

Mega Aktiva: Jurnal Ekonomi dan Manajemen

Email : megaaktiva@febi.umkendari.ac.idWebsite : <https://megaaktiva.umkendari.ac.id/index.php/Jurnal>

THE GLOBAL COMPETITIVENESS STUDY OF HALAL PHARMACEUTICALS AND COSMETICS INDUSTRY

Ernawati¹

¹Faculty of Economics and Business, Halu Oleo University
Kendari, Sulawesi Tenggara

ABSTRACT

This research aimed to determine the position of global competitiveness of the halal pharmaceutical and cosmetics industries. The secondary data used data about the state of the global Islamic economy 2014-2017 period from Thomson Reuters Publication. Data analyzed using charts and descriptive statistics. The data were categorized into very low ratings to very high. The results showed that (1) the highest competitiveness in global pharmaceutical and cosmetics industry was the United Arab Emirates (UEA) followed by Malaysia and then Singapore. The high global competitiveness of the UAE is driven by the government role in halal pharmaceuticals and cosmetic regulations, public awareness, and social factors. The indicator of export UEA was also in the high category of competitiveness in the global pharmaceutical and cosmetics industry, even though the value is lower than Singapore; (2) Indonesia has a major advantage in the low of costs of halal pharmaceuticals and cosmetics industry; and (3) the Muslim countries generally still have a very low-level of awareness of halal pharmaceuticals and cosmetics industry.

Keywords: Competitiveness; Halal; Pharmaceuticals; Cosmetics; Industry.

I. INTRODUCTION

Islam prohibits some ingredients entered into the body of muslim consists of dead meat, blood, the flesh of swine, and that on which any other name hath been invoked besides that of Allah (QS Al-Baqarah [2]: 173). A Muslim is required to consume halal products. The halal product is not only the ingredients of the product but also covers other aspects such as safety, quality, handling, processing equipment, processing aids, packaging, storage, transportation, distribution and retailing (Muhamad, 2014). The guaranteed of halal products is a right for muslims and the state is obliged to provide them. The guarantee of halal certificates is issued by the Indonesian Ulema Council (MUI) in Indonesia, while the guarantee of halal certificates in Malaysia is a responsibility of the Department of Islamic Development Malaysia (Jabatan Kemajuan Islam Malaysia, JAKIM). The import products, circulating and trading in Indonesia must be halal certified (article 4, Jaminan Produk Halal, JPH Act). Article 4 JPH has changed the practice of implementing a voluntary for halal certification to be mandatory. Halal certified obligations for all products circulated and traded in Indonesia will be implemented five years after the enactment of the JPH Act in 2019.

The Government of Indonesia guarantees halal products not only for food and beverages but also some products consumed by muslim including medicines and cosmetics. A Muslim may consume drugs that contain prohibited ingredients by sharia

Mega Aktiva: Jurnal Ekonomi dan Manajemen

Email : megaaktiva@febi.umkendari.ac.id

Website : <https://megaaktiva.umkendari.ac.id/index.php/Jurnal>

law only in emergency conditions and there are no other alternative medicines. If the rule of consumption of drugs is equated with food consumption, then the use of materials for external cosmetics (not enter into body) that contain impure (*najis*) or non-halal ingredients besides pork is permissible with conditions for purification after used (*tathir syar'i*), based on the Indonesian MUI Fatwa Number 26 of 2013.

On the other hand, along with the high potential of the Muslim community, there is a global trend of increasing consumption in halal cosmetics and pharmaceuticals. Thomson Reuters (2017) revealed that the total expenditure of Muslim countries (OIC) for pharmaceutical products in 2016 was estimated at \$56 billion. This amount was 67% of the total expenditure in the world. Nonetheless, pharmaceutical product requirements cannot be met independently by Muslim countries, indicated by the pharmaceutical product trade deficit in 2016 about \$28 billion. The pharmaceutical products in Muslim countries were mostly sourced from Germany, France, Switzerland, USA, and Belgium. Thus, it indicated that the global competitiveness of halal pharmaceuticals and cosmetics industries in the OIC still low for the aspect of exports. This paper examines how the conditions of components contributed to the formation of global competitiveness of halal pharmaceuticals and cosmetics industry

II. THEORITICAL STUDY

The Indonesian halal pharmaceuticals regulations according to Slamet (2017) namely: (1) it was declared halal in accordance with Islamic law (law number 33 of 2014, guaranteed halal products); (2) products meet quality, safe and efficacious requirements (law number 36 of 2009 concerning health); (3) products in line with the fatwa of the Indonesian mufti council number 30 of 2013, concerning drugs and medicine; (4) not produced from or mixed with forbidden (*haram*) or unclean ingredients; and (5) storage equipment and distribution processing not contaminated by ingredients derived from pork (pork-free facility and process).

