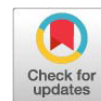


Research Article



Examining the Conceptual Model of Trust in the Halal Broiler Meat Supply Chain: Effects on Willingness to Buy and Consumer Loyalty

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Abstract | Marketing and production of halal broiler meat must be prioritized to increase Muslim consumers willingness to buy. This study aims to analyze the relationships within a conceptual model of trust in the halal supply chain for broiler chicken meat. The model consists of eight interrelated constructs, including halal awareness and perceived risk, which influence consumer trust in various stages of the halal supply chain namely, trust in suppliers, manufacturing, transportation, retail, and consumers. In this model, trust in the halal supply chain functions as a mediating variable between willingness to buy and consumer loyalty. Data was collected from 224 housewives responsible for purchasing broiler meat at traditional slaughtering places. The relationships between constructs were tested using Structural Equation Modeling with Partial Least Squares (SEM-PLS). The results show a significant ($P < 0.05$) relationship between halal awareness and perceived risk, which in turn significantly affects trust in the halal supply chain. However, four of the halal trust constructs within the broiler chicken supply chain did not have a significant effect on willingness to buy. Only one construct, trust in slaughterhouses had a significant ($P < 0.05$) influence on both willingness to buy and consumer loyalty. Interestingly, halal awareness did not significantly impact consumers' willingness to buy or loyalty, suggesting that awareness alone is not yet a key factor influencing broiler chicken purchase decisions among consumers.

Keywords | Customer, Broiler meat, Halal, Supply chain, Trust

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INTRODUCTION

The broiler chicken meat has a nutritious composition that is responded to be healthful compared to red meat. Chicken meat has source of proteins, minerals, and vitamins which are precious and balanced values. Differences from the beef and milk fat, the chicken does not contain the trans-fat (Greger, 2020; Kralik *et al.*, 2017). The price of broiler chicken meat is relatively cheap as a source of animal food in Indonesia. It is very cheap compared to other poultry meat and beef. The price of 1 kg of the beef is the same as 3-4 kg of the poultry meat (Wahyono and Utami, 2018). The broiler chicken meat is categorized with a better meat quality than a native

chicken. The broiler meat gets a higher score for sensory evaluation (Khan *et al.*, 2019).

The demand for broiler chickens in Indonesia continues to increase every year. Alongside this trend, there is also a growing demand for halal broiler meat. This is largely due to the fact that the majority of Indonesia's population is Muslim. According to Islamic teachings, Allah SWT has provided clear guidance on the necessity of consuming food that is both halal (permissible) and tayyib (pure and wholesome), as mentioned in the Qur'an: O mankind, eat from whatever is on earth [that is] lawful and good, and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy." (QS Al-Baqarah 2:168). In this

verse, the word halal is closely associated with tayyib, emphasizing that permissible food should also be good in quality. Scholars and religious leaders (Ustazds) further interpret tayyib to include qualities such as cleanliness, safety, healthiness, purity, and overall goodness (Sungit *et al.*, 2020). Furthermore, the Qur'an outlines additional dietary prohibitions: "Prohibited to you are dead animals, blood, the flesh of swine, and that which has been dedicated to other than Allah, and [those animals] killed by strangling, by a violent blow, by falling, by the goring of horns, and those from which a wild animal has eaten except what you are able to slaughter [before death] and those that are sacrificed on stone altars" (QS Al-Ma'idah 5:3). These teachings underline the importance of not only halal certification but also ensuring that meat is processed according to Islamic principles that prioritize both religious compliance and consumer safety.

A concept of halal is not only limited to food product but also included process of handling, packaging, storing and shipping for the product. Halal risk evaluation must be done through the entire supply chain and not only on production. In other words, if food is not processed or stored properly according to Islamic law, thus the food is not responded halal (Alam and Sayuti, 2011). Halal Control Points (HCPs) is an element key in Halal Assurance System. The HAS is a device of halal management by using the principle of halal toyayib to maintain the integrity of the halal products to be intended for markets that adhere to the Islamic teachings (Hassan *et al.*, 2015). To ensure the availability and access of the halal food, the halal supply chain is part of the production and trade of the halal food (Tieman, 2015; Maman *et al.*, 2018).

