

## Appendix

### Measurement Items

#### **Product Traceability (Choe et al., 2009)**

1. The product quality
2. Safety and halal certification of the product
3. Origin of the product
4. Product recommendations
5. Sense of safety and comfort with the product

#### **Process Traceability (Matzembacher et al., 2018)**

1. The production process
2. Personnel involved in production
3. Cleanliness of the production premises
4. The point of sale
5. Supervision of the production process

#### **Genetic Traceability (Chen et al., 2013)**

1. Health and safety of the product
2. Freshness of the product
3. Purity of the product
4. Quality of the product
5. Similarities with modern market products

#### **Input Traceability (Miarka et al., 2019)**

1. Origin of raw materials
2. Safety of raw materials
3. Distribution process of the product
4. Handling of the product
5. Transportation of the product

#### **Consumer Confidence (Flavián et al., 2006)**

1. I feel confident in the halal products available in traditional markets.
2. I trust the quality of halal products sold in traditional markets.
3. I believe that halal products in traditional markets are authentic.
4. I am reassured about the safety of halal products available in traditional markets.
5. I have no doubts about the halal status of products in traditional markets.