

Islamic Marketing, Halal Brand Authenticity, and Gen Z Purchase Intention: Role of Consumer Trust among MSMEs

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ABSTRACT

This study aims to examine the relationship between Islamic marketing, halal brand authenticity, consumer trust, and Gen Z purchase intention in the context of micro, small, and medium enterprises (MSMEs). The study specifically seeks to identify how Islamic marketing practices and authentic halal branding contribute to consumer trust and subsequently influence Gen Z consumers' intention to purchase halal products. This study employed a qualitative systematic literature review (SLR) by analyzing relevant academic publications on Islamic marketing, halal branding, brand authenticity, consumer trust, Gen Z consumer behavior, and purchase intention. Literature was identified through academic databases, including Scopus, Web of Science, ScienceDirect, Emerald Insight, Google Scholar, and SINTA-indexed national journals. The selected literature was analyzed thematically to identify recurring concepts, relationships, and research gaps concerning halal consumer behavior and MSME marketing. The findings indicate that Islamic marketing can strengthen consumers' perceptions of ethical, transparent, and value-oriented business practices, while halal brand authenticity contributes to perceptions that a brand is genuine, consistent, and credible in fulfilling its halal promises. Consumer trust emerges as an important mechanism connecting these perceptions with purchase intention. For Gen Z consumers, trust is particularly relevant because purchasing decisions are increasingly influenced by digital information, social media, electronic word-of-mouth, halal awareness, and the consistency between brand communication and actual business practices. The synthesis further indicates that MSMEs can strengthen Gen Z purchase intention by integrating Islamic marketing principles with authentic halal branding, transparent communication, consistent product quality, and trust-building strategies.

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INTRODUCTION

The rapid development of the halal industry has created new opportunities for micro, small, and medium enterprises (MSMEs) to compete in increasingly dynamic consumer markets. Halal consumption is no longer associated exclusively with religious compliance but has increasingly become connected with product quality, ethical business practices, transparency, safety, and consumer identity. This development has encouraged MSMEs to incorporate Islamic values into their marketing strategies in order to establish stronger relationships with consumers. Islamic marketing provides a framework in which marketing activities are conducted according to principles such as honesty, fairness, responsibility, trustworthiness, and the avoidance of misleading information. Within this context, halal products are expected not only to comply with formal halal requirements but also to communicate a credible brand identity that reflects the values promised to consumers.

The growing importance of these dimensions indicates that halal-oriented marketing can become an important strategic instrument for MSMEs seeking to build consumer confidence and encourage purchase intention in competitive markets (Jumani, 2021).

The emergence of Generation Z (Gen Z) has further transformed the dynamics of halal consumption and marketing. As a digitally connected generation, Gen Z is exposed to large amounts of information through social media, online marketplaces, influencers, digital communities, and brand-generated content. Their purchasing decisions can therefore be influenced by a combination of functional, emotional, social, ethical, and religious considerations. For halal products, Gen Z consumers may evaluate not only whether a product possesses halal certification but also whether the brand demonstrates transparency, consistency, social responsibility, and alignment between its communication and actual business practices. Research on young Muslim consumers demonstrates that halal knowledge, digital information, social influence, and attitudes can contribute to the formation of halal purchase intention, suggesting that understanding Gen Z requires consideration of both religious and contemporary consumer characteristics (Febriandika, 2023).

Within this changing consumer environment, Islamic marketing provides MSMEs with an opportunity to differentiate their brands through values that extend beyond conventional promotional activities. Islamic marketing emphasizes the creation of value while maintaining ethical principles in communication, transactions, and relationships with consumers. Consequently, marketing communication should not merely persuade consumers to purchase a product but should provide truthful and understandable information about product characteristics, halal status, production processes, and the values represented by the brand. For MSMEs, this approach is particularly relevant because consumers may perceive smaller businesses as more closely connected to local communities and personal relationships. When Islamic marketing principles are consistently reflected in business practices, they may strengthen consumer perceptions of credibility and subsequently contribute to a more favorable attitude toward the brand (Ali, 2021).

An important concept that has received increasing attention in contemporary branding research is brand authenticity. Brand authenticity refers to the extent to which consumers perceive a brand as genuine, consistent, trustworthy, and faithful to the values that it communicates. In the halal market, authenticity can become particularly important because the meaning of a halal brand extends beyond a label or certification. Consumers may expect a halal brand to demonstrate consistency between its stated Islamic values, product claims, business practices, and marketing communication. A brand that communicates halal values while simultaneously demonstrating transparency and consistency may generate stronger perceptions of authenticity than a brand that relies only on symbolic halal claims. Brand authenticity can therefore become an important mechanism through which halal-oriented MSMEs establish meaningful relationships with consumers (Napoli, 2014).

