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## Exploring the Factors Influencing Halal Practice Adoption in the Food Supply Chain: A Qualitative Study

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### Abstract

*Background* Muslim consumers in Indonesia are in increasing demand for halal food and drinks, forcing manufacturers to implement halal practices. The Theory of Planned Behavior (TPB) can be used to analyze human behavior in decision-making, including halal practices. However, challenges arise in implementing halal practices, including the global issue of counterfeiting and lack of producer interest. Lack of knowledge of halal practices also results in violations, as advertisements for halal products often contain prohibited ingredients. In addition, the environment that supports halal practices is insufficient for the food and beverage industry. *Purpose:* This study aims to explore the perspectives of stakeholders in the halal food industry using the Theory of Planned Behavior as a framework. This study uses a qualitative investigation method with in-depth interviews to explore attitudes, subjective norms, and behavioral control related to the implementation of halal practices. *Method:* The participants were individuals who practiced halal and resided in the target community. Data were collected through in-depth interviews and data analysis using thematic analysis to identify patterns and themes related to adopting halal practices. *Results and Conclusion:* The results of the study are thematic results of individual understanding that describe the behavior of adopting halal practices.

**Keywords:** Halal Practice, Adoption, Food Supply Chain, Qualitative, Behaviour

### Introduction

Muslim consumers consume halal foods. Halal is an essential aspect of food selection for Muslim consumers as it fulfills religious obligations and commandments. Islam commands Muslims to consume halal food and to avoid harming them. However, most food supply chains, including agriculture, food manufacturing, logistics, and retail, are dominated by non-Muslim states and businesses (Zailani et al., 2015). The Quran commands Muslims to consume halal food, forbid haram, and avoid doubtful things (Al-Baqarah: 172). Muslim consumers want to be reassured that their food is a genuine manifestation of Islamic principles (Zailani et al., 2017).

The Muslim population has increased demand for halal food in Indonesia. Global demand for products that comply with Islamic law generates annual sales worth \$632bn for the food industry alone (Hassan & Sengupta, 2019). Businesses in the halal industry can obtain financial goals through the halal sector, where the HDC reports that the global Muslim population is

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projected to increase by approximately 27% of the world's total population by 2030, and halal exports will contribute even more in 2020. The positive impact on the halal market in the future motivates SMEs to adopt HFSC in their business (Azmi et al., 2018). The Muslim world is expected to experience rapid population growth from 1.8 billion in 2012 to 2.2 billion in 2030 (Ruslan et al., 2018). Given the global size of the Muslim population and the importance of understanding Islam in the context of business and practice with local and international consequences (Rahman & Zailani, 2017). Halal market demand refers to customer needs and desires, ultimately creating local and global customers and public pressure on halal products. The increase in the Muslim population and its increasing purchasing power have determined the size of global market demand to continue to increase. Halal governance systems are weakly institutionalized and often privately governed; therefore, they cannot respond to the demands of heterogeneous Muslim communities (De Boni & Forleo, 2019). De Boni and Forleo (2019) found that the evolution of growth and factors influencing consumer demand and supply chains, and providing suggestions for increasing policy interventions in both international and national markets, supply developments are considered weaker than demand trends. This may represent a good opportunity, especially for food companies, to meet the new demand for halal food (De Boni & Forleo, 2019). The high demand for halal products, especially food and beverages (F&B s), has had a major impact on logistics management, such as how transportation and warehousing processes operate halal F&B products for distribution (Elias et al., 2019).

Therefore, food producers must adopt halal practices. The global halal food industry has a significant market share of 17% in the food industry, valued at \$632 billion annually (Abd Rahman et al., 2017). To ensure the halalness of their products, food manufacturers must incorporate Islamic culture into their production processes by integrating halal integrity aspects into the production process to meet global standards (Azmi et al., 2018, Perbawasari et al., 2019). Practical implications for halal food producers include prioritizing strategic planning to maintain the integrity of halal food for consumption and encouraging a stronger commitment to standard halal practices in buyer-supplier relationships, as halal issues are critical in food production (Darmawan et al., 2021, Md Nawi et al., 2023). Muslim consumers rely heavily on halal labels and logos set by food manufacturers when purchasing halal foods (M. H. Ali et al., 2017).