The rules of sharia law (*fiqh*) state that the law of origin concerning something is permissible, as long as there is no sharia law prohibits it. Thus, treatment and use of cosmetics are permissible including the selection of ingredients as long as there is no Islamic law that limits them. Some of the ingredients forbidden contain in products as stated in QS. al-Baqarah [2]: 173, and QS. al-Ma'idah [5]: 3, which means:

He hath only forbidden you dead meat, and blood, and the flesh of swine, and that on which any other name hath been invoked besides that of Allah. But if one is forced by necessity, without willful disobedience, nor transgressing due limits,- then is he guiltless. For Allah is Oft-forgiving Most Merciful (QS. al-Baqarah [2]: 173).

“Forbidden to you (for food) are dead meat, blood, the flesh of swine, and that on which hath been invoked the name of other than Allah. That which hath been killed by strangling, or by a violent blow, or by a headlong fall, or by being gored to death; that which hath been (partly) eaten by a wild animal; unless ye are able to slaughter it (in due form); that which is sacrificed on stone (altars); (forbidden) also is the division (of meat) by raffling with arrows: that is impiety.”(QS. al-Ma'idah [5]: 3)

These laws certainly serve as guidelines for Muslims to meet their needs as food, drinks, medicines, and cosmetics. However, on a practical level, there were differences

Mega Aktiva: Jurnal Ekonomi dan Manajemen

Email : megaaktiva@febi.umkendari.ac.id

Website : <https://megaaktiva.umkendari.ac.id/index.php/Jurnal>

in perceptions regarding the halalness of a product. Saleha & Azmi (2014) have done a study using a structured, self-administered questionnaire to compare the knowledge, attitude, and perception halal of regarding pharmaceuticals among general practitioners and doctors working in various government hospitals in Malaysia. There was a difference in the perception of general practitioners and hospital doctors in some of the statements in knowledge and attitude.

The perception of halal products was influenced by differences in knowledge of products, which will also have an impact on the different levels of awareness of halal products as the study of Seipati, Norman, & Christopher (2016) and Imam, Ahmad, & Mahmood (2015) for Islamic banking; and Mohezar, Suhaiza & Zainorfarah (2017) for halal cosmetics consumption. The study of Bahman (2015) showed that respondents consumed halal cosmetics for several reasons. The reasons for using halal cosmetics because of Islamic thoughts about 62.3%, family/friends/doctors recommendation 22.3%, and quality/safety 15,4%.

The study of Haslinda (2016) revealed that consumers with a strong religious background, i.e. the person that takes care of their five times (the prayers) will also take care of what they eat. The awareness and knowledge of halal concepts varied among the respondents. Some of them aware and very particular about halalness and only consume products with the halal logo. The rest of them makes a simple decision that as long as the food product come from the Islamic countries or Islamic-signaled brand names then the food will be considered a halal product. The study of Bare (2016) found that 64.3% of the respondents aware of Islamic banking services in Kenya. The findings revealed that the level of advertisements and promotions of the banks were very low in creating awareness of Islamic banking. The survey in five Asian countries showed that the levels of awareness toward halal cosmetic products in quite high, where 79% of respondents realized about halal cosmetics, and 88% of them were familiar with the halal logo. The respondents would choose the halal criteria at the first concern followed by quality, then brand and finally price (Eddy & Mohd, 2016).

