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THE INFLUENCE OF DIGITAL STIMULUS ON HALAL TRUST AND DIGITAL PURCHASE BEHAVIOR OF HALAL MICRO, SMALL, AND MEDIUM ENTERPRISES CONSUMERS IN INDONESIAN

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Abstract
This study examines how digital marketing stimuli influence halal trust and digital purchase behavior in the context of Indonesian halal micro, small, and medium enterprises (MSMEs). Using the Stimulus-Organism-Response (S-O-R) framework, social media exposure, perceived value, and promo attractiveness are modeled as stimuli; halal trust as the organism; and digital purchase behavior as the response. Data were collected through an online survey of 73 Muslim consumers who had purchased halal MSME products via digital platforms and were analyzed using partial least squares structural equation modeling (PLS-SEM).
The results show that perceived value is the only significant predictor of halal trust, indicating that fair and credible value perceptions are central to building confidence in product halalness. Social media exposure positively affects digital purchase behavior, while promo attractiveness has a significant but negative effect, suggesting that overly aggressive promotions may signal low quality or higher risk. Halal trust does not significantly influence digital purchase behavior and does not mediate the relationships between digital stimuli and behavioral response. These findings refine the application of the S-O-R model in halal digital markets and highlight the need for halal MSMEs to focus on value creation and careful promotion design when targeting online consumers.

Keywords: halal trust, digital purchase behavior, social media exposure, perceived value, promo attractiveness

1. INTRODUCTION

The halal economy has recently emerged as a significant pillar of the global economy. This growth is driven by the increasing Muslim population, a rise in consumer awareness regarding halal aspects, and the regulatory and industry support for halal products across various countries, including Indonesia (Intan Nurrachmi, 2020; Miftahuddin *et al.*, 2022a; Usman *et al.*, 2024). In Indonesia, the policy on Halal Product Assurance and the strengthening of the sharia economy position halal micro, small, and medium enterprises (MSMEs) as strategic actors. They are crucial not only for their contribution to the gross domestic product but also for labor absorption and the strengthening of the local economy (Intan Nurrachmi, 2020).

Digital transformation accelerates the shift in consumer behavior toward online channels. E-commerce and social media have become primary marketing avenues, allowing halal MSMEs to reach consumers across regions with relatively affordable promotional costs (Liu, 2023). Digital

purchasing behavior defined as the process of searching for information, evaluating alternatives, and deciding on a purchase through online platforms is increasingly relevant for study, especially concerning Muslim consumers who, normatively, regard halal compliance as one of the key criteria in consumption. Recent studies indicate that religiosity, trust, and the perception of halal risk play significant roles in shaping the intention and behavior of purchasing halal products (Intan Nurrachmi, 2020; Miftahuddin *et al.*, 2022a; Öztürk, 2022).

Within the digital ecosystem of halal MSMEs, there are at least three primary contact points between businesses and consumers: social media exposure, perceived digital price value, and digital promo attractiveness. First, social media exposure refers to the frequency and intensity with which consumers view product content (photos, videos, reviews, live streaming) on platforms such as Instagram, TikTok, and e-marketplaces. Research based on the Stimulus-Organism-Response (S-O-R) model in the context of live streaming and social commerce indicates that stimuli in the form of social and media cues for example, the presence of the streamer, audience interaction, and content vividness can trigger internal responses (emotions, enjoyment, reduced uncertainty) that ultimately drive impulse buying and online purchase intention (Liu, 2023).

Second, the perception of digital value relates to consumers' assessment of fairness, transparency, and the equivalence of price to the benefits received. The concepts of perceived value and price fairness in marketing literature explain that when consumers view prices as fair and commensurate with the value they receive, satisfaction, trust, and purchase intent tend to increase. Conversely, pricing patterns that are perceived as manipulative or non-transparent can reduce trust and trigger negative assessments of the seller (Septian, 2025). In the context of halal, research shows that halal perceived value and perceived value of halal labels are closely related to purchase intention and can work through the mediation of trust (Miftahuddin *et al.*, 2022a).