Halal brand authenticity becomes particularly relevant when consumers are confronted with numerous brands offering similar halal products. The increasing availability of halal products means that halal status alone may not always provide sufficient differentiation in the marketplace. MSMEs must therefore communicate why their products are genuinely connected to halal principles and how these principles are reflected throughout their business activities. Authenticity may emerge through consistent product quality, transparent halal information, ethical sourcing, honest communication, and the alignment between brand promises and consumer experiences. When consumers perceive such consistency, they may be more willing to regard the brand as credible and genuine, which can subsequently influence their behavioral responses toward the product (Moulard, 2016).

Consumer trust represents another important factor in explaining the relationship between halal brand authenticity and purchase intention. Trust reflects consumers' willingness to rely on a brand based on expectations that the brand will fulfill its promises and act consistently with consumer interests. In the halal market, trust is particularly important because consumers may not be able to directly observe every stage of production, sourcing, processing, storage, or distribution. Consequently, consumers often depend on information provided by brands, halal certification, labels, reviews, and other forms of communication to assess whether a product meets their expectations. When consumers perceive a halal brand as authentic and transparent, these perceptions may contribute to stronger trust and reduce uncertainty during the purchasing process (Mursid, 2022).

The relationship between consumer trust and purchase intention becomes increasingly significant among Gen Z consumers because their purchasing environment is strongly influenced by digital information. Social media enables consumers to compare brands, examine reviews, observe influencer recommendations, and evaluate the consistency of brand communication with actual consumer experiences. Positive information may strengthen trust, whereas inconsistent claims, misleading communication, or negative consumer experiences can quickly reduce confidence in a brand. Research on Gen Z and halal cosmetics indicates that digital communication, electronic word-of-mouth, and halal product knowledge can influence consumers' intentions to purchase halal products. These findings demonstrate that halal purchase intention among younger consumers is increasingly shaped by an interaction between product-related information and perceptions of credibility in digital environments (Bhutto, 2024).

MSMEs are an important context for examining these relationships because they constitute a substantial part of the halal business ecosystem and often operate with more limited resources than large corporations. Unlike large companies that can invest extensively in advertising, celebrity endorsement, and sophisticated brand-building campaigns, MSMEs may need to develop consumer trust through authenticity, direct communication, community relationships, and consistent product quality. For halal MSMEs, Islamic marketing can therefore function not only as a promotional approach but also as a strategic foundation for developing a distinctive brand identity. By communicating halal values consistently and demonstrating them through actual business practices, MSMEs may strengthen perceptions of authenticity and trust among their target consumers (Arumbinang, 2025).

The relationship between halal branding and purchase intention is also supported by the increasing importance of halal certification and awareness among consumers. Certification provides formal assurance regarding the halal status of a product, while brand authenticity and trust address broader questions concerning whether consumers believe that the brand genuinely maintains the values it communicates. These dimensions should therefore be understood as complementary rather than interchangeable. A halal certificate can provide institutional assurance, while authentic branding and consumer trust can contribute to the emotional and relational dimensions of consumer decision-making. Recent research indicates that halal certification, awareness, product information, and consumer perceptions remain important factors in determining halal purchasing behavior, particularly as consumers become more attentive to the credibility of halal claims (Jalil, 2026).

Despite the growing body of research on halal consumption, several research gaps remain. Previous studies have examined halal certification, halal awareness, religious commitment, brand image, social media influence, and purchase intention, while other studies have focused on brand authenticity or consumer trust. However, the integration of Islamic marketing, halal brand authenticity, and consumer trust within a single framework remains relatively underexplored, particularly in the context of Gen Z consumers and MSMEs. Existing studies also frequently examine halal products from the perspective of large consumer markets or specific product categories, while less attention has been given to how MSMEs can utilize Islamic marketing principles to establish authentic halal brands and build trust among digitally oriented younger consumers. This gap indicates the need for an integrated examination of the mechanisms through which Islamic marketing and halal brand authenticity may contribute to Gen Z purchase intention.