On the other hand, several studies showed the level of Muslim awareness of halal products was still low. The findings of Annabi & Wada (2016) concluded a lack of awareness of halal medicinal products in Nigeria because respondents considered a scarcity of halal drugs. The study of Yvonne, Geoff & Loonat (2011) found the awareness of Muslims of Islamic banks was low, as the religion as the sole motivation for choosing Islamic banks was inadequate. Muslim customers regard efficiency, lower bank charges, the availability of automatic teller machines and an extensive branch network as important factors when choosing a bank. Besides that, Agung & Herry (2017) found that the effect of halal awareness on purchase intention of instant noodle consumption not significant for college students in Bandung, Indonesia.

III. RESEARCH METHODOLOGY

The study used secondary data about the state of the global Islamic economy 2014-2017 period by Thomson Reuters Publication. The competitiveness components that studied, namely: (1) trade: pharma and cosmetics exports to OIC relative to country size; (2) government: regulation/halal certification; (3) awareness: media/events; and (4)

Mega Aktiva: Jurnal Ekonomi dan Manajemen

Email : megaaktiva@febi.umkendari.ac.id

Website : <https://megaaktiva.umkendari.ac.id/index.php/Jurnal>

social: pharma and cosmetics pricing index. Data analyzed by charts and descriptive statistics. The data were categorized into five criteria: very low ratings to very high. Where: ≤ 20 (very low); 21-40 (low); 41-60 (moderate); 61-80 (high); > 80 (very high).

IV. RESULTS

Standards of Halal Pharmaceuticals and Cosmetics

The fatwa of the Indonesian Mufti Council (Majelis Ulama Indonesia, MUI) Number 30 Years 2013 concerning medicine and treatment was explained that the uses of impure (najis) and non-halal ingredients in treatment are forbidden (haram), except: (a). used in conditions of compulsion (*al-dharurat*), where if not used can threaten the human or an emergency condition or if not implemented will threaten the existence of the human in the future. (b). halal and pure ingredients have not been found, (c). based on recommendations from competent and trusted medical personnel that no halal medicine yet.

Standard 2424: 2012 for halal pharmaceuticals in Malaysia consist of products that contain ingredients permitted under the Shariah law and fulfill the following conditions: (a) not contain any parts or products of animals that are non-halal by sharia law or any parts or products of animals which are not slaughtered according to sharia law; (b) not contain impure substances according to shariah law; (c) a safe for human use non-poisonous, non-intoxicating or non-hazardous to health according to prescribed dosage; (d) not prepared, processed or manufactured using equipment contaminated with impure according to Shariah law; (e) do not contain any human parts or its derivatives that are not permitted by Shariah law; and (f) during its preparation, processing, handling, packaging, storage and distribution, the halal pharmaceutical products are physically separated from any other pharmaceutical products that do not meet the requirements stated in item (a), (b), (c), (d) or (e) any other items that have been decreed as non-halal and impure by Shariah law.

