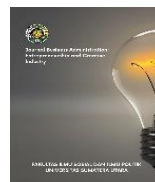




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# Promoting MSME Sustainability: The Role of Halal Certification and E-Commerce

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### ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in the Indonesian economy, but still face various challenges in achieving business sustainability. Two factors considered capable of driving MSME sustainability are halal certification and the use of e-commerce. Halal certification serves as a guarantee of quality and consumer trust, while e-commerce opens wider market access and increases business efficiency. This study aims to comprehensively examine the role of halal certification and e-commerce in driving MSME sustainability through a literature study approach. The research method used is descriptive qualitative with content analysis of various relevant scientific sources. The results of the study indicate that halal certification and e-commerce, individually and simultaneously, contribute positively to increasing the competitiveness, performance, and sustainability of MSMEs. The synergy between the two is an important strategy in facing the challenges of the digital economy and global competition.

**Keyword:** MSMEs, Business Sustainability, Halal Certification, E-Commerce

### ABSTRAK

Usaha Mikro, Kecil, dan Menengah (UMKM) memiliki peran strategis dalam perekonomian Indonesia, namun masih menghadapi berbagai tantangan dalam mencapai keberlanjutan usaha. Dua faktor yang dinilai mampu mendorong keberlanjutan UMKM adalah sertifikasi halal dan pemanfaatan *e-commerce*. Sertifikasi halal berfungsi sebagai jaminan kualitas dan kepercayaan konsumen, sementara *e-commerce* membuka akses pasar yang lebih luas dan meningkatkan efisiensi usaha. Penelitian ini bertujuan untuk mengkaji secara komprehensif peran sertifikasi halal dan *e-commerce* dalam mendorong keberlanjutan UMKM melalui pendekatan studi literatur. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan analisis isi terhadap berbagai sumber ilmiah yang relevan. Hasil kajian menunjukkan bahwa sertifikasi halal dan *e-commerce* secara individual maupun simultan berkontribusi positif terhadap peningkatan daya saing, kinerja, dan keberlanjutan UMKM. Sinergi keduanya menjadi strategi penting dalam menghadapi tantangan ekonomi digital dan persaingan global.

**Keyword:** UMKM, Keberlanjutan Usaha, Sertifikasi Halal, E-Commerce



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## 1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) are a key pillar of the national economy, contributing significantly to job creation, income equality, and inclusive economic growth. In Indonesia, MSMEs dominate the business structure and play a crucial role in maintaining economic stability, particularly during times of global uncertainty. However, most MSMEs still face structural challenges in achieving business sustainability, such as limited market access, low technology adoption, and weak quality standards and business governance (OECD) 2019; BPS, 2023).

The sustainability of MSMEs is measured not only by their ability to survive in the short term, but also by their capacity to adapt, innovate, and grow consistently over the long term. Recent literature emphasizes that business sustainability is strongly influenced by MSMEs' ability to build competitive advantages based on quality, consumer trust, and the use of digital technology (UNCTAD, 2021). Therefore, MSMEs are required to integrate business strategies oriented towards improving product standards and simultaneously pursuing digital transformation.

In the context of Indonesia, a predominantly Muslim country, halal certification is a relevant strategic instrument for enhancing the competitiveness of MSMEs. Halal certification not only serves to fulfill regulatory and religious obligations but also as a quality signal that increases consumer confidence in the safety, cleanliness, and production process of a product (Mardianto, *et al.*, 2025; Lestari, *et al.*, 2025). Several recent studies have shown that MSME products with halal certification tend to be more accepted by the market and have greater opportunities for expansion, both domestically and globally.

On the other hand, the development of e-commerce and the digital economy has fundamentally transformed the business landscape. The adoption of e-commerce enables MSMEs to expand their market reach, reduce distribution costs, and improve operational efficiency through the use of digital platforms (Laudon and Traver 2020). Digitalization also provides MSMEs with access to real-time consumer data and market feedback, supporting informed decision-making and continuous product innovation (Kotler, *et al.*, 2021).

Although halal certification and e-commerce have been widely studied separately, studies integrating these two aspects within the context of MSME sustainability are still relatively limited. Yet, the synergy between quality assurance through halal certification and market expansion through e-commerce has the potential to create sustainable competitive advantage. Therefore, this study aims to comprehensively examine the role of halal certification and e-commerce in promoting MSME sustainability, emphasizing the theoretical and practical implications for MSME development in the digital economy era.

