

Public Legitimacy, Governance, and Halal City Development: Empirical Evidence from Indonesia

Khalid Rahman^{*1}, Albar Adetary Hasibuan², Abdul Madjid³, Lutfi Asnan Qodri⁴, Sahril Kamal⁵

¹Department of Information Technology, Faculty of Computer Science, Universitas Brawijaya, Malang
Jl. Veteran No.10-11, Malang, East Java 65145, Indonesia

²Department of Political Science, Faculty of Social and Political Sciences, Universitas Brawijaya, Malang
Jl. Veteran No.10-11, Malang, East Java 65145, Indonesia

³Department of Law, Faculty of Law, Universitas Brawijaya, Malang
Jl. Veteran No.10-11, Malang, East Java 65145, Indonesia

⁴Department of Development Economics, Faculty of Economics and Business, Universitas Merdeka Malang
Jl. Terusan Dieng No. 62-64, Kota Malang, East Java 65146, Indonesia

⁵Department of Economics, Faculty of Economics and Business, Universitas Brawijaya, Malang
Jl. Veteran No.10-11, Malang, East Java 65145, Indonesia

ARTICLE INFO

Article history:

Received 2026-06-15

Revised 2026-06-25

Accepted 2026-07-15

Published 2026-08-18

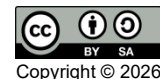
Keywords:

Halal City; Policy Implementation;
Public Perception; Sustainable
Urban Development; Urban
Governance

Abstract

The concept of a Halal City has emerged as an important strategy for enhancing halal tourism, urban development, and community welfare in Muslim-majority regions. Despite increasing policy interest, limited empirical evidence exists regarding public perceptions of Halal City initiatives at the local level. This study examines community perceptions of the Halal City concept in Malang City, Indonesia, and evaluates the influence of government regulations, policy implementation, policy evaluation, and community expectations on public understanding of Halal City development. Using a quantitative survey approach and Structural Equation Modeling (SEM), data were collected from residents of Malang City. The findings reveal that policy implementation and community expectations significantly influence public perceptions, whereas government regulations alone have a relatively limited effect. The results indicate that public acceptance of Halal City initiatives depends largely on effective implementation and stakeholder engagement. This study contributes to the growing literature on halal urban governance and provides practical insights for policymakers in promoting inclusive and sustainable Halal City development.

This is an open-access article under the [CC-BY-SA](#) license



How to cite item:

Rahman, K., Hasibuan, A. A., Madjid, A., Qodri, L. A., & Kamal, S. (2026). Public legitimacy, governance, and halal city development: Empirical evidence from Indonesia. *Journal of Regional Economics Indonesia*, 7(2), 204–217.

1. Introduction

The rapid growth of the global halal industry has transformed halal from a religious obligation into a multidimensional economic and governance framework that encompasses tourism, food, finance, hospitality, and urban development. As the country with the largest Muslim population in the world, Indonesia has become one of the most important actors in the development of halal-based ecosystems and destinations (Ismanto & Madusari, 2019; Irdiana et al., 2021). The increasing demand for halal

^{*}Corresponding Author: Khalid Rahman, Email Address: tlq@ub.ac.id

©2026 University of Merdeka Malang All rights reserved.

Peer review under responsibility of University of Merdeka Malang All rights reserved.

products and services has encouraged governments at both national and local levels to integrate halal principles into development planning, including through the concept of a Halal City. This concept has emerged as a strategic approach to creating an environment that supports halal lifestyles while simultaneously enhancing economic competitiveness and tourism attractiveness (Vargas-Sánchez & Moral-Moral, 2019).

The development of halal-oriented cities has attracted considerable attention in recent years, particularly in countries seeking to strengthen their position in the global halal tourism market. According to the Global Muslim Travel Index (GMTI), Indonesia has consistently been recognized as one of the leading halal tourism destinations worldwide (Ismanto & Madusari, 2019). Such recognition reflects not only the country's demographic advantages but also its commitment to improving the quality of halal-related infrastructure and services to accommodate the needs of domestic and international Muslim travelers (Rosita & Kewuel, 2021). Consequently, local governments have increasingly adopted halal development strategies by integrating both physical and non-physical aspects of urban planning, public services, and tourism management (Adinugraha et al., 2018).

Among Indonesian cities, Malang has been identified as one of the regions with significant potential for implementing the Halal City concept. The city possesses diverse tourism resources, including educational, religious, cultural, historical, culinary, and hospitality attractions that can support halal tourism development (AanJaelani, 2017). Furthermore, the Halal City initiative has been incorporated into the local government's medium-term development agenda, demonstrating a strong commitment to integrating halal values into urban development policies (Rifa'i, 2019; Adel et al., 2021). Such initiatives are expected to contribute not only to tourism growth but also to broader socioeconomic development within the city.