Third, the attractiveness of digital promotions refers to the extent to which consumers view short-term incentives such as discounts, coupons, flash sales, and free shipping as beneficial, relevant, and convincing. Many studies have found that price promotions can increase interest and purchase volume, especially in the context of impulsive shopping on online platforms (Liu, 2023). However, recent studies show that promotions do not always have a positive impact; under certain conditions, overly aggressive promotions can actually lower perceptions of quality and even weaken sales by raising consumer suspicion about the product or seller (Hairunisya, 2025). These findings indicate that the effectiveness of digital promotions is highly dependent on context, seller reputation, and other accompanying information.

On the other hand, halal trust is a dimension that distinguishes the halal market from the general market. Halal trust can be defined as the level of consumer confidence that products truly

comply with sharia principles in terms of ingredients, processes, and distribution, as well as confidence in the integrity of the businesses and certification agencies involved (Miftahuddin *et al.*, 2022a; Öztürk, 2022). A number of studies show that halal trust has a positive and significant effect on halal purchase intention, and often acts as a mediating variable between halal perceived value, perceived risk, and purchase intention (Intan Nurrachmi, 2020; Miftahuddin *et al.*, 2022b). In a digital environment saturated with information, unverified testimonials, and halal claims that are not always accompanied by clear certification evidence, halal trust has the potential to become an important psychological filter in the consumer decision-making process (Usman *et al.*, 2024).

The relationship between digital stimuli, halal trust, and digital purchasing behavior in this study is explained through the Stimulus-Organism-Response (S-O-R) framework. The S-O-R model introduced by Mehrabian and Russell (1974) places environmental stimuli (S) as triggers for internal organismic responses (O), which ultimately result in behavioral responses (R) (Prassida and Hsu, 2022). Donovan and Rossiter (1982) then applied this model in a retail context, showing that the store atmosphere as a stimulus affects consumer emotions (organism), which in turn affects shopping behavior (response). In recent developments, S-O-R has been widely used to explain consumer behavior in digital environments, including live streaming commerce and social commerce, where social cues and media serve as stimuli, psychological variables (emotions, enjoyment, value, trust) as organisms, and purchasing behavior as responses (Liu, 2023).

In line with this framework, this study positions social media exposure, perceptions of digital value, and the appeal of digital promotions as stimuli (S) received by consumers; halal trust as an organism (O) that reflects consumers' psychological responses to these stimuli; and digital purchasing behavior of halal MSME products as a response (R). Thus, the empirical model structure estimated through SEM-PLS (EXS, PV, and PA → H and DPB) can be interpreted as the application of S-O-R with partial mediation, where digital stimuli have the potential to influence purchasing behavior directly or through internal mechanisms in the form of halal trust. This approach is consistent with modern S-O-R practices that do not always require full mediation, but rather accommodate both direct (S → R) and indirect (S → O → R) effects (Jurnal *et al.*, 2025).

The phenomenon in the field shows a gap between the intensity of halal MSME digital activities and sales achievements. Many MSME players report that the reach and interaction of content on social media is relatively high, but this is not always followed by an increase in transactions. Some business owners also observe that promotions that are too frequent or too large raise questions among consumers about product quality and credibility, resulting in an ambivalent response to promotional programs. These findings are consistent with empirical

evidence that price promotions can be detrimental to sales under certain conditions, such as when promotions undermine perceptions of quality or price fairness (Septian, 2025).

Based on the background and theoretical framework, this study aims to: (1) analyze the influence of social media exposure, digital price value perception, and digital promotion appeal on the digital purchasing behavior of halal MSME products; (2) examine the influence of these three digital stimuli on halal trust; and (3) explore the role of halal trust as a potential bridge between digital stimuli and the response in the form of digital purchasing behavior. This study is expected to contribute theoretically by integrating S-O-R, the concept of halal trust, perceived value, and digital promotion into a single empirical model, while also offering practical implications for halal MSMEs in designing content strategies, pricing policies, and promotional programs that are in line with the formation of trust and purchasing behavior among Muslim consumers in the digital era (Begum *et al.*, 2025).

