

Consumer Protection Efforts and Innovation for Sustainable Income in Halal MSMEs from the Perspective of Sharia Economic Law: A Case Study of Teh Bunga Sedap Malam

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KEYWORD

Consumer Protection,
Sharia Economic Law,
MSMEs

ABSTRACT

This research examines halal product consumer protection within the framework of Sharia Economic Law while empirically analyzing the role of creativity and innovation in supporting sustainable income among halal-based micro, small, and medium enterprises (MSMEs), with a specific focus on Teh Bunga Sedap Malam at Pasar Rembang, Pasuruan. This study adopts a quantitative explanatory research design to identify the causal relationship between creativity, innovation, and income generation. A total of 55 respondents were selected using purposive sampling based on eligibility criteria, and structured questionnaires using a Likert scale were distributed to obtain primary data. The collected data were processed through validity and reliability testing, classical assumption testing, and multiple linear regression analysis to determine the partial and simultaneous influence of creativity and innovation on MSME income. The findings reveal that both creativity and innovation have a positive and significant effect on income, indicating that the ability of MSME actors to develop ideas and transform them into innovative business practices plays a crucial role in enhancing business performance and ensuring financial sustainability. From a Sharia economic perspective, strengthening creativity and innovation must also be aligned with halal assurance, fairness, transparency, and ethical business

Article history:

Received
Dec 17, 2025
Revised
Dec 27, 2025
Accepted
Dec 31, 2025

Edition

Vol 5, No 2 (2025):
Journal of Islamic
Economics and Business

practices to ensure consumer protection and compliance with Islamic economic values. The study contributes theoretically by integrating empirical income-based analysis with normative Sharia consumer protection principles and practically by providing strategic recommendations for strengthening MSME capacity, regulatory support, and halal awareness. Future research is recommended to expand the sample scope and explore additional determinants influencing MSME sustainability in the halal economic ecosystem.

1. INTRODUCTION

In an era marked by rapid globalization, public awareness of consumer rights, particularly regarding the safety and halal legitimacy of products, has seen a significant rise (Negi, 2024). This concern is not only influenced by health-related considerations but is also deeply rooted in religious obligations. For communities guided by Sharia economic values, choosing halal-certified products is not merely a matter of consumer preference, but a reflection of religious commitment embedded in daily life (Rahman et al., 2024).

Within this context, Micro, Small, and Medium Enterprises (MSMEs) play a vital role in fulfilling halal consumer needs, as they represent one of the most dominant economic pillars in Muslim-majority regions (Nustini et al., 2024). One such enterprise, the Teh Bunga Sedap Malam MSME located in Pasar Rembang, Pasuruan, serves as an important contributor to local economic development and community welfare. However, alongside the strong economic contribution of MSMEs, critical questions arise regarding how far halal consumer protection is effectively implemented, especially when viewed from the perspective of Sharia Economic Law. Previous studies have extensively discussed halal regulation, certification mechanisms, and consumer awareness, yet many MSMEs still face structural, managerial, and economic challenges in ensuring consistent halal assurance (Rohibni et al., 2023). These challenges are not only legal and ethical but are closely linked to business performance and sustainability.

At the same time, various studies demonstrate that creativity and innovation are key determinants of MSME competitiveness, performance, and income growth (Baso, 2019; Wiranawata, 2018). Creativity enables business actors to generate new ideas, while innovation supports the implementation of these ideas into business strategies capable of responding to

market dynamics. Nevertheless, most of these studies tend to focus solely on performance indicators such as competitiveness, business success, or profitability, without explicitly connecting them to the demand for halal assurance and consumer protection in the framework of Sharia economic ethics.

This creates a clear research gap. Previous research has not yet comprehensively integrated two crucial dimensions: (1) the normative obligation of halal consumer protection based on Sharia Economic Law, and (2) the empirical role of creativity and innovation in generating sustainable income for halal MSMEs. In other words, there is still limited discussion on how efforts to strengthen creativity and innovation do not only support income enhancement but also reinforce ethical responsibility, transparency, fairness, and halal compliance as forms of consumer protection.

