Relegitimizing Halal Food and Beverage Violations: The Role of Brand Ethical Behavior and Perceived Brand Integrity

Wildan Fajar Bachtiar[1*]

[1]Department of Bioresources Technology and Veterinary, Sekolah Vokasi, Universitas Gadjah Mada, Special Region of Yogyakarta, 55281, Indonesia
[*]Email Correspondence: wildan_fajar@ugm.ac.id

ABSTRACT: *This study investigates the relegitimization process for halal food and beverage brands following violations, emphasizing the roles of brand ethical behavior and perceived brand integrity. Using a systematic literature review of 40 relevant articles, the research highlights the challenges faced by brands in rebuilding consumer trust and ensuring compliance with Islamic dietary laws. The findings underscore that halal legitimacy extends beyond regulatory compliance, encompassing ethical transparency and adherence to religious principles, which are essential for consumer trust. The study proposes a conceptual framework illustrating how brand ethical behavior directly enhances halal legitimacy while being mediated by perceived brand integrity. This dual influence emphasizes the need for a holistic strategy, combining ethical actions with efforts to strengthen consumer perceptions of integrity. The insights presented contribute to understanding relegitimization in halal markets and provide actionable guidance for brands aiming to regain consumer confidence and maintain market competitiveness. Future research should empirically validate this framework and explore the cultural nuances influencing the relegitimization process.*

Keywords: Brand Ethical Behavior; Consumer trust; Halal Legitimacy Perceived Brand Integrity; Relegitimization

1. INTRODUCTION

Halal is a cornerstone of consumption for Muslims, emphasizing adherence to religious guidelines in food and beverage production, preparation, and distribution. The global halal market has seen significant growth, with its value projected to reach USD 3.2 trillion by 2028, driven by increasing Muslim populations and demand for halal-certified products. In Indonesia, home to the largest Muslim population in the world, the halal food and beverage industry holds a strategic position in both domestic consumption and export markets (Masruroh, N., 2020).

Halal certification plays a critical role in maintaining consumer trust by ensuring compliance with Islamic laws. Consumers rely on the certification process to verify that products meet stringent halal standards. However, maintaining this trust poses challenges for the industry, especially as complexities in supply chains, product development, and global distribution increase. Instances of mislabeling, contamination, or misuse of halal certification can lead to significant consumer backlash and erode trust

in halal branding (Purborini, V. S., 2024).

Several high-profile halal violations in Indonesia over recent years have highlighted significant challenges in maintaining compliance and consumer trust. In 2024, the discovery of 151 products with controversial names, such as "beer" and "wine," receiving halal certification without proper auditing revealed loopholes in the self-declaration certification process. This incident, reported by the Halal Product Assurance Agency (BPJPH) and the Indonesian Ulema Council (MUI), sparked concerns about the reliability of halal standards.

Similarly, in 2022, research by Gadjah Mada University found contamination of halal-certified meat products in Yogyakarta with pork, either through deliberate actions or negligence in the production process (Pradana, 2022). These cases have raised public doubts about the thoroughness of the halal certification system and its ability to uphold consumer expectations.

The impact of these violations extends beyond the implicated brands, affecting broader perceptions of halal integrity. Incidents such as the 2023 viral case of a Muslim customer being served pork pasta in Jakarta's Mamma Rosy restaurant (Basoni, 2023) or the influencer who unknowingly consumed pork crackers in a restaurant labeled as halal (Mardiyansyah, 2023) have amplified consumer concerns. Despite corrective measures, such as public apologies and operational changes, these events have demonstrated significant operational lapses in adhering to halal standards (Rohmah et al., 2022). The destruction of utensils contaminated with pork, as seen in the viral pork crackers case, underscores the drastic steps brands must take to address these violations (Ma'rifat et al., 2017). However, these actions, while necessary, often fail to fully restore consumer trust immediately.

These cases highlight the critical importance of relegitimizing brands after halal violations. For Muslim consumers, trust in halal certification is not merely a transactional assurance but a reflection of ethical and religious commitment (Rohmah et al., 2022). The erosion of trust resulting from these incidents demands more than superficial corrective actions; it requires a transparent and proactive approach rooted in ethical behavior and perceived brand integrity. By addressing these challenges comprehensively, brands can rebuild consumer confidence and contribute to strengthening the overall credibility of the halal certification system in Indonesia.

The concept of relegitimization plays a pivotal role in restoring trust and confidence in brands following halal violations. In the halal industry, consumer trust is a crucial asset that determines a brand's sustainability. When halal violations occur—whether due to contamination, mislabeling, or non-compliance with certification processes—the impact extends beyond the affected brand, influencing public confidence in the entire halal certification system. This erosion of trust can lead to decreased customer loyalty, negative brand perception, and a decline in competitiveness within the highly sensitive halal market (Kusuma, 2023).

