

Halal Certification Knowledge and MSME Profitability: The Mediating Role of Islamic Marketing

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Abstract

Purpose: This study focuses on assessing the influence of Halal certification knowledge on Micro, Small, and Medium Enterprises (MSME) profitability while evaluating Islamic marketing as a mediating mechanism.

Research Methodology: A total of 213 halal-certified MSMEs in Samarinda, Indonesia, participated in this study, which used a quantitative explanatory design. Structural Equation Modelling (SEM) based on Partial Least Squares (SEM-PLS) with SmartPLS Version 4.1.1.8 was used to analyze the data, which were gathered via a questionnaire with a four-point Likert scale.

Results: Halal certification knowledge has no significant direct effect on MSME profitability but has a significant effect on Islamic marketing. Islamic marketing significantly affects profitability. Mediation analysis shows a significant indirect effect of halal certification knowledge on profitability through Islamic marketing.

Conclusions: Islamic marketing fully mediates the relationship between halal certification knowledge and MSME profitability, indicating that halal-related knowledge contributes to financial outcomes when translated into effective Islamic marketing practices.

Limitations: This study is limited to halal-certified MSMEs in Samarinda and uses cross-sectional questionnaire data.

Contributions: This study contributes to the Resource-Based View by demonstrating the role of Islamic marketing as a capability that converts halal certification knowledge into economic value for MSMEs.

Keywords: *Halal Certification Knowledge, Islamic Marketing, MSME Profitability, Resource-Based View*

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1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) play an important role in Indonesia economic development and the growth of the halal ecosystem. Halal certification has evolved into a business tool linked to product credibility, consumer trust, and market expansion, in addition to complying with regulations and religious beliefs. Previous studies have reported positive relationships between halal certification and MSME performance, including operational and financial outcomes [Azizah, Koeswinarno, Ansyah, Kustini, and Atieqoh \(2025\)](#), financial performance, competitive advantage, and resilience by [Kristanto and Kurniawati \(2025\)](#), furthermore [Sukmah, Sitti, Nursyamsu, Sofyan,](#)

[Fatma, and Adib \(2026\)](#), [Fitri, Sudarmiati, and Zonna \(2023\)](#), and [Sarasi, Yunizar, and Satmoko \(2025\)](#) have provided further evidence of the positive contribution of halal certification to the performance of culinary MSMEs. However, halal certification does not automatically result in higher profitability. [Giyanti and Indriastiningsih \(2019\)](#) found no significant difference in objective profit margins between certified and non-certified MSMEs, while [Ab and Fischer \(2017\)](#) suggested that the performance effects of certification depend on how it is implemented. [Syaefulloh, Alfansi, Hadi, and Salim \(2025\)](#) further showed that certification may influence consumer behavior indirectly through trust, while [Oksidriyani, Rosha, Kusuma, Kurniawan, Faniyanti, and Prasasti \(2026\)](#) demonstrated the importance of systematic halal literacy in improving the understanding of halal concepts and certification processes.

These findings indicate that the possession of certification is not sufficient; MSME owners also need knowledge that enables them to understand, apply, and communicate halal value. Halal Certification Knowledge encompasses the understanding of ingredients, production processes, halal assurance, certification procedures, and communication of halal status. According to [Fianto, Fauzi, Suprayogi, Filianti, Gan, and Anisha \(2026\)](#), MSMEs' intention to obtain certification was not significantly impacted by halal knowledge, indicating that knowledge might not always lead to business action. This raises the need to identify a capability that can translate halal-related knowledge into business practices. Islamic Marketing provides such a mechanism by incorporating *sidq*, *amanah*, fairness, transparency, and responsible communication into marketing activities. Previous research has associated marketing capabilities and intangible resources with halal MSME performance by [Ahmad-Fauzi and Md \(2024\)](#), while Islamic branding and religiosity have also been linked to MSME performance ([Alharbi, Yahya, & Kassim, 2022](#)). [Deku, Wang, and Das \(2023\)](#) and [Rofiq, Ariyani, and Muna \(2024\)](#) similarly reported positive associations between marketing innovation, digital marketing, fintech adoption, Islamic branding, and market and business performance.

Despite these findings, a research gap remains because most previous studies examine halal certification as a certification status rather than halal certification knowledge as an intangible resource owned by MSME actors. Research on halal knowledge has also focused mainly on awareness, intention, or halal-related behavior, with limited attention to its consequences for MSME profitability. Existing studies have identified different mechanisms linking halal-related resources to financial outcomes, including operational performance, competitive advantage, and Islamic marketing ([Jubaidi, & Kartini, 2026](#); [Azizah et al., 2025](#); [Kristanto and Kurniawati, 2025](#)). However, limited research has examined whether halal certification knowledge can be translated into profitability through Islamic marketing.