2. METHODOLOGY [font Garamond 12; 1.5 space; Bold]

This study uses a quantitative approach with a cross-sectional explanatory survey design. The main objective is to examine the effect of Social Media Exposure (EXS), Perceived Value (PV), and Promo Attractiveness (PA) on Halal Trust (H) and Digital Purchase Behavior (DPB) within the Stimulus–Organism–Response (S–O–R) framework using Partial Least Squares (PLS-SEM) structural equation modeling. The PLS-SEM approach was chosen because it is suitable for models involving multiple latent constructs with a relatively limited sample size and is prediction-oriented.

The research population consists of Muslim consumers in Indonesia who have purchased halal MSME products through digital channels (social media, marketplaces, or other online platforms). Respondents were selected using purposive sampling based on the following criteria: Muslim, have purchased halal MSME products online, and willing to complete the questionnaire. The number of samples analyzed was 73 respondents. This number meets the basic PLS-SEM rule (10-times rule), because the construct with the most incoming arrows only received three causal relationships.

Primary data was collected through an online self-administered questionnaire distributed via social media and instant messaging applications. Before filling out the questionnaire, respondents received a brief explanation of the research objectives and confidentiality guarantees. All variables were measured using a 1–5 Likert scale (1 = strongly disagree, 5 = strongly agree), which is commonly used to measure attitudes and perceptions. Expose Social Media, Perceived Value, Halal Trust, and Digital Purchase Behavior were measured with several reflective indicators,

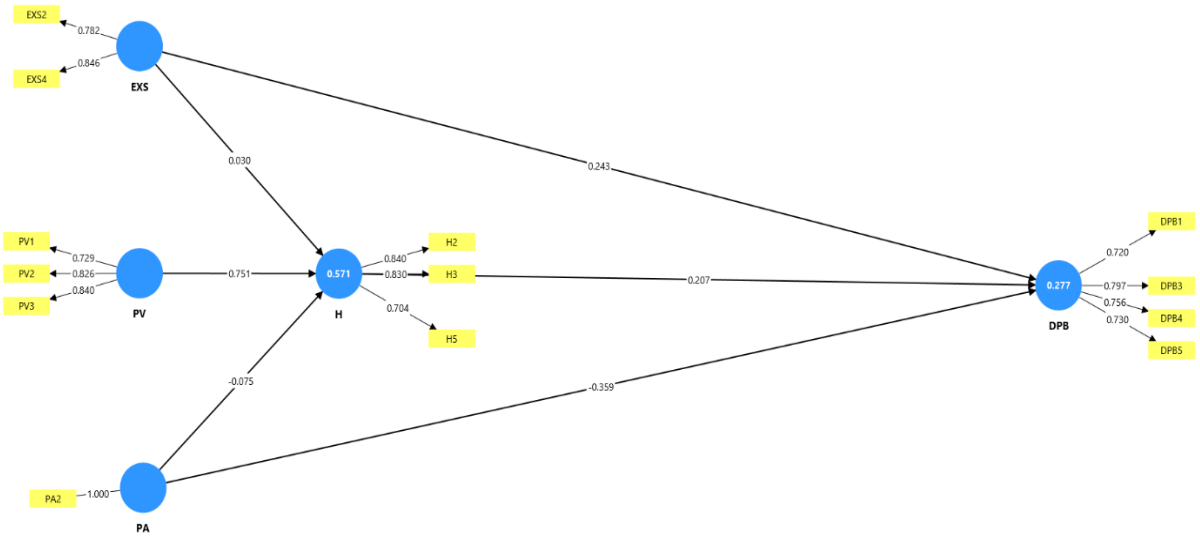
while Promo Attractiveness was measured with one reflective indicator that captured perceptions of the attractiveness of digital promotions. The composition of these indicators was identical to the measurement model analyzed in PLS-SEM.