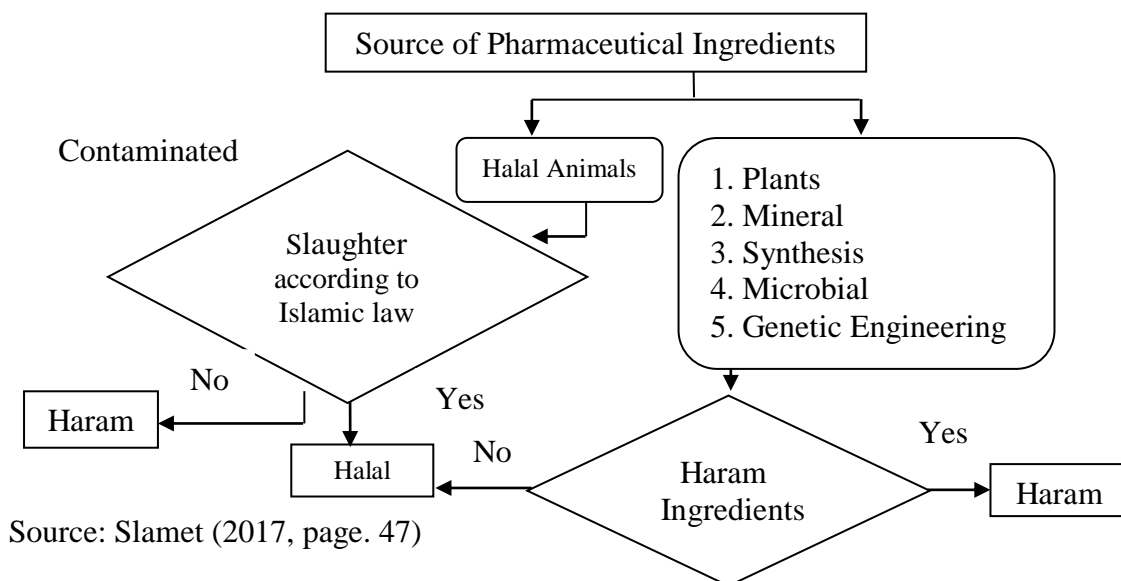


Figure 1 Halal Pharmaceutical Path

Mega Aktiva: Jurnal Ekonomi dan Manajemen

Email : megaaktiva@febi.umkendari.ac.id

Website : <https://megaaktiva.umkendari.ac.id/index.php/Jurnal>

Thus halal pharmaceuticals are not only ingredients but also begin preparations for their distribution, because in this process the medicine can be contaminated with non-halal materials so that it becomes forbidden (haram). According to Slamet (2017), the source of medicinal ingredients comes from animals and other materials such as plants, minerals, synthesis, microbial and genetic engineering. The path of halal-prohibition of medicinal products presented as shown in Figure 1 shows that although the source of medicinal from halal ingredients, if it involves non-halal ingredients, and/or not slaughtered according to Sharia, its haram medicine.

The critical point of halal medicine production consists of active ingredients, excipients and auxiliary materials used must be halal, production facilities are only used for halal products, there is no opportunity to be mixed and contaminated with impure or unclean ingredients from additional materials. The auxiliary materials or from facilities that used, the packaging material used must be halal, washing and purifying of equipment must be in accordance with the sharia law, and the process will be audited directly by the Halal Auditor to determine the state of halal product (Slamet, 2017).

On the other hand, related to halal cosmetics, MUI discusses specifically on Fatwa Number 26 Years 2013 concerning Standards for Halal Products of Cosmetics and their Use, which states that: (1). The use of cosmetics that permitted by Sharia law, especially on condition: the material used is halal and pure, intended for Sharia permissible interests, and not harmful. (2). Using the cosmetics for consumption using impure and filthy or unclean ingredients is haram; (3). Using external cosmetics contains impure and filthy or unclean ingredients other than pork is permitted on the condition purified after used (*tathir syar'i*); (4). Using the cosmetics for beauty purpose (*tahsiniyyat*) not allowed (*rukhsah*) using haram cosmetics; (5). Using the cosmetics for medicine function has been legal provisions as medicine, which refers to Fatwa of medicine and treatment; (6). The cosmetics which containing ingredients made using genetically engineered microbes that involve pig genes or human genes are haram; (7). The cosmetics that use ingredients (raw materials, active ingredients, and/or additional ingredients) from derivatives of halal animals (in the form of fat or other) and not known the ways to slaughter (*makruh tahrim*) must be avoided; (8). The cosmetics products that use ingredients from microbial products that are not known whether the microbial growth media from pigs should be avoided until the halal and purity of the ingredients is clear.

The Competitiveness Halal Pharmaceuticals And Cosmetics Industry

The competitiveness halal pharmaceuticals and cosmetics industry in 2017 as Table 1 shows that Malaysia has the first rank in the competitiveness of the entire industry as indicated by the GIE indicator score, followed by United Arab Emirates, Saudi Arabia, and Bahrain. Malaysia occupies the highest position for the financial industry, halal food and halal travel. The United Arab Emirates occupies the first position in the modest fashion industry, halal media and recreation industries, and halal pharmaceuticals and cosmetics industries. Singapore as one of the countries not including the majority of Muslims is in the thirteenth position in the global competitiveness of halal industries. Singapore has the high of scores in the halal media and recreation industry as well as halal pharmaceuticals and cosmetics industries. With

Mega Aktiva: Jurnal Ekonomi dan Manajemen

Email : megaaktiva@febi.umkendari.ac.id

Website : <https://megaaktiva.umkendari.ac.id/index.php/Jurnal>

a score of 79 and 63 respectively, Singapore is ranked below the United Arab Emirates in both industries. Singapore also ranked fourth in the modern fashion industry and eighth in halal food.

