

## Identification of Factors Driving the Implementation of Halal Certification in MSMEs Indonesia

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### **Abstract:**

The halal industry has drawn particular attention as one of the most exciting and promising business to be explored and developed. Indonesia as the largest muslim country has a huge chance to be the center of halal industry. The government then make a particular law about halal food and one of the important point is to make sure Micro Small and Medium Enterprises have a halal certification. But there is very few research concerning about factors affecting the MSMEs willingness to implement this law. This phenomenon needs to be analyzed more deeply with tested variables related to human behavior and perception. This study investigates determinants of MSMEs intention and behavior to have halal certification in a framework that incorporates Extended theory of planned behavior (TPB) such as subjective norms, perceived behavioral control, religiosity, knowledge about sharia law, trust regarded to the halal status of products, and awareness. The survey method was applied to 320 respondents and then analysis in this study was carried out using Structural Equation Modeling (SEM), The result of this research is that there are 5 significant correlations between variables, namely subjective norms, halal awareness and attitude have a significant effect on Intention to Use. This study also found that the Perceived Usefulness, Perceived Effectiveness and Individual concern factors had no significant effect. This result highlights the importance of increasing the easiness for MSMEs to have halal certification and to boost halal food industry in Indonesia

**Keywords:** : Halal Food Industry; Halal Certification; Micro and Small Medium Enterprise.

### **Introduction**

For a follower of Islam, adhering to halal practices is essential. The principle of halal forms the foundation of daily life. It is imperative that the food consumed by the community is halal and poses no harm to human well-being. Nourishment is a fundamental requirement alongside air and water<sup>1</sup>. Allah's instruction in Qur'an Al-Baqarah verse 168<sup>2</sup> emphasizes, "O humanity, partake of what is lawful and good on the earth, and do not follow the footsteps of Satan; indeed, he is to you a clear

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<sup>1</sup> Honggowibowo, A.S. Sistem pakar diagnosis penyakit tanaman padi berbasis web dengan forward dan backward chaining . Jurnal Telkomnika 7(3): 187-194. 2009.

<sup>2</sup> The Qur'an, 2:168. Chapter 2 Al-Baqarah Verse 168.

enemy." Allah commands adherents to consume halal food sourced ethically from animals, plants, and trees, ensuring its health benefits. Based on statistics from the Directorate General of Population and Civil Registration, Indonesia's population as of June 2021 was 272.23 million, with 236.53 million (86.88%) identifying as Muslims<sup>3</sup>. As a predominantly Muslim nation, it is encouraged to consume halal and thoyyib (wholesome) food, abiding by Islamic principles and safeguarding health. When Muslim consumers choose products, they prioritize the product's halal status according to Islamic law and its compliance with health standards. This underscores the significance of halal. While Islam doesn't explicitly mandate product labeling as halal, it has become an established practice<sup>4</sup>.

The halal industry presents substantial growth prospects, particularly during the COVID-19 pandemic. The State of The Global Islamic Report (2019) states that the halal industry caters to about 1.8 billion Muslim consumers<sup>5</sup>. This industry plays a strategic role in economic development, though Indonesia's halal sector remains underutilized. Data indicates limited halal industrial output in Indonesia. According to the State of The Global Islamic Report (2019), Indonesia is ranked 5th in the Top 15 Global Islamic Economy Indicator category<sup>6</sup>. Regulations serve as vital standards for quality and conduct, protecting public interests. To ensure access to halal products, the government enacted Law no. 33 of 2014 concerning Halal Product Guarantee or Undang Undang Jaminan Produk Halal (UUJPH)<sup>7</sup>. Implementing this law facilitates accessibility, safety, and certainty of halal products for the public, enhancing value for businesses producing and selling them. The UUJPH's issuance underscores the urgency of halal-haram matters in Indonesia. This comprehensive legislation addresses halal product certification, marking a new era in Indonesia's approach to halal certification<sup>8</sup>.

Nevertheless, micro, small and medium enterprises (MSME) in Indonesia is encouraged to get halal certified by implementing this law. MSME with halal certification is expected to have advantage compared to uncertified MSME and can capitalize the potential of halal market<sup>9</sup>. But to the best of author knowledge, there is still few research regarding what motivates the MSME to implement this law. This study then investigated factors that influence MSME decision to get halal certified like MSME attitude, the perception of the MSME about this law, the benefit that determine the reason of MSME implementing JPH is all interesting take out from this research.

