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## Navigating Halal Certification: Key Factors Influencing Lombok SMEs' Commitment to Compliance

Nadia Nuril Ferdaus<sup>1</sup>, Amrullah<sup>2</sup><sup>1</sup>Ilmu Ekonomi dan Studi Pembangunan, Fakultas Ekonomi dan Bisnis, Universitas Mataram, Indonesia<sup>2</sup>Perbankan Syariah, Fakultas Agama Islam, Universitas Ahmad Dahlan, Indonesia

## Article Info

## ABSTRAK

**Keywords:**

Halal Knowledge, Halal Certification Understanding, Attitude of MSME Actors, Interest in Halal Certification, Lombok MSMEs

*This study aims to analyze the influence of Halal Knowledge, Halal Certification Understanding, and the Attitude of MSME (Micro, Small, and Medium Enterprises) Actors towards Halal Certification on the Interest in Halal Certification among MSMEs in Lombok. A quantitative approach with survey methods was used to collect data from 111 MSME respondents in the food and beverage sector. Multiple linear regression analysis showed that, simultaneously, the three independent variables significantly influenced the interest in halal certification. However, partially, only the Attitude of MSME Actors had a significant influence, while Halal Knowledge and Halal Certification Understanding did not have a significant effect. These findings suggest that although MSMEs have good knowledge and understanding of the halal concept and certification, their attitude toward halal certification is the most decisive factor in influencing their interest in applying for certification. Therefore, further efforts are needed to improve the positive attitude of MSME actors toward halal certification to strengthen the halal industry in Lombok.*

## 1. INTRODUCTION

As the country with the largest Muslim population in the world, Indonesia holds immense potential in the burgeoning halal market. According to data from the Ministry of Religious Affairs of the Republic of Indonesia (2022), over 241 million individuals in Indonesia adhere to Islam. This significant demographic naturally generates a high demand for products and services that comply with halal standards, which are essential for fulfilling the religious and ethical requirements of Muslim consumers. The State of the Global Islamic Economy Report 2023 further emphasizes this potential, estimating that the global halal market value will reach approximately USD 2.1 trillion by 2024. Indonesia is poised to emerge as a major contributor to this market, not merely as a primary consumer but also as a vital hub for the production and distribution of halal products. In response to this opportunity, the Indonesian government, through the Halal Product Assurance Agency (BPJPH), is actively promoting broader halal certification initiatives to bolster the growth and sustainability of this dynamic industry.

Lombok Island, recognized as a key destination for halal tourism in Indonesia, has the potential to serve as a pioneering example of how the halal industry can drive economic resilience and development. According to data from NTB Satu Data (2020), the West Nusa Tenggara Province is home to over 48,000 registered Micro, Small, and Medium Enterprises (MSMEs). However, the actual number of such enterprises is likely to far exceed this figure, reflecting the vibrant entrepreneurial spirit within the region. Regrettably, data from the Ministry of Religious Affairs of the Republic of Indonesia (2021) reveals that the number of MSMEs in NTB with halal certification stands at a mere 123. This stark contrast highlights a critical gap. Previous research has indicated that the interest among MSMEs in marketing halal-certified products remains low, which may be attributed to a pervasive lack of awareness regarding the significance and benefits of halal certification (Oemar et al., 2023).

In alignment with these findings, the Indonesian government has enacted Law No. 33 of 2014, mandating that all food and beverage producers acquire halal certification to safeguard consumer rights. According to Badan Penyelenggara Jaminan Produk Halal (BPJPH, 2023), the number of MSMEs that have achieved halal certification has reached 2.9 million. While this figure has reportedly surpassed the ambitious target of one million halal certifications set for 2023, it still represents less than

5% of the total estimated 64.13 million MSMEs operating in Indonesia. This discrepancy underscores a significant issue that warrants further investigation. As researchers, we are compelled to explore the level of awareness regarding halal certification and the intentions of micro and small food producers (UMK) in Lombok, West Nusa Tenggara, Indonesia, to pursue halal certification, in order to identify the barriers and opportunities that may exist within this vital sector.