Data analysis was conducted using PLS-SEM through two stages, namely evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). In the outer model, convergent validity (outer loading and AVE), discriminant validity (Fornell–Larcker criteria and cross loading), and construct reliability (Composite Reliability and Cronbach's alpha) were tested. All indicators had loadings above 0.70 and AVE above 0.50; CR for each construct was above 0.70, so the measurement model was considered valid and reliable even though Cronbach's alpha for EXS was slightly below 0.70 but was still supported by adequate CR and AVE.

In the inner model, the R-square value, effect size (f^2), and significance of the path coefficients were tested using the bootstrapping procedure. The results show that EXS, PA, and H explain about a quarter of the variation in DPB, while EXS, PA, and PV explain more than half of the variation in H. Hypotheses H1 to H6 were tested based on path coefficients, t-values, and p-values; while H7 to H9 (mediation) were interpreted from indirect effects in the same model.

3. RESULT AND DISCUSSION [font Garamond 12; 1.15 spacing; Bold]

Figure 1. Measurement Model Analysis (Outer Model)



Measurement Model Analysis (Outer Model) Measurement model analysis or outer model analysis uses two stages of testing, including: Construct validity and reliability, Discriminant

validity. Construct reliability and validity Convergent validity is the factor loading value on the latent variable and its indicators.

	DPB	EXS	H	PA	PV
DPB1	0.720				
DPB3	0.797				
DPB4	0.756				
DPB5	0.730				
EXS2		0.782			
EXS4		0.846			
H2			0.840		
H3			0.830		
H5			0.704		
PA2				1.000	
PV1					0.729
PV2					0.826
PV3					0.840

Based on the results of data processing using PLS presented in Table 5.1, it is known that all indicators in this study have outer loading values > 0.70. Indicators with outer loading values > 0.70 are interpreted as meeting the requirements for Convergent Validity in the adequate and good categories, so this study can proceed to the next stage of validity testing.

All indicators in the variables of Social Media Exposure (EXM), Perceived Value (PV), Promo Attractiveness (PA), Halal Trust (H), and Digital Purchase Behavior (DPB) have a loading factor value > 0.70, so they can be declared valid and capable of representing the construct of each variable. Thus, the instrument meets the convergent validity requirements.

Discriminant Validity

Discriminant Validity is used to ensure that each concept in the latent variable is different from other variables. The way to test discriminant validity is by looking at the cross loading value. A model has good discriminant validity if the cross loading value of each indicator in a latent variable has a value greater than the cross loading value in other variables. The following are the results of the Discriminant Validity calculation or test:

	DPB	EXS	H	PA	PV
DPB					
EXS	0.535				
H	0.368	0.356			

PA	0.445	0.180	0.056	
PV	0.463	0.406	0.999	0.103

Based on the Cross Loading and Fornell-Larcker Criterion tests, the square root AVE value for each variable is higher than the correlation with other variables.

This means that each latent variable is able to distinguish itself from other constructs (good discriminant validity).

Table of Fornel-Lacker Criterion Values

	DPB	EXS	H	PA	PV
DPB	0.751				
EXS	0.335	0.815			
H	0.263	0.213	0.794		
PA	-0.393	-0.131	-0.009	1.000	
PV	0.337	0.231	0.751	0.093	0.800

Construct Reliability

In measuring the internal consistency of measurement tools in PLS, a reliability test is used. According to (MJ and Prassida, 2025), this is measured using three criteria, namely Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE). Reliability testing shows the accuracy and consistency of a measuring instrument in performing measurements, where reliability refers to an instrument that is considered reliable for use as a data collection tool because it is of good quality.

The following are the composite reliability values for each variable:

Cronbach's alpha Composite reliability (rho_a) Composite reliability (rho_c) Average variance extracted (AVE)

DPB	0.745	0.751	0.838	0.565
EXS	0.495	0.503	0.798	0.664
H	0.710	0.742	0.835	0.630
PV	0.721	0.744	0.841	0.640

Variables are considered tested or reliable because they have a Cronbach's alpha value greater than 0.7.