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<sup>3</sup> Sholeh, M., & Mursidi, A. Implementation Culture Certified of Halal Food in Indonesia 2023. *EI-Hekam: Jurnal Studi Keislaman*, 8(1), 138-149. <http://dx.doi.org/10.31958/jeh.v8i1.9525> 2023

<sup>4</sup> Frastiawan, Devid, Amir Sup, Annas Syams, Rizal Fahmi, Faridl Noor Hilal, and Muhammad Irkham Firdaus. "Dinamika Regulasi Sertifikasi Halal di Indonesia." *JESI (Jurnal Ekonomi Syariah Indonesia)* 10, No. 1: 37-45. 2022

<sup>5</sup> State of the Global Islamic Economy Report, DinarStandard and Salaam Gateway, 2019.

<sup>6</sup> Fathoni, M. A., Syahputri, T. H. Potret Industri Halal Indonesia: Peluang dan Tantangan. *Jurnal Ilmiah Ekonomi Islam*, 6(03), 428-435. doi: <http://dx.doi.org/10.29040/jiei.v6i3.1146> 2020

<sup>7</sup> Undang-undang (UU) No. 33 Tahun 2014 Tentang Jaminan Produk Halal, Pemerintah Indonesia 2014.

<sup>8</sup> Muhtadi, T. PERBANDINGAN MEKANISME SERTIFIKASI PRODUK HALAL ANTARA INDONESIA DENGAN MALAYSIA. *Pelita : Jurnal Penelitian Dan Karya Ilmiah*, 10(1), 32 – 43 2020

<sup>9</sup> Al-shami H, Abdullah S, Halal food industry certification and operation challenges and manufacturing execution system opportunities. A review study from Malaysia, *Materials Today: Proceedings*, Volume 80, Part 3, , Pages 3607-3614, ISSN 2214-7853, <https://doi.org/10.1016/j.matpr.2021.07.331>. 2023

## Methods

One of the behavioral model theories commonly used in behavior and perception-related research is Theory of Planned Behavior (TPB). TPB has been used specifically to analyze perception and habits in various studies around the world. Related to halal industry, research by Aragon et al<sup>10</sup> has developed the TPB variable into variables namely Attitude, Descriptive Norms, Perceived Behavioral Control, and Comfort. This TPB variable can then also be combined with other theories regarding human perception such as the Protection Motivation Theory (PMT). The combination of TPB and PMT can be seen in the study by Prasetyo et al<sup>11</sup> which examined the perception of the level of effectiveness of halal industry in the Malaysia. PMT variables are Perceived Effectiveness and Perceived Vulnerability. In addition to TPB and PMT, several studies related to human behavior and psychology show an interesting fact that human psychology is equipped with individual concern. All these variables can then be analyzed for correlation with Structural Equation Modeling (SEM) which is an advanced statistical analysis technique related to the relationship between multi-variables in a tested model.

Research by Erdiaw-Kwasie et al<sup>12</sup>, which states that knowledge about halal industry, aspect of organisational factors, and the adoption of JPH Law are related. Therefore, this study proposes:

**H1: Perceived Halal Knowledge is significantly correlated with intention to use.**

Research by Nittono<sup>13</sup> also emphasizes the importance of forming a perception for everyone that an action, no matter how small, will have an impact and contribute to society at large. This is important because there is a tendency for a person's perception that the larger the scale faced, the more ineffective the person's behavior will be. Therefore, this study proposes:

**H2: Individual Concern is significantly correlated with Intention to Use**

Research by Singh<sup>14</sup> which states that when an individual faces something that is considered significant economically or there is lack economic incentives, they will be motivated to perform behavior that can protect it. Things that are done such as taking preventive actions that can reduce the risk of these threats. Therefore, this study proposes:

**H3: Perceived Economic Aspect is significantly correlated with Intention to Use**

<sup>10</sup> Aragon, O. R., Clark, M. S., Dyer, R. L., & Bargh, J. A. Dimorphous expressions of positive emotion: Displays of both care and aggression in response to cute stimuli. *Psychological Science*, 26, 259–273. <https://doi.org/10.1177/0956797614561044> 2015