## 2. METODOLOGI

This study employs a quantitative approach to test the proposed hypotheses. Creswell (2014) defines quantitative research as a methodological framework that utilizes numerical data to examine theories or hypotheses. To achieve the study's objectives, the collected data will be analysed by exploring the relationships among variables or by measuring phenomena in a quantifiable and objective manner. This approach often involves the application of statistical techniques to analyse the data and to draw generalizations about a larger population.

The primary source of data utilized in this research consists of primary data obtained through meticulously designed surveys and in-depth interviews with micro, small, and medium enterprises (MSMEs) operating in Lombok, West Nusa Tenggara. These primary data sources are essential for capturing the lived experiences and perspectives of MSME. Additionally, secondary data sources will be employed to complement the primary findings, enriching the literature review and providing a solid foundation for the research. This dual-source approach ensures a comprehensive understanding of the subject matter, allowing for a more nuanced analysis.

The sampling method applied in this study is random sampling, complemented by purposive sampling—specifically, a deliberate sampling technique that employs certain attributes (Sugiyono, 2018). Not all MSMEs in Lombok are eligible to be included in the sample for this study; rather, only those MSMEs that meet specific criteria, particularly those engaged in the food and beverage sector, will be selected. The collected data will then be analyzed using multiple linear regression analysis techniques.

Furthermore, the conceptual framework for this research is outlined as follows, providing a structured approach to understanding the interconnections among various elements within the study. This framework serves as a guiding blueprint for the research, facilitating a systematic exploration

of the key concepts and variables that will be examined throughout the course of the study.

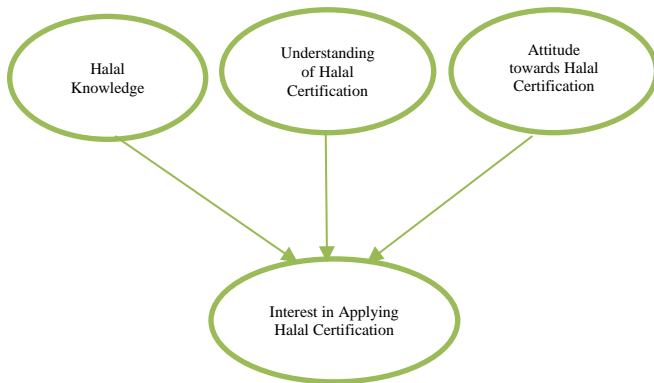


Figure 1. Conceptual framework

### 3. RESULT AND DISCUSSION

Based on the research conducted, several characteristics of the respondents were identified as follows:

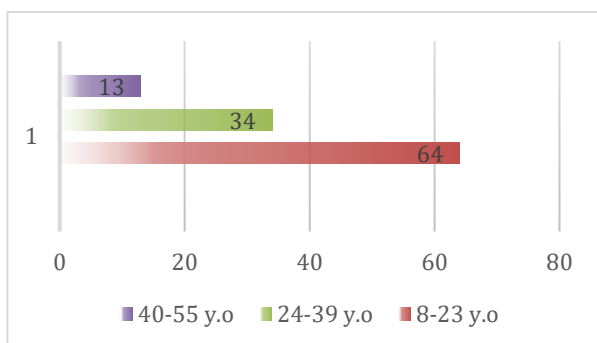
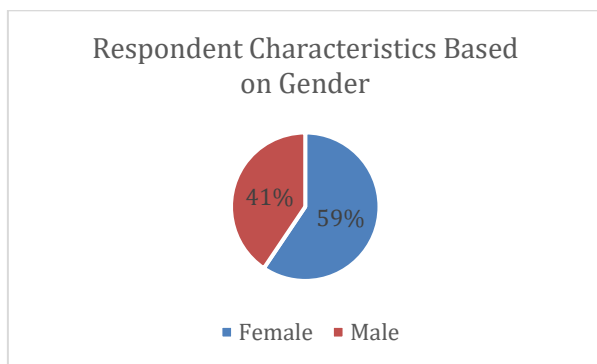


Figure 3. Respondent Characteristics Based on Age Distribution

In this study, a total of 111 MSMEs (Micro, Small, and Medium Enterprises) participated as respondents. The analysis of the collected data reveals that the gender distribution among the respondents is predominantly female, comprising 51% of the total sample.