Relegitimization is essential because corrective actions alone are insufficient to restore lost trust. Muslim consumers evaluate a product not only based on regulatory compliance but also on transparency, ethical accountability, and a brand's genuine commitment to halal principles (Rohmah et al., 2022). Thus, the relegitimization process must go beyond legal and certification recovery; it must actively rebuild consumer perceptions through transparent communication strategies, ethical policy implementation, and supply chain reforms to prevent future violations.

Relegitimization refers to the strategic process through which brands attempt to regain legitimacy by addressing consumer concerns, rectifying lapses, and demonstrating a renewed commitment to ethical and religious standards (Rahayu et al., 2023). In the context of the halal food and beverage industry, relegitimization is not merely a public relations effort but a comprehensive initiative to align brand practices with consumer expectations and Islamic principles. By taking responsibility and implementing corrective actions, brands aim to repair their reputation and reestablish themselves as reliable providers of halal-certified products.

Despite its importance, the relegitimization process in the halal industry is fraught with ethical and operational challenges. One significant issue is the lack of rigorous oversight in the halal certification process.

Cases like the certification of problematic products with inappropriate names reveal gaps in monitoring and enforcement, which undermine consumer trust and complicate efforts to rebuild credibility (Sholeh & Mursidi, 2023). Additionally, the complexity of operational and supply chain logistics poses another hurdle (Santriadi et al., 2020). For instance, ensuring strict compliance across multiple stages of production and distribution is particularly challenging in a globalized industry, where inconsistencies can lead to lapses in halal standards (Karyani et al., 2024).

These challenges underscore the need for a robust and ethical framework in the relegitimization process. Brands must go beyond superficial measures, implementing transparent practices and fostering a culture of integrity that resonates with consumer values. Moreover, strengthening regulatory frameworks and enhancing certification oversight are critical to preventing future lapses and facilitating the relegitimization of brands in the halal food and beverage industry (Kusuma, 2023). Through these efforts, brands can restore trust, rebuild consumer relationships, and contribute to the broader goal of maintaining halal integrity in a competitive and complex marketplace (*Sadiyah* & *Erawati,* 2024).

Brand ethical behavior plays a crucial role in the relegitimization process following halal violations. This behavior refers to the consistent actions and decisions of a brand that align with ethical principles and societal expectations. In the context of halal food and beverage, ethical behavior involves strict adherence to Islamic guidelines, transparency in operations, and accountability in addressing lapses. When brands exhibit ethical behavior after a violation, such as taking responsibility for their mistakes and implementing rigorous corrective measures, they can effectively rebuild consumer trust. Research shows that brand ethical behavior significantly influences consumer trust and brand legitimacy,

particularly in industries where religious values are central to consumer decision-making (Amani, 2024). For instance, restaurants implicated in contamination cases or mislabeling incidents have demonstrated that clear communication and visible efforts to prevent future errors can significantly mitigate consumer backlash (Butt et al., 2020).

Perceived brand integrity complements ethical behavior by representing consumers' trust in a brand's honesty and reliability. This concept is particularly relevant in halal- related violations, where consumer trust is heavily tied to religious values. Integrity is not just about a brand's ability to fulfill its promises but also its commitment to doing so under all circumstances. Studies have shown that consumers who perceive a brand as having high integrity are more likely to remain loyal even after a breach of trust, provided that the brand demonstrates genuine efforts to rectify the issue (Prihatno et al., 2024). For example, in cases like the pork pasta incident in Jakarta, consumers may be more forgiving if the brand showcases transparency and responsibility in addressing the mistake (Kurniati & Atiqah, 2021).

The interaction between brand ethical behavior and perceived brand integrity is critical in rebuilding legitimacy. While ethical behavior serves as the foundation for taking corrective actions, perceived integrity ensures that these actions resonate with consumers on adeeper level. Together, these factors create a comprehensive approach to relegitimization, wherein the brand not only corrects the violation but also strengthens its relationship with consumers. This interaction highlights the importance of a cohesive strategy that aligns ethical practices with consumer perceptions, enabling brands to restore their reputation and ensure long-term trust (Nugroho et al., 2022).

This research explicitly investigates the role of brand ethical behavior and perceived brand integrity in the relegitimization of halal violations within the food and beverage industry. At the core of this study lies the central question: "How can halal food and beverage brands effectively rebuild legitimacy and trust following violations?" To address this question, the study employs a systematic literature review, focusing on how brand ethics

and perceived integrity interact to restore consumer trust and ensure long-term loyalty. Notably, there is limited preliminary research that explores this concept within the specific context of halal violations, highlighting the need for a deeper understanding of these dynamics. This research makes several critical contributions to both academic theory and practical application. Firstly, it provides a comprehensive analysis of the key factors necessary for relegitimization, offering insights into ethical frameworks and consumer perception in the halal market.