Table 1 Global Competitiveness Halal Industry, 2017

Country	GIE Indicator Score	Islamic Finance	Halal Food	Halal Travel	Modest Fashion	Halal Media And Recreation	Halal Pharmaceuticals and Cosmetics Industry
Malaysia	146	193	89	109	31	57	62
United Arab Emirates	86	88	67	94	63	135	74
Saudi Arabia	67	84	47	43	15	33	47
Bahrain	64	88	30	19	26	40	37
Oman	56	59	57	30	22	40	40
Pakistan	54	56	60	13	21	9	52
Qatar	51	55	42	41	26	61	32
Kuwait	49	57	44	11	11	35	28
Brunei	43	41	52	24	13	29	35
Jordan	42	41	44	39	21	23	50
Indonesia	42	42	42	46	20	10	42
Iran	38	43	35	20	12	24	26
Singapore	36	21	51	26	33	79	63
Sudan	35	32	49	29	9	11	21
Bangladesh	31	36	25	19	26	7	25

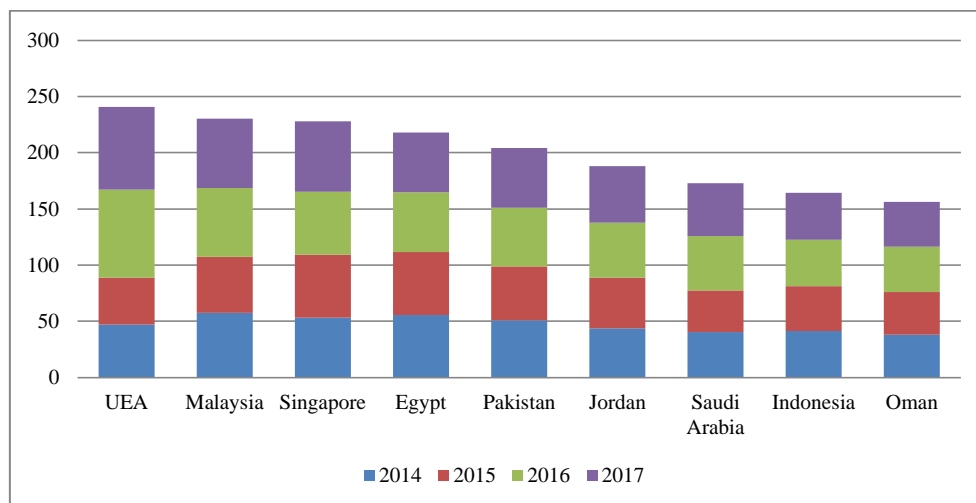
Source: Thomson Reuters, 2017

The competitiveness of pharmaceuticals and cosmetics industry as shown in Figure 2 shows that the top position was occupied by the United Arab Emirates, for 2016-2017. Previously in 2015, it was occupied by Singapore and Egypt, and in 2014 by Malaysia. If viewed from the 2014-2017 average, the United Arab Emirates has the highest competitiveness, followed by Malaysia, Singapore, Egypt and Pakistan.

Mega Aktiva: Jurnal Ekonomi dan Manajemen

Email : megaaktiva@febi.umkendari.ac.id

Website : <https://megaaktiva.umkendari.ac.id/index.php/Jurnal>



Source: Thomson Reuters Various Years

Figure 2 Global Competitiveness Halal Pharmaceuticals and Cosmetics Industry 2014-2017

The competitiveness of these countries is driven by four pillars, namely: awareness, government, social, and export as Table 2. Table 2 shows that the United Arab Emirates country has full support from the government in the regulation of halal pharmaceuticals and cosmetics industry, which is consistent for a whole the year. Malaysia and Indonesia experienced a decline in support from the regulative aspect in 2017. On the other hand, even though Singapore is not a country with a majority Muslim population, it still receives regulatory support from its government in halal pharmaceuticals and cosmetics industry. However, the level of awareness of Singaporean in halal pharmaceuticals and cosmetics as Table 3 is in the very low category, which is driven by the relatively low proportion of Muslim societies, which results in low events and discussions about halal pharmaceuticals and cosmetics in the country. Although there are rare events or discussions about the halal industry, as a Muslim will consider halal requirements in the consumption of goods and services, especially with Singaporean Muslim communities who live as minorities. Ismoyowati (2015) argues that if the consumer lives or stays in the area where Muslim was a minority, the degree of awareness towards halal quite high, for example, they would seek for foods only with the halal logo or asking the seller about the halalness of their products.