The purpose of this study is to explore the strategies and practices of consumer protection concerning halal products, using the Teh Bunga Sedap Malam MSME as a central case. Utilizing qualitative methods, this research evaluates how current protection systems are implemented, investigates their practical outcomes, and identifies areas in need of refinement (Ahmad et al., 2023; Khasanah et al., 2021; Nazari et al., 2023).

Establishing a solid and enduring legal structure is vital to both uphold consumer rights and support the sustainable advancement of MSMEs (Ramdhani et al., 2024). By examining the opportunities and challenges experienced by the Teh Bunga Sedap Malam MSME, this study aspires to provide meaningful input to the evolution of local policies concerning consumer protection and the broader implementation of Sharia-based economic frameworks in small business settings (Prakoso, 2022; Prakoso & Abd Adim, 2024; Zakiyah et al., 2024).

Moreover, a notable trend observed in Rembang, Pasuruan, indicates a decline in foot traffic to traditional marketplaces. This drop is largely driven by the increasing dominance of online shopping platforms, which has led to reduced public enthusiasm for physical market visits. As a result, traditional traders are experiencing financial setbacks. To counteract this issue, creative and innovative strategies are needed to reengage consumers and reinvigorate traditional market spaces (ALFRAITA et al., 2024).

In response to such challenges, Baso (2019), through his research titled "The Influence of Creativity on the Competitiveness of MSMEs Under the Guidance of the Department of Tourism and Creative Economy at Pancasila Field, Palopo City," found that creativity significantly enhances

MSME competitiveness. The study reported a t-value of 3.726, which surpassed the critical value of 2.003, and yielded a significance level of 0.000, indicating a strong positive correlation.

Positioned within this gap, this study examines the Teh Bunga Sedap Malam MSME as a case to explore how creativity and innovation contribute to income generation while remaining aligned with the principles of halal consumer protection. By adopting a quantitative explanatory approach, this article seeks to empirically analyze the influence of creativity and innovation on MSME income, while normatively interpreting the findings within the framework of Sharia Economic Law. The study is expected to offer theoretical enrichment to Islamic economic discourse, as well as practical insights for policymakers and MSME practitioners in developing sustainable, competitive, and Sharia-compliant business practices.

Supporting this, Wiranawata (2018), in his study titled "The Effect of Innovation and Creativity on Business Success in Culinary MSMEs in Baturaja Timur Subdistrict, Ogan Komering Ulu Regency," demonstrated that both innovation and creativity are statistically significant in driving business success. The t-values for innovation and creativity were recorded at 4.880 and 4.802 respectively, both exceeding the critical value of 2.00575. The F-test yielded a result of 27.408, greater than the F-table value of 3.17. Furthermore, the R-squared value of 0.508 suggests that more than 50% of the variation in business success can be explained by the combined influence of creativity and innovation, while the remaining portion may be linked to other variables such as skills, expertise, and entrepreneurial capability.

2. LITERATURE REVIEW

Entrepreneurship

Entrepreneurship in the context of halal Micro, Small, and Medium Enterprises (MSMEs) is not merely understood as a business activity, but also as an economic mandate that demands social responsibility, ethical conduct, and legal compliance. Ratten (2023) emphasizes that entrepreneurship encompasses the ability to recognize opportunities while simultaneously addressing social challenges through sustainability-oriented innovation. From the perspective of Sharia Economic Law, this orientation aligns with the principles of *maqāṣid al-shari‘ah*, particularly the protection of wealth (*ḥifz al-māl*) and safeguarding consumer welfare through honest, trustworthy business practices that are free from *gharar* (uncertainty) and *tadlīs* (deception) (Ratten, 2023).