This gap also represents a theoretical gap in the application of the Resource-Based View (RBV). The RBV conceptualizes knowledge and intangible resources as sources of value when supported by organizational capabilities. [Ahmad-Fauzi and Md \(2024\)](#), [Nasyiah, Masudin, Hafish, and Restuputri \(2026\)](#), [Tiara, Pratiwi, Ningtias, and Wa \(2026\)](#), and [Vedy, Vedy, and Rahayu \(2025\)](#) emphasize the importance of knowledge, knowledge management, innovation, and marketing capabilities in enhancing the performance of halal MSMEs, while [Hermansyah, Wa, Alie, Cn, Oktaria, and Megasari \(2025\)](#) highlight the contribution of marketing technology and financial management to MSME performance. Nevertheless, the mechanism through which halal certification-related knowledge is converted into economic value through a marketing capability remains insufficiently explained.

The novelty of this study lies in developing a different resource capability outcome configuration from [Jubaidi and Kartini \(2026\)](#). While [Jubaidi and Kartini \(2026\)](#) examined product innovation in Islamic marketing on financial performance, this study examines Halal Certification Knowledge in Islamic Marketing on MSME profitability. Thus, the novelty does not lie simply in using Islamic Marketing as a mediator, but in positioning Halal Certification Knowledge as a specific halal-related intangible resource and examining how this knowledge can be transformed into profitability through Islamic Marketing. This configuration extends RBV by explaining how knowledge directly related to the halal certification ecosystem can be converted into economic value through a marketing capability.

The relevance of this issue is strengthened by the continuing barriers to halal system implementation, including limitations in resources, processes, technology, costs, and understanding ([Ardiantono, Ardyansyah, Sugihartanto, & Lisdiantini, 2024](#)). Therefore, examining the relationship between Halal Certification Knowledge, Islamic Marketing, and MSME profitability is important for understanding how halal-related knowledge can move beyond administrative compliance toward business value creation. Therefore, this study aimed to evaluate the impact of Islamic marketing on MSME profitability, analyze the impact of Halal Certification Knowledge on MSME profitability, and ascertain whether Islamic marketing mediates the relationship between Halal Certification Knowledge and MSME profitability.

2. Literature Review and Hypotheses Development

2.1 Resource-Based View

[Barney \(1991\)](#) and [Peteraf \(1993\)](#) emphasized that organizational performance can be strengthened through the effective development and application of valuable resources and capabilities. Building on this perspective, this study is grounded in the Resource-Based View (RBV) as a theoretical framework for explaining how resources and capabilities may contribute to MSME performance. [Grant \(1996\)](#) and [Newbert \(2007\)](#) explain that knowledge represents an intangible resource, while organizational and marketing capabilities enable firms to transform resources into value and improved performance. This perspective is relevant to MSMEs because intangible resources and capabilities can compensate for limitations in physical and financial resources. [Merrilees et al. \(2011\)](#) and [Abrokwah-Larbi \(2024\)](#) provide empirical evidence of a positive relationship between marketing capabilities and SME performance, suggesting that firms with stronger capabilities to develop and implement marketing activities are better positioned to improve their business outcomes, while halal-related practices and capabilities are also associated with business outcomes ([Rajendran et al., 2024](#)). [Azizah et al. \(2025\)](#) further demonstrated that halal certification positively affects operational and financial performance among Indonesian MSMEs. Therefore, this study positions Halal Certification Knowledge as an intangible resource, Islamic Marketing as a marketing capability, and MSME Profitability as the performance outcome.

2.2 Halal Certification Knowledge and MSME Profitability

Halal certification knowledge refers to entrepreneurs' understanding of halal requirements, certification procedures, halal assurance, and the strategic value of certification. Unlike certification as a formal status, this construct emphasizes the ability to understand and utilize halal-related knowledge. [Soonsan, Jumani, Prasankarn, Thoomthong, and Tantha \(2025\)](#) indicate that halal knowledge influences entrepreneurial intention and behavior, while [Ab and Fischer \(2017\)](#), [Azizah, Koeswinarno, Ansyah, Kustini, and Atieqoh \(2025\)](#), and [Kristanto and Kurniawati \(2025\)](#) report positive associations between halal certification and related practices and operational and financial performance. [Silalahi, Fachrurazi, and Fahham \(2022\)](#) also found that expected revenue influences SMEs' intention to adopt halal practices. [Fianto, Fauzi, Suprayogi, Filianti, Gan, and Anisha \(2026\)](#) reported that halal knowledge did not directly influence certification intention, suggesting that knowledge creates value when translated into business activities. Based on the RBV, stronger halal certification knowledge is therefore expected to contribute to profitability.

H₁: Halal certification knowledge has a positive effect on MSME profitability

2.3 Halal Certification Knowledge and Islamic Marketing

[Grant \(1996\)](#) and [Newbert \(2007\)](#) argued that the strategic value of knowledge depends on firms' ability to effectively deploy it through appropriate organizational capabilities, thereby enabling knowledge to be transformed into valuable resources and improved business outcomes. Entrepreneurs with greater halal certification knowledge are expected to better understand halal claims, transparency, ethical communication, and Islamic values in marketing. Marketing capabilities enable SMEs to transform internal resources into market value ([Merrilees et al., 2011](#)), while [Abrokwah-Larbi \(2024\)](#) demonstrated that marketing analytics capability contributes to several dimensions of SME performance.