Animals are given foods non halal can also become non halal. Therefore, the consumers claim a process that must be halal increased in the supply chain level such as, starts making, handling and storing and distributing for them. The halal supply chain is a process that must be halal started from the supply source until the customers. The halal supply chain will be started from the animal husbandry and animal slaughterhouses, also the transportation and storage of poultry products come to the customers. This term is for ensuring that the halal is not only applied to the product but also in all activities in the supply chain. Feed, medicines of the halal livestock and the correct slaughtering process are very important in the halal supply chain. The handling, packaging, transportation and storage of foods must be separated between halal and non-halal products if they can prevent a contamination between the products. All the points, the aspects of quality, the cleanness and halal are maintained to ensure the halal products which are offered to Muslim consumers in the market (Omar and Jaafar, 2014)

The broiler chicken supply chain is susceptible to halal contamination (Tieman *et al.*, 2012). Broiler chicken meat can only be considered halal if five key elements are ensured at the farm level: Feed and livestock origin, medical treatment, farm biosecurity, infrastructure, and logistics (Ramli *et al.*, 2020). In Indonesia, the application of the Halal Assurance System (HAS) in the poultry industry is currently guided by MUI Fatwa No. 12 of 2009, which focuses primarily on halal standards related to slaughtering, processing, storage, and distribution of chicken carcasses. However, this regulation does not yet place adequate emphasis on the pre-slaughter phase, particularly the maintenance and handling of chickens at the farm level.

However, from the consumer perspective, there are individuals in Indonesia who show increasing awareness of consuming halal and toyayib broiler meat, considering all stages of the supply chain. This awareness is particularly evident in Padang City, West Sumatera, where approximately 90% of the population is Muslim. West Sumatera is home to the Minangkabau ethnic group, whose traditional philosophy is encapsulated in the slogan: "Adat Basandi Syara', Syara' Basandi Kitabullah" meaning that their customs are based on Islamic teachings. For the Minangkabau people, halal awareness goes beyond just the slaughter process it extends to how the broilers are raised, including the halal status of genetic engineering, feed, medicine, and vaccines used in poultry farming. To make broiler chicken a leading and competitive commodity, key priorities must include financing policies and ensuring the availability of adequate and halal-certified raw materials (Fitrimawati and Hellyward, 2024).

At present, Muslim awareness of the halal product consumption is increasing where this awareness grows along with strengthening of religious beliefs and self-identity (Iranmanesh *et al.*, 2020; Yasid and Yuli, 2016). For Muslims, the halal quality of food products is very important for their beliefs, it is not caused the religious teachings only, but also risk is felt to aspects of quality and health (Ambali and Bakar, 2014). The application of the Food Quality Assurance and Safety System in Animal Slaughterhouse as part of the halal certification standard is very important because it will have an impact on the quality of broiler meat (Lubis *et al.*, 2023; Wahyono and Utami, 2018).

The broiler meat is available in marketing where does not implement a halal guarantee system to give risk to the meat quality which will affect a number of microbes, meat color, aroma, elasticity, and skin color and meat moisture. This risk is very much felt by consumers who have the high halal awareness. It must be a serious concern for business people in the broiler industry. The customers' expectations

about risks play an important role in purchasing decisions (Wang *et al.*, 2023). The values are felt by customers affected positive on purchasing intentions (Hussain *et al.*, 2016; Miftahuddin *et al.*, 2022). If the Muslim consumers feel the risk of high products to be related to halal compliance, they will make negative consumption emotions and not want to believe it (Sayogo, 2018). Perception of the halal risk can increase consumers' anxieties and ultimately reduce consumers' confidences (Adekunle and Filson, 2020). The trust factors in the food and beverage products industry, vendors, shops, restaurants, and other halal institutions are the important key factors in customer purchasing decisions (Aslan, 2023). The business is continued to practice the halal marketing will be easy to win Muslim consumers' loyalties and increase the product sales (Sayogo, 2018).

Based on this context, we aim to test a conceptual model of halal awareness among broiler meat consumers in Padang City, West Sumatera. The model examines the influence of halal awareness on perceived risk, which is assumed to affect consumer trust in the halal supply chain of broiler chicken meat. In turn, this trust is expected to impact both willingness to buy and consumer loyalty. Understanding consumer behavior, specifically their trust in the halal broiler meat supply chain, is crucial for the development of broiler poultry businesses, not only in Indonesia but also globally.