The digital transformation discussed by Bachmann et al. (2024) does not only enhance business capability but also strengthens accountability and transparency among halal MSME actors. The utilization of digital literacy enables entrepreneurs to manage products, marketing, and consumer interaction more openly, aligning with the principle of information transparency in fiqh mu‘āmalah to protect consumer rights (Bachmann et al., 2024).

The institutional ecosystem described by Bergman and McMullen (2022) becomes highly relevant in the Sharia context because entrepreneurial support organizations do not only assist in regulatory aspects but also serve as platforms to strengthen understanding of halal law, consumer protection, and Sharia compliance. Thus, entrepreneurship within halal MSMEs is not only profit-oriented but also ensures transactional justice, product halal integrity, and legal certainty for consumers in accordance with the values of maqāṣid al-shari‘ah (Bergman & McMullen, 2022).

Creativity

Creativity in halal MSMEs functions as a fundamental strength for generating value-added and distinctive products while remaining within the corridors of Sharia. Awa (2023) emphasizes that creativity is directly correlated with innovation and business adaptation. From the perspective of maqāṣid al-shari‘ah, creativity must be directed towards realizing public benefit without compromising the halal integrity of materials, truthfulness of product information, and protection of consumer rights (Awa & Palahudin, 2023).

The capital limitation highlighted by Nareswari et al. (2023) demonstrates that creativity becomes a strategic solution for MSMEs to survive. Creativity in Sharia is not merely economic efficiency but ethical efficiency, avoiding manipulative practices, price exploitation, and misleading information, thereby upholding the principle of consumer protection in fiqh mu‘āmalah (Nareswari et al., 2023).

Further explains that creativity integrated with digital technology can significantly enhance MSME competitiveness. However, for halal MSMEs, creativity is not only aimed at market differentiation but also at ensuring that every form of product development, marketing, and branding prioritizes halal integrity, labeling honesty, and transparency as an implementation of the value of amanah in Sharia economic practice (Adisaksana, 2022).

Innovation

Innovation in halal MSMEs functions as a strategic mechanism to strengthen competitiveness while supporting business sustainability. Yani and Suparwata (2023) describe innovation as a means of adapting to market needs. Within the framework of Sharia Economic Law, innovation must ensure that products are halal, *tayyib* (wholesome), safe for consumption, and do not harm consumers, in line with consumer protection principles in fiqh *mu'amalah*, which emphasize transactional justice (Yani et al., 2023).

The barriers identified by Aggarwal and Joshi (2024), such as limited human resources, technology, and financing, present challenges that require policy and institutional support that also understands halal legal frameworks. Innovation in halal MSMEs is therefore not only focused on economic efficiency but also on ensuring that there is no violation of Sharia principles in production, distribution, or marketing processes (Aggarwal & Joshi, 2024).

Sari and Kusumawati (2022) assert that innovation strengthens MSME resilience. From the perspective of *maqāṣid al-sharī‘ah*, innovation serves to ensure business continuity while protecting consumer rights so that they receive products that are legally and religiously legitimate (Sari & Kusumawati, 2022).

Furthermore, Dambiski Gomes de Carvalho et al. (2021) position innovation as a structured managerial process. In halal MSMEs, innovation management includes compliance with halal standards, traceability of raw materials, and clarity of product information as an embodiment of trustworthiness and justice in transactions. Therefore, innovation not only generates economic value but also carries spiritual value as part of religious accountability (Dambiski Gomes de Carvalho et al., 2021).

In summary, innovation serves as a critical driver of MSME growth by facilitating market expansion, enhancing operational efficiency, and strengthening competitive advantage. When guided by ethical and regulatory frameworks, particularly within the halal industry, innovation supports sustainable business development while reinforcing consumer trust and legal compliance.

Research Hypotheses

Based on the theoretical framework of creativity and innovation within micro, small, and medium enterprises (MSMEs), as well as empirical findings from previous studies, this research

develops hypotheses to examine their influence on income generation. Creativity and innovation are regarded as essential drivers of business performance, particularly for halal-based MSMEs that operate not only within competitive market dynamics but also under the ethical, legal, and consumer protection principles of Sharia Economic Law.