<sup>11</sup> Prasetyo Y.T, Castillo A.M, Salonga L.J, Sia J.A, Joshua. Factors affecting perceived effectiveness of COVID-19 prevention measures among Filipinos during Enhanced Community Quarantine in Luzon, Philippines: Integrating Protection Motivation Theory and extended Theory of Planned Behavior, *International Journal of Infectious Diseases*, Volume 99, 2020, Pages 312-323, ISSN 1201-9712, <https://doi.org/10.1016/j.ijid.2020.07.074>. 2020

<sup>12</sup> Erdiaw-Kwasie M.O, Abunyewah, M. Yusif, S Does gentrification knowledge matter in sustainable service provision? A moderation analysis *Journal of Cleaner Production*, Volume 383, , 135429, ISSN 0959-6526, <https://doi.org/10.1016/j.jclepro.2022.135429>. 2023

<sup>13</sup> Nittono, H., & Ihara, N. Psychophysiological responses to *kawaii* pictures with or without baby schema. *SAGE Open*, 7, 1–11. <https://doi.org/10.1177/2158244017709321>. 2017

<sup>14</sup> Singh, M.P., Chakraborty, A. Roy, M Developing an extended theory of planned behavior model to explore gentrification readiness in manufacturing MSMEs, India, *Resource, conservation & Recycling Journal*. <http://dx.doi.org/10.1016/j.resconrec.2017.07.015> 2018

Research by Chakraborty<sup>15</sup> where more than 40% of respondents felt something related to environment will stimulate them to use its product. Therefore, this study proposes:

**H4: Perceived Social Aspect is significantly correlated with Intention to Use**

Research by govaerts and olsen<sup>16</sup> which states that self-efficacy has a significant impact on a person's capability in doing a task. Self-efficacy means a person's belief and confidence in his own ability to successfully do something. Therefore, this study proposes:

**H5: Perceived Behavioral Control is significantly correlated with Intention to Use**

Research by Aitken et al<sup>17</sup> confirms that individual behavior is influenced by the norms that exist in their community. Other research also confirms that there is a strong relationship between norms and compliance behavior in an organization or society<sup>18</sup> Therefore, this study proposes:

**H6: Descriptive Norms have a significant correlation with Intention to Use**

Many studies confirm that people will comply with the rules, conditions and guidelines given if they have a positive attitude<sup>19</sup> who ignore certain habits will not comply with the given guidelines. Therefore this study proposes

**H7: Attitude is significantly correlated with Intention to Use**

Perceived Usefulness is defined as "How far a person believes that a particular system can improve a person's performance"<sup>20</sup> This variable becomes the determining factor of a person's behavior towards something. This means that if residents feel the satisfaction and benefits of implementing JPH law, they will continue to implement it based on their own wishes. Therefore, this study proposes:

**H8: Perceived Usefulness is significantly correlated with Intention to Use**

This research then used a modified TPB questionnaire based on these eight hypothesis and was given to 320 samples of respondents. The respondents was selected in around Solo, Central Java, Indonesia because this area was surrounded with various micro and small medium enterprises especially related to MSME in food

<sup>15</sup> Chakraborty, A., Singh, M.P., Roy, M 'A study of goal frames shaping pro-environmental behaviour in university students'. *Int. J. Sustain. High. Educ.* 19 (2). <http://dx.doi.org/10.1108/IJSHE-10-2016-0185>. Chain, P. (1997). Same or Different?: A Comparison of the Beliefs Australian and Chinese University Students Hold about Learning's Proceedings of AARE conference, Swisburne University. Available at: <http://www.swin.edu.au/aare/97pap/CHA N97058.html>. 2018

<sup>16</sup> Govaerts F, Olsen S, Consumers' values, attitudes and behaviours towards consuming seaweed food products: The effects of perceived naturalness, uniqueness, and behavioural control, *Food Research International*, Volume 165, <https://doi.org/10.1016/j.foodres.2022.112417>. 2023,

<sup>17</sup> R. D. A. P. Satriyono, (2024). "Micro Small Medium Enterprises Intention to Implement Circular Economy in Solo, Indonesia," *E3S Web of Conferences*, vol. 517, art. no. 14002,

