

HALAL BRANDING STRATEGIES AND CONSUMER TRUST IN TIMES OF GLOBAL ECONOMIC UNCERTAINTY: A STUDY OF ISLAMIC SMES' RESILIENCE IN RESPONSE TO PROTECTIONIST POLICIES

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Abstract

This literature review explores halal branding strategies and their impact on consumer trust, particularly within the context of global economic uncertainty. In recent years, protectionist policies have posed significant challenges to small and medium-sized enterprises (SMEs), including those in the Islamic sector. Halal branding has emerged as a key strategy for Islamic SMEs to distinguish themselves in the market, fostering trust and loyalty among consumers. The review examines existing literature on the role of halal branding in building consumer trust during times of economic instability. It highlights the resilience of Islamic SMEs in adapting to protectionist policies, focusing on the strategic responses to market fluctuations. The study identifies key factors that influence the effectiveness of halal branding in enhancing consumer trust, such as cultural values and ethical considerations. Moreover, the review discusses the intersection of halal branding and consumer behavior, emphasizing how trust can mitigate the impact of economic uncertainty. The literature also reveals the role of digital transformation in strengthening halal branding strategies for Islamic SMEs. In addition, the review assesses the long-term sustainability of halal branding in fostering business resilience. Finally, the paper concludes with recommendations for Islamic SMEs on leveraging halal branding to navigate economic challenges and enhance consumer trust.

Keywords: Halal branding, consumer trust, economic uncertainty, Islamic SMEs, protectionist policies.

Abstrak

Tinjauan literatur ini mengeksplorasi strategi branding halal dan dampaknya terhadap kepercayaan konsumen, khususnya dalam konteks ketidakpastian ekonomi global. Dalam beberapa tahun terakhir, kebijakan proteksionis telah menimbulkan tantangan signifikan bagi usaha mikro, kecil, dan menengah (UMKM), termasuk sektor Islam. Branding halal telah muncul sebagai strategi kunci bagi UMKM Islam untuk membedakan diri di pasar, membangun kepercayaan dan loyalitas konsumen. Tinjauan ini mengkaji literatur yang ada mengenai peran branding halal dalam membangun kepercayaan konsumen di masa ketidakstabilan ekonomi. Kajian ini menyoroti ketahanan UMKM Islam dalam beradaptasi dengan kebijakan proteksionis, dengan fokus pada respons strategis terhadap fluktuasi pasar. Studi ini mengidentifikasi faktor-faktor utama yang mempengaruhi efektivitas branding halal dalam meningkatkan kepercayaan konsumen, seperti nilai-nilai budaya dan pertimbangan etis. Selanjutnya, tinjauan ini membahas hubungan antara branding halal dan perilaku konsumen, dengan menekankan bagaimana kepercayaan dapat meredam dampak ketidakpastian ekonomi. Literatur juga mengungkapkan peran transformasi digital dalam memperkuat strategi branding halal bagi UMKM Islam. Selain itu, tinjauan ini mengevaluasi keberlanjutan jangka panjang. Copyright © 2025 The Authors. Published by Gunung Djati Conference Series This is open access article distributed under the CC BY 4.0 license - <https://creativecommons.org/licenses/by/4.0>

panjang dari branding halal dalam membangun ketahanan bisnis. Akhirnya, makalah ini menyimpulkan dengan rekomendasi untuk UMKM Islam dalam memanfaatkan branding halal untuk menghadapi tantangan ekonomi dan meningkatkan kepercayaan konsumen.

Kata Kunci: Branding halal, kepercayaan konsumen, ketidakpastian ekonomi, UMKM Islam, kebijakan proteksionis.