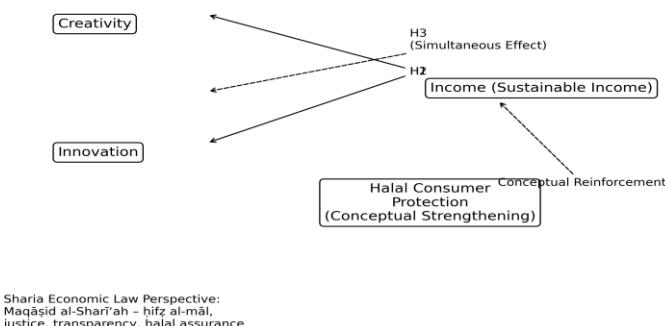


Figure 1. Research Hypotheses

Source: Data Processing, 2024

Creativity enables entrepreneurs to generate original ideas related to product development, packaging, branding, and marketing strategies, which can increase product attractiveness and strengthen market positioning. Innovation represents the transformation of these creative ideas into practical improvements in products, services, and managerial processes. In the context of halal MSMEs, innovation must also ensure compliance with halal standards, transparency, and accountability in accordance with fiqh mu'amalah principles. Strengthened creativity and innovation are therefore expected not only to improve business performance and income but also to reinforce halal consumer protection through safer, clearer, and more trustworthy products. Accordingly, the hypotheses proposed in this study are as follows:

H1: Creativity has a significant effect on increasing the income of the Teh Bunga Sedap Malam MSME.

H2: Innovation has a significant effect on increasing the income of the Teh Bunga Sedap Malam MSME.

H3: Creativity and innovation simultaneously have a significant effect on increasing the income of the Teh Bunga Sedap Malam MSME.

Although this study focuses quantitatively on the effect of creativity and innovation on income, conceptually, increased revenue generated through creativity and innovation is also associated with stronger halal consumer protection. Improved creativity contributes to clearer product identity and ethical marketing, while innovation supports halal assurance, product quality enhancement, and compliance with consumer protection norms. Thus, creativity and innovation are positioned not only as economic instruments but also as mechanisms that support *maqāṣid al-shari‘ah*, particularly in safeguarding wealth (*ḥifz al-māl*) and ensuring consumer welfare.

Through these hypotheses, this study aims to analyze and interpret the extent to which creativity and innovation, both individually and collectively, contribute to income improvement in halal-based MSMEs, while also strengthening the conceptual linkage between business development, Sharia Economic Law, and halal consumer protection.

3. METHODOLOGY

This study adopts a quantitative research approach to examine the effect of creativity and innovation on income generation in the Teh Bunga Sedap Malam MSME. The quantitative method is employed because it enables the researcher to measure relationships between variables using numerical data and statistical analysis, thereby producing objective and generalizable findings. The research process involves systematic stages, including data collection, data classification, data analysis, and statistical interpretation to support valid conclusions.

Research Design and Variables

This research is designed as an explanatory study aimed at identifying causal relationships between independent and dependent variables. The variables examined in this study consist of: (1) Creativity (X_1) as an independent variable; (2) Innovation (X_2) as an independent variable; (3) Income (Y) as the dependent variable. Creativity reflects the individual ability of MSME actors to generate original ideas and solutions, while innovation represents the practical implementation of creative ideas into business activities. Income is used as an indicator of business performance and economic sustainability.

Research Indicators

The operationalization of each variable is presented in Table 1.

Table 1. Research Indicators

Variable	Indicators
Creativity (X₁)	1. Openness to experience 2. Desire or motivation 3. Independence 4. Self-confidence
Innovation (X₂)	1. Product innovation 2. Management innovation 3. Marketing innovation
Income (Y)	1. Operating income 2. Non-operating income 3. Other income

Each indicator is measured using a structured questionnaire with a Likert scale to capture respondents' perceptions and experiences related to creativity, innovation, and income generation.