Table 2 The Components of Competitiveness of Halal Pharmaceuticals and Cosmetics Industry From Several Countries 2014-2017

Country	Year	Awareness	Government	Social	Export
United Arab Emirates	2014	35.6	100	22.9	29
	2015	14	100	26	26
	2016	19	100	26	167
	2017	48	100	100	120

Mega Aktiva: Jurnal Ekonomi dan Manajemen

Email : megaaktiva@febi.umkendari.ac.id

Website : <https://megaaktiva.umkendari.ac.id/index.php/Jurnal>

Malaysia	2014	79.9	100	40.5	9.3
	2015	46	100	45	10
	2016	89	100	46	9
	2017	0	33	33	11
Singapura	2014	0	83.3	22.5	106.2
	2015	0	83	25	116
	2016	4	83	26	110
	2017	3	67	67	142
Indonesia	2014	11.6	100	48.4	5.3
	2015	5	100	47	6
	2016	10	100	48	5
	2017	0	33	33	7

Source: Thomson Reuters Various Years

From the social aspect, it appears that Indonesia has a major advantage in the low costs of halal pharmaceuticals and cosmetics, which are relatively cheaper compared to Malaysia, Singapore and the United Arab Emirates. Singapore countries superior in export criteria on average during 2014-2017, so that for the country's export factor Singapore was in a very high position. Besides Singapore, the United Arab Emirates also has a very high export of halal pharmaceuticals and cosmetics. Beside that on the criteria of level of awareness, none of the countries that are at a high level or even very high. Malaysia is only able to occupy a moderate position in terms of the level of awareness of halal pharmaceuticals and cosmetics products. Muslim countries generally still have a very low level of awareness of halal pharmaceuticals and cosmetics products. The study of Buerhan (2015) showed that around 94.6 percent of Muslim respondents in Malaysia chose Islamic banks because of religious awareness. The awareness among consumers could be a major determinant factor in purchasing decision process (Mohamed et. al. 2008).

Table 3 The Criteria of Competitiveness Components of Halal Pharmaceuticals and Cosmetics Industry, 2014-2017

Countries	Awareness	Government	Social	Export
United Arab Emirates	Low	Very High	Moderate	Very High
Malaysia	Moderate	Very High	Moderate	Very Low
Singapore	Very Low	High	Low	Very High
Egypt	Very Low	Very High	Very High	Low
Pakistan	Very Low	Very High	High	Very Low
Jordan	Very Low	Moderate	Moderate	High
Indonesia	Very Low	Very High	Moderate	Very Low

Mega Aktiva: Jurnal Ekonomi dan Manajemen

Email : megaaktiva@febi.umkendari.ac.id

Website : <https://megaaktiva.umkendari.ac.id/index.php/Jurnal>

Oman	VeryLow	Very High	Moderate	Very Low
Saudi Arabia	Low	Very High	Moderate	Low

Source: Thomson Reuters Various Years

The low-level of awareness of the Muslim community shows the weak aspects of demand in the halal pharmaceuticals and cosmetics industry. The constraints faced by the industry are also on the supply side. Slamet (2017) revealed that determining the halal status of drugs, and vaccines were very difficult because: (a) more than 90% of active ingredients and excipients are still imported; (b) the process in drug synthesis, the manufacture of vaccines and pharmaceutical preparations is very complicated, expensive, tight and complicated; (c) the active ingredients, excipients, and auxiliary ingredients for drugs are numerous, varied and complicated. Some potential increase in costs associated with halal certification of pharmaceutical products included: (1) separation of manufacturing facilities and equipment between halal and haram drugs, and (2) replacement of one component in drug formulations will have an impact on the production process because they have to repeat stability tests, test or performance, clinical test, and process revalidation.