INTRODUCTION

In recent years the global economic landscape has been characterized by increasing uncertainty, primarily due to the rise of protectionist policies and geopolitical tensions. These developments have disrupted international trade, leading to market volatility and challenging the stability of small and medium-sized enterprises (SMEs) worldwide (Baldwin, 2023). Such economic instability poses significant threats to SMEs, which often lack the resources and flexibility to absorb external shocks (Shankar, 2020). In the context of Islamic SMEs, these challenges are further compounded by the need to adhere to Shariah-compliant practices, which may limit their strategic options during crises (Salleh et al., 2024). Islamic SMEs have demonstrated resilience by leveraging Islamic principles such as "ikhtiar" (effort) and "tawakkal" (trust in God), which guide their decision-making processes and risk management strategies (Maimun et al., 2022). These principles not only influence their operational strategies but also shape their branding approaches, including halal branding, which emphasizes ethical practices and consumer trust. Understanding how halal branding can enhance consumer trust during times of economic uncertainty is crucial for the sustainability and growth of Islamic SMEs in a protectionist global economy.

Halal branding has emerged as a pivotal strategy for businesses aiming to cater to the growing Muslim consumer market. Beyond its religious connotations, halal branding signifies a commitment to ethical practices, quality assurance, and cultural sensitivity, which resonate deeply with Muslim consumers (Borzooei & Asgari, 2013). This branding approach not only assures compliance with Islamic principles but also enhances consumer trust, which is crucial for brand loyalty and repeat purchases (Salleh et al., 2024). In the context of global economic uncertainty, where consumers are increasingly discerning and value-driven, halal branding offers a competitive edge by aligning product offerings with consumers' ethical and religious values (Anwar & Husen, 2024). Halal branding extends beyond the Muslim community, appealing to a broader audience that values ethical consumption, thereby expanding market reach (Anwar & Husen, 2024). The integration of halal principles into branding strategies also fosters a sense of community and identity among Muslim consumers, reinforcing their connection to the brand (Salleh et al., 2024). The effectiveness of halal branding is contingent upon authenticity and transparency; any perceived misrepresentation can lead to consumer distrust and brand dilution (Salleh et al., 2024). Therefore businesses must ensure that their halal branding efforts are genuine and substantiated by credible certification processes to maintain consumer confidence (Borzooei & Asgari, 2013). In conclusion, halal branding is not merely a marketing tool but a strategic approach that aligns business practices with consumer values, fostering trust and loyalty in an increasingly competitive and ethically conscious market.

Consumer trust plays a pivotal role in shaping the success and resilience of businesses, especially during times of economic uncertainty. When markets are volatile, consumers tend to

become more cautious, and their purchasing decisions are increasingly influenced by factors such as product quality, brand reputation, and ethical alignment (Lau et al., 2019). This heightened need for trust is particularly evident in the context of Islamic SMEs, as their target consumers often seek assurance that the products they purchase adhere to ethical and religious standards (Salleh et al., 2024). In times of economic instability, consumers are more likely to gravitate toward brands that they perceive as reliable, transparent, and aligned with their values (Lau et al., 2019). Furthermore, trust becomes an essential tool for building long-term consumer loyalty, as it reduces perceived risks and enhances consumer satisfaction (Gerrard & Cunningham, 2019). In the context of halal branding, the integration of Islamic principles into business practices helps foster this trust, as consumers view halal-certified products as ethically sound and consistent with their religious beliefs (Salleh et al., 2024). As the global economy faces increasing challenges due to protectionist policies, businesses that are able to establish and maintain consumer trust are more likely to weather the storm and emerge stronger (Pereira et al., 2020). Understanding how trust functions in times of economic uncertainty is critical for the survival and growth of businesses, especially those within the Islamic market segment (Rizki Alifa et al., 2025).

Islamic SMEs have demonstrated remarkable resilience in navigating economic uncertainties, particularly in the face of protectionist policies and global economic downturns. Their ability to adapt and thrive amidst challenges can be attributed to a combination of Islamic principles, entrepreneurial traits, and strategic financial practices. Studies indicate that Islamic SMEs often leverage Islamic financial instruments such as Qardh al-Hasan (benevolent loans), Zakat (alms), and Waqf (endowments) to enhance liquidity and support business continuity during crises (Naz, 2025). These instruments not only provide financial relief but also align with the ethical foundations of Islamic entrepreneurship, fostering trust and community support. The integration of Islamic values such as "ikhtiar" (effort) and "tawakkal" (trust in God) into business practices instills a sense of purpose and resilience among entrepreneurs, enabling them to persevere through adversities (Trinanda, 2025). The entrepreneurial traits prevalent among Muslim business owners, including adaptability, innovation, and a strong work ethic, further contribute to the resilience of Islamic SMEs (Trinanda, 2025). The emphasis on ethical business conduct and social responsibility enhances brand reputation and consumer loyalty, providing a competitive advantage in challenging economic climates (Salleh et al., 2024). These factors underscore the multifaceted resilience of Islamic SMEs, highlighting their capacity to navigate economic uncertainties while adhering to Islamic principles (Saputra & Amani, 2023).