Population, Sample Size, and Sampling Technique

The population in this research consists of MSME actors involved in the production and marketing of Teh Bunga Sedap Malam. The total number of respondents involved in this study is 55 respondents. The sample size is determined using the Slovin formula with a significance level of 5%, ensuring that the number of respondents is statistically adequate to represent the population. This number is considered feasible because it meets the minimum requirement for multiple linear regression analysis, and allows reliable statistical testing of the research hypotheses. The sampling technique used is purposive sampling, with criteria: (1) Active MSME actors are directly involved in production and marketing; (2) Have operated for at least one year; (3) Willing to participate and complete the questionnaire; (4) This ensures that the respondents have sufficient experience and relevant knowledge related to creativity, innovation, and income activities.

Data Collection Technique

Primary data are obtained directly from respondents through questionnaires distributed to qualified MSME actors. The questionnaire is designed to ensure clarity, relevance, and

consistency with the research variables. Secondary data are collected from relevant literature, reports, and documents to strengthen the theoretical foundation and contextual understanding.

Data Analysis Technique

The collected data are analyzed through several analytical stages. First, validity and reliability tests are conducted to ensure that the research instruments accurately measure the intended variables and produce consistent results. Validity testing is carried out using correlation analysis, while reliability is assessed using Cronbach's Alpha coefficient. Second, classical assumption tests are applied to confirm that the data meet the requirements for multiple linear regression analysis, including: (1) Normality test; (2) Heteroscedasticity test; (3) Autocorrelation test; (4) Multicollinearity test. Third, multiple linear regression analysis is employed to examine the influence of creativity (X_1) and innovation (X_2) on income (Y). The strength of relationships between variables is evaluated using the coefficient of determination (R^2). Finally, hypothesis testing is conducted using: (1) The t-test to examine the partial effect of each independent variable on income; (2) The F-test to assess the simultaneous effect of creativity and innovation on income; (3) Dominance test to determine which independent variable has the strongest influence on income improvement.

Ethical and Contextual Considerations

In accordance with the perspective of Sharia Economic Law, this study emphasizes ethical business practices, transparency, fairness, and honesty in data collection and analysis. The findings are expected to contribute to a deeper understanding of how creativity and innovation can support income growth while maintaining consumer protection and halal compliance in MSMEs.

4. RESULTS AND DISCUSSIONS

Results

Multiple Linear Regression Analysis Results

The responses collected through structured questionnaires were processed using SPSS version 16.00 for Windows. Multiple linear regression analysis was employed to examine the relationship between creativity (X_1), innovation (X_2), and income (Y). Beyond identifying

statistical causality, this analysis is also interpreted in the context of Sharia Economic Law, particularly regarding trust, halal transparency, and the protection of Muslim consumer rights. Thus, the regression outcomes are not only viewed as economic indicators but also as reflections of ethical and lawful business performance within halal MSMEs.

Table 2. Overview of Multiple Linear Regression Results

Model	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	Sig.
(Konstanta)	[isi B konstanta]	–	[t]	[Sig.]
Kreasi (X1)	[isi B X1]	[Beta X1]	[t]	[Sig.]
Inovasi (X2)	[isi B X2]	[Beta X2]	[t]	[Sig.]
Koefisien Determinasi (R^2): 0.702				
Multiple Correlation (R): 0.838				
F hitung: 37.650				
α : 5%				

As presented in Table 2, the regression model demonstrates that both creativity and innovation have positive coefficients, indicating that improvements in these variables are associated with increased income. The constant represents the baseline level of income when creativity and innovation are unchanged, while the regression coefficients show the magnitude of influence each variable exerts (Melani et al., 2025).

The partial test results (t-test) indicate that creativity significantly affects income. From the perspective of Sharia economics, creativity is not merely a business competency but a reflection of al-ihsan and itqan—principles encouraging excellence, effort, and sincerity in work. Creative MSME actors are able to design distinctive halal products, enrich value propositions, and respond more responsibly to Muslim consumer expectations. This finding aligns with Islamic economic principles that encourage productive creativity as part of maqashid al-shariah in ensuring welfare (maslahah) and lawful livelihood.

