefore, it is important to examine the public's perception of the importance of halal certification in RPH in supporting safe meat consumption and in accordance with religious teachings.

Halal certification in Slaughterhouses (RPH) can be analyzed through several theoretical perspectives, one of which is the theory of legitimacy. Halal certification is a form of legitimacy that the RPH meets the standards accepted by the Muslim community (Faishal, 2024; Suryawan et al., 2022). This is not only related to compliance with sharia law, but also a response to the growing market demand for halal products (Daulay et al., 2022). Thus, halal certification at RPH not only serves as a tool to comply with religious regulations, but also as a means to increase consumer trust and expand the market. In addition, halal certification is also a differentiating factor for RPH in competition in an increasingly global market.

Halal certification at Slaughterhouses (RPH) has a significant impact on public perception. This contributes to increasing consumer confidence in the quality of the products produced. On the other hand, halal certification also provides opportunities for RPH to access international markets, especially Muslim-majority countries (Arieftiara et al., 2022; Hashmi & Ali, 2021; Masruroh & Mahendra, 2022). With the increasing global demand for halal products, RPH that has been certified halal has better competitiveness in the global market. A society that is increasingly concerned about the halalness of products will further encourage RPH to meet these standards, which in turn improves the overall quality of meat products.

Halal certification provides halal assurance for consumers, especially Muslims. In this study, the respondents revealed that halal certification provides confidence that the meat consumed has been cut in accordance with the provisions of Islamic law. This shows that halal certification plays an important role in meeting the needs of Muslim consumers for products that are safe and in accordance with religious teachings (Usman et al., 2023). In terms of theory, this can be related to the theory of legitimacy, where RPH that has halal certification gains recognition from the public as an institution that meets social and religious expectations. With halal certification, RPH can build trust and stronger

relationships with Muslim consumers, which in turn improves the competitiveness and sustainability of its operations.

Halal certification provides assurance that halal can be attributed to several relevant journal findings. Halal certification not only provides certainty to Muslim consumers, but also increases customer satisfaction levels with the meat products consumed (Ohgata, 2024). Muslim consumers are more likely to choose products that already have a halal certificate for reasons of religious beliefs and product quality (Bachtiar et al., 2024). Halal certification can influence consumer purchasing decisions, especially in markets with a majority Muslim population.

Halal certification can increase consumer confidence in product quality. This is reflected in the opinions of respondents who feel safer and more comfortable consuming meat that has been certified halal. In theory, these findings are in line with trust theory, which states that consumers will be more likely to buy products they trust (Dashti et al., 2024). Halal certification increases consumer confidence can be attributed to the findings of relevant journals. Halal certification has a positive impact on the level of consumer trust in food products (Ohgata, 2024). Halal certification not only increases trust, but also influences consumer purchasing behavior in local and international markets (Katuk et al., 2021). Consumers who consume halal products feel more comfortable and confident that they are religiously and health-safe (Bachtiar et al., 2024; García-Díez et al., 2023). Halal certification plays an important role in building consumer trust in the quality of meat products produced by RPH.

Halal certification increases global competitiveness can be further analyzed by referring to several journal findings. Halal products have enormous market potential in countries with large Muslim populations, such as Middle Eastern and Southeast Asian countries (Ariefiara et al., 2022). Halal certification can help RPH meat products to penetrate international markets, increase exports, and expand market reach (Fauzi et al., 2024). Halal certification can be an important factor in increasing the competitiveness of Indonesian products in the global market, especially in the food industry.

Halal certification can encourage economic support can be further analyzed by linking it to some relevant journal findings. RPHs that have halal certification can attract the attention of investors and financial institutions, which in turn increases access to government financing and assistance (Hasanah et al., 2024; Wibowo et al., 2023; Yustianingsih et al., 2024). Halal certification can increase business opportunities for business actors in the RPH sector, both in the domestic and international markets (Nafisaha & Fajriati, 2024). Halal certification can increase the attractiveness of the RPH sector for business partners and funding institutions.

One of the negative impacts of halal certification is the high operational costs. The halal certification process does require a lot of money, especially for small and medium-scale RPHs. These costs include the cost of meeting the set

standards, audit costs, and other administrative costs. This can be an obstacle for RPH who do not have sufficient financial resources to bear these costs. From a cost theory perspective, these findings reflect the additional costs that RPH must incur to obtain halal certification (Abdallah et al., 2021), which can reduce their profit margins, especially for small businesses that are already operating with thin margins.