## 2. Literature Review

### Sustainability of MSMEs

The sustainability of Micro, Small, and Medium Enterprises (MSMEs) refers to the ability of business actors to maintain their business continuity in the long term by achieving stable economic performance, adapting to environmental changes, and managing resources efficiently. According to Rasenda, *et al.* (2025), the sustainability of MSMEs is strongly influenced by the business's ability to adopt innovation, improve product quality, and utilize digital technology to respond to market dynamics. MSMEs that are unable to adapt to changing consumer preferences and technological developments tend to face the risk of decreased competitiveness and business failure. Therefore, the MSME sustainability strategy requires an integration between improving product quality standards and digital transformation as a foundation for long-term growth.

## Halal Certification

Halal certification is a formal process that ensures that a product meets halal standards in accordance with Sharia principles and the provisions set by authorized certification bodies. From a marketing and consumer behavior perspective, halal certification is understood not only as fulfilling religious or regulatory obligations but also as a quality signal reflecting the safety, cleanliness, and integrity of a product's production process (Lestari, *et al.*, 2025). Research shows that the presence of halal certification can increase consumer trust, reduce risk perception, and encourage purchasing interest in MSME products, particularly in the food and beverage sector (Wahyundaru, *et al.* 2024).

Furthermore, halal certification also impacts the internal aspects of MSMEs. The certification process requires business actors to improve raw material management, sanitation, documentation, and quality control, thereby indirectly increasing the professionalism and efficiency of business operations (Fadilah, *et al.*, 2025). Furthermore, halal certification plays a role in strengthening the transparency and credibility of the halal product supply chain, ultimately contributing to consumer loyalty and business sustainability (Nursyapa, *et al.* 2025).

## E-Commerce

E-commerce is an integral part of digital transformation, enabling the buying and selling of products and services through internet-based electronic platforms. In the context of MSMEs, adopting e-commerce is seen as a crucial strategy for expanding market reach, reducing marketing costs, and improving operational efficiency (Silviawati, *et al.*, 2025). E-commerce platforms provide MSMEs with the flexibility to reach consumers across regions without geographical limitations, while also providing access to real-time consumer data and feedback.

Various empirical studies have shown that e-commerce adoption positively impacts MSME marketing performance and revenue, although success is heavily influenced by technological readiness, digital literacy, and the internal capabilities of business actors (Salah and Ayyash, 2024; Suyanto, *et al.*, 2025). Furthermore, the use of community-based e-commerce platforms has also proven effective in increasing consumer interaction and strengthening MSME marketing networks at the local and regional levels (Musyrifah and Asmawati 2024).

## Synergy of Halal Certification and E-Commerce

The integration of halal certification and e-commerce forms a comprehensive strategy to promote the sustainability of MSMEs. Literature shows that including halal certification information on e-commerce platforms increases consumers' sense of security and trust in online transactions, especially for products sensitive to safety and hygiene (Lestari, *et al.*, 2025; Fadilah, *et al.*, 2025). Transparency of halal information in the digital space serves as a differentiator that strengthens MSMEs' brand image amidst increasingly fierce digital market competition.

Thus, the combination of quality assurance through halal certification and expanded market access through e-commerce creates a sustainable competitive advantage for MSMEs. This strategy not only helps MSMEs survive in the short term but also enables inclusive and competitive business growth in the digital economy era.

## 3. Method.

This study uses a descriptive qualitative approach based on literature review to analyze the role of halal certification and e-commerce in promoting the sustainability of

MSMEs. This approach was chosen because it allows for the exploration of concepts, empirical findings, and relationships between variables from the latest scientific publications over the past six years (2019–2025). The primary data sources were obtained from journal articles, academic conferences, and credible scientific reports, including studies on halal MSMEs, MSME digitalization, and digital marketing strategies (Fadilah, *et al.*, 2025; Nursyapa, *et al.*, 2025). Data collection techniques involved a systematic search through scientific databases and journal repositories, focusing on keywords such as halal certification, e-commerce, MSMEs, and business sustainability. Furthermore, the data were analyzed using content analysis to identify key concepts, patterns of relationships between variables, and theoretical and practical implications relevant to the research objectives.