MATERIALS AND METHODS

This research was conducted in Padang City, which has the highest Muslim population in the province of West Sumatera. The population of this study consists of Muslim housewives, as they are typically the primary decision-makers in purchasing broiler chickens. Data were collected from 224 respondents.

The data included information on halal awareness, perceived halal risk, consumer trust in the halal supply chain of broiler chicken meat, willingness to buy, and consumer loyalty. Consumer trust was assessed across five components of the supply chain: trust in suppliers, manufacturers, distribution, retail outlets, and customers (Indrajit and Djokopranoto, 2002).

Responses were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The data were analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS). SEM is a multivariate analysis technique used to build and test statistical models, particularly those involving causal relationships. It combines aspects of regression analysis, path analysis, and confirmatory factor analysis to evaluate both latent and manifest variables.

Data analysis was conducted in two stages: Outer Model Analysis and Inner Model Analysis (Hair, 2021). The measurement model was evaluated to assess the validity and reliability of the indicators. This involved testing composite reliability, indicator reliability, convergent validity, and discriminant validity. An indicator is considered to have sufficient internal consistency if its composite reliability is greater than 0.7. Convergent validity is assessed using the Average Variance Extracted (AVE), which should exceed 0.5 to be considered acceptable.

The evaluation of the structural model (inner model) is carried out in several stages, including testing for collinearity, assessing the significance of relationships within the structural model, and measuring the value of R^2 . When the t -value is greater than the critical value, the path coefficient is considered statistically significant at the chosen level of significance. The coefficient of determination (R^2) measures the accuracy of the predictive model and is calculated as the correlation between the actual values and the predicted values of certain endogenous variables. The value of R^2 ranges from 0 to 1, where a higher value indicates better predictive accuracy. The criteria for R^2 values are generally interpreted as follows: 0.75 indicates high accuracy, 0.50 moderate accuracy, and 0.25 low accuracy.

RESULTS AND DISCUSSION

The study results were obtained from data analysis using SEM-PLS. Two types of assessments were conducted: the evaluation of the outer model and the inner model of the constructed model. This included testing halal consumer awareness, the perceived risk felt by consumers, and consumer trust in the broiler chicken supply chain. Consumer trust in the broiler chicken supply chain was found to affect both the willingness to purchase and consumer loyalty toward broiler chickens.

EVALUATION OF OUTER MODEL

The first stage involved testing the validity and reliability of the indicators for each latent construct. Convergent validity was assessed based on the loading factor values of the indicators for each latent construct (Figure 1).

The loading factors ranged from 0.713 to 0.90, all of which meet the criteria for convergent validity, as values above 0.7 are considered acceptable. Indicators with loading factors below 0.7 were removed from the model. This indicates that the remaining indicators effectively represent their respective latent constructs with high convergent validity.

Discriminant validity was assessed by comparing the square root of the Average Variance Extracted (AVE) with the correlations between constructs. The square root of the