Halal practices among Muslim food operators have been questioned because of concerns about the hygiene aspect of hygiene, an important element of the halal concept in Islam, along with purity, safety, and quality (Lateb & Md Yusof, 2020). The importance of understanding halal practices was found to be limited; however, the findings of this study have significant implications for the food industry implementing Halal Food Safety Control systems (Azmi et al., 2018). Organizational factors can influence the halal adoption process, including variables such as top management support, organizational readiness, knowledge of halal practices, halal integrity, halal awareness, and business benefits (Azmi et al. 2018). Halal practice integrity (HPIInt) is defined as a continuous and systematic process of complying with halal integrity, which influences individuals and supply chain partners to improve business practices (Supian et al., 2019). Compliance with halal practices extends beyond the manufacturing stage, as halal products can easily lose their status if they are contaminated during transportation and storage. (Zailani et al., 2017). Misconceptions regarding halal practices exist, especially in situations that could lead to contamination. A senior Sharia compliance executive at his company stated that "Halal food products will not be contaminated if stored in warehouses with non-halal canned goods" (Zailani et al., 2017). Implementing halal practices can benefit both Muslim and non-

Muslim consumers by improving product hygiene and quality, and can be a successful business strategy for entering Muslim-majority or minority markets (Silalahi et al., 2022). It is important to note that halal processing ensures that the product is free from impurities and harmful sources, and is essential to ensure safety, health, and integrity in the context of food consumption (Azmi et al., 2020)

Therefore, the intention or motivation of food producers is important for understanding the impetus for implementing halal adoption behavior in the food supply chain. Intention has a significant effect on halal adoption, driven by religious demands (Giyanti et al., 2021). Producers are more likely to adopt halal food safety certifications because of the assurance of product halalness provided by integrity, which is an important factor in successful halal adoption. (Azmi et al., 2018). Their future impact will motivate halal food manufacturers to integrate them into their business operations. Therefore, decision makers need to realize the importance of addressing challenges and enhancing opportunities for halal stakeholders to encourage them to adopt halal practices in their supply chain. (Zailani et al., 2017). Studies on consumers have shown a positive effect on the intention to consume halal products. The intention to adopt halal practices stems from internal and external motivations: food manufacturers fulfill their religious values and improve their business. (Silalahi et al., 2022).

Individuals adopt certain behaviors based on attitudes, subjective norms, and perceived behavioral control, which can be applied to the context of halal practices in the food supply chain. Individuals' attitudes, subjective norms, perceived behavioral control, and intentions directly influence their decisions to perform halal practices. Some studies, such as those on consumers' switching intentions, reveal that even with halal labeling from non-reputable institutions, they still reduce their intention to switch to other products. (Silalahi et al., 2022). The most interesting finding of this study is the positive relationship between attitudes and corporate commitment to halal standard practices in the food sector. In addition, they should emphasize positive attitudes in the food industry and unwavering commitment from company employees and supply chain partners because this significant relationship and the meaningful role of gender differences are very important for organizations, especially during difficult economic circumstances. understand attitudes as thoughts of halal committee members about their roles and responsibilities concerning halal certification. (Md Nawati et al., 2023). Therefore, organizations must have complete knowledge and a favorable attitude toward halal practices if they are to effectively implement and sustain the adoption of standards (Othman et al., 2016; Saifudin et al., 2017) This positive attitude and willingness to learn is another important revelation that can prove Istihalah to be a contender at the forefront of the parameters of discriminating the halal/haram status of a product. (Md Nawati et al., 2023).