Thus, halal certification knowledge is expected to strengthen Islamic marketing as a marketing capability.

H₂: Halal Certification Knowledge positively affects Islamic Marketing

2.4 Islamic Marketing and MSME Profitability

According to [Lubis et al. \(2025\)](#), digital marketing strategies can expand market reach and enhance customer engagement among MSMEs. To support the performance of [SMEs](#), [Afdawaiza et al. \(2025\)](#) stress the significance of organizational capabilities and efficient internal resource utilization. Further evidence that Islamic marketing tactics can affect business performance comes from [Mustapha and AbdulQuadri \(2024\)](#). According to these results, Islamic marketing can be a strategic tool for converting internal resources and expertise into market and business value. While [Rajendran et al. \(2024\)](#) emphasize the importance of halal practices and business integrity, [Merrilees et al. \(2011\)](#) and [Abrokwah-Larbi \(2024\)](#) show how marketing capabilities affect SME performance. [Jubaidi and Kartini \(2026\)](#) demonstrate that Islamic marketing improves MSME financial outcomes and offers a channel through which product innovation contributes to performance, while [Rofiq et al. \(2024\)](#) link Islamic branding and digital marketing with MSME performance. When taken as a whole, these results show that Islamic marketing can serve as a strategic tool to boost MSME profitability.

H₃: Islamic marketing has a positive effect on MSME profitability

2.5 Islamic Marketing as a Mediator

[Barney \(1991\)](#), [Peteraf \(1993\)](#), and [Newbert \(2007\)](#) argue that resources do not automatically generate superior performance; rather, their value depends on a firm's ability to effectively deploy and leverage them through appropriate capabilities. [Merrilees et al. \(2011\)](#) and [Abrokwah-Larbi \(2024\)](#) provide empirical evidence that marketing capabilities can serve as mechanisms for transforming organizational resources into improved business performance. Similarly, [Talib et al. \(2017\)](#), [Azizah et al. \(2025\)](#), [Kristanto and Kurniawati \(2025\)](#), and [Rajendran et al. \(2024\)](#) identify halal-related resources and practices as factors associated with organizational outcomes. [Jubaidi and Kartini \(2026\)](#) further demonstrated that Islamic marketing partially links product innovation with improved financial outcomes. Building on these findings, this study proposes that Islamic marketing converts Halal Certification Knowledge into economic value, extending previous research by examining halal certification knowledge as the antecedent resource and MSME profitability as the outcome.

H₄: Islamic marketing mediates the positive effect of halal certification knowledge on MSME profitability

3. Research Methodology

3.1 Research Design

This study employed an explanatory quantitative research design to examine the relationships among Halal Certification Knowledge, Islamic Marketing, and MSME Profitability, including the mediating role of Islamic Marketing. Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS version 4.1.1.8 was used to analyze the suggested relationships. Because the study has a predictive orientation, involves multiple latent constructs measured by multiple indicators, and includes both direct and mediating relationships, PLS-SEM was chosen. Furthermore, PLS-SEM does not require rigorous multivariate normality assumptions, which makes it appropriate for models intended to explain the variance of the endogenous constructs.

3.2 Population and Sample

The population comprised halal-certified MSMEs operating in Samarinda, Indonesia, whose exact number could not be precisely enumerated due to the absence of a complete and up-to-date database. Therefore, purposive sampling was employed in this study. Data were collected in 2025 from MSME owners or managers whose businesses had obtained halal certification, were actively operating, and were directly involved in management and marketing. A total of 213 complete and valid responses

were obtained and used for the PLS-SEM analysis. The respondents consisted of both male and female participants, with educational backgrounds ranging from Junior Secondary School (*Sekolah Menengah Pertama/SMP*), Senior Secondary School (*Sekolah Menengah Atas/SMA*), Diploma (D3), to Undergraduate (S1), and represented food and beverage businesses. The number of eligible and complete responses received according to the predefined inclusion criteria determined the sample size.

3.3 Data Collection Techniques

The questionnaire comprised three constructs measured using a four-point Likert scale ranging from strongly disagree to strongly agree. The four-point scale was selected to eliminate a neutral midpoint and encourage respondents to provide a clearer directional response. This approach is supported by methodological research showing that midpoint categories may be interpreted differently by respondents, including as neutrality, uncertainty, or lack of opinion ([Nadler et al., 2015](#)). Halal Certification Knowledge covered understanding of halal requirements, certification procedures, halal assurance, and certification benefits, based on [Talib et al. \(2017\)](#), [Salindal \(2019\)](#), [Silalahi et al. \(2022\)](#), and [Azizah et al. \(2025\)](#). Islamic Marketing measured the application of Islamic values, including honesty, fairness, transparency, trustworthiness, and ethical communication, drawing on [Merrilees et al. \(2011\)](#), [Rofiq et al. \(2024\)](#), [Abrokwah-Larbi \(2024\)](#), and [Jubaidi and Kartini \(2026\)](#). MSME Profitability assessed the ability to generate profits and financial returns, supported by [Talib et al. \(2017\)](#), [Salindal \(2019\)](#), [Rajendran et al. \(2024\)](#), [Azizah et al. \(2025\)](#), and [Jubaidi and Kartini \(2026\)](#).