Cronbach's alpha Composite reliability (rho_a) Composite reliability (rho_c) Average variance extracted (AVE) Status

DPB	0.745	0.751	0.838	0.565	Reliabel

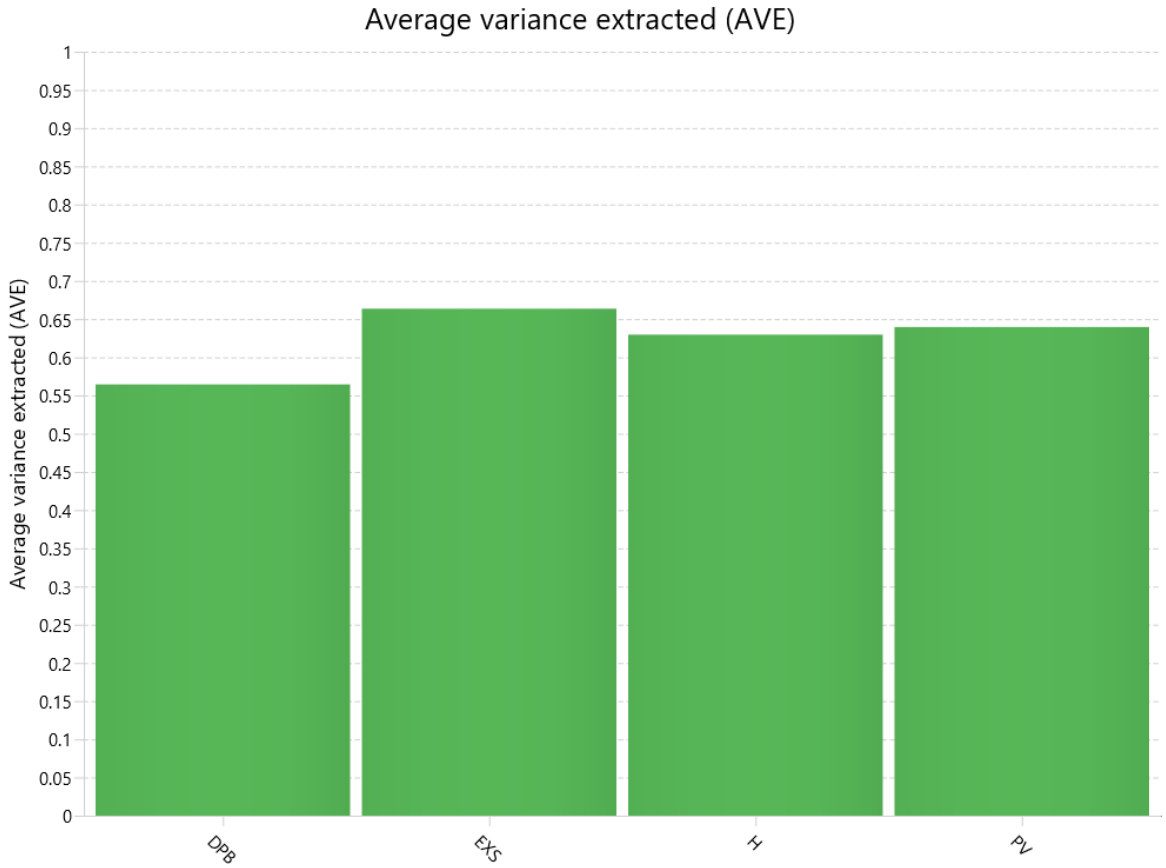
EXS 0.495 0.503 0.798 0.664 CR bagus, tetapi CA rendah → masih dapat diterima karena PLS mengutamakan CR

H 0.710 0.742 0.835 0.630 Reliabel

PV 0.721 0.744 0.841 0.640 Reliabel

Overall, the instrument was deemed suitable for use because it met the PLS reliability criteria (based on Composite Reliability and AVE).