An important characteristic that distinguishes Malang from many other cities is its multicultural and tolerant social environment. The city is inhabited by people from diverse ethnic, cultural, and religious backgrounds who coexist harmoniously. This social diversity represents both an opportunity and a challenge for the implementation of halal-oriented urban policies. On the one hand, local values such as tolerance, egalitarianism, and openness to change provide a favorable environment for policy innovation. On the other hand, differences in public understanding and interpretation of halal-related concepts may influence community acceptance of such initiatives (Araújo, 2021; Santoso, 2022). Consequently, successful implementation of the Halal City concept requires active collaboration among government institutions, universities, business actors, community organizations, and other stakeholders (Al-Ansi et al., 2020).

Despite the growing interest in halal city development, public understanding of the concept remains relatively limited. In many cases, halal city initiatives are often interpreted narrowly as religious programs rather than comprehensive urban development strategies aimed at improving public welfare, service quality, and governance performance (Umiyati & Tamrin, 2020). Similar findings have been observed in other Indonesian cities, where public perceptions of halal tourism and halal-oriented policies vary depending on infrastructure readiness, stakeholder involvement, and community awareness (Suherlan, 2015). Such conditions indicate that the success of halal city implementation depends not only on government commitment but also on the extent to which local communities understand and support the policy objectives.

From a policy perspective, public perception plays a critical role in determining the legitimacy and sustainability of government programs. Community acceptance of public policies often influences implementation effectiveness, policy outcomes, and long-term governance performance. Therefore, understanding how residents perceive the Halal City concept is essential for evaluating the feasibility and effectiveness of halal-oriented urban development strategies in Malang City. In addition, assessing community perceptions can provide valuable insights into the relationship between government

regulations, policy implementation, policy evaluation, and public expectations regarding halal city development.

Based on these considerations, this study aims to examine public perceptions of the Halal City concept in Malang City and evaluate the influence of government regulations, policy implementation, policy evaluation, and community expectations on community understanding and acceptance of halal city development. The findings are expected to contribute to the growing body of knowledge on halal city development, halal tourism, and urban governance while providing practical recommendations for policymakers seeking to strengthen good governance and community participation within the framework of halal-oriented urban development.

2. Literature Review

Halal City Concept

The concept of a Halal City has emerged as an extension of the broader halal ecosystem that seeks to integrate Islamic values into various dimensions of social, economic, and urban life. Traditionally, the concept of halal has been closely associated with food consumption and dietary regulations prescribed in Islamic teachings. However, contemporary developments indicate that halal has evolved into a comprehensive framework covering finance, tourism, hospitality, healthcare, cosmetics, logistics, and urban governance (Basyariah, 2021; Shafie et al., 2019).

From an Islamic perspective, halal refers to anything that is permissible under Islamic law, while haram refers to prohibited activities or products. The importance of halal is reflected in the teachings of the Prophet Muhammad SAW, which emphasize the necessity of distinguishing clearly between lawful and unlawful matters in everyday life (Mat Yasim & Zulkifli, 2011; Zulaekah & Kusumawati, 2005). Consequently, governments and public institutions play an important role in ensuring that public services, products, and facilities comply with halal principles and provide certainty for Muslim communities.

In the context of urban development, a Halal City can be understood as a city that provides facilities, services, and policies that support halal lifestyles while maintaining inclusivity and accessibility for all residents and visitors. The implementation of halal city initiatives generally includes halal-certified food services, Muslim-friendly accommodation, accessible places of worship, halal tourism facilities, and governance mechanisms that promote ethical and socially responsible practices (Basyariah, 2021; Shafie et al., 2019). Therefore, the Halal City concept is not limited to religious symbolism but represents a comprehensive development strategy aimed at improving quality of life and enhancing urban competitiveness.

Malang City has been identified as one of the regions in Indonesia with significant potential for implementing the Halal City concept. The city's educational, cultural, historical, and tourism resources provide a strong foundation for developing halal-oriented urban services. Nevertheless, the successful realization of a Halal City requires not only infrastructure development but also public understanding and acceptance of the concept itself (Rifa'i, 2019).

Halal Tourism and Urban Development

The growing popularity of halal tourism has become one of the primary drivers behind the development of halal cities in various countries. Halal tourism refers to tourism activities that accommodate Islamic values and facilitate Muslim travelers in fulfilling their religious obligations while travelling (Vargas-Sánchez & Moral-Moral, 2019). Such tourism services typically include halal food availability, prayer facilities, Muslim-friendly accommodations, and environments that respect Islamic ethical principles (Eid & El-Gohary, 2014).