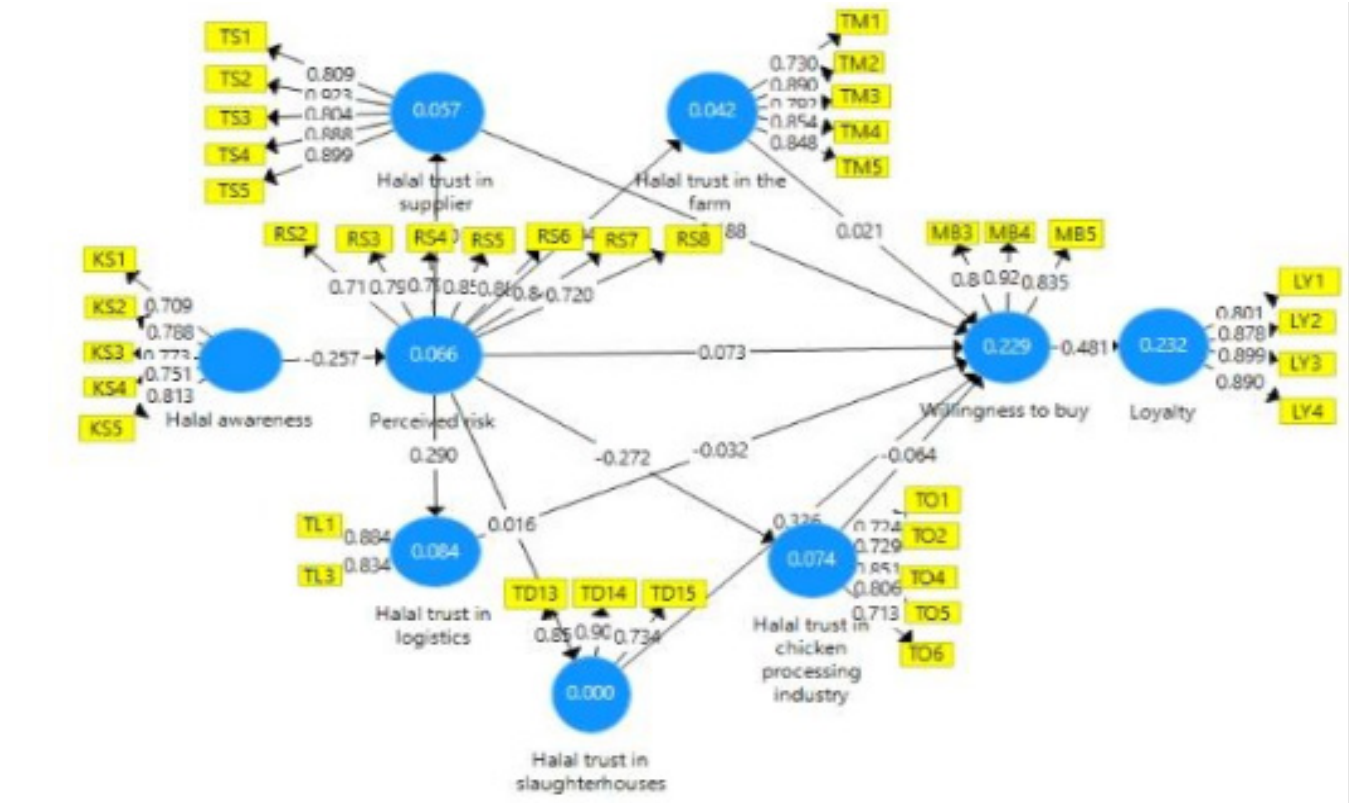


Figure 1: Results of the outer model.

AVE was 0.768. The model is considered valid because the AVE values ranged from 0.588 to 0.775, all exceeding the minimum threshold of 0.5.

Table 1: Construct reliability and validity.

Construct reliability and validity	Cronbach's Alpha	Composite reliability	AVE
Halal awareness	0.831	0.877	0.589
Perceived risk	0.908	0.927	0.647
Halal trust in supplier	0.916	0.937	0.750
Halal trust in the farm	0.891	0.914	0.680
Halal trust in logistics	0.748	0.849	0.738
Halal trust in slaughterhouses	0.791	0.874	0.700
Halal trust in chicken processing industry	0.825	0.876	0.588
Willingness to buy	0.854	0.911	0.775
Loyalty	0.890	0.924	0.753

The construct reliability results can be seen in Table 1, where the composite reliability values range from 0.849 to 0.937. These values indicate that the constructs are reliable, as all exceed the acceptable threshold of 0.60. The Cronbach's Alpha values range from 0.748 to 0.916, which are also above the minimum acceptable level of 0.7. This confirms that the indicators for all constructs are consistent and reliable for measuring the model. Additionally, the model passed the fit test, with an SRMR value of 0.08, which

falls within the acceptable range of 0.05 to 0.08 for a good model fit.

INNER MODEL EVALUATION

Inner model analysis aims to test the hypotheses regarding the relationships between latent constructs in the model, including consumers' halal awareness, perceived risk, and consumers' trust in the broiler chicken supply chain. Consumers' trust in the supply chain is expected to influence their willingness to buy and loyalty toward broiler chicken meat. The significance values and path coefficients for these relationships were obtained through bootstrapping. The results are presented in Figure 2 and Table 2.

THE INFLUENCE OF HALAL AWARENESS ON PERCEIVED RISK AMONG BROILER CHICKEN CONSUMERS

The significance of the relationship between halal awareness and perceived risk is shown in Table 2, where the p-value of 0.000 is less than the significance level of 0.01, with a coefficient of -0.257. This indicates that as consumers' halal awareness increases, their perceived risk decreases. This relationship exists because consumers with higher halal awareness also have greater knowledge about the risks associated with halal non-compliance. Broiler meat that does not adhere to the halal guarantee system poses risks to meat quality, affecting factors such as microbial contamination, color, aroma, texture, skin appearance, and moisture content. Consumers with high halal awareness are more sensitive to these risks.