3.4 Data Analysis Techniques

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4. The analytical procedure began with the evaluation of the measurement model (outer model) to assess the validity and reliability of the indicators representing each construct. Convergent validity was examined using outer loadings and Average Variance Extracted (AVE), while internal consistency reliability was assessed using Cronbach's Alpha, rho_c, and Composite Reliability. Discriminant validity was evaluated using cross-loadings and the Fornell-Larcker criterion to ensure that each construct represented a distinct concept. Once the measurement model met the required validity and reliability criteria, the structural model (inner model) was assessed using R^2 to measure the explanatory power of the endogenous constructs, f^2 to evaluate the effect size of individual predictors, and path coefficients to determine the direction and magnitude of the relationships among the constructs.

Hypothesis testing and mediation analysis were subsequently conducted using the bootstrapping procedure in SmartPLS 4.1.1.8. The significance of the direct relationships was evaluated based on path coefficients, t-statistics, and p-values, with relationships considered statistically significant when the p-value was below 0.05. The mediating role of Islamic marketing was examined through the specific indirect effect of Halal Certification Knowledge on MSME Profitability through Islamic Marketing. This analysis was conducted to determine whether Islamic marketing served as an intermediary mechanism linking halal certification knowledge to MSME profitability.

3.4.1 Research Hypotheses

Based on the theoretical framework and previous empirical findings, the following hypotheses were formulated:

- H_1 : Halal certification knowledge has a positive and significant effect on MSME profitability
- H_2 : Halal certification knowledge has a positive and significant effect on Islamic marketing
- H_3 : Islamic marketing has a positive and significant effect on MSME profitability
- H_4 : The relationship between MSME profitability and knowledge of halal certification is substantially mediated by Islamic marketing

In general, a methodological framework was created to investigate whether Halal Certification Knowledge serves as a strategic intangible resource that directly and indirectly boosts MSME

profitability through Islamic marketing. As a result, this study offers an empirical evaluation of how halal-related knowledge can be converted into marketing strategies and, in turn, into company performance. Figure 1 summarizes the suggested research framework.

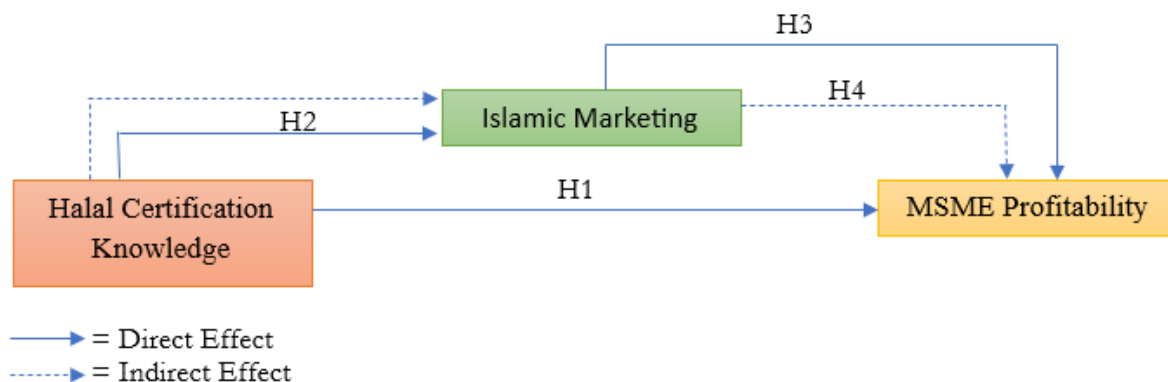


Figure 1. The research design

4. Results and Discussions

4.1 Results

4.1.1 Measurement Model Evaluation (Outer Model)

4.1.1.1 Convergent Validity Test

The outer loading assessment presented in Figure 2 and Table 1 indicates that all measurement items achieved acceptable loading values, ranging from 0.705 to 0.875 for Halal Certification Knowledge, 0.716 to 0.836 for Islamic Marketing, and 0.756 to 0.849 for MSME Profitability. Each indicator exceeded the commonly accepted threshold of 0.70, indicating that the observed items adequately represented their respective latent constructs. Therefore, none of the 23 indicators were removed, and the results provided evidence of adequate convergent validity across the constructs (Hair et al., 2021).