Indonesia has significant comparative advantages in halal tourism development due to its demographic composition, cultural diversity, and rich tourism resources. According to previous studies, Indonesia has consistently ranked among the world's leading halal tourism destinations and possesses substantial potential to become a global halal tourism hub (Ismanto & Madusari, 2019; Umiyati & Tamrin, 2020). This potential has encouraged both central and local governments to formulate policies aimed at strengthening halal tourism infrastructure and services.

Malang City is among the regions that have actively promoted halal tourism as part of its broader development agenda. Through collaboration among local government institutions, universities, tourism stakeholders, and business actors, various initiatives have been introduced to support halal tourism development (Al-Fatih, 2022; Fitria, 2019; Maulina et al., 2022; Mulia, 2020). Such initiatives include encouraging halal certification for tourism-related businesses, enhancing service quality, and strengthening promotional activities targeting Muslim travelers.

The integration of halal tourism into urban development policies creates opportunities for economic growth, employment generation, and destination competitiveness. At the same time, however, it requires effective governance mechanisms to ensure that development initiatives align with community values and expectations. Therefore, understanding public perceptions of halal city development becomes essential for evaluating the sustainability and legitimacy of such policies.

Governance and Policy Implementation in Halal City Development

The implementation of halal city policies depends heavily on the capacity of government institutions to formulate, implement, and evaluate development programs effectively. Government regulations serve as the formal foundation for halal city development, providing legal certainty and strategic direction for stakeholders involved in implementation.

In Malang City, the commitment to halal-oriented development is reflected in local government policies that incorporate halal tourism and halal city principles into regional development planning. The local government's strategic vision includes the development of halal tourism as part of broader efforts to enhance economic competitiveness and public welfare (Rifa'i, 2019; Adel et al., 2021).

However, policy implementation often encounters various challenges. Public policies may receive different responses from community members depending on their understanding, interests, and expectations. Previous studies suggest that policy effectiveness is influenced not only by regulatory frameworks but also by stakeholder participation, institutional collaboration, and public awareness (Umiyati & Tamrin, 2020). Consequently, the implementation of halal city initiatives requires active engagement among government agencies, educational institutions, tourism operators, business communities, and residents.

The success of halal city development also depends on continuous policy evaluation. Evaluation enables policymakers to assess whether development objectives have been achieved and identify areas requiring improvement. Furthermore, evaluation provides valuable feedback regarding public satisfaction and policy effectiveness. In the context of halal city implementation, community perceptions become an important indicator for assessing the performance and legitimacy of government initiatives.

Public Perception and Community Expectations

Public perception represents an important dimension in evaluating urban development policies because community support significantly influences policy sustainability and effectiveness. Perceptions are shaped by individual knowledge, experiences, social interactions, and access to information. As a result, different groups within society may interpret the concept of a Halal City in different ways.

Previous studies indicate that public understanding of halal tourism and halal city initiatives remains relatively limited in many regions of Indonesia (Suherlan, 2015; Umiyati & Tamrin, 2020). Misinterpretations frequently occur because some community members associate halal city

development solely with religious agendas rather than broader objectives related to economic development, service quality, and social welfare. Such perceptions may affect the level of public acceptance and support for halal-oriented policies.

Community expectations also play a significant role in determining perceptions of government programs. When residents believe that halal city initiatives can improve economic opportunities, tourism development, public services, and social welfare, they are more likely to support policy implementation. Conversely, if expectations are not met, public trust and policy legitimacy may decline.

In the case of Malang City, community expectations are particularly important because the city possesses strong potential for tourism development and economic growth. Public support for halal city initiatives may therefore serve as an important form of social capital that facilitates policy implementation and strengthens collaborative governance among stakeholders. Understanding these expectations provides valuable insights into how halal city policies can be designed and implemented more effectively to achieve sustainable urban development objectives.

3. Methodology

Research Design

This study employed a quantitative research approach using a survey method to examine public perceptions regarding the implementation of the Halal City concept in Malang City, Indonesia. Survey research is appropriate for investigating opinions, attitudes, perceptions, and behavioral tendencies within a specific population, particularly when the objective is to identify relationships among variables and assess the influence of policy-related factors on community understanding (Dimiyati, 1990; Erni & Basri, 2013).

The study was designed to evaluate how government regulations, policy implementation, policy evaluation, and community expectations influence public knowledge and perceptions regarding the Halal City concept. Given the complexity of the relationships among these variables, Structural Equation Modeling (SEM) was selected as the primary analytical technique. SEM enables researchers to simultaneously examine multiple relationships among latent constructs while accounting for measurement errors and indirect effects (Fahmi & Yozza, 2016; Harahap, 2011).