Secondly, it proposes a novel conceptual framework that integrates ethical behavior and perceived integrity, tailored to the unique challenges and sensitivities of the halal industry. By extending the understanding of relegitimization strategies, this study offers valuable guidance for brands striving to regain consumer trust and reinforce their market position in an increasingly competitive and faith-driven landscape.

2. MATERIALS AND METHODS
2.1. Search Strategy and Material Collection

This study retrieved 6,256 articles from databases such as Google Scholar, Scopus, and Crossref using keywords related to "Halal Legitimacy," "Brand Ethical Behavior," and "Perceived Brand Integrity" (Figure 1). The data mining process, conducted between 2014 and 2024, included peer-reviewed journal articles available in the intersection of the three search areas. The initial dataset, after removing duplicates, resulted in 5,951 unique articles.
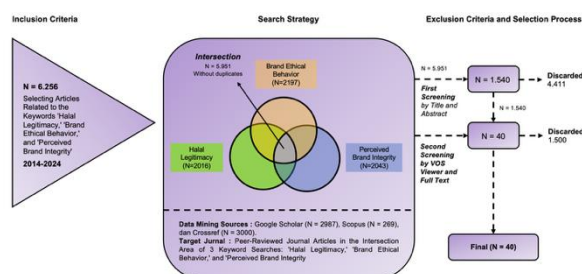

Figure 1. Search Strategy & Sampling Process

The first screening was based on titles and abstracts, leading to the exclusion of 4,411 articles due to insufficient relevance, narrowing the pool to 1,540 articles. Subsequently, a secondary screening was performed using VOSviewer and full-text analysis, further excluding 1,500 articles that lacked significant alignment with the research theme. This rigorous process finalized 40 articles deemed highly relevant to the research focus on the roles of brand ethical behavior and perceived brand integrity in rebuilding halal legitimacy.

The VOSviewer analysis revealed notable research gaps, particularly a lack of studies exploring the intersection of halal legitimacy, ethical branding, and consumer perception. This gap underscores the limited preliminary research in this domain, emphasizing the need for a systematic literature review to build a robust conceptual framework. Additionally, to enhance the breadth of the review, a snowballing technique was applied, reintegrating key studies initially excluded due to their indirect relevance to the primary keywords but found to provide valuable insights into brand relegitimization strategies in the halal industry. This iterative process ensures the comprehensive inclusion of literature essential to developing a well-rounded understanding of the research theme.