#### 4. Result and Discussion.

Halal certification in the context of MSMEs can be understood as an institutional instrument that serves as a quality signal to consumers. Based on signaling theory, the existence of halal certification functions not only as a form of religious/regulatory compliance, but also as a signal of quality, product safety, and producer integrity, which increases consumer trust and provides better information certainty for consumers (Lestari, *et al.*, 2025). In the consumer product market, particularly food and beverages, consumer trust is a key determinant in the purchasing decision-making process. Therefore, halal certification serves not only as a religious attribute but also as a mechanism for increasing trust that has an impact on increasing sustainable demand.

In addition to impacting market perception, halal certification also has structural implications for the internal management of MSMEs. Halal labels increase consumer confidence in product safety and quality, thus mediating purchasing decisions. Halal labels act as credible information that minimizes uncertainty and information asymmetry between consumers and producers (Risma, *et al.*, 2023). The certification process requires the implementation of more systematic operational standards, encompassing raw material management, production processes, sanitation, and business documentation. A resource-based perspective explains that improving these internal capabilities can be a source of competitive advantage that is difficult for competitors to imitate (Urumsah and Puspitasari 2021). Thus, halal certification contributes not only to improved short-term performance but also to long-term business sustainability by increasing the efficiency and professionalism of MSMEs.

On the other hand, e-commerce can be positioned as a technological enabler that expands market access and lowers structural barriers for MSMEs. Based on the diffusion of innovation theory, e-commerce adoption allows MSMEs to reach consumers across regions with lower transaction costs and flexibility in marketing and sales activities (Laudon and Traver 2020). Utilizing digital platforms not only increases sales volume but also opens up opportunities for MSME integration into the broader digital economy ecosystem. Furthermore, e-commerce contributes to increasing MSME resilience in the face of uncertain business dynamics. Access to real-time consumer data and feedback allows businesses to respond to changing market preferences more adaptively and innovatively. From a dynamic capabilities perspective, the ability to integrate, build, and reconfigure digital resources is a crucial factor in maintaining business sustainability (Kotler, *et al.*, 2021).

The integration of halal certification and e-commerce creates a strategic synergy that strengthens the impact of each variable on the sustainability of MSMEs. Transparency of halal certification information on e-commerce platforms serves as a trust-building mechanism in online transactions, significantly enhancing perceptions of product safety and credibility (Nusran, *et al.*, 2023). This synergy strengthens the MSME brand image while increasing consumer loyalty in a competitive digital marketplace.

Conceptually, the combination of halal certification as a quality assurance and e-

commerce as a digital distribution channel forms a comprehensive sustainability strategy. This strategy enables MSMEs not only to maintain their business existence but also to achieve sustainable growth by creating a competitive advantage based on quality, trust, and technological adaptability in the digital economy era.

## 5. Conclusion.

Halal certification and e-commerce can be positioned as two strategic determinants that contribute significantly to the sustainability of Micro, Small, and Medium Enterprises (MSMEs). From the perspective of consumer trust and quality standards theory, halal certification serves as a mechanism that enhances product credibility by guaranteeing quality, safety, and compliance with production standards. Meanwhile, e-commerce acts as a technological support that expands market access, lowers transaction costs, and improves operational efficiency for MSMEs, thereby strengthening business performance in an increasingly competitive business environment.

Furthermore, the synergy between halal certification and e-commerce generates greater added value than implementing either strategy alone. Integrating quality assurance through halal certification with digital distribution channels enables MSMEs to build sustainable differentiation in the digital marketplace. Within the framework of competitive advantage, MSMEs that combine trustworthiness and digital capabilities have a greater opportunity to increase competitiveness, strengthen brand image, and build sustainable consumer loyalty.

However, the successful implementation of halal certification and e-commerce is inseparable from the role of a supporting ecosystem. The innovation systems perspective emphasizes the importance of the involvement of various stakeholders, including the government, certification bodies, and digital platform providers, in creating a conducive environment for MSMEs. Support in the form of regulatory simplification, technical assistance, and increased digital literacy are key factors in accelerating the adoption of these two strategies. With integrated support, MSMEs are expected to achieve business sustainability that is not only oriented towards economic growth but also inclusive and sustainable in the long term.

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