According to the Theory of Planned Behavior (TPB) framework (Ajzen, 1991), intention is a person's readiness to engage in a particular behavior, which is influenced by their attitude towards the behavior, perceived behavioral control, and subjective norms, which are considered as direct precursors of behavior. (Ustadi et al., 2019). Several studies have shown that factors such as halal awareness, attitude towards the halal logo, and subjective norms, along with the halal logo, can significantly influence consumers' behavioral intentions to support halal products. (G. Khan & Khan, 2019). To examine the influence of halal image, attitude, subjective norms, and perceived behavioral control on consumers' behavioral intention to regularly visit places that offer halal food. (Dwi Agustina Kurniawati & Savitri, 2019).

Implementing halal practices in supply chains remains a challenge. Unwanted practices that constitute fraud or malpractice in the halal food supply chain are worrisome for Muslim

consumers. According to various studies, the implementation of halal practices in the supply chain is vulnerable to risks such as human resource risks, processing, logistics, raw materials, halal certification, traceability, market characteristics, outsourcing practices, and product characteristic risks. (Azmi et al., 2020). The halal supply chain is still in its infancy, and more studies are needed to identify and manage halal-related risks in the supply chain (. Khan et al., 2023). Halal supply chain management aims to retain the halalness of products from origin to consumption, and halal integrity refers to the integrity of the material, production processes, and information associated with the products (Sarwar et al., 2021).

There is a significant global issue involving deliberate and illegal mixing of non-halal ingredients with halal food products, commonly referred to as adulteration. The adulteration of halal food products is a significant global issue, involving the deliberate and illegal mixing of halal food products with non-halal ingredients. (Mortas et al., 2022). This practice is considered fraud or malpractice and concerns Muslim consumers (Nakyinsige et al., 2012). Some common forms of adulteration include the use of prohibited animals such as pork or dogs in food production(Mortas et al., 2022).

Challenges in detecting adulteration include the unnoticeable presence of banned ingredients and the use of advanced techniques to conceal adulteration (Mortas et al., 2022). Detection technologies for halal food products are essential to ensure their authenticity and integrity of halal food products(Mortas et al., 2022). Some cases of adulteration have been reported worldwide, involving haram or mushroom ingredients in food production. To address these challenges, it is crucial to raise consumer awareness and implement strict regulations to prevent adulteration in the halal food supply chain (Nakyinsige et al., 2012). Additionally, the development of advanced detection technologies and methods for halal food authentication can ensure the integrity of halal products and protect the interests of Muslim consumers (Ng et al., 2022).

The limited adoption of halal practices in the food industry persists, with a few industry and business owners implementing halal supply chains and logistics. Factors affecting the intention to adopt halal practices, especially among small and medium enterprises (SMEs), have been studied, highlighting the need to understand the drivers behind food producers' low interest in adopting halal practices (D A Kurniawati & Cakravastia, 2023; Silalahi et al., 2022). The rapid growth of the halal industry underscores the importance of addressing factors contributing to the low adoption of halal practices in the food supply chain (Kesuma et al., 2018, Mortas et al., 2022). It is essential to explore and address these factors to promote the adoption of halal practices and to ensure the integrity of halal food products.

Limited knowledge about halal practices among food producers has contributed to the persistence of violations in halal practices, including the use of prohibited ingredients in halal food products. The adulteration of halal food products is a significant global issue, involving the deliberate and illegal mixing of halal food products with non-halal ingredients (Nakyinsige et al., 2012). importance of addressing the factors contributing to the low adoption of halal practices in the food supply chain(Mortas et al., 2022). Therefore, it is essential to raise awareness among food producers and stakeholders, implement strict regulations, and develop advanced detection technologies to ensure the authenticity and integrity of halal food products. The development of halal supply chain management practices can help ensure the halalness of products, from origin to consumption. Halal integrity refers to the integrity of the material, production processes, and information associated with the products (Mabkhot, 2023). Some misunderstandings exist regarding situations that may lead to contamination. For example, the

senior executive of Shariah compliance of the producer mentioned that “Halal food products will not be contaminated if they are stored in a warehouse with cans of non-halal foods” (Zailani et al., 2017).