2.2. Sample Analysis

The analysis of Figures 2 and 3, generated using VOS Viewer from 5,951 articles, highlights a significant research gap in understanding the integration of ethical behavior and brand integrity with halal legitimacy. Ethical behavior is often linked to broad corporate principles such as corporate social responsibility (CSR) and ethical leadership. However, as Figure 2 demonstrates, there is a lack of direct connection between ethical behavior and halal legitimacy, underscoring a fragmented understanding of how ethical practices influence trust and compliance in religiously sensitive markets. This gap reveals the need for more focused research to address the intersection of these elements within the halal industry.
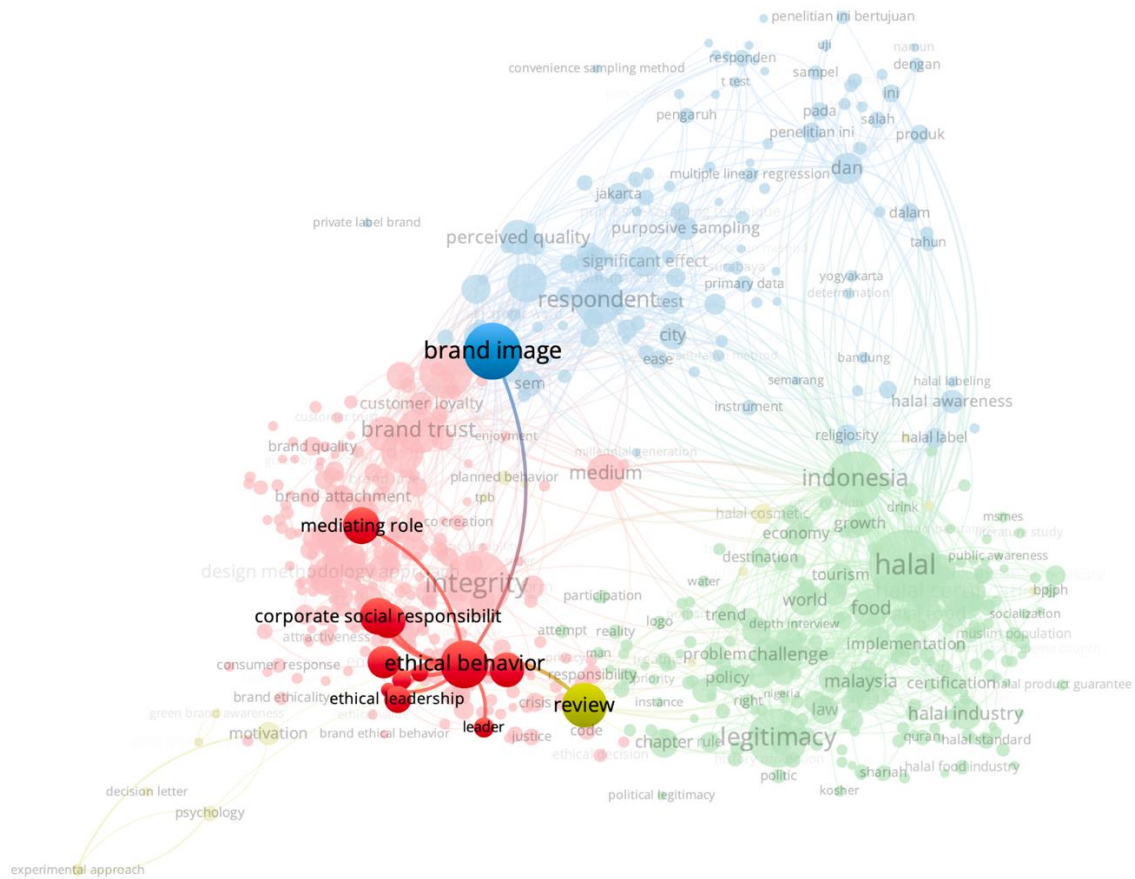
Figure 2. VOS Viewer Output (Ethical Behavior on Halal Legitimacy)
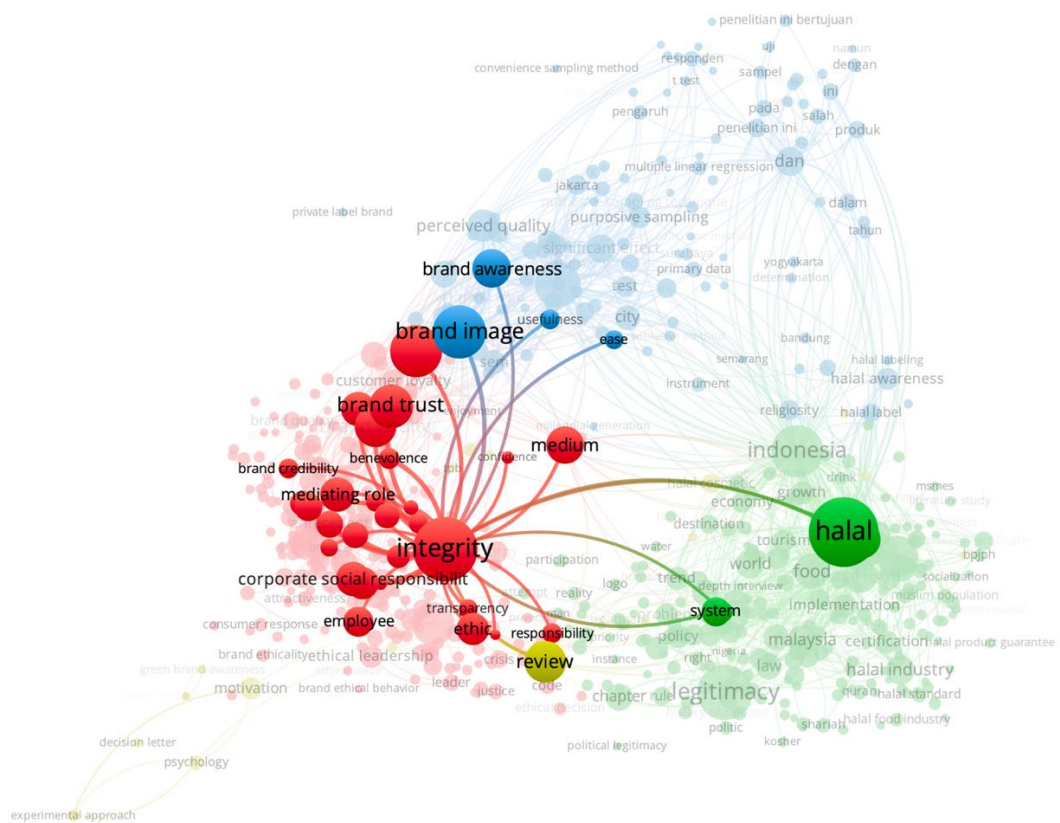

Figure 3. VOS Viewer Output (Brand Integrity on Halal Legitimacy)

Similarly, Figure 3 highlights that brand integrity is strongly connected to concepts like trust, awareness, and credibility, all of which are critical to consumer loyalty and market competitiveness (Nugroho et al., 2022). However, the figure also reveals a disconnect between brand integrity and halal legitimacy. While brand integrity forms the foundation for consumer trust, its role in halal branding and its relationship to religious values are largely overlooked in the literature. This indicates a need for research exploring how brand integrity influences consumer perceptions and trust in halal- certified products.