Research Location and Population

The research was conducted in Malang City, East Java, Indonesia. Malang was selected because it has been identified as one of the regions actively promoting halal tourism and implementing the Halal City concept as part of its medium-term regional development agenda. The city is also recognized for its multicultural social structure, educational environment, tourism potential, and relatively high level of public participation in local development initiatives. These characteristics make Malang City an appropriate setting for examining public perceptions of halal-oriented urban development policies.

The target population consisted of residents of Malang City who were considered capable of providing information regarding their understanding and perceptions of the Halal City concept. Community members were regarded as key stakeholders because public acceptance plays an important role in determining the effectiveness and sustainability of policy implementation.

Data Collection Procedure

Primary data were collected through questionnaire surveys distributed directly to residents of Malang City. The questionnaire was developed based on the objectives of the study and the conceptual framework of halal city development. Survey instruments were designed to capture respondents'

perceptions regarding the implementation of halal city policies and their level of understanding of the concept.

In addition to primary data collection, this study also utilized a literature review approach to strengthen the theoretical foundation and support the interpretation of empirical findings. Relevant literature concerning halal tourism, halal city development, governance, and public policy was reviewed to provide a comprehensive understanding of the research problem (Dimiyati, 1990; Erni & Basri, 2013).

Research Variables and Measurement

The study consisted of one endogenous variable and four exogenous variables. The endogenous variable represented public knowledge and perceptions regarding the Halal City concept in Malang City. Meanwhile, four exogenous variables were used to explain variations in public perceptions.

The first variable was government regulations, which referred to policies and regulatory frameworks established by local authorities concerning halal city development. The second variable was policy implementation, which measured the extent to which halal city policies had been applied and experienced by the community. The third variable was policy evaluation, which assessed community perceptions regarding the effectiveness and outcomes of implemented policies. The fourth variable was community expectations, which reflected public aspirations and expectations concerning the future development of the Halal City concept in Malang City.

These variables were selected because they represent critical dimensions in policy formulation and implementation processes. Together, they provide a comprehensive framework for understanding factors influencing public perceptions of halal city development.

Data Analysis Technique

Data analysis was conducted using Structural Equation Modeling (SEM). SEM is widely used in socioeconomic research because it enables the examination of complex relationships among multiple variables simultaneously. According to previous studies, SEM combines the strengths of regression analysis and factor analysis, allowing researchers to evaluate both measurement models and structural relationships among latent constructs (Fahmi & Yozza, 2016; Harahap, 2011).

The application of SEM requires several statistical assumptions, including adequate sample size and data normality. SEM is generally recommended when the number of observations is sufficient to support reliable parameter estimation and when multiple indicators are used to represent latent variables (Ulum et al., 2014). Because of the complexity of SEM procedures, manual calculations are impractical; therefore, specialized statistical software is required for model estimation and validation.

In this study, SEM analysis was performed using the LISREL software package. LISREL was selected because it provides comprehensive facilities for testing structural relationships among variables and evaluating the overall fit of the proposed model (Ginting, 2009). The analysis focused on estimating the influence of government regulations, policy implementation, policy evaluation, and community expectations on public knowledge and perceptions regarding the Halal City concept.

The results of the SEM analysis were subsequently used to identify the most influential factors affecting community perceptions and to evaluate the extent to which the Halal City initiative has been accepted by residents of Malang City. These findings provide empirical evidence regarding the relationship between governance-related factors and public perceptions in the context of halal-oriented urban development.

4. Results

Structural Model Analysis

This study employed Structural Equation Modeling (SEM) using LISREL software to examine the relationships between government regulations, policy implementation, policy evaluation, community expectations, and public perceptions regarding the Halal City concept in Malang City. The SEM approach was selected because it enables the simultaneous analysis of multiple relationships among latent variables and provides a comprehensive understanding of the factors influencing public perceptions of halal-oriented urban development.

The structural model was developed to evaluate the influence of four explanatory variables, namely government regulations, policy implementation, policy evaluation, and community expectations, on community knowledge and perceptions regarding the Halal City initiative. The estimated path coefficients obtained from the SEM analysis are presented in Table 1.

Table 1. Structural Model Results

Relationship	Path Coefficient
Government Regulations → Public Perception	0.16
Policy Implementation → Public Perception	0.93
Policy Evaluation → Public Perception	-0.64
Community Expectations → Public Perception	0.62

Source: SEM analysis results using LISREL.

The results indicate varying levels of influence among the examined variables. Policy implementation demonstrates the strongest positive relationship with public perceptions, followed by community expectations. In contrast, government regulations show a relatively weak positive relationship, while policy evaluation exhibits a negative coefficient.

Influence of Government Regulations

The first variable examined in this study was government regulations related to the implementation of the Halal City concept in Malang City. The SEM analysis produced a path coefficient of 0.16, indicating a relatively weak positive relationship between regulatory frameworks and public perceptions of Halal City development.