The partial test results (t-test) indicate that creativity (X1) has a statistically significant effect on income. This finding implies that creative attributes such as openness to experience, motivation, independence, and self-confidence enable MSME actors to develop distinctive halal products, improve product presentation, and respond effectively to consumer needs. These creative efforts contribute to income improvement by enhancing product value and market attractiveness.

Similarly, innovation also shows a statistically significant effect on income. Innovation in halal-based MSMEs strengthens business reliability, product assurance, and compliance with halal standards. This supports the principle of transparency (al-shafafiyah) and accountability (amanah), as innovation often includes improving product quality, refining management, and strengthening halal assurance systems. These elements directly contribute to consumer trust a central moral foundation in Islamic commercial transactions where gharar (ambiguity) must be avoided.

The F-test results further reveal that creativity and innovation simultaneously have a significant effect on income. This indicates that sustainable halal MSME development requires both idea generation (creativity) and practical application (innovation). In Sharia perspective, this synergy ensures not only economic gains but also ethical value creation, consumer protection, and alignment with lawful business conduct.

The coefficient of determination (R^2) of 0.702 shows that 70.2% of income variation is explained by creativity and innovation, while 29.8% is influenced by other factors such as capital strength, competition, consumer purchasing power, and broader economic stability. The multiple correlation coefficient ($R = 0.838$) indicates a strong positive relationship between independent variables and income.

Overall, these findings confirm that creativity and innovation serve as strategic drivers of sustainable income in halal MSMEs. When aligned with Sharia principles of fairness, transparency, trustworthiness, and consumer protection, these variables not only enhance economic performance but also reinforce the ethical identity and credibility of halal business practices.

Analysis of the First and Second Hypotheses

The two-tailed t-test results in Table 3 demonstrate that creativity has a significant positive effect on income ($B = 0.267$; $Sig. = 0.007$). This supports H1 and indicates that creative attributes enable MSME actors to improve halal product uniqueness, strengthen product identity, and enhance purchasing appeal. In Sharia economic law, this supports justice and responsibility toward consumers by ensuring that products are not only economically attractive but also morally sound and halal-compliant. Creativity in halal MSMEs therefore represents a form of ethical economic empowerment consistent with Islamic economic goals.

Table 3. Overview of Multiple Linear Regression Results

Variable	Coefficient (B)	t-value	Significance (Sig.)	Description
Creativity	0.267	2.881	0.007	Significant
Innovation	0.675	4.909	0.000	Significant

Source: Processed Primary Data, 2020

Innovation also shows a significant and stronger influence on income ($B = 0.675$; $\text{Sig.} = 0.000$), supporting H2. Innovation in halal MSMEs is linked to management efficiency, product development, and marketing expansion while maintaining halal assurance. This aligns with Islamic legal norms emphasizing consumer protection, halal transparency, and prevention of harm (dar'u al-mafasid). Innovation supports stronger halal assurance systems, builds consumer trust, and upholds Muslim consumer rights to obtain guaranteed halal, safe, and ethically produced products.

Therefore, both creativity and innovation are not only economic determinants but also reflect adherence to Sharia ethical frameworks in business development. These findings confirm that innovation plays a more dominant role, emphasizing that the conversion of creative ideas into compliant, transparent, and halal-assured business practices is crucial for strengthening income in halal MSMEs.

Analysis of the Third Hypothesis

The F-test results show an F-value of 37.650 with a significance value of 0.000, indicating that creativity and innovation jointly have a significant influence on income and supporting H3. This simultaneous effect highlights that halal MSME performance is best enhanced when creativity and innovation operate together rather than individually.

Table 4. Results of F-Test Analysis

F-Value (Calculated)	Significance	Description
37.650	0.000	Significant

Source: Processed Primary Data, 2020.