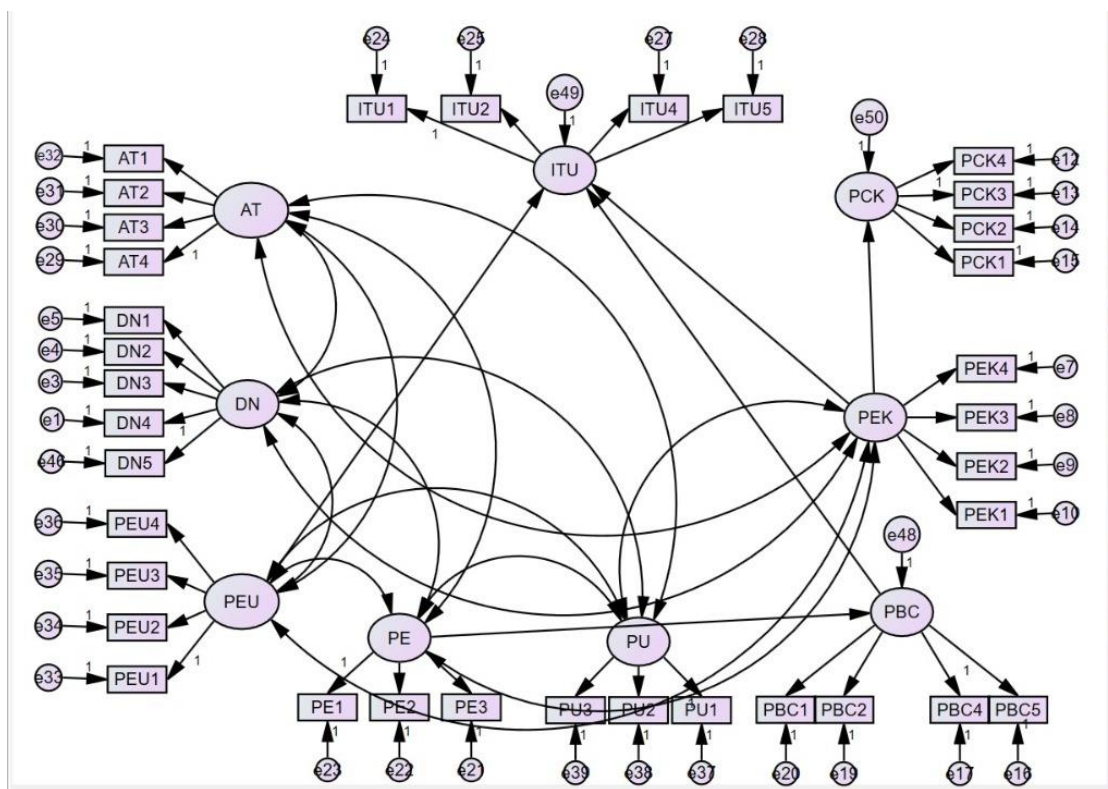
<sup>18</sup> Barrett T, Yaohua F, Evaluation of food safety curriculum effectiveness: A longitudinal study of high-school-aged youths' knowledge retention, risk-perception, and perceived behavioral control, *Food Control*, Volume 121, <https://doi.org/10.1016/j.foodcont.2020.107587>. 2021,

<sup>19</sup> Moon S, Investigating beliefs, attitudes, and intentions regarding green restaurant patronage: An application of the extended theory of planned behavior with moderating effects of gender and age, *International Journal of Hospitality Management*, Volume 92, <https://doi.org/10.1016/j.ijhm.2020.102727>. 2021

<sup>20</sup> Jianhua L, Zan M, Hongming G, The effect of reviewer's review volumes on online consumer reviews' perceived usefulness: An event-related potential study, *Neuroscience Letters*, Volume 762, <https://doi.org/10.1016/j.neulet.2021.136139>. 2021,

and beverages<sup>21</sup>. This research was carried out in 4 months from March – June 2023. After validity and reliability testing, 35 of data was invalid or unreliable, so the total data of this research was 285 respondents. All of data then processed by Structural Equation Modelling in Software AMOS 22. The model developed in this research can be seen in figure 1 and based from research from aydin and aydin<sup>22</sup>.