Table 1. Outer loading values of measurement indicators

	Halal Certification Knowledge	Islamic Marketing	MSME Profitability	Result
SH1	0.809			Valid
SH2	0.829			Valid
SH3	0.847			Valid
SH4	0.875			Valid
SH5	0.812			Valid
SH6	0.705			Valid
SH7	0.826			Valid
SH8	0.815			Valid
SH9	0.834			Valid
IM10		0.818		Valid
IM2		0.733		Valid
IM3		0.739		Valid
IM5		0.740		Valid
IM6		0.716		Valid
IM7		0.828		Valid
IM8		0.836		Valid
IM9		0.832		Valid
PF1			0.797	Valid

	Halal Certification Knowledge	Islamic Marketing	MSME Profitability	Result
PF2			0.794	Valid
PF3			0.849	Valid
PF4			0.848	Valid
PF5			0.826	Valid
PF6			0.756	Valid

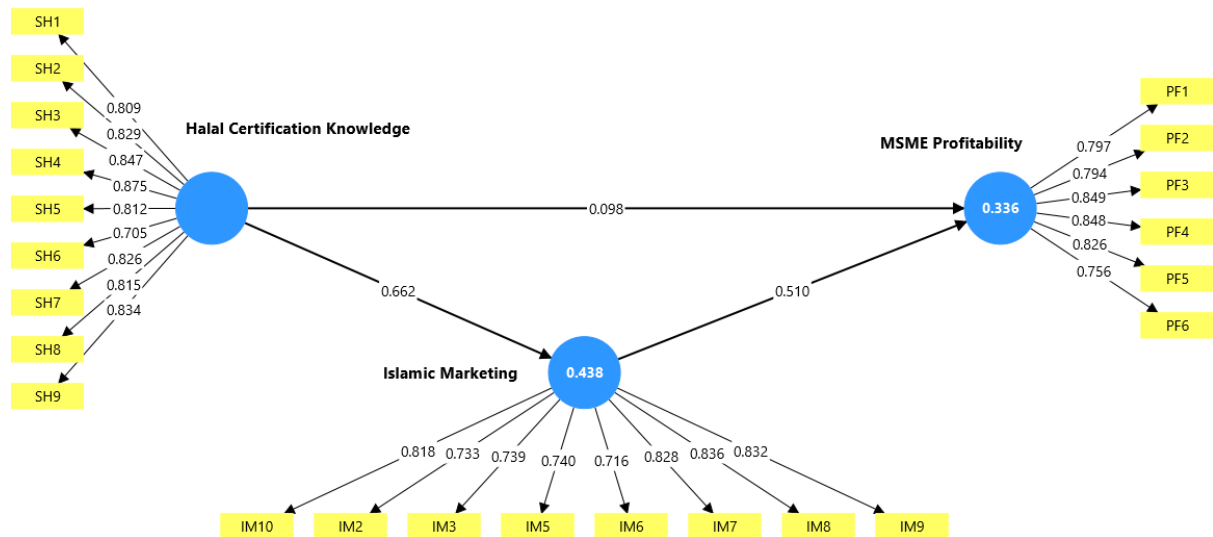


Figure 2. Loading factor and structural model results

The Average Variance Extracted (AVE) results in Table 2 show that all three constructs achieved values above the minimum threshold of 0.50. The AVE for Halal Certification Knowledge was 0.669, indicating that the construct explained approximately 66.9% of the variance in its indicators. Islamic Marketing recorded an AVE of 0.611, meaning that 61.1% of the indicator variance is accounted for by the construct. Meanwhile, MSME Profitability obtained an AVE of 0.660, demonstrating that 66.0% of the variance in its measurement items is explained by the underlying construct. Overall, these findings indicate that all constructs satisfy the convergent validity criterion because their AVE values exceed 0.50 (Hair et al., 2021).

Table 2. Average Variance Extracted (AVE) results

	Average variance extracted (AVE)	Result
Halal Certification Knowledge	0.669	Valid
Islamic Marketing	0.611	Valid
MSME Profitability	0.660	Valid

4.1.1.2 Discriminant Validity Test

The cross-loading analysis presented in Table 3 verified that each indicator had a stronger correlation with its intended construct than with the other constructs. The Halal Certification Knowledge indicators loaded between 0.705 and 0.875, Islamic Marketing between 0.716 and 0.836, and MSME Profitability between 0.756 and 0.849. These findings indicate that the indicators adequately distinguish between their intended constructs, thereby supporting discriminant validity.