Furthermore, the age distribution of the respondents is classified according to generational

cohorts: a) Generation X (ages 40-55 years), b) Generation Y (ages 24-39 years), and c) Generation Z (ages 8-23 years). Notably, the dominant age group in this research falls within Generation Z, specifically those in their early 20s. This trend highlights a significant representation of younger entrepreneurs in the MSME sector, suggesting a shift in the demographics of business ownership towards a more youthful demographic.



Figure 4. Classification Based on Halal Certification Ownership

Among all the respondents, 52% indicated that they do not yet possess halal certification for their products. This highlights a significant portion of MSMEs that have yet to engage with the certification process, which may reflect various challenges such as a lack of awareness, financial constraints, or insufficient knowledge about the benefits of obtaining halal certification.

In contrast, 48% of the respondents have successfully acquired halal certification, showcasing their commitment to adhering to halal standards and meeting the needs of Muslim consumers. The disparity between the two groups underscores the importance of targeted educational initiatives and support systems to encourage more MSMEs to pursue halal certification. Understanding the factors influencing the decision to obtain or forego certification could provide valuable insights for policymakers and industry stakeholders aiming to promote halal compliance within the MSME sector.

### Results of Classical Assumption Test

#### Normality Test

The normality test is conducted to determine whether the residuals, or error terms, in the regression model follow a normal distribution. According to Ghazali (2011), a regression model is considered to have a normal distribution if the plotted data points closely adhere to a diagonal line when represented graphically.

In practical terms, this means that the residuals should not exhibit significant skewness or kurtosis, which could indicate deviations from normality. The assumption of normality is crucial in regression analysis as it validates the reliability of the statistical inferences made from the model. If the residuals are normally distributed, it enhances the credibility of hypothesis tests concerning the regression coefficients.

To evaluate the normality of the residuals, various graphical and statistical methods can be employed, such as the P-P plot, histogram, or statistical tests like the Shapiro-Wilk test. A thorough examination of these methods helps researchers confirm that the assumptions of the regression analysis are met, thereby ensuring the robustness of the model's conclusions.

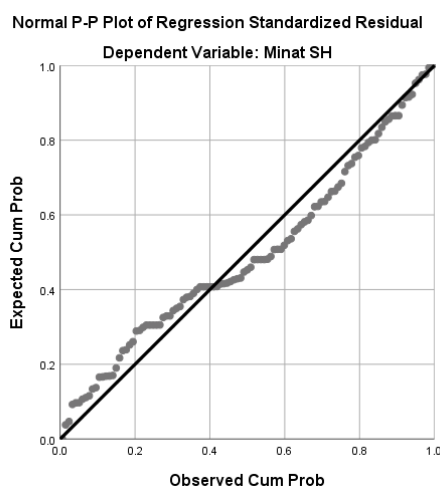


Figure 5. Scatter Plot

Based on the graph presented above, it is observed that the data points are distributed along the diagonal line. This pattern indicates that the residuals conform to the expectations of normality, suggesting that they are normally distributed. Consequently, it can be concluded that the data used in this research adheres to the assumption of normal distribution.

This confirmation of normality is crucial for the validity of the regression analysis, as it supports the reliability of the statistical inferences drawn from the model. The adherence to a normal distribution ensures that the subsequent hypothesis tests regarding the regression coefficients can be considered robust, thus enhancing the overall credibility of the research findings.

#### Multicollinearity Test

The multicollinearity test is conducted to assess whether there is a high correlation among the

independent variables in the regression model. High multicollinearity can inflate the variance of the coefficient estimates, leading to unreliable statistical inferences. To determine the presence of multicollinearity, specific criteria must be met. According to Riyanto and Hatmawan (2020), the absence of multicollinearity is indicated by a tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) of less than 10.

A tolerance value below 0.10 suggests that the independent variable shares a significant amount of variance with other independent variables, while a VIF exceeding 10 indicates a problematic level of multicollinearity. By performing this test, researchers can ensure the integrity of the regression analysis and the validity of the conclusions drawn from the model.

Table 1. Table of Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
P. Halal	.141	7.105
P. SH	.141	7.076
Sikap SH	.107	9.351

a. Dependent Variable: Minat SH

Based on Table 1, the tolerance values for all three independent variables are greater than 0.10, and the Variance Inflation Factor (VIF) values are all less than 10. Therefore, it can be concluded that there is no multicollinearity present in this study.