The fragmented understanding of these relationships is further supported by a review of ten related articles. Most studies focus on general topics such as ethical branding, corporate integrity, and legitimacy but fail to address the unique dynamics of halal certification. For instance, research often examines brand credibility in isolation without considering its implications for halal compliance or religiously motivated consumer trust (Prihatno et al., 2024). This limited perspective leaves a significant gap in understanding how ethical and branding practices can support halal legitimacy.

The role of ethical behavior in halal markets becomes even more critical when considering the cultural and religious sensitivities involved. Ethical behavior must not only align with general principles of accountability and transparency but also adhere to Islamic guidelines and values. Studies have shown that consumers in halal markets are highly sensitive to ethical violations and are likely to lose trust in brands that fail to uphold halal standards (Kurniati & Atiqah, 2021). This underscores the importance of integrating ethical practices into halal branding to enhance legitimacy and consumer confidence.

Brand integrity also plays a pivotal role in halal markets by reinforcing trust and credibility. However, its potential remains underutilized in halal branding strategies. Research on brand integrity often emphasizes trust and reliability in general consumer markets without exploring how these attributes align with the values and expectations of halal consumers (Sadiyah & Erawati, 2024).

Addressing this gap requires a more nuanced approach to brand management that incorporates both ethical behavior and brand integrity as key drivers of halal legitimacy.

Despite the increasing scholarly attention on halal branding and consumer trust, there remains a critical gap in understanding how brands can effectively restore their legitimacy after halal violations. Existing research has primarily focused on compliance with halal certification standards, consumer trust dynamics, and crisis management strategies (Butt et al., 2020; Nugroho et al., 2022). However, the interplay between ethical brand behavior, perceived brand integrity, and halal legitimacy has yet to be comprehensively explored.

Many studies address ethical branding in general but fail to contextualize it within the unique sensitivities of the halal industry, where religious values significantly shape consumer expectations (Amani, 2024; Rahayu et al., 2023). Moreover, while perceived brand integrity is widely acknowledged as a key determinant of consumer trust, its specific role in the relegitimization process remains underexamined (Kusuma, 2023; Cambier & Poncin, 2020). This study seeks to bridge these gaps by proposing a conceptual framework that integrates ethical behavior and perceived integrity as central pillars of halal legitimacy restoration.

In conclusion, the findings emphasize the need for comprehensive research that integrates ethical behavior, brand integrity, and halal legitimacy into a cohesive framework. By addressing these gaps, future studies can provide valuable insights into how brands can align ethical practices with consumer expectations, enhance trust, and ensure the legitimacy of halal certification systems. This integration is essential for advancing the understanding of brand management in halal markets, ultimately contributing to the sustainability and competitiveness of halal industries.

3. RESULTS AND DISCUSSION
3.1. Halal Legitimacy

Halal legitimacy refers to the process by which brands ensure that their products meet the stringent standards of Islamic law, thereby

gaining the trust and confidence of Muslim consumers. This concept goes beyond mere compliance with regulations, encompassing the broader perception of ethical and religious integrity upheld by the brand. In the global halal market, which is projected to reach USD 3.2 trillion by 2028, halal legitimacy is a cornerstone of consumer trust and brand reputation (Akim et al., 2024). For Muslim consumers, halal certification is not just a label but a testament to the ethical and religious values that a brand commits to adhering to throughout its operations (Rahayu et al., 2023). This legitimacy is vital for brands to maintain market competitiveness in a growing but highly sensitive industry (Nugroho et al., 2024).

In the context of food and beverage products, halal legitimacy involves a rigorous certification process that ensures compliance with Islamic dietary laws. However, recent cases of violations have highlighted systemic weaknesses in the certification process. For example, in 2024, the Halal Product Assurance Agency (BPJPH) in Indonesia identified 151 products with controversial names that received halal certification without proper auditing (Jubaedah et al., 2023).

Such incidents expose gaps in regulatory oversight and undermine consumer trust in the halal certification system (Purwaningsih et al., 2024). Additionally, contamination cases, such as the discovery of pork in halal- labeled meat products in Yogyakarta in 2022, emphasize the operational challenges faced by the industry in maintaining halal standards across complex supply chains (Abduh & Bastian, 2024). The impact of these violations extends beyond individual brands, affecting the overall perception of halal integrity in the market. Cases like the viral consumption of pork crackers in a halal-labeled restaurant have raised consumer concerns about the reliability of halal assurances. Despite corrective actions taken by the implicated brands, including apologies and operational changes, these measures often fail to fully restore consumer confidence. The destruction of contaminated utensils, for instance, is a visible demonstration of commitment but may not sufficiently address the erosion of trust caused by such incidents (Karyani et al., 2024).