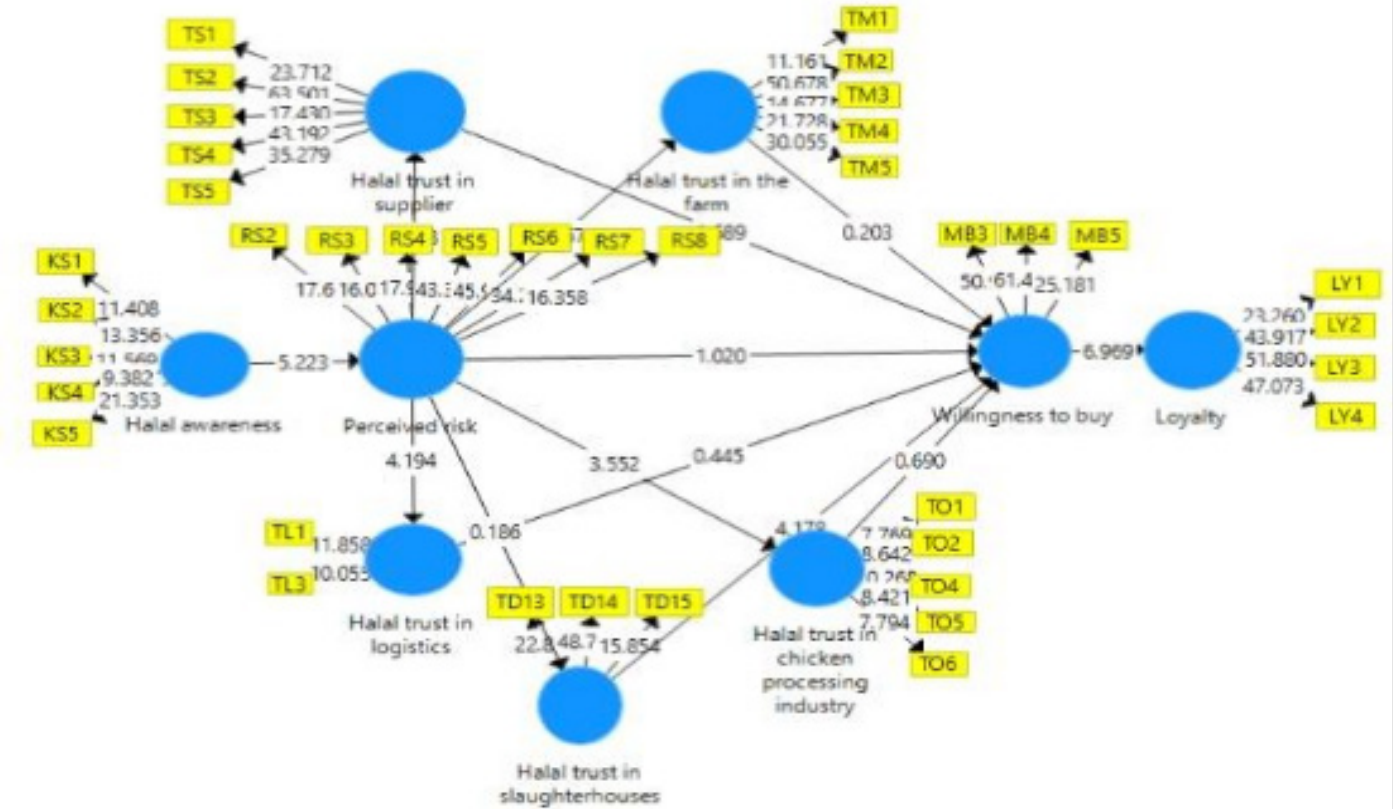


Figure 2: Results of the structural model.

Table 2: Path coefficients and significance.