Figure 2. Average Variance Extracted



R-Square (R2)

	R-square	R-square adjusted
DPB	0.277	0.245
H	0.571	0.553

The R-Square value is included to see how much impact the free latent variable has on the dependent variable.

Based on the R-Square value for the latent variable DPB (Digital Purchase Behavior) of 0.277, this indicates that variability has an impact of 0.277 or 28.6% on DPB (Digital Purchase Behavior), while 71.4% is outside the DPB (Digital Purchase Behavior) variable. Meanwhile, for the H (Halal

Trust) variable, the value is 0.571, which shows that variability has an impact of 57%, while 43% is outside H (Halal Trust).

Effect Size (F-Square)

	DPB	EXS	H	PA	PV
DPB					
EXS	0.077		0.002		
H	0.057				
PA	0.175		0.013		
PV			1.227		

Pengujian Hipotesis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
EXS -> DPB	0.243	0.255	0.104	2.334	0.020
EXS -> H	0.030	0.034	0.080	0.377	0.706
H -> DPB	0.207	0.219	0.111	1.865	0.062
PA -> DPB	-0.359	-0.365	0.106	3.392	0.001
PA -> H	-0.075	-0.078	0.074	1.016	0.310
PV -> H	0.751	0.763	0.059	12.717	0.000

The PLS-SEM results show that the structural model works quite well. Digital Purchase Behavior (DPB) is explained by Social Media Exposure (EXS), Promo Attractiveness (PA), and Halal Trust (H) with an R^2 value of 0.277, while Halal Trust (H) is explained by EXS, PA, and Perceived Value (PV) with an R^2 of 0.571. The effect size confirms that PV is the largest contributor to H (f^2 = 1.227), while PA has a moderate effect on DPB and EXS, and H contributes little to DPB.

At the 5 percent significance level, significant relationships were found between EXS → DPB (β = 0.243; p = 0.020), PA → DPB (β = −0.359; p = 0.001), and PV → H (β = 0.751; p = 0.000). Meanwhile, EXS → H (p = 0.706), PA → H (p = 0.310), and H → DPB (p = 0.062) are not significant. From this, it can be seen that only some of the direct hypotheses are supported by the data, and the Halal Trust mediation pattern expected by the S–O–R framework does not fully occur in this research sample.

Social Media Exposure, Halal Trust, and Digital Purchasing Behavior

Theoretically, the S–O–R framework predicts that social media exposure as a stimulus not only directly drives digital purchasing behavior, but also shapes psychological responses such as trust, which in turn influences behavior. Studies on live streaming commerce show that social and media cues increase flow, social presence, and trust, which ultimately drive impulse buying (Liu, 2023).

The research results are partially consistent, where the hypothesis regarding the direct influence of social media exposure on digital purchasing behavior is proven to be supported. The EXS → DPB coefficient is 0.243 with a p-value of 0.020, so that Social Media Exposure has a positive and significant effect on Digital Purchase Behavior. In other words, the more consumers are exposed to halal MSME content on social media, the greater their tendency to make digital purchases. This is in line with the findings of S–O–R studies in the digital environment, which place exposure and social cues as the main drivers of purchasing behavior.

However, the EXS → H path is not significant ($\beta = 0.030$; $p = 0.706$), so the hypothesis that social media exposure increases Halal Trust is not supported. This finding is not entirely in line with theoretical expectations that consider exposure to halal information on social media as a source of trust formation, but it is also not "unreasonable." Several recent studies in the halal context show that trust is not always the most decisive variable in purchase intent; in certain contexts, other variables such as religiosity, subjective norms, or halal awareness are more dominant, while trust and attitude can be insignificant. (Insani *et al.*, 2019).

A logical interpretation is that in the sample, social media exposure functions more as a pragmatic trigger: helping consumers recognize products, see testimonials, and facilitate access to purchases, but it is not yet sufficient to increase the depth of trust in the halal status of products. In other words, the content they see is enough to "encourage buying," but not strong enough to "strengthen halal trust." Theoretically, these results indicate that the EXS stimulus is stronger in the S → R pathway than in the S → O pathway.