In the Sharia economic framework, this finding confirms that sustainable halal entrepreneurship requires integration between productive effort (ikhtiar), innovation-driven improvement (tajdid), and ethical compliance (sharia adherence). Creativity generates ideas, innovation operationalizes them, and Sharia principles ensure they remain lawful, transparent, fair, and protective of consumer rights.

This result reinforces that halal MSMEs must not only pursue profit but also uphold trust and maintain halal integrity. When businesses are innovative yet maintain halal certification standards, transparency in production processes, and fairness in trade, they contribute to strengthening the Muslim consumer ecosystem, safeguarding consumer confidence, and promoting ethical and sustainable economic development.

Discussions

The findings of this study provide strong empirical support for the role of creativity and innovation as key determinants of income improvement within halal-based MSMEs, particularly the Teh Bunga Sedap Malam enterprise. Beyond their economic function, these variables must also be understood within the framework of Sharia Economic Law, where business performance is inseparable from ethical responsibility, trustworthiness, and halal assurance. In Islamic economic thought, business success is not merely assessed through financial outcomes but also through its compliance with moral values, consumer protection, and justice in transactions (Fitriyah et al., 2025).

While previous studies have demonstrated the contribution of digitalization and fintech to efficiency, transparency, and inclusiveness in Islamic financial systems, the present study extends the discourse by emphasizing that technological benefits can only be optimized when supported by strong internal entrepreneurial capabilities particularly creativity and innovation. In halal MSMEs, these capabilities serve as mechanisms that enable entrepreneurs to responsibly utilize technology, enhance halal assurance, and reinforce consumer trust, which is a central principle in Islamic commercial ethics (amanah and al-shidq) (Ramdhani et al., 2023).

Based on the multiple linear regression results, creativity and innovation significantly influence income improvement. The coefficient of determination ($R^2 = 0.702$) indicates that 70.2% of income variation can be explained by these two variables, while the correlation value ($R = 0.838$) demonstrates a strong positive relationship. These findings empirically affirm that internal entrepreneurial competencies form an important foundation for business resilience and sustainability. However, when positioned within Sharia economic law, their significance extends beyond economic relevance toward fulfilling principles of transparency (al-shafafiyah), fairness ("adl), and accountability (amanah).

The t-test results affirm that creativity significantly contributes to income enhancement. Creative traits such as openness to experience, motivation, independence, and self-confidence support MSME actors in developing distinctive halal products, improving product presentation, and communicating value more effectively to consumers. Within the perspective of consumer protection in Islam, creativity plays a role in ensuring clearer product information, honest branding, and responsible marketing that does not mislead consumers regarding the halal status of products. This aligns with the Islamic legal obligation to avoid gharar, misrepresentation, and harmful commercial practices while prioritizing public benefit (maslahah) (Muhammad Ridwan et al., 2024; Rokhmawan et al., 2024).

Innovation demonstrates a stronger influence compared to creativity, as shown by its higher regression coefficient ($B = 0.675$; $\text{Sig.} = 0.000$). Innovation in product formulation, management, and marketing enables halal MSMEs to enhance operational efficiency, expand market access, and maintain product consistency. More importantly, innovation supports compliance with halal regulations, strengthens assurance mechanisms, and contributes to legal certainty in business practices. In Sharia economic law, this condition reflects the principles of harm prevention (dar'u al-mafasid), protection of consumer wealth and safety (hifz al-mal and hifz al-nafs), and the maintenance of halal integrity as an ethical obligation.

The simultaneous test results further reveal that creativity and innovation jointly exert a significant impact on income. This synergy reflects the Islamic principle that productive effort (ikhtiar) must be aligned with ethical conduct and lawful implementation. Creativity produces ideas and alternatives, while innovation translates them into measurable, marketable, and Sharia-compliant outputs (Adhi Prasnowo et al., 2019). Thus, income improvement achieved through these mechanisms is not merely a result of economic optimization but also a manifestation of ethical entrepreneurship grounded in Islamic law (Adhi Prasnowo et al., 2019).