Furthermore, Eddy & Mohd (2016) assess that the major challenge faced by the halal industries is the shortage of knowledgeable workforce that understands Sharia requirements and implementing this theoretical knowledge into actual industrial practice. They fail to associate to the halal, which is permissible, to *toyyiban*, which means wholesome, in the sense that the products must be safe, healthy, nutritious and hygienic. According to Thomson Reuters (2018) there are four challenges faced by the halal industries (a) limited current interest in wide-scale investment from potential investors; (b) limitation on halal availability ingredients; (c) halal pharmaceuticals are still seen as a niche, and without substantial branding efforts, the market may be limited to Muslim consumers only and wider awareness may be lacking, which could restrict industry sales to e-commerce and specialty stores; and (4) development industry is held back by limited standardization.

V. CONCLUSION

The United Arab Emirates (UAE) is a country that has the highest global competitiveness in the halal pharmaceutical and cosmetics industry, followed by Malaysia and then Singapore. The high global competitiveness of the UAE is driven by the government role in halal pharmaceuticals and cosmetic regulations, public awareness and social factors. The indicator export of United Arab Emirates was also in the high category of competitiveness in the global pharmaceutical and cosmetics industry, even though the value is lower than Singapore. Singapore Country has government support for the development of halal pharmaceuticals and cosmetic products in the high category. The other side, Indonesia has a major advantage in the low costs in halal pharmaceuticals and cosmetics industry compared to Malaysia, Singapore and the United Arab Emirates. Muslim countries generally still have a very low-level of awareness of halal pharmaceuticals and cosmetics industry.

Mega Aktiva: Jurnal Ekonomi dan Manajemen

Email : megaaktiva@febi.umkendari.ac.idWebsite : <https://megaaktiva.umkendari.ac.id/index.php/Jurnal>

VI. REFERENCES

- Agung, Nurcahyo, & Herry, Hudrasyah. (2017). The Influence Of Halal Awareness, Halal Certification and Personal Societal Perception Toward Purchase Intention: A Study Of Instant Noodle Consumption Of College Student In Bandung. *Journal Of Business And Management*, 6(1), 21-31.
- Annabi C, A, & Wada S, M. (2016). Halal Pharmaceutical Industry in Nigeria: A bitter pill to swallow. *Journal of Emerging Economies and Islamic Research*, 4(2), 1-12
- Bahman H., Manizheh G., Mohammad, Reza H, & Fereshteh M. (2015). Raising Halal Cosmetic Awareness among the respective Consumers, *International Journal of Academic Research in Business and Social Sciences*, 5(7), 338-349. DOI: 10.6007/IJARBS/v5-i7/1745. <http://dx.doi.org/10.6007/IJARBS/v5-i7/1745>
- Bare, Sarbo. (2016). Influence Of Consumer's Awareness On Islamic Banking In Nairobi County, Kenya. *European Journal of Business and Social Sciences*, 4(11), 124 – 129.
- Buerhan, Saiti. (2015). The Awareness and Attitude towards Islamic Banking: A Study in Malaysia. *Global Review of Islamic Economics and Business*, Vol. 2(3), 172-196.
- Department of Standards Malaysia, (2012). *Malaysian Standard MS 2424: 2012 Halal Pharmaceuticals-General Guidelines*. Kuala Lumpur. Department of Standards Malaysia.
- Eddy, Yusuf, & Mohd, Shukri, Ab Yajid. (2016). Halal Pharmaceuticals And Cosmeceuticals From The Perspective Of Higher Education. *Asian Journal Of Pharmaceutical Sciences*, 2, 18-19. <http://dx.doi.org/10.1016/j.ajps.2015.10.013>.
- Haslinda, Hasan. (2016). A Study on Awareness And Perception Towards Halal Foods Among Muslim Students In Kota Kinabalu, Sabah. *Proceedings of the Australia-Middle East Conference on Business and Social Sciences, Dubai (in partnership with The Journal of Developing Areas, Tennessee State University, USA)*, 803-811.
- Imam, Buchari., Ahmad Rafiki, & Mahmood, Abdullah Hadi, Al Qassab. (2015). Awareness and Attitudes Of Employees Towards Islamic Banking Products In Bahrain. *3rd Economics & Finance Conference, Rome, Italy, April, 14-17 and 4th Economics & Finance Conference, London, UK, August 25-28, 2015. Procedia Economics and Finance* 30, 68-78. doi: 10.1016/S2212-5671(15)01256-3
- Ismoyowati, D. (2015). Halal food marketing: A Case Study On Consumer Behaviour Of Chicken Based Processed Food Consumption In Central Part of Java, Indonesia. *Agriculture and Agricultural Science Procedia* 3, 169-172.
- Mohamed, Z. Rezai, G., Shamsudin, M.N, & Chiew, E. (2008). Halal Logo And Consumers Confidence: What Are The Important Factors. *Economic Technology Management Review*. 3, 37-45.
- Mohezar, S., Suhaiza, Zailani Zainorfarah, Zainuddin. (2017). Halal Cosmetics Adoption Among Young Muslim Consumers in Malaysia: Religiosity Concern. *GJAT*, 6(1), 47-59.
- Muhammad F.B., Tanveer H., Saira G.H., & Mubeen J. (2017). Impact Of Customer Awareness, Competition And Interest Rate On Growth Of Islamic Banking In Pakistan. *International Journal Of Scientific & Technology Research* 6(4), 33-40.