Figure 1 Structural Equation Model



**Results**

Table 1 AMOS Results

		Estimate	S.E.	C.R.	P	Label	Description
ITU <---	PHK	.220	.113	1.950	.051	par_26	<b>Significant</b>
ITU <---	IC	.228	.109	1.253	.800	par_27	<b>Significant</b>
ITU <---	PEA	.208	.108	1.928	.054	par_25	<b>Significant</b>

<sup>21</sup> R. D. A. P. Satriyono, D. Pebrianti, and A. S. A. Sakti, (2023). "Residential's Household Intention to Utilize Their Food: A Case Study in Solo, Indonesia," IOP Conference Series: Earth and Environmental Science, vol. 1256, no. 1, p. 012003

<sup>22</sup> Aydin H, Aydin C, Investigating consumers' food waste behaviors: An extended theory of planned behavior of Turkey sample, Cleaner Waste Systems, Volume 3, <https://doi.org/10.1016/j.clwas.2022.100036>. 2022,

Table 1 AMOS Results

		Estimate	S.E.	C.R.	P	Label	Description
ITU <---	PSA	.029	.111	0.880	.060	par_33	Not Significant
ITU <---	PBC	.028	.139	.203	.839	par_34	Not Significant
ITU <---	DN	.102	.120	1.740	.075	par_31	<b>Significant</b>
ITU <---	AT	.053	.130	1.262	.089	par_32	<b>Significant</b>
ITU <---	PU	.083	.096	.860	.390	par_35	Not Significant

The results of the data output above, it is known that there are five significant hypotheses, namely H1 is Perceived Halal Knowledge (PHK) positively affects intention of use (ITU), H2 is Individual Concern (IC) positively related to Intention to use (ITU). H3 is Perceived Economic Aspect (PEA) positively affects intention of use (ITU). And H6 and H7 which are Descriptive Norm (DN) and Attitude (AT) are positively influenced Intention to use. Interestingly, H4 which is Perceived Social Aspect (PSA), H5 which is Perceived Behavioural Control and and H8 Perceived Usefulness are not giving significant correlation. All of the result will be detailed below

This study found that the Perceived Halal Knowledge (PHK) variable had a significant and positive effect on micro small medium enterprise to implement halal industry. These results are based on model testing with AMOS which produces a CR value of 1,950 from the standard 1.96, a P value of 0.051 from the standard 0.05 and an estimate of 0.220. This means that if the residents have adequate knowledge about halal industry, it can help motivate residents to continue implement it. This means that MSME are willing to implement JPH law because they know that Halal food is a mandatory.

This study then imply that the Individual Concern variable had significant effect on the micro small medium enterprise to implement JPH law and boost halal industry. These results are based on model testing with AMOS which produces a CR value of 1.262 from the 1.96 standard, a P value of 0.89 from the 0.05 standard and an estimate of 0.53. This can happen because they are concerned about the halal

aspect of food they ate and this means that it can give them motivation to explore more about the halal aspect of their food. This finding is inline with suryavansi et al<sup>23</sup>

**Table 2.** Parameter model.

<i>Goodness of Fit Index</i>	<i>Criteria</i>	AMOS Result	Conclusion	Reference
<i>Chi Square</i>	<i>Small Chi Square</i>	578.750	<i>Adequate fit</i>	Ferdinand <sup>24</sup>
RMSEA	≤ 0.08	0.006	<i>Excellent fit</i>	Bagozzi & Yi <sup>25</sup>
CMIN/df	≤ 3.00	1.008	<i>Excellent fit</i>	Ferdinand <sup>20</sup>
SRMR	<0.08	0.060	<i>Excellent fit</i>	Bentler & Bonett <sup>26</sup>
CFI	≥ 0.90 - 1	0.996	<i>Excellent fit</i>	Bagozzi & Yi <sup>21</sup>
IFI	≥ 0.90 - 1	0.996	<i>Excellent fit</i>	Bentler & Bonett <sup>22</sup>
TLI	≥ 0.90 - 1	0.996	<i>Excellent fit</i>	Bagozzi & Yi <sup>21</sup>
NFI	≥ 0.90 - 1	0.693	<i>Marginal fit</i>	Bentler & Bonett <sup>22</sup>
PClose	>0.05	1.00	<i>Excellent fit</i>	Bentler & Bonett <sup>22</sup>