From the broader Sharia economic perspective, the findings highlight that creativity and innovation contribute to strengthening trust, promoting halal transparency, and protecting Muslim consumer rights. When MSMEs operate innovatively yet remain committed to halal assurance, transparency in production processes, and fairness in trade, they reinforce consumer confidence and support sustainable economic development grounded in Islamic values. This integration ensures that business growth aligns with the objectives of maqashid al-shariah, particularly in realizing welfare (maslahah), justice, and ethical economic sustainability.

Overall, this discussion reinforces that creativity and innovation are not only strategic economic assets but also essential instruments in upholding Sharia-compliant business practices. When aligned with the legal and ethical framework of Sharia Economic Law, these factors contribute simultaneously to sustainable income growth, enhanced consumer protection, and long-term business resilience within the halal MSME sector.

5. CONCLUSION

This study generates several essential conclusions by integrating empirical analysis with the normative framework of Sharia Economic Law. From the empirical perspective, the findings confirm that creativity and innovation play a central role in sustaining and increasing the income of halal-based MSMEs, as demonstrated by the Teh Bunga Sedap Malam enterprise. The strong positive and significant effect of both variables indicates that entrepreneurial capability is a determining factor for business resilience, competitiveness, and income growth. Thus, income improvement within halal MSMEs is not merely an economic phenomenon but is closely linked to how effectively business actors develop creative strategies and implement continuous innovation. Beyond the empirical dimension, this research also highlights important normative implications related to halal consumer protection. Strengthening creativity and innovation should be aligned with Sharia economic principles such as transparency, trustworthiness, fairness, and halal compliance. Within this framework, improving income sustainability ideally goes hand in hand with reinforcing halal assurance, ethical business conduct, and consumer protection. In this context, Teh Bunga Sedap Malam holds strategic potential to expand market reach and consumer trust by consistently adhering to Islamic economic ethics and regulatory standards.

To support this integration, several recommendations are proposed: increasing public awareness of halal product assurance, improving regulatory support and supervision mechanisms, and providing capacity-building programs for MSME actors to enhance both innovative capability and Sharia-compliant business management. These efforts are expected to simultaneously strengthen consumer confidence and support sustainable business development in the halal MSME sector. However, this study has several limitations. It focuses on a single case study, which limits the generalizability of the findings, and relies heavily on specific variables, namely creativity and innovation, while other potential determinants of income were not thoroughly explored. Therefore, future research is encouraged to involve a broader range of

MSME contexts, comparative multi-case studies, and additional variables such as digitalization, market structure, institutional support, and consumer behavior. Further studies should also examine the dynamic interaction between income sustainability and halal consumer protection to provide deeper insights into the development of Sharia-compliant MSME ecosystems in an increasingly competitive global market.

ACKNOWLEDGEMENT

The authors would like to express their sincere gratitude to all parties who contributed to the completion of this study entitled “Consumer Protection Efforts for Halal Products in the Perspective of Sharia Economic Law: A Case Study of the Teh Bunga Sedap Malam MSME.” Special appreciation is extended to the management and stakeholders of the Teh Bunga Sedap Malam MSME for their willingness to participate and provide valuable data and insights throughout the research process. The authors also acknowledge the academic support provided by PGRI Wiranegara University, Pasuruan City, particularly the Islamic Economics Study Program, the Indonesian Language and Literature Education Program, and the Pancasila and Citizenship Education Study Program, Faculty of Pedagogy and Psychology, as well as the Faculty of Economics and Business. Furthermore, sincere thanks are conveyed to the Faculty of Economics and Islamic Business, Sunan Gunung Djati State Islamic University, Bandung City, for its scholarly contributions and academic encouragement. Finally, the authors appreciate the constructive feedback and support from colleagues, reviewers, and all individuals who have contributed directly or indirectly to the successful completion of this research.

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