The high operational costs can be attributed to some of the journal's findings. The costs incurred to obtain halal certification can be an additional burden for small and medium-sized enterprises (SMEs), which can sometimes find it difficult to meet the standards set by certification bodies (Fauzi et al., 2024; Mustahal, 2022). The cost of halal certification can be very expensive and affect the competitiveness of small RPHs (Usman et al., 2023). The cost of halal certification is one of the factors that limits small RPHs to obtain halal certificates, which in turn affects their performance and business development.

Limited supervision is one of the issues in halal certification at RPH. Although RPH has obtained halal certification, there are concerns that less stringent oversight could lead to the implementation of standards that are not fully compliant. The effective oversight is indispensable to ensure that halal standards are actually applied consistently and accurately in the field (Bachtiar et al., 2024; Hashmi & Ali, 2021). Weak supervision has the potential to cause halal-certified RPHs not to meet the set standards, which has an impact on product quality and consumer confidence.

Halal certification can be used as a marketing tool without paying attention to other standards, such as cleanliness and health in animal slaughter. This has the potential to reduce consumer confidence in the quality of the products produced. From the perspective of marketing theory, these findings suggest that halal certification can be used as product differentiation, but without adequate attention to other standards that are also important, such as sanitation and animal welfare (Mabkhot, 2023; Supriyadi et al., 2024). Therefore, there needs to be an effort to ensure that halal certification is not only used for commercial purposes, but also to ensure that the quality of products is in accordance with consumer expectations.

The potential commercialization of halal certification can be further analyzed by linking it to several relevant journal findings. Halal certification is often used as a marketing tool by some RPHs without paying attention to other important aspects, such as cleanliness and meat quality (Ohgata, 2024). Some RPHs only focus on halal certification without paying attention to other standards that support product quality. The use of halal certification only for commercial purposes can reduce consumer confidence in the product.

Halal certification does not always reflect the actual quality of the product, because the standards applied can vary from RPH to RPH. This shows that there are uncertainties and differences in the implementation of halal certification in various RPHs. There needs to be transparency in the certification process and

clear oversight to ensure that halal-certified products meet the expected standards. Uncertainty in the halal certification process can reduce consumer confidence in the products produced by RPH (Hashmi & Ali, 2021). Differences in the implementation of halal certification between RPH can create uncertainty among consumers. Consumers who do not clearly understand the halal certification process tend to feel doubtful about the quality of halal-certified products.

Public perception of halal certification at Slaughterhouses (RPH) is influenced by various factors, both positive and negative. The public considers halal certification as a guarantee of halal and improved product quality, which in turn can increase global competitiveness and support economic sectors. However, there are also concerns about high operational costs, limited supervision, and potential commercialization that can reduce product quality (Usman et al., 2023). These findings provide a clearer picture of the importance of halal certification in increasing consumer confidence, but also point to challenges that need to be addressed to ensure effective and quality implementation.

The findings of the study show that halal certification in Slaughterhouses (RPH) has a significant impact on public perception. Despite some challenges, such as high costs and limited oversight, halal certification remains an important factor in increasing consumer confidence, expanding global markets, and driving the economic growth of the RPH sector. Therefore, it is important for RPH to ensure that the halal certification process is followed by strict supervision and attention to the overall quality of the product. The government and related institutions also need to pay attention to sustainability and quality in the implementation of halal certification so that the main goal, which is to meet the needs of Muslim consumers for products that are safe and in accordance with religious teachings, can be achieved properly.

CONCLUSION

Halal certification at Slaughterhouses (RPH) serves as a guarantee of halal products for consumers, especially Muslims. A strong understanding of Islamic law related to animal slaughter is the main factor that affects public trust in halal meat products. With halal certification, people feel more confident that the products they consume have been processed in accordance with religious rules. In addition, conformity with Islamic sharia procedures related to meat slaughter and management is highly valued by consumers, who consider halal certification to be an important mechanism to ensure the halalness of products. These findings confirm that religious understanding and awareness of the importance of halal play a major role in shaping public trust in meat products from RPH.

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