This finding suggests that the existence of regulations alone may not be sufficient to significantly shape public perceptions regarding halal city initiatives. Although regulations provide the formal legal foundation for policy implementation, community responses toward government policies are often influenced by broader social, cultural, and practical considerations. As noted in the original study, government policies do not always receive positive responses from the public despite their strategic objectives (Muccino et al., 2015).

The relatively small coefficient implies that public understanding and acceptance of halal city policies depend on factors beyond regulatory enactment. Consequently, policymakers may need to strengthen policy communication, public engagement, and socialization programs to improve community awareness and understanding of halal city initiatives.

Influence of Policy Implementation

Among all variables examined, policy implementation exhibits the strongest positive influence on public perceptions, with a coefficient value of 0.93. This result indicates that practical implementation plays a crucial role in shaping community understanding and acceptance of the Halal City concept.

The substantial coefficient suggests that residents evaluate halal city initiatives primarily through their direct experiences with policy outcomes rather than through formal policy documents or government declarations. This finding is consistent with observations in the original study that many residents of Malang City have already practiced elements of halal living, halal tourism, and halal-oriented consumption patterns in their daily activities (Tosun, 2019).

The strong positive relationship highlights the importance of translating policy objectives into tangible programs and services. Visible implementation efforts appear to enhance public confidence and strengthen the legitimacy of halal city development strategies. Therefore, successful implementation may serve as a critical mechanism for increasing community support and participation.

Influence of Policy Evaluation

The analysis reveals a negative coefficient of -0.64 for the relationship between policy evaluation and public perceptions. This result indicates an inverse association between evaluation outcomes and public perceptions of the Halal City initiative.

The negative coefficient may reflect the existence of challenges, limitations, or unmet expectations associated with the implementation process. As communities become more familiar with policy outcomes, they may develop more critical assessments regarding the effectiveness of halal city initiatives. Evaluation processes can reveal implementation gaps, inconsistencies, or areas requiring improvement, which may influence public perceptions negatively.

From a governance perspective, this finding highlights the importance of continuous monitoring and policy refinement. Negative evaluation outcomes should not necessarily be interpreted as policy failure but rather as valuable feedback for improving implementation strategies and enhancing responsiveness to community needs.

Influence of Community Expectations

Community expectations constitute the second strongest positive determinant of public perceptions, with a coefficient value of 0.62. This result indicates that residents' aspirations and expectations regarding halal city development significantly influence their perceptions and acceptance of the initiative.

The positive coefficient demonstrates that public support for halal city development is strongly associated with anticipated social, economic, and governance benefits. Residents appear to view the Halal City concept as a potential mechanism for improving quality of life, strengthening tourism development, and enhancing public services.

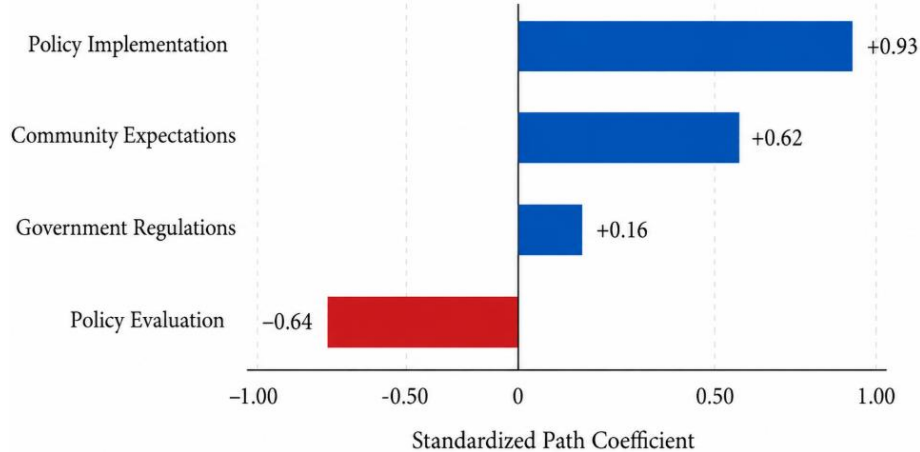
The findings also suggest that community expectations represent an important form of social capital that can facilitate policy implementation. High expectations may encourage public participation and strengthen collaboration between government institutions and local stakeholders. Consequently, maintaining public trust and addressing community expectations should become a central component of halal city governance strategies.

Summary of Findings

To facilitate interpretation, the relative influence of each variable is illustrated in Figure 1.

Overall, the findings demonstrate that public perceptions of Halal City development in Malang City are influenced primarily by policy implementation and community expectations. Government regulations play a relatively limited role, while policy evaluation reveals potential concerns regarding implementation outcomes. These results indicate that the success of halal city development depends not only on formal regulations but also on effective implementation practices and the ability of policymakers to align development strategies with community expectations.