#### Heteroskedasticity test

The heteroskedasticity test aims to determine whether there is a non-constant variance of the residuals across different observations in the regression model (Riyanto & Hatmawan, 2020). In this study, the presence of heteroskedasticity was assessed using the Spearman rank test. Heteroskedasticity is not present if the significance value (sig) is greater than 0.05. Conversely, if the significance value (sig) is less than 0.05, it indicates the presence of heteroskedasticity in the data.

Table 2. The Results Of The Heteroskedasticity Coefficients<sup>a</sup>

Model	t	Sig.
1 P. Halal	0.360	0.720
P. SH	-0.456	0.649
Sikap SH	7.067	0.578

Based on Table 2, the significance value (sig) is greater than 0.05, indicating that



heteroskedasticity is not present in this study. This finding suggests that the variance of the residuals remains constant across different observations, which is an essential assumption for the validity of the regression analysis.

The absence of heteroskedasticity enhances the reliability of the model's estimates and ensures that the statistical inferences drawn from the regression analysis are robust. Thus, the results can be considered valid for interpreting the relationships between the independent and dependent variables in this research.

### Hypothesis Testing Results

The multiple linear regression analysis aims to test the hypotheses concerning the effects of halal knowledge (X1), understanding of halal certification (X2), and the attitudes of business owners towards halal certification (X3) on the interest in halal certification (Y).

This analytical approach allows for an assessment of how each independent variable contributes to the dependent variable, providing valuable insights into the relationships between these factors. By examining these relationships, the study seeks to determine the extent to which halal knowledge, understanding, and attitudes influence the willingness of business owners to pursue halal certification.

The findings from this regression analysis will play a critical role in understanding the dynamics at play in the halal certification process and can inform strategies to enhance awareness and encourage more MSMEs to seek certification.

Table 3. Results of Multiple Linear Regression Analysis Test

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3,590	0,922		0,000
	Pengetahuan Halal	0,021	0,069	0,031	0,765
	Pengetahuan SH	-0,008	0,068	-0,013	0,910
	Sikap SH	0,534	0,092	0,708	0,000

a. Dependent Variable: Minat SH

Based on the table above, the multiple linear regression equation obtained is as follows:

$$Y = a + b_1X_1 + b_2X_2 - b_3X_3 + e$$

$$Y = 4,075 + 0,024X_1 - 0,039X_2 + 0,535X_3 + e$$

The constant (a) from this research indicates that if the variables of halal knowledge, understanding of halal certification, and attitudes towards halal certification remain constant, the interest in halal certification would be 4.075. This means that even in

the absence of these three variables, the interest in halal certification among MSME actors in Lombok will still increase by 4.075.

Based on the regression analysis conducted on the model, it was found that the Sig.t values for the variable of Halal Knowledge (X1) and the variable of Understanding of Halal Certification (X2) are 0.765 and 0.910, respectively. Both of these values are greater than the alpha level (5% or 0.05), indicating that these two variables do not have a significant effect on the interest in halal certification (Y).

In contrast, the variable of Attitude towards Halal Certification (X3) shows a Sig.t value of 0.000, which is less than the alpha level of 5%, along with a positive regression coefficient of 0.709. Therefore, it can be concluded that variable X3 has a significant positive influence on the dependent variable, where every one-unit increase in variable X3 will increase variable Y by 0.709.

### The simultaneous significance test (Uji F)

The simultaneous significance test aims to determine the overall effect of the independent variables on the dependent variable collectively. The decision-making criteria for the simultaneous significance test are based on the calculated F value, which is compared to the critical F value from the F distribution table, along with the significance level (Riyanto & Hatmawan, 2020).

Table 4. Table of Result simultaneous significance test ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	202.464	3	67.488	38.692	.000 <sup>b</sup>
Residual	186.635	107	1.744		
Total	389.099	110			

a. Dependent Variable: Minat SH

b. Predictors: (Constant), Sikap SH, P. SH, P. Halal

Based on the table above, the calculated F value is 38.692, with a significance level of 0.000. The critical F value from the table is 2.68. This indicates that the calculated F value is greater than the critical F value, and the significance level is less than 0.000. Therefore, it can be concluded that there is a simultaneous effect of the independent variables X1, X2, and X3 on the dependent variable Y. This finding suggests that the combined influence of halal knowledge, understanding of halal certification, and attitudes towards halal certification significantly impacts the interest in halal certification. The strong



significance level reinforces the validity of these results, indicating that at least one of the independent variables plays a crucial role in affecting the dependent variable.