Mega Aktiva: Jurnal Ekonomi dan Manajemen

Email : megaaktiva@febi.umkendari.ac.id

Website : <https://megaaktiva.umkendari.ac.id/index.php/Jurnal>

- Muhamad Yunus, N.N., Wan Rashid, W.E., Mohd Ariffin, N. & Mohd Rashid, N. (2014). Muslim's Purchase Intention Towards Non-Muslim's Halal Packaged Food Manufacturer. *Procedia-Social Science Behavioral Sciences*, 145-154.
- MUI. (2013). *Fatwa of the Indonesian Ulema Council (MUI) Number 26 of 2013 concerning Standards for Halal Products of Cosmetics and Their Use*. Jakarta: Fatwa MUI Commision.
- MUI. (2013). *Fatwa of the Indonesian Ulema Council (MUI) Number 30 of 2013 concerning Medicine and Treatment*. Jakarta. Fatwa MUI Commision.
- Rajagopal S., Ramanan S., Visvanathan R, & Satapathy S. (2011). Halal Certification: Implication For Marketers in UAE. *Journal Islamic Marketing*. 2(2); 138-153.
- Saleha, Sadeeqa & Azmi, Sarriff. (2014). Comparing KAP Regarding Halal Pharmaceuticals Among General Practitioners and Hospital Doctors. *Journal App Pharm Sci*, 4(10). 92-96.
- Seipati B., Norman C., & Christopher T.C., (2016). The Factors Affecting Customers' Decisions To Adopt Islamic Banking. *Banks and Bank Systems*, Volume 11(4), 144-151.
- Slamet, Ibrahim. (2017). The Readiness of the Pharmaceutical Industry and Implementation of the JPH Law on Pharmaceutical Products. Paper Presented at the Indonesian Pharmacists Association's Annual Scientific Meeting (PIT).
- Swidi, A, Wie, C, Hassan MG, Al-Hosam, A. & MohdKassim, AW. (2010). The Mainstream Cosmetics Industry In Malaysia And The Emergence, Growth, And Prospects of Halal Cosmetics. *The Third International Conference on International Studies (ICIS 2010)*, Sintok. Universiti Utara Malaysia.
- Thomson, Reuters. (2015). State Of Global Islamic Economy Report 2014-2015. Thomson Reuters, In Collaboration With Dinarstandard
- Thomson Reuters. (2016) State Of Global Islamic Economy Report 2015-2016. Thomson Reuters, In Collaboration With Dinarstandard
- Thomson Reuters. (2017) State Of Global Islamic Economy Report 2016-2017. Thomson Reuters, In Collaboration With Dinarstandard
- Thomson Reuters. (2018) State Of Global Islamic Economy Report 2017-2018. Thomson Reuters, In Collaboration With Dinarstandard
- Yvonne, Saini., Geoff Bick, & Loonat, Abdulla. (2011). Consumer Awareness and Usage of Islamic Banking Products In South Africa. *SAJEMS NS 14*(3), 298-313.