Figure 1. Relative Influence of Determinants of Public Perception



Source: SEM analysis results using LISREL.

5. Discussion

The findings of this study demonstrate that public perceptions of the Halal City concept in Malang City are influenced by multiple dimensions of governance and policy implementation. Among the four variables examined, policy implementation emerged as the strongest determinant of public perception, followed by community expectations, while government regulations exhibited only a limited influence. In contrast, policy evaluation was found to have a negative relationship with public perceptions. These findings provide important insights into how communities interpret and respond to halal-oriented urban development initiatives in a multicultural city context.

The relatively weak influence of government regulations, reflected by a coefficient value of 0.16, suggests that formal policy frameworks alone are insufficient to shape public perceptions effectively. Although the Malang City Government has incorporated the Halal City concept into its medium-term development agenda through regional development planning, regulatory provisions do not automatically generate public support or understanding. This finding is consistent with the reality that public responses to government policies often depend on how such policies are communicated and translated into practical benefits rather than merely on their legal existence (Muccino et al., 2015).

The result also reflects the unique social characteristics of Malang City as a multicultural and relatively tolerant urban area. Community members may perceive halal city policies through different social, cultural, and religious lenses. Consequently, policy legitimacy is not solely derived from regulatory authority but also from public understanding and acceptance. This finding supports the argument that policy communication and stakeholder engagement are essential components in the implementation of halal-oriented development programs. The existence of regulations may establish institutional legitimacy, but public legitimacy is developed through interaction, participation, and tangible outcomes experienced by residents.

The strongest finding of this study is the substantial positive influence of policy implementation on public perceptions, as indicated by the coefficient value of 0.93. This result demonstrates that communities are more likely to assess halal city initiatives based on observable practices rather than formal government declarations. The implementation of halal tourism services, halal-certified products,

Muslim-friendly facilities, and other halal-oriented initiatives appears to have significantly strengthened public understanding and acceptance of the Halal City concept.

This finding is particularly relevant in the context of Malang City, where halal habits and halal tourism practices have already become part of daily life for many residents. The integration of halal values into tourism, hospitality, culinary services, and public facilities allows citizens to directly experience the practical benefits of halal-oriented development. As noted in the original study, the majority of Malang residents have already practiced elements of halal living in their everyday activities (Tosun, 2019). Therefore, implementation serves as the primary mechanism through which policy objectives are translated into public acceptance.

The negative relationship between policy evaluation and public perceptions, represented by a coefficient of -0.64, provides another important insight. Although evaluation is intended to improve policy effectiveness, the findings indicate that assessment processes may reveal shortcomings, implementation gaps, or unmet expectations that influence public perceptions negatively. This result does not necessarily indicate rejection of the Halal City concept itself. Rather, it suggests that residents may become more critical when evaluating the actual outcomes of policy implementation.

One possible explanation is that public understanding of the Halal City concept remains relatively limited. As noted in the study, many community members still associate halal city development primarily with religious identity rather than with broader objectives such as service quality, tourism competitiveness, and urban welfare improvement. Misinterpretations regarding the meaning and scope of halal city initiatives may contribute to skepticism when implementation outcomes do not fully align with public expectations. This phenomenon has also been observed in discussions regarding halal tourism development in other Indonesian cities (Suherlan, 2015; Umiyati & Tamrin, 2020).

Another significant finding concerns the positive influence of community expectations on public perceptions, with a coefficient value of 0.62. This result indicates that expectations constitute an important source of support for halal city development. The people of Malang City appear to perceive the Halal City initiative as a strategic opportunity to improve economic performance, strengthen tourism competitiveness, enhance public services, and promote better governance practices. High levels of public expectation may therefore serve as a valuable social asset that facilitates policy implementation and encourages stakeholder collaboration.

The importance of community expectations is also evident when considering the broader development context of Malang City. The city possesses strong tourism potential, educational institutions, growing infrastructure, and an active community environment. These conditions create opportunities for halal city development to contribute not only to religious tourism but also to wider socioeconomic objectives. The findings suggest that public support can become a critical factor in ensuring the sustainability of halal city policies, particularly when citizens perceive tangible benefits from implementation.

Overall, the findings indicate that the success of halal city development depends less on the existence of regulations and more on effective implementation and community engagement. Public perceptions are shaped primarily by practical experiences and future expectations rather than by formal policy instruments alone. Consequently, local governments seeking to promote halal-oriented urban development should prioritize implementation quality, stakeholder participation, and public communication to strengthen policy legitimacy and long-term sustainability.