To strengthen halal legitimacy, it is essential for brands to adopt a holistic approach that integrates ethical behavior and perceived brand integrity into their operations. Ethical behavior ensures that brands consistently adhere to halal standards, even under challenging circumstances (Nugroho et al., 2024). Perceived brand integrity, on the other hand, reinforces consumer trust by demonstrating the brand's commitment to transparency, accountability, and religious compliance (Rahayu et al., 2023). Together, these factors play a critical role in re-establishing legitimacy and fostering long-term consumer loyalty.

Addressing the challenges of halal legitimacy requires a collaborative effort between regulators, industry players, and consumers. Strengthening certification processes, enhancing supply chain monitoring, and promoting consumer education on halal standards are crucial steps in this direction (Marnita, 2024). Furthermore, brands must embrace a proactive approach to ethical branding, ensuring that their practices resonate with the values and expectations of halal-conscious consumers (Jubaedah et al., 2023). By doing so, they can not only rebuild trust but also position themselves as leaders in the halal market, contributing to its growth and sustainability (Abduh & Bastian, 2024).

3.2. Brand Ethical Behavior

Brand ethical behavior refers to the consistent actions and decisions of a brand that align with moral principles, societal norms, and consumer expectations. In the context of halal food and beverage industries, this concept takes on a heightened significance as it must also comply with Islamic guidelines and religious values. Ethical behavior encompasses transparency, accountability, and a commitment to maintaining halal standards across all operational aspects, from sourcing and production to distribution and marketing (Kurniati & Atiqah, 2021). For Muslim consumers, ethical behavior is not just a desirable attribute but a fundamental requirement that directly impacts their trust and loyalty toward a brand (Purwaningsih et al., 2024).

In recent years, ethical lapses in the halal food and beverage sector have highlighted the

critical role of ethical behavior in sustaining consumer trust. Cases like the certification of controversial products in Indonesia in 2024 and the contamination of halal meat products with pork in 2022 underline the severe consequences of ethical breaches (Nasution & Asmuni, 2024). These incidents demonstrate how failures to uphold halal standards erode consumer confidence, even if the breaches are due to oversight or operational complexities. Ethical behavior in such contexts extends beyond compliance; it involves taking responsibility, rectifying mistakes transparently, and ensuring that similar issues do not recur (Maemunah & Syakbani, 2021).

Moreover, ethical behavior has been shown to influence consumer perceptions significantly. When brands exhibit ethical practices, particularly in response to violations, they demonstrate their commitment to upholding consumer values. For example, visible corrective measures, such as public apologies or operational adjustments, reflect a brand's dedication to addressing lapses (Nugroho et al., 2022). However, these actions must be coupled with long-term strategies that integrate ethical principles into the brand's core operations to rebuild trust effectively (Purwaningsih et al., 2024). Research shows that consumers in halal markets are particularly sensitive to ethical violations, making it imperative for brands to prioritize ethical behavior as a foundational component of their legitimacy (Nasution & Asmuni, 2024).

The role of ethical behavior is not limited to crisis management but extends to shaping consumer-brand relationships over time. Ethical behavior builds a reputation for reliability and trustworthiness, factors that are crucial in halal markets where religious compliance is a key determinant of consumer decision-making (Maulana et al., 2022). Brands that consistently demonstrate ethical practices are more likely to foster loyalty and positive word-of-mouth, further reinforcing their market position. This alignment of operational behavior with ethical and religious values ensures that brands resonate deeply with their target audience (Kusumastuti et al., 2024).

To fully realize the potential of brand ethical behavior in enhancing halal legitimacy, brands must adopt a proactive approach. This involves integrating ethical principles into every facet of their operations and maintaining transparency with consumers (Maemunah & Syakbani, 2021). Regulatory frameworks should also encourage and support brands in achieving these objectives by providing clear guidelines and robust oversight (Purwaningsih et al., 2024). By embedding ethical behavior into their core strategies, brands can not only address immediate challenges but also build a strong foundation for long-term success and leadership in the competitive halal market (Nasution & Asmuni, 2024).

3.3. Perceived Brand Integrity

Perceived brand integrity refers to the consumer's belief in a brand's honesty, reliability, and commitment to its stated values. In the halal food and beverage industry, this concept is particularly critical as it encompasses the brand's dedication to upholding halal standards and Islamic principles throughout its operations (Amani, 2024). For Muslim consumers, perceived integrity is not only about the brand delivering on its promises but also consistently aligning with their religious and ethical expectations. A brand with high perceived integrity fosters trust and loyalty, which are essential for maintaining legitimacy in a highly sensitive and competitive market (Madun et al., 2022).