Table 3. Cross-loading values

	Halal Certification Knowledge	Islamic Marketing	MSME Profitability	Result
SH1	0.809	0.510	0.298	Valid
SH2	0.829	0.534	0.356	Valid
SH3	0.847	0.512	0.312	Valid
SH4	0.875	0.555	0.376	Valid
SH5	0.812	0.514	0.496	Valid
SH6	0.705	0.389	0.353	Valid
SH7	0.826	0.596	0.287	Valid
SH8	0.815	0.587	0.310	Valid
SH9	0.834	0.636	0.398	Valid
IM10	0.545	0.818	0.490	Valid
IM2	0.617	0.733	0.366	Valid
IM3	0.631	0.739	0.383	Valid
IM5	0.409	0.740	0.434	Valid
IM6	0.438	0.716	0.480	Valid
IM7	0.495	0.828	0.469	Valid
IM8	0.477	0.836	0.457	Valid
IM9	0.490	0.832	0.516	Valid
PF1	0.304	0.384	0.797	Valid
PF2	0.353	0.451	0.794	Valid
PF3	0.361	0.484	0.849	Valid
PF4	0.325	0.512	0.848	Valid
PF5	0.451	0.552	0.826	Valid
PF6	0.301	0.375	0.756	Valid

The Fornell–Larcker criterion confirms adequate discriminant validity in Table 4, as the square-root root mean square error of approximation values of each construct are greater than the corresponding correlations with the other constructs. The diagonal values are 0.818 for Halal Certification Knowledge, 0.782 for Islamic Marketing, and 0.812 for MSME Profitability, while the inter-construct correlations range from 0.436 to 0.662. Taken together, the results demonstrate sufficient differentiation among the constructs and establish the adequacy of discriminant validity ([Hair et al., 2021](#)).

Table 4. Fornell–Larcker criterion results

	Halal Certification Knowledge	Islamic Marketing	MSME Profitability
Halal Certification Knowledge	0.818		
Islamic Marketing	0.662	0.782	
MSME Profitability	0.436	0.575	0.812

4.1.1.3 Construct Reliability Test

Table 5. Construct reliability and validity results

	Cronbach alpha	Composite reliability (rho_c)	Average variance extracted (AVE)	Result
Halal Certification Knowledge	0.938	0.948	0.669	Reliable And Valid
Islamic Marketing	0.908	0.926	0.611	Reliable And Valid
MSME Profitability	0.897	0.921	0.66	Reliable And Valid

The reliability assessment in Table 5 indicates that all three constructs demonstrate strong internal consistency. For Halal Certification Knowledge, the reliability coefficients were 0.938 for Cronbach alpha and 0.948 for composite reliability. Islamic Marketing showed corresponding coefficients of 0.908 and 0.926. MSME Profitability also showed satisfactory reliability, with Cronbach alpha of 0.897 and composite reliability of 0.921. In addition, all AVE values exceeded 0.50, ranging from 0.611 to 0.669, confirming adequate convergent validity. Overall, the measurement model demonstrates satisfactory reliability and validity (Hair et al., 2021).

4.1.1.4 Model Fit

Table 6. Model fit test results

	Rule Of Thumb	Estimated model	Result
SRMR	< 0.10	0.075	Fit
NFI	Close to value 1	0.791	Fit

According to the model fit evaluation in Table 6, the suggested model exhibits a suitable degree of fit. A good approximate model fit was indicated by the SRMR value of 0.075, which is less than the analysis's stated threshold of 0.10. In addition, the NFI value was 0.791 and was considered acceptable in the reported analysis. Taken together, the findings suggest that the proposed model adequately reflects the observed empirical relationships.

4.1.2 Structural Model Evaluation (Inner Model)

4.1.2.1 Coefficient of Determination (R-Square)

Table 7. R-Square results

	R-square	R-square adjusted	Result
Islamic Marketing	0.438	0.435	Moderate
MSME Profitability	0.336	0.330	Moderate

Table 7 shows that Islamic Marketing has an *R*-square value of 0.438, indicating that Halal Certification Knowledge accounts for 43.8% of its variance. The corresponding adjusted *R*-square is 0.435. For MSME Profitability, the *R*-square value reaches 0.336, while the adjusted *R*-square is 0.330, indicating that the model explains 33.6% of the variance in this construct. Overall, these values indicate that the model has a moderate explanatory capacity in predicting both endogenous constructs.

4.1.2.2 Effect Size (f-Square)

Table 8. Effect Size (f^2) results

	Islamic Marketing	MSME Profitability
Halal Certification Knowledge	0.779	0.008
Islamic Marketing		0.220

The f^2 results in Table 8 show that Halal Certification Knowledge has a large effect on Islamic Marketing ($f^2 = 0.779$), but only a negligible effect on MSME Profitability ($f^2 = 0.008$). In contrast,

Islamic Marketing demonstrates a medium effect on MSME Profitability ($f^2 = 0.220$). These findings indicate that Halal Certification Knowledge strongly contributes to Islamic Marketing, while Islamic Marketing has a more meaningful role in explaining MSME Profitability (Hair et al., 2021).