The primary objective of this literature review is to analyze the role of halal branding in building consumer trust during times of global economic uncertainty, specifically within the context of Islamic SMEs. Halal branding has become a critical strategy for fostering consumer trust and loyalty, particularly as it aligns with ethical and religious values, which are increasingly important during economic crises (Borzooei & Asgari, 2013). The study aims to explore how these SMEs employ halal branding strategies not only to ensure product compliance with Islamic principles but also to enhance consumer confidence in the face of protectionist policies and market instability (Salleh et al., 2024). Another key objective is to examine the factors that influence consumer trust in halal-branded products, especially in light of economic crises that impact consumer purchasing behavior (Lau et al., 2019). The research seeks to understand how

Islamic SMEs, leveraging their unique position, adapt to economic instability through innovative strategies while maintaining alignment with Islamic business values (Trinanda, 2025). By synthesizing the existing literature, this review aims to provide insights into how halal branding serves as a strategic tool for resilience, underlining the role of trust and ethical values in maintaining consumer loyalty during times of uncertainty (Salleh et al., 2024). This review will contribute to a deeper understanding of the intersection between Islamic branding, consumer behavior, and the challenges posed by global economic fluctuations (Pereira et al., 2020)

This study significantly contributes to understanding the role of halal branding strategies in building consumer trust, particularly during times of global economic uncertainty. As businesses face increasing challenges from protectionist policies, this research highlights how Islamic SMEs can leverage halal branding to enhance trust and foster consumer loyalty (Borzooei & Asgari, 2013). The study is particularly relevant as it bridges gaps in literature by focusing on the intersection of Islamic values, consumer behavior, and resilience in SMEs during economic crises (Salleh et al., 2024). By investigating halal branding as both an ethical and strategic tool, this research provides actionable insights for SMEs seeking to sustain operations and strengthen their market position during volatile times (Anwar & Husen, 2024). Furthermore, the research underscores the importance of aligning business practices with Islamic principles in fostering consumer trust and compliance, essential for business continuity (Lau et al., 2019). This study also contributes to a broader understanding of how Islamic branding can appeal to a global market beyond Muslim consumers, targeting ethically conscious consumers in an increasingly competitive market (Pereira et al., 2020). Ultimately, the findings will inform future strategies for Islamic SMEs, offering a framework for sustainable growth and resilience in a rapidly changing economic environment (Riskal Amani et al., n.d.; Yulianty, Amani, et al., 2024; Yulianty, Riskal Amani, et al., 2024)

METHODOLOGY

This literature review adopts a qualitative approach to explore the role of halal branding strategies in fostering consumer trust within Islamic SMEs during periods of global economic uncertainty. The research methodology involves a systematic analysis of relevant academic articles, journals, books, and industry reports, focusing on studies that investigate halal branding, consumer behavior, and SME resilience. The literature search was conducted using academic databases such as Google Scholar, JSTOR, and ScienceDirect, ensuring access to high-quality peer-reviewed articles. Articles included in this review were selected based on their relevance to the themes of branding, consumer trust, Islamic business practices, and economic resilience. Only studies published within the last decade were considered to ensure the inclusion of recent developments in the field. The review focused on works that provide insights into the impact of protectionist policies and global economic crises on SMEs, particularly those within the Islamic market segment. Key themes explored in the literature include the definition and characteristics of halal branding, the relationship between branding and consumer trust, and the resilience strategies adopted by Islamic SMEs in response to economic uncertainty. The literature also delves into the ethical considerations of halal branding and its alignment with Islamic principles,