The absence of an environment that supports halal practices in the food and beverage industry can be attributed to the several challenges identified in the literature. One of the primary challenges is the lack of awareness of halal food requirements among consumers and businesses (Nazaruddin et al., 2023). This lack of awareness can lead to confusion and noncompliance with halal standards. Additionally, there is a lack of food-based standardization, meaning there is no single set of standards that all countries follow, which complicates the production process for producers and creates confusion among consumers (Amer 2023). Another issue is the varying acceptance of halal standards among Muslim consumers, particularly in non-Muslim countries, which require more oversight to maintain halal status (Al-Mahmood & Fraser, 2023). However, the absence of a unified halal standard has led to issues such as a potential rise in organized crime within the halal certification sector (Abdallah, 2021). To address these challenges, businesses must educate consumers about halal products and be transparent about their manufacturing processes. Implementing food-tech applications and effectively managing the supply chain can also help businesses overcome these challenges (Nazaruddin et al., 2023). Moreover, the halal industry can benefit from focusing on sustainable practices and clean-label products, aligned with global trends in responsible consumption (Haleem et al., 2021a). This research has not received much attention; therefore, it is necessary to make an effort to understand how the behavior of adopting halal practices in the food supply chain by understanding the factors that influence the adoption of halal practices using TPB is expected to contribute to overcoming challenges in the adoption of halal practices in the food supply chain and support the development of a conceptual model of halal supply chain management. Through a qualitative approach, this research provides a new, more in-depth understanding of halal supply chain management, including the factors that influence halal supply chain management and its impact on halal food product assurance. This research can help identify the factors that encourage organizations to adopt halal processes in their operations. The purpose of this study is to explore the perspectives of stakeholders involved in the halal food industry, using the Theory of Planned Behavior as a framework.

## **Research Method**

The research design for this study was a qualitative investigation that used in-depth interviews to explore attitudes, subjective norms, and perceived behavioral control related to the implementation of halal practices. The research participants were individuals who practiced halal and resided in the target community. Participants who were willing to participate in the study, fluent in local languages, and able to provide informed consent were included. The instrument/procedure for this study is a qualitative approach that utilizes in-depth interviews to collect data from the participants. A comprehensive literature review was conducted to identify existing theories and models related to the TPB framework and adoption of halal practices. Data collection was conducted through in-depth interviews, depending on logistical considerations and research objectives. Data Analysis The collected data will be analyzed using thematic analysis to identify patterns and themes related to attitudes, subjective norms, and perceived behavioral control related to the adoption of halal practices.

## Results

Researchers conducted in-depth interviews with five key informants to gain an understanding of the implementation of halal practice adoption behavior in the halal food supply chain. A summary of the informant profiles of each stakeholder and their organization is shown in Table .1.

**Table 1.** Data Interview.

Informant	Job Position	Duration of Employment	Duration of Interview
IN1	Coordinator of Halal Supervisor	25 Year	51 minutes
IN2	Director	10 Year	48 minutes
IN3	K3 Manager/Halal Supervisor	10 Year	54 minutes
IN4	HR Manager/Halal Supervisor	8 Year	57 minutes
IN5	Halal Supervisor/ Purchasing Coordinator	3 Year	42 minutes

### Behavioral Adoption of Halal Practices in the Supply Chain

practices in the supply chain begin with the question "How do you understand halal practices in your company's supply chain?". The themes obtained are 8 sub-themes, namely, managing personnel hygiene, managing the cleanliness of facilities and equipment, managing material sources, following processing procedures, conducting halal dissemination, and auditing and supervision are steps to carry out halal practice adoption behavior.

