

## 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.