Based on this research gap, this study examines the relationship between Islamic marketing, halal brand authenticity, consumer trust, and Gen Z purchase intention in the context of MSMEs. The study specifically seeks to understand whether Islamic marketing and halal brand authenticity can strengthen consumers' purchase intention and whether consumer trust plays an important role in this relationship. By focusing on Gen Z, the study responds to the changing characteristics of halal consumers who increasingly interact with brands through digital platforms and evaluate products based not only on functional attributes but also on ethical, religious, social, and authenticity-related considerations. The study is expected to contribute theoretically to the literature on Islamic marketing and halal consumer behavior while also providing practical insights for MSMEs in developing credible, authentic, and trustworthy halal brands (Rokhmah, 2025).

The findings of this study are expected to provide a more comprehensive understanding of how Islamic values can be translated into contemporary marketing practices without separating religious principles from consumer-oriented branding strategies. For MSMEs, understanding the role

of authenticity and trust can help businesses develop marketing communication that is consistent with halal principles while remaining relevant to the expectations of Gen Z consumers. Rather than relying solely on halal labels or promotional messages, MSMEs can develop a stronger brand identity through transparency, consistency, ethical communication, and demonstrable commitment to halal values. In this way, Islamic marketing and halal brand authenticity can be examined not merely as communication concepts but as strategic elements in building long-term consumer relationships and purchase intention within the growing halal MSME market.

METHOD

This study employed a qualitative research approach using a systematic literature review (SLR) to examine the relationship between Islamic marketing, halal brand authenticity, consumer trust, and Gen Z purchase intention in the context of micro, small, and medium enterprises (MSMEs). A qualitative SLR was selected because it enables the researcher to identify, compare, interpret, and synthesize findings from previous studies concerning halal consumer behavior and contemporary Islamic marketing. Rather than statistically aggregating the results of previous studies, this research focused on identifying recurring concepts, relationships, theoretical perspectives, and research gaps related to Islamic marketing practices, halal branding, authenticity, consumer trust, and purchase intention among younger consumers.

The literature search was conducted through several academic databases, including Scopus, Web of Science, ScienceDirect, Emerald Insight, Google Scholar, and relevant national journal databases indexed by SINTA. The literature search focused primarily on studies published between 2016 and 2026, with greater attention given to studies published during 2021–2026 in order to capture recent developments in halal marketing, digital consumer behavior, Gen Z, and MSME marketing practices. The main keywords used in the search process included “Islamic marketing,” “Islamic marketing strategy,” “halal marketing,” “halal brand,” “halal brand authenticity,” “brand authenticity,” “consumer trust,” “halal purchase intention,” “Gen Z purchase intention,” “Muslim Gen Z,” “halal consumer behavior,” and “MSMEs.” These keywords were combined using Boolean operators such as AND and OR to obtain literature that was directly relevant to the research topic.

The literature identification process consisted of four main stages: identification, screening, eligibility assessment, and final inclusion. In the identification stage, potentially relevant articles were collected using the predetermined keywords across the selected databases. Duplicate records were subsequently removed before the screening process. During screening, titles and abstracts were examined to determine whether each article addressed the major concepts of the study. Articles that appeared relevant were then subjected to a full-text assessment to determine their eligibility. The final stage involved selecting studies that provided substantive evidence concerning the relationships among Islamic marketing, halal brand authenticity, consumer trust, and purchase intention, particularly among young consumers and within MSME or halal business contexts.

Data extraction was conducted systematically to facilitate comparison among the selected studies. The information extracted from each article included the author and publication year, research context, country or geographical setting, consumer characteristics, research objectives, theoretical framework, research method, key variables, and major findings. Particular attention was given to evidence explaining how Islamic marketing practices influence consumer perceptions, how halal brand authenticity is constructed, how consumer trust develops, and how these factors contribute to purchase intention. Studies involving Gen Z were given particular consideration because this consumer group represents an increasingly important segment of the digital halal market.

RESULTS AND DISCUSSION

Islamic Marketing as a Strategic Foundation for Gen Z Purchase Intention

The results of the literature synthesis indicate that Islamic marketing represents an important strategic foundation for developing consumer perceptions and purchase intention toward halal products, particularly among Generation Z consumers in the MSME sector. Islamic marketing differs from conventional marketing because its activities are not solely oriented toward increasing sales or maximizing economic outcomes but are also guided by ethical, social, and religious principles.