4.1.3 Hypothesis Testing

4.1.3.1 Path Coefficients

Table 9. Direct effect and hypothesis testing results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
Halal Certification Knowledge $\rightarrow$ MSME Profitability (H_1)	0.098	0.122	0.132	0.744	0.228	Accepted
Halal Certification Knowledge $\rightarrow$ Islamic Marketing (H_2)	0.662	0.672	0.072	9.189	0.000	Accepted
Islamic Marketing $\rightarrow$ MSME Profitability (H_3)	0.51	0.487	0.108	4.712	0.000	Accepted

The path analysis in Table 9 shows that Halal Certification Knowledge does not have a statistically significant effect on MSME profitability ($\beta = 0.098$; $t = 0.744$; $p = 0.228$). The relationship is not strong enough to support a significant direct effect, even though the coefficient is positive. Conversely, Islamic marketing and Halal Certification Knowledge are positively and significantly correlated ($\beta = 0.662$; $t = 9.189$; $p < 0.001$). Additionally, MSME profitability is positively impacted by Islamic marketing ($\beta = 0.510$; $t = 4.712$; $p < 0.001$). Thus, the results support the proposed relationships between Halal Certification Knowledge and Islamic Marketing, as well as between Islamic Marketing and MSME Profitability, while the direct relationship between Halal Certification Knowledge and MSME Profitability is not supported.

4.1.3.2 Indirect Effects and Mediation

Table 10. Specific Indirect Effects and Mediation Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
Halal Certification Knowledge $\rightarrow$ Islamic Marketing $\rightarrow$ MSME Profitability	0.338	0.326	0.079	4.267	0.000	Accepted

Table 10 shows that MSME profitability through Islamic marketing is positively and significantly impacted by halal certification knowledge ($\beta = 0.338$; $t = 4.267$; $p < 0.001$). This finding suggests that greater knowledge of halal certification contributes to higher MSME profitability when it is translated into the effective application of Islamic marketing practices. Therefore, the results provide evidence of a significant indirect effect of halal certification knowledge on MSME profitability through Islamic marketing.

4.2 Discussion

4.2.1 The effect of Halal Certification Knowledge on MSME Profitability

The first hypothesis (H_1), which proposed a positive effect of Halal Certification Knowledge on MSME Profitability, is not supported. The analysis shows a positive but statistically insignificant relationship ($\beta = 0.098$; $t = 0.744$; $p = 0.228$). Although MSME owners may possess adequate knowledge regarding halal certification, such knowledge alone does not appear to generate a significant improvement in profitability. This result supports the RBV perspective, which emphasizes that valuable resources generate economic benefits only when they are effectively utilized. Their contribution depends on a firm's ability to deploy them effectively (Barney (1991)). In the context of halal-certified MSMEs, knowledge of halal requirements and certification procedures may remain informational unless it is incorporated into marketing, operational, or customer-oriented activities.

Thus, possessing halal certification knowledge should not be interpreted as sufficient evidence of improved financial performance.

This result differs from studies that show that halal certification can contribute to business performance. [Talib et al. \(2017\)](#) found a relationship between halal food certification and business performance, while [Azizah et al. \(2025\)](#) reported that halal certification was associated with operational and financial performance among Indonesian MSMEs. This difference may be attributed to the distinction between having halal certification and possessing knowledge about halal certification. The present study specifically examines knowledge as a resource rather than certification status as an organizational outcome. Therefore, the findings suggest that halal knowledge requires an appropriate mechanism to be converted into measurable financial benefits.

4.2.2 The effect of Halal Certification Knowledge on Islamic Marketing

The second hypothesis (H_2), proposing that Halal Certification Knowledge positively affects Islamic Marketing, is supported. The structural analysis demonstrates a strong and statistically significant relationship between the two constructs ($\beta = 0.662$; $t = 9.189$; $p < 0.001$). The effect size is also substantial ($f^2 = 0.779$), indicating that Halal Certification Knowledge makes an important contribution to the development of Islamic Marketing practices. This finding supports the RBV perspective, particularly the view that knowledge becomes strategically meaningful when applied through organizational capabilities ([Grant, 1996](#)). Knowledge of halal standards can help MSME owners understand how halal values should be reflected in product communication, promotional claims, transparency, honesty, and responsible interactions with consumers. Consequently, greater knowledge can facilitate the implementation of marketing practices consistent with Islamic principles.

The finding is also aligned with [Merrilees, Rundle-Thiele, and Lye \(2011\)](#), who demonstrated that marketing capabilities are important resources for improving SME performance. [Abrokwah-Larbi \(2024\)](#) showed that marketing analytics capability can contribute to SME performance by enabling firms to utilize information and knowledge more effectively. In the present study, the significant relationship indicates that halal knowledge is particularly relevant when translated into market-oriented practices. Therefore, H_2 is approved, demonstrating that halal-certified MSMEs' Islamic marketing greatly benefits from halal certification knowledge.

4.2.3 The effect of Islamic Marketing on MSME Profitability

The third hypothesis (H_3), which predicted that Islamic Marketing would positively influence MSME Profitability, is supported. The results show a positive and significant relationship ($\beta = 0.510$; $t = 4.712$; $p < 0.001$), with a medium effect size ($f^2 = 0.220$). This finding demonstrates that Islamic marketing has a meaningful role in explaining differences in MSME profitability. From an RBV perspective, Islamic marketing serves as a strategic marketing capability that allows MSMEs to leverage internal resources to achieve greater customer value and financial outcomes. Marketing practices based on honesty, fairness, transparency, trustworthiness, and ethical communication may strengthen consumer confidence and improve a firm's market relationships. These conditions can contribute to stronger business outcomes.