This study also conclude that the descriptive norms variable had significant and positive effect on the implementation of JPH law and halal industry in general. These results are based on model testing with AMOS which produces a CR value of 1.740 from the 1.96 standard, a P value of 0.75 from the 0.05 standard and an estimate of 0.102. This result can occur because social norms in the respondent's environment have been formed to be disciplined in maintaining halal food in general. This is in accordance with research by Chan et al, (2005) which confirms that individual behavior is influenced by the norms that exist in their community. The results of this study encourage the mental formation of the community to be disciplined in implementing halal aspect. This result also coincide with attitude that also giving

<sup>23</sup> Suryavanshi A, Bhatt P, Singh S, Predicting the buying intention of organic food with the association of theory of planned behaviour, *Materials Today: Proceedings*, <https://doi.org/10.1016/j.matpr.2023.03.359>, 2023,

<sup>24</sup> Ferdinand, Augusty 2005 *Structural Equation Modeling Dalam Penelitian Manajemen*, Badan Penerbit Universitas Diponegoro Semarang.

<sup>25</sup> Bagozzi, R. and Yi, Y 1988 On the Evaluation of Structural Equation Models. *Journal of the Academy of Marketing Sciences*, 16, 74-94. <http://dx.doi.org/10.1007/BF02723327>

<sup>26</sup> Bentler, P. M., & Bonett, D. G 1980 Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588–606. <https://doi.org/10.1037/0033-2909.88.3.588>

significant result, it means in general, the society want a secure halal food for them and was displayed by their behaviour.

This study also summarize that the Economic Use variable had a significant and positive effect on residents desire to implement halal law in industry. These results are based on model testing with AMOS which produces a CR value of 1.928 from the standard 1.96, a P value of 0.054 from the standard 0.05 and an estimate of 0.208. This is in accordance with research by Singh (2020) which states that economical side and incentive is vital to boost halal industry. Interestingly, This study then discover that the Perceived Usefulness variable had no significant effect on the residents desire to implement halal law. These results are based on model testing with AMOS which produces a CR value of 0.860 from the 1.96 standard, a P value of 0.39 from the 0.05 standard and an estimate of 0.083. This means that JPH law is still not considered useful by respondents. This result may happen because they feel that the food around them are safe enough to categorize it as halal so they do not need the urgencies to follow the steps used in halal certification. This study recommends being able to focus on increasing the perception of use value when implementing halal certification and its use in boosting their product image. This study also detect that the Perceived Behavioural Control variable had no significant effect on the residents desire to implement halal certification. These results are based on model testing with AMOS which produces a CR value of 0.253 from the 1.96 standard, a P value of 0.800 from the 0.05 standard and an estimate of 0.028. The results of this study indicate that people still feel that it is not easy to get certification in halal. So it demotivate them to implement it in particular.

There is also a finding in this research that confirms perceived social aspect is not giving significant result, This result maybe resulted from samples opinion that stated the halal certification will not boost their product socially and do not worth the difficulties. Therefore, further research is needed to determine what indicators and variables can encourage increased perceptions of the effectiveness of halal certification programs.

## **Conclusion**

This study obtain that the knowledge about halal industry and halal certification in particular. Halal certification especially about halal knowledge has a significant effect on residential decision to implement circular economic and manage their food waste. This is because it creates a sense of satisfaction and is bound as an instant reward when they know they had implement something that they know it is good for them. In addition, the perception of the ease to implement halal industry will boost the implementation as it will be easier for them to learn more about halal certificate and sustainability halal industry in the future. This study also made an interesting finding, namely the attitude and descriptive norms has positive impact. This can happen because they feel they the need to do the implementation of JPH law and manage their halal aspect of their food. However, one factor which is social aspect was not giving significant result, this may happen because in the environment of samples, food around them are deemed halal enough, so halal certificate seems not really necessary especially if the process to obtain it was seen too difficult. This study also found another interesting fact, namely how the perception related to the effectiveness (Perceived Effectiveness) and usefulness is not giving significant result. This means that sample feel halal certificate somewhat useless and ineffective for

them. This may happen because it is related with environment around them as they somewhat do not feel the urge to make JPH law as mandatory

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