Relationship between constructs	Original sample	T statistics	P Values
Halal awareness - Perceived risk	-0.257	5.223	0.000
Halal trust in chicken processing industry - Willingness to buy	-0.064	0.690	0.491
Halal trust in logistics - Willingness to buy	-0.032	0.445	0.657
Halal trust in slaughterhouses - Willingness to buy	0.336	4.178	0.000
Halal trust in supplier - Willingness to buy	0.188	1.689	0.092
Halal trust in the farm - Willingness to buy	0.021	0.203	0.839
Perceived risk - Halal trust in chicken processing industry	-0.272	3.552	0.000
Perceived risk - Halal trust in logistics	0.290	4.194	0.000
Perceived risk - Halal trust in slaughterhouses	0.016	0.186	0.853
Perceived risk - Halal trust in supplier	0.240	3.108	0.002
Perceived risk - Halal trust in the farm	0.204	2.467	0.014
Perceived risk - Willingness to buy	0.073	1.020	0.308
Willingness to buy - Loyalty	0.481	6.969	0.000

THE EFFECT OF PERCEIVED RISK ON HALAL TRUST IN THE BROILER CHICKEN SUPPLY CHAIN

Consumers trust in the halal supply chain is evaluated across five components: Trust in suppliers, farms, logistics, slaughterhouses, and chicken processing industries (Indrajit and Djokopranoto, 2002). In this study, the halal supply chain variable was reconstructed to focus on trust in these specific stages. The results show that perceived risk positively influences trust in suppliers, farms, and logistics, but negatively affects trust in the chicken processing industry. However, perceived risk has no significant effect

on trust in slaughterhouses (Table 2).

As perceived risk increases, consumers' trust in the chicken processing industry decreases. Consumers associate this risk with characteristics such as soft texture, poor taste, less fresh and pale color, moist surface, toughness after storage, presence of blood spots, and even concerns about the chicken meat's halal status. These factors significantly reduce consumer trust in the chicken processing sector, including trust in restaurants and street food vendors selling chicken products.

Table 3: Total effect of halal awareness on perceived risk, halal trust in the supply chain, willingness to buy, and loyalty among broiler chicken consumers.

Relationship between constructs	Original sample	T-statistics	P-values
Halal awareness - Halal trust in chicken processing industry	0.070	2.637	0.009
Halal awareness - Halal trust in logistics	-0.074	3.427	0.001
Halal awareness - Halal trust in slaughterhouses	-0.004	0.172	0.863
Halal awareness - Halal trust in supplier	-0.062	2.562	0.011
Halal awareness - Halal trust in the farm	-0.052	2.031	0.043
Halal awareness - Loyalty	-0.017	1.631	0.104
Halal awareness - Perceived risk	-0.257	5.223	0.000
Halal awareness - Willingness to buy	-0.035	1.886	0.060

THE INFLUENCE OF HALAL TRUST IN THE BROILER CHICKEN SUPPLY CHAIN ON WILLINGNESS TO BUY AND LOYALTY

Among the five constructs of halal trust in the broiler chicken supply chain trust in suppliers, farms, logistics, slaughterhouses, and chicken processing industry only trust in slaughterhouses significantly influences willingness to buy and customer loyalty. According to the study results (Table 2), halal trust in slaughterhouses has a positive effect on both willingness to buy broiler chicken and consumer loyalty. This suggests that customers believe slaughtering facilities are free from contamination by non-halal substances and materials. They trust that cleaning agents and cutting tools are properly managed to avoid residues from non-halal products, and that chickens are properly slaughtered before cooking. These factors collectively strengthen customers' willingness to purchase and their loyalty.

In this study, the latent construct of halal trust in slaughterhouses is measured through three indicators. However, consumers halal trust in slaughterhouses is not necessarily based on the full Islamic criteria for halal meat. Many consumers do not pay close attention to whether the chicken slaughtering process strictly follows Islamic guidelines. They tend to overlook important aspects such as the chicken being alive, unstressed, healthy, and clean at the time of slaughter. Consumers often do not consider whether the slaughterer is a Muslim of sound mind, has reached maturity, recites the basmalah, or ensures that the chicken is completely dead before being skinned.

Additionally, many are unaware that the knife used should be sharp for a swift slaughter where blood flows properly. The procedure requires cutting the throat, esophagus, and two neck veins on both sides to ensure a quick death. The slaughter and the animal should also face the Qiblat, and chickens should be laid down with their feet bound and positioned properly to facilitate the process. These detailed Islamic practices are often ignored by consumers.

This leads to the conclusion that halal trust in the broiler chicken supply chain, as it relates to the Islamic slaughtering process, does not significantly affect willingness to buy or consumer loyalty. Despite this, consumers continue to purchase broiler chicken regularly, even when prices rise. Their buying decisions are primarily influenced by concerns about the presence of non-halal substances, materials, or residues, rather than the specific Islamic requirements of the slaughtering process itself. Thus, while trust in slaughterhouses impacts willingness to buy and loyalty, it is limited to concerns about contamination, not adherence to all Islamic slaughtering principles.