1. In the first sub-theme, frequency was related to managing the purchase of halal ingredients.

*"I had an experience when they (purchasing) wanted to buy it (the supplier) did not have a halal certificate and we had conveyed it, well it turns out that what they bought was an ingredient from outside Indonesia, for example, yeast, it was found that the producers were both from Indonesia and also from outside Indonesia" (IN1).*

2. In the second sub-theme, frequency was related to managing the warehouse.

*"Very often related to storage, we must often check whether there are cockroaches, lizards, or other animals inside, because it is related to unclean" (IN1).*

3. In the third sub-theme frequency related to managing Personnel Hygiene

*"So when you enter the production room, you have to wash your hands, wash your feet, wear gloves, head gloves because we want to keep it right" (IN2).*

4. On the fourth sub-theme frequency related to managing Facility & Tool Cleanliness

*"They do flushing before production, because it is not possible to use all water, so the cleaning materials must also be halal, so there are several ways of cleaning it can be with wind or with steam, so it is important to clean the production line first to eliminate contamination with dirt and materials that are not halal" (IN2).*

5. In the frequency of the fifth sub-theme related to Managing Halal Material Sources

*"So in our company, starting from vendor selection, incoming material selection, implementation of the production process, to ensure that there is no contamination with non-halal elements" (IN3).*

6. Frequency of the sixth sub-theme related to Performing Halal Processing documentation.

*"Then we also have an application system related to traceability in the company from the production code that will trace information on when our product was last produced, from what material it is also important related to halal. The key is in the documentation" (IN3).*



7. In the frequency of the seventh sub-theme related to Conducting Halal Dissemination

*"I said that in the morning before we carry out work we tahtim tablil alfatibah then three qul then we istigfar and we pray together sir" (IN4).*

8. Frequency of other audit and oversight-related sub-themes

*Therefore, for the internal audit schedule itself, it has been determined that following the SJH that is currently in effect, an internal audit is carried out at least once a year (IN5).*

### **Intention to Adopt Halal Practices Behavior**

The results of the thematic analysis were obtained to understand stakeholder intentions toward halal practice adoption behavior with the question "What is the desire or motivation to carry out halal practice adoption behavior in the company?". The themes obtained were five sub-themes: desire for halal promotion to increase revenue, desire to meet food safety, desire to meet the needs of Muslim consumers, desire to meet halal standards, and desire to comply with rules and regulations.

1. The frequency of the first sub-theme related to the desire for halal promotion to increase revenue

*"Because with halal promotion they also feel a big profit. So it covers me. There are people who do not have halal certificates and do not want to buy their products" (IN1).*

2. The frequency of the second sub-theme is related to the desire to meet halal standards.

*"I want to provide assurance and trust to consumers that the products we produce meet the halal standards set out in religion" (IN3).*

3. In the frequency of the third sub-theme related to the desire to meet the needs of Muslim consumers

*"Yes, the intention is of course because the demand for halal products is increasing rapidly. By implementing halal practices in the company, we can meet market needs so that our products can enter stores, yes, this is a better business opportunity for our business" (IN2).*

4. The frequency of the fourth sub-theme was related to the desire to follow halal rules and regulations.

*"Our intention is also partly due to the rules and regulations that require companies to implement halal practices. By fulfilling these requirements, I not only ensure the company's compliance with the law but also protect the company from the legal consequences that could arise if it violates these regulations. (IN2).*

### **Attitude Towards Behavior**

The results of thematic analysis were obtained to understand stakeholder attitudes towards the behavior of adopting halal practices with the question "What benefits or disadvantages do you feel while implementing the behavior of adopting halal practices?". Three sub-themes were 3 sub-themes, namely positive beliefs, personal values, and personal experiences.