Perceived Value as the Main Determinant of Halal Trust

The hypothesis regarding the influence of Perceived Value on Halal Trust (H2) received very strong empirical support. The PV → H coefficient was 0.751 with a t-statistic of 12.717 and a p-value of 0.000, accompanied by a very large effect size ($f^2 = 1.227$). This means that the higher the perceived value of halal MSME products (a combination of quality, benefits, and fair price) among consumers, the higher their Halal Trust.

These findings are very much in line with the latest literature.(Miftahuddin *et al.*, 2022a). show that perceived halal value and perceived halal risk have a significant effect on halal trust, and that halal trust mediates the influence of both on halal purchase intention. A conceptual review of halal consumer behavior also confirms that perceived value and price fairness are the foundation for trust formation and purchasing decisions in the digital halal market. Thus, H2 is not only supported by data, but also highly consistent with previous theories and research; this is precisely where the strength of this model lies: Halal Trust is truly formed primarily by the perceived value of digital prices, not merely by social media exposure or promotions.

At the same time, this finding explains why R^2 for Halal Trust reached 0.571—more than half of the variation in halal trust can be explained by PV (assisted by EXS and PA, which made minor contributions). Theoretically, this reinforces the argument that for Muslim consumers who are accustomed to digital transactions, halal is not just about labels, but also about "fair value and perceived honesty."

The Attractiveness of Promotions and the Paradox of Negative Effects on Purchasing Behavior

The most interesting and "counterintuitive" results emerged in the relationship between Promo Attractiveness and Digital Purchase Behavior. Theoretically, price promotions and digital incentives are often assumed to increase purchase intent and impulse buying, especially in e-commerce and live streaming environments. However, recent studies have begun to show that price promotions can be a double-edged sword. (Do, Kim and Wang, 2024) found that price promotions do not always increase sales; in certain contexts, promotions can actually signal quality risks and decrease sales, especially when they are not aligned with other signals such as online reviews.

These findings do not completely contradict the theory, but point to a more nuanced interpretation. In the context of halal MSMEs, overly aggressive promotion can be interpreted as a sign that the product is not selling well, its quality is questionable, or that it is not truly halal, and therefore needs to be sold at a low price. Combined with the level of skepticism among digital consumers towards testimonials and halal claims, excessive promotion can give rise to a greater perception of risk. This is very much in line with the literature which asserts that price promotions can be detrimental to sales when they are interpreted as a signal of low quality or inconsistency with the context of consumer decisions.

Meanwhile, the PA → H pathway is not significant ($\beta = -0.075$; $p = 0.310$), so H3 is not supported. This means that even though consumers see attractive promotions, this does not automatically increase or decrease Halal Trust; promotions operate more directly at the behavioral level (S → R) as signals that encourage or reduce the desire to buy, rather than as stimuli that build trust (S → O).

The Role of Halal Trust on Digital Purchase Behavior and Unformed Mediation

Hypothesis H4 predicts that Halal Trust has a positive effect on Digital Purchase Behavior. Numerically, the coefficient of H → DPB is 0.207 and is positive, but the p-value is 0.062, which is not significant at the 5 percent level. With strict standards, this hypothesis cannot be accepted, even though there are indications of a weak positive relationship.

Theoretically, many studies in the field of halal marketing have found that halal trust has a significant influence on halal purchase intention and sometimes acts as a mediator between perceived value or religiosity and purchase intention (Miftahuddin *et al.*, 2022b). Thus, these results are not entirely consistent with the mainstream literature, but they are also not completely divergent as there is already empirical evidence that in certain contexts, trust and attitude may not be significant for halal purchase intention.