The result is consistent with [Merrilees, Rundle-Thiele, and Lye \(2011\)](#), who identified marketing capabilities as an important determinant of SME performance. It is also consistent with research in the halal business context, which shows that halal-related practices and capabilities can contribute to organizational performance. For instance, [Rajendran, Kamarulzaman, and Abd \(2024\)](#) showed the importance of halal supply chain integrity in improving the performance of halal-based SMEs. [Jubaidi and Kartini \(2026\)](#) reported that halal-certified MSMEs with stronger Islamic Marketing practices tend to achieve better financial performance in Samarinda. Therefore, H_3 is accepted, indicating that stronger implementation of Islamic Marketing is associated with higher MSME profitability.

4.2.4 The mediating role of Islamic Marketing

H_4 proposed an indirect effect of Halal certification knowledge on MSME profitability through Islamic marketing. The specific indirect effect was positive and statistically significant ($\beta = 0.338$; $t =$

4.267; $p < 0.001$). Therefore, H_4 is accepted. The mediation result provides an important explanation for the nonsignificant direct relationship identified in H_1 . Although Halal Certification Knowledge does not directly increase MSME Profitability, it significantly improves Islamic Marketing, which subsequently contributes to profitability. In other words, the economic value of halal knowledge emerges when it is translated into appropriate marketing practices.

This finding is strongly compatible with the RBV framework. [Barney \(1991\)](#) and [Peteraf \(1993\)](#) explain that resources generate competitive value when firms can effectively exploit them. [Grant \(1996\)](#) further emphasizes the importance of applying knowledge within organizational processes. In this study, Halal Certification Knowledge represents an intangible resource, whereas Islamic Marketing functions as a capability through which that resource can be converted into market value. MSME profitability represents the resulting business outcome.

The mediation finding is also supported by previous halal-related research. According to [Talib et al. \(2017\)](#), operational performance may serve as a link between financial performance and halal certification. [Azizah et al. \(2025\)](#) found that among Indonesian MSMEs, there is an indirect relationship between halal certification and financial performance through operational performance. [Rajendran et al. \(2024\)](#) also demonstrated the importance of an intermediate mechanism, namely, halal supply chain integrity, in explaining the relationship between halal-related practices and SME performance. These findings reinforce the argument that halal-related resources do not necessarily generate financial outcomes through a direct pathway.

Accordingly, the present study extends the existing literature by identifying Islamic marketing as a mediating capability that enables halal certification knowledge to contribute to MSME profitability. The findings suggest that knowledge about halal certification becomes economically meaningful when MSME owners use it to implement transparent, ethical, trustworthy, and value-oriented marketing practices. Thus, the overall hypothesis testing supports H_2 , H_3 , and H_4 , whereas H_1 is not supported.

5. Conclusions

5.1 Conclusion

Although it has little direct impact on profitability, halal certification knowledge has a major impact on Islamic marketing. Islamic marketing has a major impact on profitability and completely mediates the connection between profitability and knowledge of halal certification. From the Resource-Based View perspective, the findings indicate that Halal Certification Knowledge can contribute to profitability when it is translated into effective Islamic Marketing capabilities, highlighting the role of capabilities in converting knowledge resources into economic value. Halal-certified MSMEs should strengthen Halal Certification Knowledge and develop Islamic Marketing capabilities to support higher profitability.

5.2 Research Limitations

This study had several limitations. First, the use of purposive sampling among halal-certified MSMEs in Samarinda may limit the generalizability of the findings. Second, the cross-sectional design and self-reported data may introduce response bias and fail to capture changes over time. Third, because all variables were measured using the same questionnaire, potential common method bias cannot be excluded. Finally, other factors, such as digital marketing, innovation, financial literacy, and market competition, were not included in the model and may influence MSME profitability.

5.3 Suggestions and Directions for Future Research

Future research should prioritize the following three directions. First, longitudinal studies could examine how Halal Certification Knowledge is translated into Islamic Marketing practices and subsequently contributes to profitability over time. Second, future studies could investigate other mediating or moderating mechanisms that may explain the nonsignificant direct relationship between Halal Certification Knowledge and profitability. Third, studies involving halal-certified MSMEs across multiple

regions could assess whether the mediating role of Islamic Marketing is consistent across different contexts.

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Author Contributions

JJ contributed to the conceptualization, resources, data curation, software, supervision, funding acquisition, validation, visualization, writing of the original draft, and project administration. EK contributed to the conceptualization, formal analysis, funding acquisition, validation, visualization, methodology, writing of the original draft, project administration, and review and editing of the manuscript. Both authors contributed to the development and completion of the study and approved the final manuscript.

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