1. Frequency of the first sub-theme related to Positive Beliefs.

*"The advantage is that I think implementing halal practices can build consumer trust in brands or producers" (IN3).*

2. In the second sub-theme, frequency was related to Personal Values.

*"So I see what the actors or practitioners do in the field or the behavior they show and how they behave or respond to what is emphasized by the relevant management and halal management system in the field and they accept halal as their foundation for working well" (IN3).*

### 3. In the third sub-theme frequency related to Personal Experience

*"If you say the positives are a lot of cleanliness because this halal is also more supportive of cleanliness and the application of the application is produced like it is more about the halal because the work in the factory is not only Muslim people" (IN5).*

## Subjective Norm

The results of thematic analysis were obtained to understand stakeholder attitudes towards halal practice adoption behavior with the question "To what extent do recommendations from people influence your decision to practice halal?" Three sub-themes were 3 sub-themes, namely Perception of Social Support, Conformity with Group Values, and Influence of authority figures.

### 1. In the first sub-theme related to the frequency of perceived social support

*"There is already family support so that's right, yes, if the family still cares, God willing, they care because we teach and tell the family that this is food even though children are still tempted by trends, yes, viral trends, right, but we still teach them to choose halal ones" (IN5).*

### 2. In the second frequency-related sub-theme Conformity with group values

*"Our production has not been periodic; at most, we have a kind of punggaban if we want to approach the width of the fasting month, sorry, the end of the year, that's where we get together as well as maybe a farewell pack to eat the meal so that's where the stabilization is immediately stabilized like things that are educational in nature" (IN4).*

### 3. The third sub-theme is related to the frequency of the influence of authority figures.

*"It just so happened that at that time the auditor opened the eyes of my heart. He said, "Sir, do not think of this as torture, but try to apply it as best as you can. I want to foster not destroy, I just want you to improve every year, what is lacking is corrected, improved". As it goes I correct it, it gets better" (IN2)*

## Perceived Behavioral Control

The results of thematic analysis were obtained to understand the perception of stakeholder control over the behavior of adopting halal practices with the question "What are the perceived ease or obstacles in implementing the behavior of adopting halal practices in the company's supply chain?". The themes obtained are 4 sub-themes, namely, Perceived Control, Trust in Available Resources, Confidence in the Ability to Overcome Obstacles.

### 1. In the first sub-theme, frequency was related to Perceived Control.

*"in terms of convenience, if we can apply this Halal application to our daily lives, sir, so for example sometimes people, if we are doing internal training, sometimes they want to ask questions so if for example like their hair gets into food, is it still halal or not, it's more like young learning in our lives too, that's how easy it is, sir, in my opinion" (IN5).*

### 2. The frequency of the second sub-theme was related to confidence in one's ability to overcome obstacles.

*"If the halal supervisor does not have education about halal systems and competencies or he does not understand Islamic law, especially for halal products, it is certain that he cannot commit" (IN1).*



### 3. Frequency of the third subtheme related to Personal Ability Confidence.

*"The halal supervisor must master and be authorized to cut the rope or production line when the material is in process and does not match the flowchart given or the material used, then he can stop. (IN1).*

### 4. In the fourth sub-theme, frequency was related to Trust in Available Resources.

*"so for example I want to buy ingredients from a supplier "eh I want to buy your goods?" the supplier immediately said, "Oh mine already has a halal certificate, just calmly use mine" That's why we sometimes also prepare alternative suppliers if the ingredients have expired the halal certificate" (IN4).*

## Discussion

Based on the research results obtained, the response or action in carrying out the behavior of adopting proper halal practices starting from the management of purchasing ingredients, storage, personal hygiene, cleanliness of facilities and tools, management of halal material sources, halal processing documentation, halal distribution, and supervision can be explained through several key findings. Halal Purchasing conceptually emphasizes that halal affects partnerships with suppliers and different product and supplier strategies, leading to the need for effective procurement strategies and purchasing processes to ensure halal compliance (Tieman et al., 2020; Tieman et al., 2013). Food Safety (Kohilavani et al., 2021; Mabkhot, 2023), Sanitation, and Personal Hygiene are prerequisites for the preparation of halal food, which include aspects of personal hygiene, clothing, equipment, and the place where food is processed or prepared. (Asha'ari & Kamarulzaman, 2023; D A Kurniawati & Cakravastia, 2023; Lateb & Md Yusof, 2020). The Halal Handling and Processing Guidelines stipulate that halal food must be stored, processed, and served separately from non-halal food to prevent contamination. (Abdul Rahman et al., 2018; Asha'ari & Kamarulzaman, 2023; Lateb & Md Yusof, 2020; Supian, 2018). By taking these steps, it can overcome the challenges of implementing vulnerable halal practices in the supply chain, such as the deliberate and unauthorized mixing of non-halal ingredients with halal food products, commonly referred to as adulteration.

