



HALAL CERTIFICATION AS A TRUST SIGNAL IN MUSLIM CONSUMERS' PURCHASE INTENTIONS FOR BOOCHA BOOMS KOMBUCHA

Bella Fujitha¹, Tri Wahyu Nugroho¹, Diah Suminar²

¹ Universitas Islam Bandung, Indonesia

² Independent Researcher, Indonesia



INTRODUCTION

- Kombucha is a naturally fermented tea that has become increasingly popular as a functional health drink in Indonesia and Southeast Asia.
- Because kombucha naturally contains trace ethanol from fermentation, its halal status remains debated among Muslim consumers.
- According to Fatwa MUI No. 10 of 2018, fermented drinks with less than 0.5% ethanol (v/v), made from halal ingredients and safe for consumption, may be declared halal-compliant.
- Small producers such as Boochoa Booms often lack formal halal certification, creating uncertainty and varying levels of consumer trust.
- This study explores how halal certification influences consumer trust and purchase intention toward Boochoa Booms kombucha, contributing to halal marketing research on functional fermented beverages.

METHODOLOGY

Q1. What is the research design?

- ➔ Qualitative, exploratory case study focusing on Boochoa Booms Kombucha.

Q2. Why this design?

- ➔ Because kombucha's halal status is contested and lacks prior empirical research in Indonesia.
- ➔ Enables in-depth understanding of consumer trust and purchase intention.

Q3. Who are the participants?

- ➔ 12 Muslim consumers familiar with or have purchased Boochoa Booms Kombucha.
- ➔ Selected through purposive sampling

Q4. What are the data collection methods?

- Semi-structured Interviews, explore halal perception, trust, and purchase motives.
- Participant Observation, observe halal-related interactions at booths/cafés.
- Document Analysis, review of brand materials and MUI halal regulations.

Q5. How is data analyzed?

- ➔ Thematic analysis (Braun & Clarke, 2006) using NVivo 12.
- ➔ Steps: Familiarization → Coding → Theme Development → Refinement.

Q6. How is credibility ensured?

- ➔ Triangulation (interviews, observation, documents).
- ➔ Member checking and audit trail.
- ➔ Ethical clearance was obtained through self-administered ethical protocol in accordance with Universitas Islam Bandung (UNISBA) research ethics standards.

FINDINGS AND DISCUSSION

1. Laboratory Test Result (Halal Compliance)

No.	Sample Code	Parameter	Unit(% v/v)	Result	Method
1	Teh Fermentasi (Kombucha)	Ethanol	(% v/v)	0.07	Distillation / Viknometer

The ethanol level of Boochoa Booms kombucha is far below MUI's permissible limit, confirming that it is halal-compliant. (Source: PT Cipta Karya Pangan Pasundan Lab Report, 2025)

2. Consumer Perception Themes (NVivo Analysis)

- Strict Rejection: Any ethanol seen as haram.
 - Conditional Acceptance: <0.5% acceptable if MUI-approved.
 - Unawareness: Focused on health, not ethanol content.
- Different levels of religiosity and knowledge influence halal perception.

3. Trust and Purchase Intention

- Certification builds institutional trust (MUI/BPJPH).
 - Transparency (labeling, education) builds brand trust.
 - Community endorsement enhances credibility.
- Trust mediates the effect of certification on purchase decisions.

4. SME Recommendations

- State ethanol content clearly.
 - Explain halal process via social media.
 - Obtain formal MUI/BPJPH certification.
- Strengthens consumer confidence and market access.

CONCLUSIONS

Laboratory results confirmed that Boochoa Booms kombucha (0.07% ethanol) complies with MUI Fatwa No. 10/2018, making it halal-certified by standard.

Findings show that consumer trust acts as the key link between halal certification and purchase intention. Transparent communication, institutional credibility, and social endorsement are essential to strengthen consumer confidence in halal-sensitive products.

CONTRIBUTUION AND RECOMMENDATION

This study enriches the halal marketing and consumer trust literature by exploring fermented beverages as a new halal category.

SMEs are advised to:

- Disclose ethanol content and halal process clearly,
- Use social media education, and
- Obtain formal MUI/BPJPH certification to build long-term trust and market access.