THE TOTAL EFFECT OF HALAL AWARENESS ON PERCEIVED RISK, HALAL TRUST IN THE SUPPLY CHAIN, WILLINGNESS TO BUY, AND LOYALTY AMONG BROILER CHICKEN CONSUMERS

The results shown in Table 3 indicate that halal awareness has a significant effect on perceived risk. Consumers with high halal awareness consistently ensure that the broiler chickens they purchase are slaughtered while mentioning the basmallah. They verify that the chickens are fully dead after slaughter, that blood is properly drained, and that the slaughterer is a mature, sound-minded Muslim. Additionally, they make sure the chickens are healthy and not sick. This awareness reduces perceived risks, such as concerns about meat being tough, tasteless, pale in color, wet on the surface, or becoming hard after storage. Consumers also expect the meat to be free of blood clots and confidently believe it is halal.

Halal awareness also significantly influences trust in the halal supply chain, particularly trust in suppliers, logistics, farms, and the chicken processing industry. However, it does not have a significant effect on halal trust in slaughterhouses.

As consumers halal awareness increases, their trust in suppliers and logistics significantly declines. This suggests that greater halal awareness leads to decreased trust in producers, with concerns that day-old chicks (DOC) may

be genetically engineered. Increased awareness about halal products causes consumers to question whether materials and facilities used in feed production, drugs, vaccines, and vitamins meet halal standards. Similarly, trust in halal logistics decreases as consumers become more uncertain about whether chickens experience fatigue, stress, or illness during transportation.

Conversely, consumers' trust in the chicken processing industry increases with higher halal awareness. They strongly believe that the chicken meat is properly stored before cooking and thoroughly cleaned of blood. They are confident that the meat is washed with clean water, that the wash water is not reused, and that chickens are thawed from freezers for an appropriate amount of time to prevent spoilage.

However, halal awareness does not have a significant effect on the willingness to buy or loyalty among broiler chicken consumers. This indicates that halal awareness is not yet a key factor influencing their purchasing decisions or brand loyalty.

CONCLUSION

This study shows that halal awareness significantly affects perceived risk and certain aspects of halal trust in the broiler meat supply chain, specifically trust in suppliers, logistics, and the chicken processing industry. However, halal awareness does not significantly influence trust in slaughterhouses or farms. Among the five halal trust constructs, only trust in slaughterhouses significantly impacts willingness to buy and consumer loyalty. The other constructs trust in suppliers, farms, logistics, and processing do not have a significant effect. These findings also indicate that halal awareness is not yet a key factor driving purchase intention or loyalty toward broiler chicken products.

Based on these findings, an active role by the government is essential to increase halal awareness within the community, especially among Muslim consumers. The first step should focus on continuous education about the importance of halal meat, including the benefits and impacts of halal awareness for both consumers and business actors throughout the broiler chicken supply chain. Additionally, strict supervision and control of halal system implementation at every point in the supply chain are crucial. This can be achieved by requiring halal certification for all business actors involved and establishing clear regulations alongside strict sanctions for violations of halal principles. These efforts will not only boost consumer confidence but also strengthen the credibility and sustainability of the halal supply chain.

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NOVELTY STATEMENT

This research was an interdisciplinary approach between consumer behavior and supply chain management. This study empirically tests the conceptual model of consumer trust in the Halal supply chain which is a social variable but has not been studied in depth. The use of trust as a mediating variable provides a new mechanism for consumer trust formed from two consumer behavior variables, namely halal awareness and perceived risk. This has an effect on the halal supply chain system which will affect behavioral output, namely willingness to buy and customer loyalty. This enriches previous studies that emphasize more on the technical, logistical, or certification aspects of halal products.

AUTHOR'S CONTRIBUTION

All authors contributed to finding ideas and novelties, designing methods, collecting, and analyzed data, wrote and edited the manuscript.

GENERATIVE AI AND AI-ASSISTED TECHNOLOGY STATEMENT

The authors confirm that no generative artificial intelligence (AI) or AI-assisted tools were used in the preparation of this manuscript. The writing, data analysis, interpretation, and conclusions are solely the work of the authors

CONFLICT OF INTEREST

The authors have declared no conflict of interest.

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