Honesty, fairness, transparency, responsibility, trustworthiness, and the avoidance of deceptive practices constitute important dimensions that can shape how consumers evaluate a halal-oriented brand. In the context of MSMEs, these principles can become a source of differentiation because smaller businesses often face limitations in financial resources, advertising budgets, technological infrastructure, and brand recognition compared with larger corporations. Consequently, the ability of MSMEs to communicate genuine Islamic values through their products and business practices can provide an alternative mechanism for establishing relationships with consumers. Islamic marketing becomes particularly relevant to Gen Z because this generation is highly connected to digital platforms and is continuously exposed to information regarding products, brands, social issues, ethical consumption, and religious values. Their purchase decisions can therefore involve not only functional considerations such as price and quality but also questions concerning whether a brand is perceived as responsible, transparent, ethical, and consistent with their personal values. In this context, Islamic marketing can contribute to purchase intention when consumers perceive that the marketing communication reflects actual business practices rather than merely serving as a promotional strategy. A brand that communicates halal values, for example, should ideally demonstrate those values through the selection of raw materials, production processes, pricing practices, customer service, and communication with consumers. Such consistency can strengthen positive consumer evaluations and create a stronger basis for purchase intention. Previous research on Islamic brands demonstrates that consumer attitudes toward Islamic branding can influence behavioral intentions, particularly when consumers perceive that the brand provides meaningful value and reflects principles relevant to their beliefs and expectations (Jumani, 2021).

The findings further indicate that Islamic marketing should be understood as an integrated organizational philosophy rather than simply a communication technique. For MSMEs, the implementation of Islamic marketing can begin from the way products are designed and produced and continue through pricing, distribution, promotion, and post-purchase relationships. This integrated approach is important because Gen Z consumers can easily access information from multiple sources and compare the claims of different brands before making purchasing decisions. When a brand presents itself as halal but provides limited information regarding certification, ingredients, production processes, or business practices, consumers may question the credibility of the marketing message. Conversely, when the brand provides transparent information and demonstrates consistency between its claims and practices, consumers may perceive the marketing communication as more credible. This condition is particularly important in the digital marketplace because information can spread rapidly through social media, online reviews, electronic word-of-mouth, and consumer-generated content. A positive consumer experience can strengthen the credibility of an MSME, while inconsistent information can potentially undermine consumer confidence. Thus, Islamic marketing can influence Gen Z purchase intention not simply because consumers recognize Islamic terminology or halal symbols, but because Islamic values provide a framework for developing credible and trustworthy relationships between businesses and consumers. This finding reinforces the argument that halal-oriented marketing should combine religious compliance with ethical business conduct and transparent communication in order to respond to the expectations of contemporary consumers (Ali, 2021).

Halal Brand Authenticity as a Driver of Consumer Trust

The second major finding demonstrates that halal brand authenticity is an important factor in the development of consumer trust. Brand authenticity generally refers to the extent to which consumers perceive a brand as genuine, sincere, consistent, and faithful to the values that it communicates. In the halal market, authenticity acquires a more specific meaning because consumers may expect a halal brand to demonstrate consistency between its religious claims, product characteristics, production practices, business ethics, and communication activities. Halal certification provides an important form of institutional assurance, but the existence of certification alone does not necessarily explain the entire relationship between consumers and brands. Consumers may still ask whether a company genuinely maintains halal principles throughout its business activities and whether the values communicated through its branding are reflected in actual consumer experiences. Therefore, halal brand authenticity extends beyond the presence of a halal label and includes the credibility, consistency, transparency, and integrity of the brand as a whole. For MSMEs, this dimension can be particularly significant because their competitive advantage may depend

heavily on reputation and consumer relationships. Smaller businesses may not possess the same advertising resources as multinational corporations, but they can develop authenticity through transparent communication, direct engagement with consumers, consistent product quality, community involvement, and demonstrable commitment to halal principles. When these characteristics are consistently experienced by consumers, the brand can be perceived as more genuine and credible. Research on consumer-based brand authenticity demonstrates that authenticity can influence consumer responses because consumers tend to value brands that are perceived as sincere and consistent with the identity they communicate (Napoli, 2014).

The literature also indicates that halal brand authenticity has a close relationship with consumer trust because authenticity can reduce uncertainty and increase consumers' confidence in brand claims. In the halal consumption context, consumers may not be able to directly observe the entire production and distribution process, meaning that they must rely on external information and signals provided by the business. Such signals may include halal certification, product labels, information about ingredients, production processes, company communication, customer reviews, and recommendations from other consumers. When these signals are perceived as consistent, consumers are more likely to develop confidence in the brand. Trust therefore emerges when consumers believe that a brand is capable of delivering what it promises and is willing to maintain its commitments over time. This relationship becomes particularly important for MSMEs because consumer trust can compensate, to some extent, for the limited brand familiarity that smaller businesses may possess. A new or relatively unknown MSME may not have a long history in the market, but it can establish credibility by demonstrating transparent and consistent halal practices. Furthermore, trust can strengthen the relationship between consumers and brands beyond individual transactions because consumers who believe that a brand is reliable may be more willing to purchase repeatedly, recommend the product to others, and maintain a favorable perception of the brand. In the context of halal restaurants and products, previous research has similarly identified consumer trust as an important component of the relationship between halal identity and consumer loyalty, demonstrating that trust can connect perceptions of halal identity with subsequent consumer responses (Mursid, 2022).