#### Coefficient Determination Result (Uji R<sup>2</sup>)

The analysis of the coefficient of determination is used to measure the extent to which the model explains the variation in the dependent variable (Riyanto & Hatmawan, 2020).

Table 5. Results of R<sup>2</sup> Test

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 <sup>a</sup>	0.520	0.507	1.32070

a. Predictors: (Constant), Sikap SH, P. SH, P. Halal

Based on Table 5, the adjusted R square value is 0.507, which is equivalent to 50.7%. This figure indicates that the dependent variable is influenced by the independent variables by 50.7%.

## Discussion

### *The Influence of Halal Knowledge on the Interest in Halal Certification*

Based on the results of the regression analysis, it was found that halal knowledge (X1), does not significantly influence the interest of SMEs in Lombok to register for halal certification. This may indicate that, although the understanding of halal concepts among SMEs in Lombok is relatively good—where they grasp the definition of halal, critical points concerning halal and haram from inputs or raw materials, production processes, outputs, and the requirements for halal food and beverages—this understanding does not necessarily encourage them to obtain or manage halal certification promptly. This issue requires the attention of stakeholders, including policymakers, academics, and halal industry observers, to address the challenges effectively. Furthermore, Law No. 33 of 2014 concerning Halal Product Assurance (UU JPH) mandates all business actors, including SMEs, to possess halal certification.

Business operators must recognize that it is insufficient to merely know what constitutes halal and haram products; they must also have halal certification as proof and assurance of their halal business practices. In the halal certification process, the raw materials used must meet halal requirements, specifically natural (organic) materials with clear halal status or materials that have been halal certified. Additionally, the processing of these materials must adhere to sharia standards, ensuring

that production tools are separate from those used for non-halal products. All of these aspects must be guaranteed through the possession of halal certification.

These findings contrast with previous studies regarding the influence of halal knowledge on interest in halal certification. Research by Yasin & Anita (2024) indicated that understanding halal does influence the interest in halal certification. Similarly, a study conducted by Sari (2021) found that the understanding of SMEs significantly affects their decisions regarding halal certification. Oemar (2020), Ismaya (2022), and Utami (2022) also stated that understanding halal encourages SMEs to pursue halal certification for their products.

The discrepancy in these findings indicates a pressing need for stakeholders to undertake greater efforts to encourage SMEs in Lombok to promptly secure halal certification as a commitment to ensuring consumer product safety. This is essential for SMEs to demonstrate that their products are certified halal. The status of halal or haram substances consumed by individuals significantly impacts their religious observance and accountability in the hereafter. As stated in Surah Al-Baqarah, verse 168: “*O mankind, eat from whatever is lawful and good on the earth, and do not follow the footsteps of Satan; indeed, he is to you a clear enemy.*” Additionally, it is mentioned in a Hadith by Thabarani from Ibn Mas’ud that the Prophet Muhammad (peace be upon him) said, “*Seeking that which is halal is an obligation for every Muslim.*” These teachings emphasize the importance of ensuring that the food and products consumed are halal, not only for physical health but also for spiritual integrity. Thus, it becomes imperative for stakeholders to implement educational initiatives and support systems that empower SMEs in Lombok to navigate the certification process effectively and uphold the principles of halal in their business practices.

### *The Influence of Understanding Halal Certification on Interest in Halal Certification*

Based on the results of the regression analysis, it was found that variable X2 (Understanding of Halal Certification) does not influence the interest of SMEs in Lombok to register halal certification for their products. This may be due to the still low understanding of SMEs regarding halal certification. As found in the study by Akim (2018), the understanding of SMEs about halal certification is still low. Additionally, this may also be caused by misunderstandings related to halal certification knowledge among SMEs, as indicated by the

findings of the research conducted by Rahmanita et al. (2023). Moreover, the understanding of halal certification regulations is also not widely understood by the general public. In Ningrum (2022), it was mentioned that the majority of SMEs find it difficult to deal with the registration costs for halal certification. However, since June 2021, the Indonesian government has issued regulations under PP No. 31 of 2019 from the Ministry of Religious Affairs to provide ease for SMEs in registering for halal certification through a free halal certification program via self-declaration (Latifah, 2022). Such issues demonstrate how a lack of socialization of regulations can influence the level of halal literacy and the interest of SMEs to register for halal certification (Ningrum, 2022), even though the general public understands the basic concept of halal certification.