The intention or motivation of producers to implement halal practice adoption behavior is expressed by IN1 & IN5 that the desire for halal promotion increases income, IN1 also states the desire to meet food safety, other expressions from IN1, IN2, & IN3 that the desire to meet the needs of Muslim consumers, other expressions from IN1, IN3, & IN4 The desire to meet halal standards, another statement from IN2 The desire to comply with rules and regulations. The results of this study support that the intention or motivation of producers to implement halal practice adoption behavior is influenced by various factors such as religiosity, government support, and expectations of higher income, which have a positive and significant effect on the intention to adopt halal practices, while consumer demand and competition intensity do not have a significant effect (Aoun & Tournois, 2015; Haleem et al., 2021b; Silalahi et al., 2022). Subjective norms were found to have a significant relationship with intention to adopt halal food logistics (HFL) services, while attitude and perceived behavioral control variables were not significant. (Mahidin et al., 2019). Producers implementing halal practices significantly influenced the intention to adopt halal practices, while understanding the benefits versus costs of halal practices and gaining government support were necessary enablers of adoption. (Husny 2017)]. The determinants of halal practice adoption intention include attitude, perceived behavioral control, and perceived usefulness, while subjective norms do not have a significant effect (Altekrete & Daud, 2020). Food manufacturers in some places, such as sales turnover, perceived usefulness, perceived ease of use, technological aspects, organizational aspects, and

environmental aspects, influence the intention to adopt halal practices. (M. H. Ali et al., 2023). Understanding producer intentions is important for overcoming the low interest of food manufacturers in adopting halal practices.

Perceived Behavioral Control is expressed from IN1, IN4, and IN5 as Confidence in the Ability to Overcome Obstacles, such as constraints on a limited understanding of halal in the production, storage, and use systems; thus, perceived control is important for producers. Perceived Behavioral Control influences behavioral intentions in general through perceived behavioral control. (Elseidi, 2018) as well as factors that predict producer intentions (A. Ali et al., 2018): that knowledge and positive attitudes towards practices have a significant influence on a company's commitment to comply with halal practices in the food sector (Md Nawi et al., 2023). This shows that increasing awareness and a supportive attitude towards halal practices can encourage companies to be more committed to overcoming producers' limited knowledge of halal practices to avoid violations of halal practices. Trust in Available Resources expressed by IN2 & IN4 through Support for laboratory facilities and equipment and Facilities for Muslim worship will support the adoption of halal practices and will encourage environmental aspects that support the adoption of halal practices in the food supply chain.

## Conclusion

The results of this study illustrate the perspectives of stakeholders involved in the halal food industry, using the Theory of Planned Behavior as the framework. However, businesses face challenges in implementing halal practices, such as maintaining integrity throughout the supply chain and facing a lack of standardized certification. Strategies such as comprehensive halal management systems, collaboration with certification bodies, and the utilization of technology can help ensure halal compliance. By following these recommendations, businesses can navigate the complexities of implementing halal practices and capitalize on the growing demand for halal products in the global market. This study can help food industry players understand the factors that influence the adoption of halal practices and develop appropriate strategies to increase the adoption of halal practices in the food supply chain. A limitation encountered during the interview session was that one of the interviewees was quite insistent on answering the interview questions and tended to go off the topic. Despite the difficulty in collecting the required data from one of the interviewees, the research still managed to obtain the important information needed towards the end of the interview.

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