Recent violations in the halal industry, such as the certification of controversial products and contamination of halal meat, have underscored the fragile nature of perceived brand integrity. When brands fail to adhere to halal standards, the perceived integrity of not only the brand but also the overall certification system comes into question. Incidents like the 2023 viral case of a Muslim consumer unknowingly consuming pork in a halal-labeled restaurant illustrate how quickly trust can erode when perceived integrity is compromised (Butt et al., 2020). These lapses show that maintaining consumer trust requires more than technical compliance—it demands a brand-wide commitment to transparency, accountability, and religious adherence (Voak, 2021).

Perceived brand integrity also plays a pivotal role in how consumers respond to violations. When brands with high integrity

address breaches proactively and transparently, they are more likely to retain consumer trust and loyalty. For instance, public apologies, clear explanations, and visible corrective actions signal a brand's commitment to upholding its values (Deng et al., 2022). However, integrity is built over time through consistent behavior, meaning that brands must demonstrate their reliability long before any violations occur. This proactive approach ensures that consumers view the brand as trustworthy even during challenging times (Yang & Battocchio, 2021).

The importance of perceived brand integrity extends beyond individual consumer relationships; it influences the brand's reputation in the broader halal market. A brand perceived as having high integrity often enjoys competitive advantages such as increased consumer loyalty, positive word-of-mouth, and enhanced market positioning (Kusumastuti et al., 2024). In the context of halal branding, perceived integrity also reassures consumers about the authenticity of the halal certification process, fostering confidence in the products they purchase (Hassan & Osman, 2024). This alignment between consumer expectations and brand behavior reinforces the overall legitimacy of the halal market ecosystem.

To strengthen perceived brand integrity, brands must embed transparency and accountability into their operations. This includes maintaining open communication with consumers, ensuring rigorous supply chain oversight, and adhering strictly to halal standards (Cambier & Poncin, 2020). Additionally, regulatory bodies can play a crucial role by providing clear guidelines and robust monitoring to support brands in demonstrating their integrity (Hassan & Osman, 2024). By consistently upholding these principles, brands can enhance their perceived integrity, rebuild consumer trust after violations, and position themselves as reliable leaders in the halal market (Amani, 2024).

3.4. Conceptual Framework

The conceptual framework presented in Figure 4 is an output of the systematic literature review (SLR) analysis conducted in this research. The relationships between Brand Ethical Behavior, Perceived Brand Integrity,

and Halal Legitimacy were derived from empirical and theoretical insights found during the review of relevant studies. This framework integrates key findings from the literature to propose a logical structure that addresses the challenges of maintaining consumer trust and ensuring halal compliance within the food and beverage industry (Butt et al., 2020).
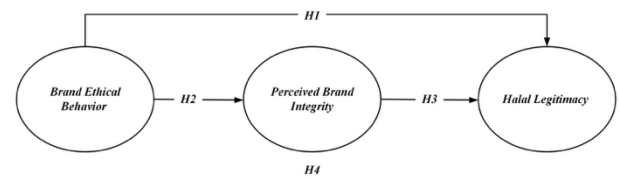

Figure 4. Proposed Conceptual Framework

The first hypothesis (H1) posits that Brand Ethical Behavior has a direct positive effect on Halal Legitimacy. Ethical behavior represents a brand's commitment to moral, societal, and religious principles, such as transparency, accountability, and strict adherence to halal standards. When a brand consistently demonstrates ethical behavior, it directly enhances its legitimacy by aligning operational practices with consumer expectations and religious guidelines (Yener, 2022). For example, brands that proactively ensure ethical sourcing, accurate halal labeling, and transparent communication strengthen their credibility in the halal market (Amani, 2024).

The second hypothesis (H2) establishes a connection between Brand Ethical Behavior and Perceived Brand Integrity. Ethical behavior provides the foundation for consumer perceptions of a brand's honesty, reliability, and adherence to its commitments. Actions such as maintaining clear supply chain oversight, responding promptly to violations, and implementing ethical marketing strategies reinforce the perception of integrity. Consumers interpret these consistent behaviors as evidence of the brand's dedication to its stated values, especially in culturally and religiously sensitive markets.

The third hypothesis (H3) suggests that Perceived Brand Integrity has a direct and positive influence on Halal Legitimacy. Integrity reflects the consumer's belief that the brand reliably upholds its promises and complies with halal standards under all

circumstances. When consumers perceive a brand as having high integrity, they are more likely to trust its halal claims and certification processes. This trust is essential in addressing violations or lapses, as consumers who perceive a brand as honest are more likely to forgive isolated errors if corrective actions are taken (Cambier & Poncin, 2020).