Theoretically, halal certification on packaging can provide consumer confidence in a product. However, in the research by Ramadhan et al. (2024), it was found that halal certification does not influence brand loyalty. Kartika (2019) also stated that halal certification does not affect consumer loyalty. Therefore, in addition to low knowledge and misunderstandings related to halal certification, these factors may also explain why the understanding of halal certification does not influence the interest of SMEs in applying for halal certification.

#### *The Influence of SMEs Attitudes toward Halal Certification on Interest in Halal Certification*

According to the Indonesian Language Dictionary (KBBI), attitude is defined as actions, behaviors, or gestures based on the beliefs and views held by a person. In this study, the variable of Halal Certification Attitude (X3) influences the interest in halal certification (Y) among SMEs in Lombok, as can be seen from the results of the regression analysis. The regression test results show that if the attitude toward halal certification increases, the interest in halal certification also increases. SMEs recognize that halal certification for a product is important. This is consistent with earlier research conducted by Akim (2018), which found that a halal label can clarify the halal status of a product. Yasin (2024) also mentioned that halal certification can enhance consumer interest and loyalty towards a product. Therefore, the attitude demonstrated by SMEs is to prioritize halal certification for their products. This attitude aligns with the guidance of the Quran in QS. Al-Baqarah verse 172: "O you who have believed! Eat from the good things which We have provided for you and be grateful to Allah if it is

indeed Him that you worship," thereby encouraging SMEs to produce and present halal and thayyib consumables for consumers.

#### *The Simultaneous Influence of Halal Knowledge, Understanding of Halal Certification, and SME Attitudes toward Halal Certification on Interest in Halal Certification*

The F-test results indicate that, collectively, the three independent variables (Halal Knowledge, Understanding of Halal Certification, and SME Attitudes toward Halal Certification) influence the Interest in Halal Certification. This means that when these three factors are combined, they can significantly impact the interest of SMEs in obtaining halal certification. The combination of all three forms a unity that affects the decisions of SMEs.

The t-test results found that Halal Knowledge and Understanding of Halal Certification are not significant. This means that individually, knowledge about halal and understanding of halal certification are not strong enough to directly influence the interest of SMEs. SMEs may have knowledge and understanding, but if their attitudes toward halal certification are not positive or supportive, their interest in pursuing halal certification will not materialize. This indicates that although halal knowledge and understanding of halal certification do not have a strong partial influence, when combined with a positive attitude, they still contribute to the overall decision-making process for halal certification.

The attitude of SMEs plays a crucial role, as even when knowledge and understanding are available, the decision to pursue halal certification is more influenced by their attitude or perspective on the importance of the certification. A positive attitude will motivate them to take action. Although not significant in isolation, knowledge and understanding provide background information that influences attitude. Therefore, while they still play a role simultaneously, they are not strong enough to influence interest without a supportive attitude.

The simultaneous influence shows that even though knowledge and understanding do not directly affect interest, they still contribute as supporting factors in shaping a positive attitude toward halal certification. This dominant attitude is the primary determinant of SMEs' interest in pursuing halal certification.

## Conclusion

Based on the findings of this study, it can be concluded that there is a significant simultaneous influence of the variables of Halal Knowledge, Understanding of Halal Certification, and SME Attitudes toward Halal Certification on the Interest in Halal Certification among SMEs in Lombok. However, in a partial analysis, only the variable of SME Attitudes toward Halal Certification shows a significant effect, while Halal Knowledge and Understanding of Halal Certification do not significantly influence this interest.

Halal Knowledge and Understanding of Halal Certification are not strong enough to directly affect the interest of SMEs in obtaining halal certification. Although SMEs may have adequate knowledge of halal and an understanding of the certification process, this does not automatically encourage them to pursue halal certification. The attitude of SMEs toward Halal Certification has proven to have the most significant influence in driving interest in halal certification. A positive attitude toward the importance of halal certification serves as the primary motivation for the decision to engage in the certification process.

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