Policy Implications and Recommendations

The findings of this study provide several important implications for policymakers involved in halal city development. First, local governments should prioritize effective policy implementation

rather than relying solely on regulatory instruments. The strong influence of implementation on public perceptions indicates that citizens evaluate halal city initiatives based on tangible outcomes and direct experiences. Therefore, investments in halal-certified services, tourism infrastructure, public facilities, and community-based programs should become central components of halal city strategies.

Second, policymakers should strengthen public communication and educational campaigns regarding the concept and objectives of a Halal City. The study indicates that community understanding remains uneven and that misconceptions may affect policy acceptance. Continuous socialization programs involving universities, religious organizations, tourism stakeholders, and community groups can improve public awareness and foster broader support for halal city initiatives (Umiyati & Tamrin, 2020).

Third, policy evaluation mechanisms should be improved to ensure that public feedback is incorporated into future planning processes. Transparent evaluation systems can help identify implementation challenges while simultaneously strengthening public trust in government programs. Finally, local governments should leverage the high expectations of residents as social capital for collaborative governance. Encouraging active participation from citizens, businesses, universities, and tourism actors will enhance policy effectiveness and contribute to the realization of sustainable halal city development in Malang City.

6. Conclusion

This study examined public perceptions of the Halal City concept in Malang City by analyzing the influence of government regulations, policy implementation, policy evaluation, and community expectations on public knowledge and perceptions. The findings reveal that policy implementation is the most influential factor shaping public perceptions of the Halal City initiative, followed by community expectations. In contrast, government regulations demonstrate only a limited influence, while policy evaluation exhibits a negative relationship with public perceptions. These results indicate that public acceptance of halal city development is driven primarily by the extent to which policies are translated into tangible programs and services that can be directly experienced by the community.

The study also confirms that Malang City possesses substantial potential to implement the Halal City concept, supported by its tourism resources, educational environment, social diversity, and growing public awareness of halal-oriented lifestyles. Nevertheless, the findings suggest that successful implementation requires stronger collaboration among government institutions, universities, business actors, and local communities to ensure that policy objectives are understood and accepted by the public.

From a practical perspective, strengthening policy implementation, improving public communication, and incorporating community aspirations into policy development are essential for enhancing the legitimacy and sustainability of halal city initiatives. Future research is encouraged to expand the scope of analysis by incorporating larger samples, additional governance variables, and comparative studies across different cities to provide a more comprehensive understanding of halal city development and its implications for urban governance and community welfare.

References

- AanJaelani. (2017). Halal tourism industry in Indonesia: Potential and prospects. *International Review of Management and Marketing*, 7(3), 25–34.
- Adel, A. M., Dai, X., Yan, C., & Roshdy, R. S. (2021). Halal strategies on official government tourism websites: An extension and validation study. *Tourism and Hospitality Research*, 21(2), 229–244. <https://doi.org/10.1177/1467358420986236>