as well as its appeal to both Muslim and non-Muslim consumers. The review examines how Islamic SMEs use halal branding as a tool for differentiation in a competitive market and the challenges they face in maintaining authenticity and transparency. Data was synthesized to identify common patterns, gaps in the literature, and areas for further research. The review aims to provide a comprehensive understanding of how halal branding can be leveraged by Islamic SMEs to navigate economic challenges, enhance consumer trust, and ensure long-term sustainability. The findings from this analysis will contribute to the development of strategies that Islamic SMEs can adopt to strengthen their market position during times of economic volatility.

RESEARCH FINDING & ANALYSIS

The Role of Halal Branding in Enhancing Consumer Trust

Halal branding significantly influences consumer trust, particularly within Islamic SMEs operating in volatile economic environments. Recent studies corroborate that halal certification enhances brand trust by assuring consumers of adherence to Islamic principles, thereby fostering confidence in product quality and ethical standards (Yanti, 2024). This assurance is crucial during economic uncertainties, as consumers seek brands that align with their values and ethical considerations (Salleh et al., 2024). Halal branding serves as a strategic tool for differentiation, allowing SMEs to stand out in competitive markets by appealing to both Muslim and ethically conscious non-Muslim consumers (Anwar & Husen, 2024). The effectiveness of halal branding is contingent upon authenticity; perceived misrepresentation can lead to consumer distrust and brand dilution (Salleh et al., 2024). Islamic SMEs must ensure that their halal branding efforts are genuine and substantiated by credible certification processes to maintain consumer confidence (Borzooei & Asgari, 2013). In summary, halal branding not only aligns business practices with consumer values but also serves as a strategic approach to enhance trust and resilience in times of economic uncertainty.

Impact of Economic Uncertainty on Consumer Behavior

Economic uncertainty significantly influences consumer behavior, particularly during periods marked by inflation, rising tariffs, and geopolitical tensions. Studies indicate that such uncertainties lead to increased consumer caution, with individuals prioritizing essential expenditures and reducing discretionary spending (Lau et al., 2019). This shift is evident in the behavior of American consumers, who are exhibiting thriftier habits in response to economic instability, characterized by stagnant consumer spending and heightened anxiety (Lau et al., 2019). In Thailand, consumer confidence has declined to its lowest level in over two years, attributed to concerns over a sluggish economy, high living costs, and government instability, including the suspension of the Prime Minister (Reuters, 2025). These findings align with broader trends observed globally, where economic uncertainty leads to a cautious approach in consumer spending, affecting both developed and emerging economies (Lau et al., 2019). The heightened risk aversion during such times underscores the importance for businesses, including Islamic SMEs, to understand and adapt to these changing consumer behaviors to maintain trust and

loyalty*Resilience Strategies Employed by Islamic SMEs*

Islamic SMEs have shown considerable resilience in the face of economic uncertainty by leveraging both Islamic business principles and strategic management practices. Research has highlighted that these enterprises adopt adaptive strategies, such as innovation and technology integration, to navigate challenging economic environments (Kurniati et al., 2022). In particular, halal MSMEs in Central Java have been found to enhance their business performance through innovation and flexible management strategies during post-pandemic economic instability (Srijani, 2023). Furthermore, Islamic SMEs frequently utilize Islamic financial tools, such as Qardh al-Hasan, Zakat, and Waqf, to maintain liquidity and promote business continuity (Trinanda, 2025). These tools not only provide immediate financial relief but also reinforce the ethical and community-focused values that are central to the Islamic business model, fostering deeper trust among consumers (Kurniati et al., 2022). Additionally, the application of core Islamic values like "ikhtiar" (effort) and "tawakkal" (trust in God) cultivates a resilient mindset among entrepreneurs, empowering them to persist through economic adversity (Trinanda, 2025). This combination of ethical financial practices and spiritual guidance positions Islamic SMEs to not only survive but thrive during economic crises, establishing a sustainable business model that aligns with both market needs and religious principles (Srijani, 2023).