For Gen Z, the relationship between authenticity and trust becomes even more important because this consumer group operates within a highly interactive and information-rich digital environment. Gen Z consumers are not only recipients of marketing communication but can also actively evaluate, discuss, share, and produce information about brands. They may compare official brand claims with reviews, comments, influencer content, marketplace ratings, and user-generated videos. Consequently, inconsistencies between what a brand communicates and what consumers experience can become visible relatively quickly. Authenticity in this environment therefore requires more than persuasive advertising; it requires consistency across multiple consumer touchpoints. An MSME that communicates halal values through social media, for example, needs to ensure that those values are reflected in the actual product, customer service, packaging, certification information, and overall consumer experience. When consumers observe such consistency, the brand may be perceived as authentic, which can subsequently strengthen trust. Conversely, if consumers perceive that halal claims are used merely as a marketing symbol without corresponding evidence, the perceived authenticity of the brand may decline. The literature on Gen Z halal consumption supports the importance of information, halal knowledge, electronic word-of-mouth, and digital communication in shaping consumers' evaluations and purchase intentions (Bhutto, 2024).

Consumer Trust as a Connecting Mechanism Between Islamic Marketing, Halal Brand Authenticity, and Gen Z Purchase Intention

The third major finding indicates that consumer trust functions as an important connecting mechanism between Islamic marketing, halal brand authenticity, and Gen Z purchase intention. The literature suggests that consumers do not automatically translate awareness of halal products into actual purchase intention. Instead, they need to develop sufficient confidence that the product is genuinely halal, that the information communicated by the business is accurate, and that the brand will fulfill the promises it makes. Trust is therefore important because it reduces perceived uncertainty in the purchasing process. This issue becomes particularly relevant for halal products because some product attributes cannot be directly evaluated by consumers before or even after

purchase. Consumers may not be able to independently verify the origin of ingredients, production procedures, storage conditions, or the complete supply chain. As a result, they rely on signals such as halal certification, brand reputation, transparency, reviews, and communication to determine whether a product can be trusted. Islamic marketing can strengthen these signals when businesses consistently communicate accurate information and demonstrate ethical conduct, while halal brand authenticity can reinforce the perception that the brand genuinely practices the values it communicates. When these two dimensions are combined, they can create a stronger foundation for consumer trust, which in turn may contribute to purchase intention.

The role of trust is especially important in understanding Gen Z purchase intention because Gen Z consumers frequently make purchasing decisions within digital environments characterized by high levels of information availability and social interaction. Consumers can access alternative brands, compare product information, examine customer reviews, watch product demonstrations, and evaluate the experiences of other consumers before purchasing. This environment means that trust is not developed solely through traditional advertising but through a broader process of interaction and information verification. A brand may communicate that its product is halal, but Gen Z consumers may seek additional evidence through certification information, social media content, online reviews, or recommendations from trusted individuals. Therefore, the credibility of the brand becomes an important determinant of whether marketing communication is accepted by consumers. When consumers perceive that an MSME consistently communicates truthful information, maintains halal standards, responds responsibly to consumer concerns, and provides products that match its promises, trust can become stronger. This trust can then reduce hesitation and increase consumers' willingness to purchase. Research examining Gen Z Muslim consumers demonstrates that halal knowledge, digital communication, and social influences are relevant to halal purchase intention, reinforcing the importance of understanding purchase decisions as a multidimensional process rather than as a simple response to halal labeling (Febriandika, 2023).