- Adinugraha, H. H., Sartika, M., & Kadarningsih, A. (2018). Desa wisata halal: Konsep dan implementasinya di Indonesia. *Human Falah: Jurnal Studi Ekonomi dan Bisnis Islam*, 5(1), 29–48.
- Al-Ansi, A., Han, H., Kim, S., & King, B. (2020). Inconvenient experiences among Muslim travelers: An analysis of the multiple causes. *Journal of Travel Research*, 60(6), 1352–1370. <https://doi.org/10.1177/0047287520934870>
- Al-Fatih, S. (2022). Urgensi sertifikasi halal MUI bagi pengusaha makanan dan minuman di Kota Malang. *Jurnal Dedikasi Hukum*, 2(1), 64–74. <https://doi.org/10.22219/jdh.v2i1.19540>
- Araújo, S. H. de. (2021). Desired Muslims: Neoliberalism, halal food production and the assemblage of Muslim expertise, service providers and labour in New Zealand and Brazil. *Ethnicities*, 21(3), 411–432. <https://doi.org/10.1177/1468796821998369>
- Basyariah, N. (2021). Konsep pariwisata halal perspektif ekonomi Islam. *Youth & Islamic Economic*, 2(1), 1–6.
- Dimiyati, M. (1990). *Penelitian sosial ekonomi: Dasar dan aplikasi*. Jakarta: Departemen Pendidikan dan Kebudayaan.
- Eid, R., & El-Gohary, H. (2014). Muslim tourist perceived value in the hospitality and tourism industry. *Journal of Travel Research*, 54(6), 774–787. <https://doi.org/10.1177/0047287514532367>
- Erni, R., & Basri, M. (2013). Pengaruh pembelajaran ekonomi dan status sosial ekonomi terhadap perilaku konsumsi. *Jurnal Pendidikan dan Pembelajaran Khatulistiwa*, 2(7), 1–9. <https://doi.org/10.26418/JPPK.V2I7.2619>
- Fahmi, F., & Yoza, H. (2016). Analisis faktor-faktor yang mempengaruhi minat berwirausaha mahasiswa dengan teknik SEM. *Jurnal Matematika UNAND*, 1(2), 5–12.
- Fitria, H. (2019). *Tingkat kesadaran konsumen terhadap label halal dalam pembelian produk makanan dan minuman dalam kemasan di Kota Malang* [Undergraduate thesis, Universitas Brawijaya].
- Ginting, D. (2009). Structural equation model (SEM). *Jurnal Wira Ekonomi Mikroskil*, 8(3), 121–134.
- Harahap, L. (2011). Analisis SEM (Structural Equation Modelling) dengan SMARTPLS (Partial Least Square). *Jurnal Fakultas Sains dan Teknologi*, 12(1), 15–27.
- Irdiana, S., Ariyono, K. Y., & Darmawan, K. (2021). Pengaruh wisata halal terhadap kepuasan pengunjung dan minat berkunjung kembali. *Jurnal Cakrawala Ilmiah*, 1(3), 421–428. <https://doi.org/10.53625/jcijurnalcakrawalaIndonesia.v1i3.620>
- Ismanto, K., & Madusari, B. D. (2019). Pekalongan sebagai kota wisata halal: Pandangan para akademisi. *Indonesian Journal of Halal*, 2(2), 34–39. <https://doi.org/10.14710/halal.v2i2.6679>
- Mat Yasim, S., & Zulkifli, A. H. (2011). Makanan halal: Kepentingannya menurut perspektif Islam. *Malaysian Education Research Repository*.
- Maulina, N., Faza, F., Rahmita, N. A., & Tamara, Y. (2022). Pengaruh label halal MUI dan brand image terhadap keputusan pembelian produk suplemen kesehatan oleh masyarakat Muslim di Kota Malang. *Jurnal Ilmiah Psikologi*, 7(1), 46–51. <https://doi.org/10.18860/jip.v7i1.15630>
- Muccino, E., Giovanetti, G. F., Crudele, G. D. L., Gentile, G., Marchesi, M., Rancati, A., & Zoja, R. (2015). Characterisation of the weapon used in a patricide by SEM/EDS analysis of a microscopic trace from the object. *Medicine, Science and the Law*, 56(3), 221–226. <https://doi.org/10.1177/0025802415623094>
- Mulia, E. (2020). *Strategi dinas kebudayaan dan pariwisata dalam pengembangan wisata halal untuk meningkatkan kualitas wisata di Kota Malang* [Undergraduate thesis, Universitas Muhammadiyah Malang].
- Rifa'i, M. N. (2019). Integrasi pariwisata halal di Kota Malang. *Falah: Jurnal Ekonomi Syariah*, 4(2), 194–201. <https://doi.org/10.22219/jes.v4i2.10090>
- Rosita, A. N., & Kewuel, H. K. (2021). Central versus regional: Membaca konsep pariwisata halal Kota Batu. *Kusa Lawa*, 1(2), 19–42.

- Santoso, B. (2022). Nilai keislaman dan kearifan lokal dalam pengembangan pariwisata halal pasca COVID-19 di Kota Malang. *Peradaban Journal of Economic and Business*, 1(1), 39–51.
- Shafie, A., Nazri, M. A., & Hussin, H. (2019). Makanan halal menurut perspektif Islam dan kepentingan pelabelan. *BITARA International Journal of Civilizational Studies and Human Sciences*, 2(3), 70–84.
- Suherlan, A. (2015). Persepsi masyarakat Jakarta terhadap Islamic tourism. *Tauhidinomics: Journal of Islamic Banking and Economics*, 1(1), 61–72.
- Tosun, S. (2019). Effect of chitosan on mineral content of human tooth after bleaching: An SEM-EDX study. *Journal of Advanced Oral Research*, 10(2), 161–164. <https://doi.org/10.1177/2320206819881606>
- Ulum, M., Tirta, I. M., & Anggraeni, D. (2014). Analisis structural equation modeling (SEM) untuk sampel kecil dengan pendekatan partial least square (PLS). *Prosiding Seminar Matematika dan Pendidikan Matematika*, 1(1), 1–14.
- Umiyati, S., & Tamrin, M. H. (2020). *Pengembangan wisata halal, tanggung jawab siapa? Studi kasus kolaborasi stakeholder halal tourism di Kota Malang*. Surabaya: Hang Tuah University Press.
- Vargas-Sánchez, A., & Moral-Moral, M. (2019). Halal tourism: Literature review and experts' view. *Journal of Islamic Marketing*, 11(3), 549–569. <https://doi.org/10.1108/JIMA-04-2017-0039>
- Zulaekah, S., & Kusumawati, Y. (2005). Halal dan haram makanan dalam Islam. *Publikasi Ilmiah*, 17(1), 25–35.