The fourth hypothesis (H4) examines the mediating role of Perceived Brand Integrity in the relationship between Brand Ethical Behavior and Halal Legitimacy. This mediation suggests that while ethical behavior establishes the groundwork for halal compliance, its impact on legitimacy is amplified when consumers perceive the brand as having high integrity. Ethical actions such as rigorous auditing, transparent operations, and proactive responses to violations enhance consumer trust only when they translate into a positive perception of the brand's integrity (Butt et al., 2020).

The logic behind this framework highlights the sequential and interconnected nature of the variables. Brand Ethical Behavior serves as the foundational variable that sets the tone for consumer trust and brand reputation. However, its impact is mediated through Perceived Brand Integrity, which acts as the consumer's lens for interpreting ethical actions. Together, these variables directly influence Halal Legitimacy, which is the ultimate goal for brands in the halal industry. The logical flow of this framework demonstrates that ethical practices alone are insufficient unless they are consistently perceived and internalized by consumers as evidence of the brand's integrity (Amani, 2024). This holistic approach provides a robust strategy for brands to sustain compliance, rebuild trust, and maintain their competitive edge in the halal market.

3.5. Discussion

The findings of this study align with previous literature on the critical role of brand ethical behavior and perceived brand integrity in re-establishing trust in the halal food and beverage industry after violations. Ethical transparency and accountability have consistently been identified as pivotal factors in rebuilding consumer trust. For instance, Amani (2024) highlights that brand ethical behavior, particularly transparency and adherence to

Islamic principles, directly enhances brand legitimacy in the halal market. Similarly, the proactive steps taken by brands in addressing lapses, such as public apologies and operational reforms, resonate with consumers, as demonstrated by Butt et al. (2020). These actions not only mitigate immediate backlash but also lay the groundwork for long-term trust restoration.

Perceived brand integrity further amplifies the impact of ethical behavior by shaping consumer trust and loyalty. This aligns with Nugroho et al. (2022), who argue that perceived brand integrity acts as a lens through which consumers interpret a brand's actions. For instance, brands demonstrating genuine commitment to rectifying violations, such as revising certification processes or enhancing supply chain monitoring, strengthen consumer confidence in their integrity (Karyani et al., 2024). The research also corroborates findings by Cambier and Poncin (2020), who emphasize the importance of transparency and reliability in marketing communications to reinforce consumer perceptions of brand honesty and adherence to halal standards.

However, challenges remain in ensuring consistent compliance with halal certification processes across complex supply chains. The gaps in regulatory oversight and the operational hurdles highlighted in this study echo the findings of Hassan and Osman (2024), who stress the need for robust frameworks to prevent lapses in halal certification. Additionally, the findings support Prihatno et al. (2024), who note that consumer trust can only be rebuilt when ethical actions translate into clear evidence of brand integrity. Therefore, addressing these challenges through integrated strategies that combine rigorous ethical practices with effective communication is vital for maintaining and restoring halal legitimacy in a competitive market.

4. CONCLUSIONS

This research delves into the critical This research delves into the critical process of relegitimizing halal food and beverage brands following violations, with a particular focus on the roles of brand ethical behavior and perceived brand integrity. By analysing recent cases of halal violations in Indonesia, the

study highlights the significant challenges brands face in maintaining consumer trust while ensuring compliance with Islamic dietary laws. The findings underscore that the integrity of halal certification is not merely a matter of compliance but is deeply tied to consumer perceptions and trust, making it crucial for brands to demonstrate both ethical behaviour and transparency.

The study emphasises that ethical behaviour, including transparency, accountability, and strict adherence to halal standards, is fundamental in rebuilding consumer confidence. Furthermore, the concept of perceived brand integrity, which reflects consumer trust in a brand's honesty and reliability, plays a pivotal role in restoring legitimacy after violations. Brands that have successfully built strong integrity are better positioned to regain consumer trust even after lapses.

The proposed conceptual framework illustrates the interconnected nature of brand ethical behaviour, perceived brand integrity, and halal legitimacy. Ethical behaviour directly enhances halal legitimacy by aligning a brand's actions with consumer expectations and religious values, an effect further amplified through perceived brand integrity. This dual influence highlights the need for brands to build both ethical practices and positive consumer perceptions to maintain and rebuild halal legitimacy effectively.

5. RECOMMENDATIONS

Future research is encouraged to empirically test the proposed framework using quantitative and qualitative methods, thereby validating the theoretical connections between ethical behavior, brand integrity, and halal legitimacy. Additionally, scholars should explore the cultural and religious nuances that may moderate the effectiveness of relegitimization strategies across different halal markets. From a managerial perspective, brands are advised to invest in transparent communication and long-term ethical governance to improve perceived integrity following a crisis. Comparative studies between countries or sectors could also reveal strategic variations, while longitudinal research might help uncover how consistent ethical practices influence consumer loyalty over time. These future directions aim to strengthen both academic insight and practical tools for brands operating in increasingly scrutinised halal markets.

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