The insignificance of the H → DPB path also means that the mediation patterns expected by H7, H8, and H9 are not statistically realized. For strong mediation to occur within the S–O–R framework, both the stimulus → organism and organism → response paths are usually required to be significant. In this model, only PV → H is strongly significant, while EXS → H and PA → H are insignificant, and H → DPB is also insignificant. Consequently, in practical terms, H7, H8, and H9 are not supported by the data.

Theoretically, this provides two important messages. First, the S–O–R framework remains relevant, but in the specific context of the halal MSMEs studied, it works primarily in the form of direct stimulus → response pathways (EXS → DPB and PA → DPB) and one very strong stimulus → organism pathway (PV → H). Second, Halal Trust is indeed strongly shaped by perceived value, but it has not yet become a "mandatory gateway" that consumers must pass through before making digital purchases; some consumers seem to rely sufficiently on price information, promotions, and transaction convenience without deeply processing halal trust in every purchasing decision.

Based on the findings of this study, future research should be directed toward re-examining the identified relationship patterns particularly the strong influence of perceived value on halal trust, the weak influence of halal trust on digital purchase behavior, and the negative influence of promotional attractiveness on digital purchase behavior with a richer design and context. Subsequent research should use a larger and more diverse sample size in terms of demographics and intensity of digital channel usage, so that it can be tested whether the patterns that emerged in this study are consistent across segments or only specific to certain respondent characteristics. In addition, the model can be enriched by including other psychological variables that have been widely discussed in the halal literature, such as religiosity, halal awareness, perceived risk, and social influence, to see whether halal trust is indeed relatively weak in explaining digital purchasing behavior, or whether there are other variables that are more dominant but have not been accommodated in the current model.

On the other hand, results showing the negative effects of promotions on digital purchasing behavior indicate the need for more refined measurements of promotional attractiveness and social media exposure. Future research should develop multi-item indicators that distinguish between

reasonable promotions and those that are perceived as excessive or suspicious, as well as the quality and frequency of social media content, so that it can be examined more specifically when promotions act as drivers and when they become signals of quality risk. Longitudinal or experimental research designs would also be very helpful in strengthening causal evidence, for example by manipulating the type of promotion, halal information, and price levels across various platforms (marketplaces, Instagram, live streaming) and observing changes in trust and purchasing behavior over time. Thus, future studies should not only re-test the S-O-R model used here, but also test its applicability in various contexts of the halal MSME digital ecosystem.

4. CONCLUSION [font Garamond 12; 1.5 spacing; Bold]

The results of this study indicate that the Stimulus-Organism-Response (S-O-R) model developed is capable of explaining some of the digital purchasing behavior of consumers towards halal MSME products, but with patterns that are not entirely consistent with classical theory expectations. Perceived Value proved to be the most dominant stimulus in shaping Halal Trust, while social media exposure and digital promotions did not contribute significantly to trust. This confirms that consumer halal trust in the digital context is built more through perceived value and price fairness than simply through content exposure intensity or promotional appeal.

In terms of digital purchasing behavior, Social Media Exposure has a positive and significant effect on Digital Purchase Behavior, confirming that exposure to halal MSME content on digital channels plays an important role in driving transactions. However, the finding that Promo Attractiveness has a negative and significant effect on digital purchasing behavior indicates a promotional paradox: promotions that are too "attractive" can actually be interpreted as a signal of risk or low quality by consumers. Meanwhile, Halal Trust does not have a significant effect on Digital Purchase Behavior and fails to act as a strong mediator, so that the emerging S-O-R pattern is more characterized by a direct stimulus–response pathway than full mediation through the organism.

Theoretically, this study contributes by showing that in the context of digital halal MSMEs, trust is not always the main link between digital stimuli and purchasing behavior, and that promotions can have a negative impact when not managed carefully. In practical terms, these results imply that halal SMEs need to prioritize creating real value and fair pricing to build Halal Trust, use social media to expand their reach and closeness to consumers, and design promotions selectively so as not to give the impression of being "cheap" or suspicious in the eyes of Muslim consumers who are increasingly critical in reading digital signals.

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