The synthesis also indicates that consumer trust should not be viewed only as a final outcome of marketing activities but as an important relational asset that can determine the sustainability of consumer-brand relationships. For MSMEs, this finding has important implications because maintaining long-term consumer trust can be more valuable than generating short-term purchase responses through aggressive promotional activities. Islamic marketing provides the ethical foundation for building that trust, while halal brand authenticity provides evidence that the values communicated by the brand are genuine and consistently practiced. Consumer trust then represents the psychological confidence that allows consumers to accept the brand's promises and reduce uncertainty associated with purchasing halal products. Once trust has developed, purchase intention can emerge as a behavioral consequence of positive perceptions and reduced perceived risk. This process suggests a conceptual relationship in which Islamic marketing contributes to the ethical credibility of the business, halal brand authenticity strengthens perceptions of genuineness and consistency, consumer trust connects these perceptions to consumer confidence, and purchase intention represents the resulting behavioral tendency. Such a framework is particularly relevant to MSMEs because it emphasizes that successful halal marketing does not depend exclusively on promotional visibility but also on the credibility and consistency of the business behind the brand. Recent research concerning Gen Z and halal products similarly demonstrates the importance of social media, halal awareness, influencers, and digital interactions in shaping halal purchase intention, suggesting that trust-building must occur across both offline and online consumer touchpoints (Rokhmah, 2025).

Overall, the three themes demonstrate that Islamic marketing, halal brand authenticity, and consumer trust should be considered interconnected dimensions in explaining Gen Z purchase intention toward MSME halal products. Islamic marketing provides the normative and ethical foundation, halal brand authenticity translates those values into a recognizable and credible brand identity, and consumer trust provides the relational mechanism through which positive perceptions can develop into purchase intention. The findings therefore suggest that MSMEs seeking to reach Gen Z consumers should pay attention not only to halal certification and promotional communication but also to the consistency between what the brand promises and what consumers actually experience. Transparency regarding halal status, product ingredients, production processes, pricing, and business practices can strengthen credibility, while consistent engagement through digital

platforms can help maintain consumer relationships. The integration of these dimensions provides a more comprehensive explanation of halal purchase intention because it recognizes that Gen Z consumers evaluate brands through a combination of religious, ethical, functional, social, and digital considerations. In this sense, halal branding becomes more than a certification-based marketing strategy; it becomes a process of building authentic relationships and sustainable trust between MSMEs and contemporary Muslim consumers (Arumbinang, 2025).

CONCLUSION

This study concludes that Islamic marketing, halal brand authenticity, and consumer trust represent interconnected factors in shaping Gen Z purchase intention toward halal products offered by MSMEs. Based on the qualitative systematic literature review, Islamic marketing provides an ethical and value-based foundation through principles such as honesty, transparency, fairness, responsibility, and trustworthiness. These principles are increasingly relevant to Gen Z consumers, who evaluate brands not only based on functional product attributes but also on ethical values, religious considerations, social responsibility, and the credibility of brand communication. For MSMEs, the implementation of Islamic marketing can therefore provide a strategic approach to developing stronger relationships with consumers while differentiating halal products in an increasingly competitive marketplace.

The findings further demonstrate that halal brand authenticity plays an important role in strengthening consumer trust. Authenticity is reflected in the consistency between halal claims, product quality, business practices, communication, and actual consumer experiences. Halal certification provides an important form of formal assurance, but the literature indicates that contemporary consumers may also evaluate whether a brand genuinely implements the values that it communicates. This is particularly important among Gen Z consumers who can easily access and compare information through social media, online marketplaces, electronic word-of-mouth, and user-generated content. Consequently, MSMEs need to ensure that halal branding is supported by transparent information, consistent product quality, ethical business practices, and credible communication.

Consumer trust emerges as an important connecting mechanism between Islamic marketing, halal brand authenticity, and purchase intention. When consumers perceive that an MSME communicates honestly, demonstrates genuine commitment to halal principles, and consistently fulfills its brand promises, confidence in the brand can increase and uncertainty associated with purchasing halal products can be reduced. For Gen Z, trust is particularly important because digital environments allow consumers to continuously verify brand claims through reviews, recommendations, social media content, and other sources of information. Therefore, purchase intention is not determined solely by the existence of a halal label but can also be influenced by the extent to which consumers perceive the brand as authentic, credible, transparent, and trustworthy.

From a practical perspective, the findings suggest that MSMEs should integrate Islamic values into their overall business and marketing strategies rather than using halal attributes merely as promotional symbols. Islamic marketing should be reflected in product development, communication, pricing, customer service, and business relationships, while halal brand authenticity should be strengthened through consistency between brand promises and actual practices. MSMEs should also develop transparent digital communication and actively maintain consumer trust because Gen Z consumers are highly connected to digital information and consumer-generated content. Such an integrated approach can support the development of stronger consumer–brand relationships and create a more credible halal brand identity.

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