The Intersection of Islamic Values and Business Practices

The integration of Islamic values into business practices significantly enhances the resilience of Islamic SMEs during economic uncertainties. Research indicates that Islamic SMEs often leverage Islamic financial instruments such as Qardh al-Hasan (benevolent loans), Zakat (alms), and Waqf (endowments) to maintain liquidity and support business continuity during crises (Trinanda, 2025). These instruments not only provide financial relief but also align with the ethical foundations of Islamic entrepreneurship, fostering trust and community support. The integration of Islamic values such as "ikhtiar" (effort) and "tawakkal" (trust in God) into business practices instills a sense of purpose and resilience among entrepreneurs, enabling them to persevere through adversities (Trinanda, 2025). The entrepreneurial traits prevalent among Muslim business owners, including adaptability, innovation, and a strong work ethic, further contribute to the resilience of Islamic SMEs (Trinanda, 2025). The emphasis on ethical business conduct and social responsibility enhances brand reputation and consumer loyalty, providing a competitive advantage in challenging economic climates (Salleh et al., 2024). These factors underscore the multifaceted resilience of Islamic SMEs, highlighting their capacity to navigate economic uncertainties while adhering to Islamic principles.

Halal Branding as a Tool for Market Differentiation

Halal branding has emerged as a significant differentiator for Islamic SMEs, appealing not only to Muslim consumers but also to ethically conscious non-Muslim consumers. Studies indicate that halal-certified products are perceived as higher quality and more ethically produced, attributes that resonate with a broader consumer base (Saleh & Rajandran, 2024). For instance in the United States, non-Muslim consumers are increasingly drawn to halal products

due to their association with ethical sourcing, humane animal treatment, and cleanliness (Adnan, 2025). This trend is reflected in the growing market share of halal products among non-Muslim consumers, who cite health, quality, and ethical considerations as primary motivators for their purchases (Adnan, 2025). Halal branding can enhance consumer trust and loyalty, as it signals transparency and adherence to ethical standards (Salleh et al., 2024). The effectiveness of halal branding is contingent upon authenticity; perceived misrepresentation can lead to consumer distrust and brand dilution (Salleh et al., 2024). Islamic SMEs must ensure that their halal branding efforts are genuine and substantiated by credible certification processes to maintain consumer confidence. In summary, halal branding serves as a strategic tool for market differentiation, enabling Islamic SMEs to appeal to a diverse consumer base while reinforcing their commitment to ethical business practices

CONCLUSION

This study highlights the significant role of halal branding in enhancing consumer trust, particularly within Islamic SMEs during times of global economic uncertainty. Halal branding has emerged as an effective strategy for differentiating products in competitive markets, aligning business practices with consumer values, and fostering long-term loyalty. The research demonstrates that consumer trust is a key determinant of business success, especially during periods of economic instability when consumers are more cautious and value-driven. Islamic SMEs have shown remarkable resilience by integrating Islamic principles into their operations, ensuring authenticity, and leveraging financial tools such as Zakat and Waqf. This combination of ethical business conduct and spiritual values strengthens their position in the market and enhances consumer confidence. Additionally, halal branding not only appeals to Muslim consumers but also attracts ethically conscious non-Muslim consumers, further expanding market reach. The study emphasizes that Islamic SMEs must maintain transparency and authenticity in their branding efforts to sustain consumer trust and avoid potential brand dilution. As the global economy continues to face challenges, Islamic SMEs that adopt halal branding and align their business practices with ethical standards are better equipped to navigate uncertainty. The findings suggest that halal branding offers a strategic advantage for SMEs seeking to thrive in a volatile economic landscape. By focusing on trust, quality, and ethical values, Islamic SMEs can build a strong brand that resonates with a diverse consumer base. This study contributes to a deeper understanding of the intersection between branding, consumer behavior, and resilience, providing valuable insights for both academics and practitioners. In conclusion, halal branding is not merely a marketing tool but a vital strategy for business sustainability and growth in times of uncertainty.

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