



THE INFLUENCE OF HALAL SOCIALIZATION AND BUSINESS CAPITAL ON INTEREST OF HALAL CERTIFICATION IN SURABAYA MSMEs

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Abstract: MSMEs in East Java have not fully obtained halal certification. Even though regulations regarding the obligation to obtain halal certification for MSMEs have been stipulated. UMKM Surabaya itself still has not reached 50% who pocketed halal certification. MSMEs do not fully understand the regulations and procedures for administering halal certification. Therefore, the government should try to provide facilities that make it easy for MSMEs to take care of halal certification. This study intends to determine the effect of halal socialization and business capital on the Interest in halal certification for UMKM in Surabaya City. The independent variable of this study consisted of two variables, namely halal socialization and venture capital, while the dependent variable of this study, namely the Interest in halal certification for UMKM in Surabaya City. This study was compiled using a quantitative method through a sample of 100 respondents. The questionnaires were distributed using a Likert scale on halal socialization and business capital. This study showed that the variables of halal socialization and business capital affected the Interest in halal certification for UMKM in Surabaya City. As for the test results of the coefficient of determination (R Square), it was found that the variables of halal socialization and business capital have a simultaneous effect of 71.4% on the Interest in halal certification for UMKM in Surabaya City.

Keywords: *halal socialization, business capital, interest in halal certification, msme*

A. Introduction

Halal products emerged when there was a case of products containing "lard." The case arises from Tri Susanto's article published in the Bulletin Canopy by the Student Senate of the Faculty of Animal Husbandry, Brawijaya University, which states that several kinds of food and drinks on the market contain lard. About 34 products on the market were indicated to contain lard. It caused the stability of the national economy to be disrupted. The public became worried about buying food and drinks on the market that were suspected of containing lard, from this case causing a decrease in sales by around 80% (Mashudi, 2015).

The government tried to restore public trust by giving a mandate to MUI to minimize the issue of lard by establishing LPPOM MUI. The Indonesian Ulema Council (MUI), on January 6 1989, established the Indonesian Ulema Council Food, Drug, and Cosmetics Assessment Institute (LPPOM MUI). The institution was present to provide convenience

for the community in carrying out the process of checking the halalness of a product. Also, halal products in Islam are an obligation, especially in food. Considering the importance for Muslims in consuming halal food and drinks to avoid the type of food or drink that is haram and not good. Allah's word in QS. Al-Baqarah verse 172:

يَا أَيُّهَا الَّذِينَ آمَنُوا كُلُوا مِن طَيِّبَاتِ مَا رَزَقْنَاكُمْ وَاشْكُرُوا لِلَّهِ إِن كُنتُمْ إِيَّاهُ تَعْبُدُونَ

Translation: "O you who believe! Eat of the good sustenance We have given you and give thanks to Allah, if you worship Him alone".

Conversation about the halal lifestyle has become a global trend. According to data from the State of Global Islamic Economic Report 2020-2021, Muslims' consumption worldwide is 2.02 trillion USD in culinary, pharmaceutical, cosmetics, fashion, travel, and halal recreation. (Ministry of Foreign Affairs, 2022). It is considered that there are 1.93 billion Muslim people in the world. It is quoted through Katadata.co.id that this number is equal to 22% of the total global population who have the potential to become halal consumers and will experience a significant increase. Seeing this potential, it is time for Indonesian MSME actors to immediately enter the halal industry to compete in the global market. MSMEs also have market opportunities in several sectors, such as halal food, fashion, and halal tourism, which are increasing and are also supported by increasing public awareness of consuming halal-labelled products. (Halal Product Guarantee Organisation Agency, 2019). In addition, it was noted that in December 2021, there were 238.06 million Indonesians who were Muslims, or the proportion equivalent to 86.93% of the domestic population (Katadata, 2022). This data is evidenced by the graph below:

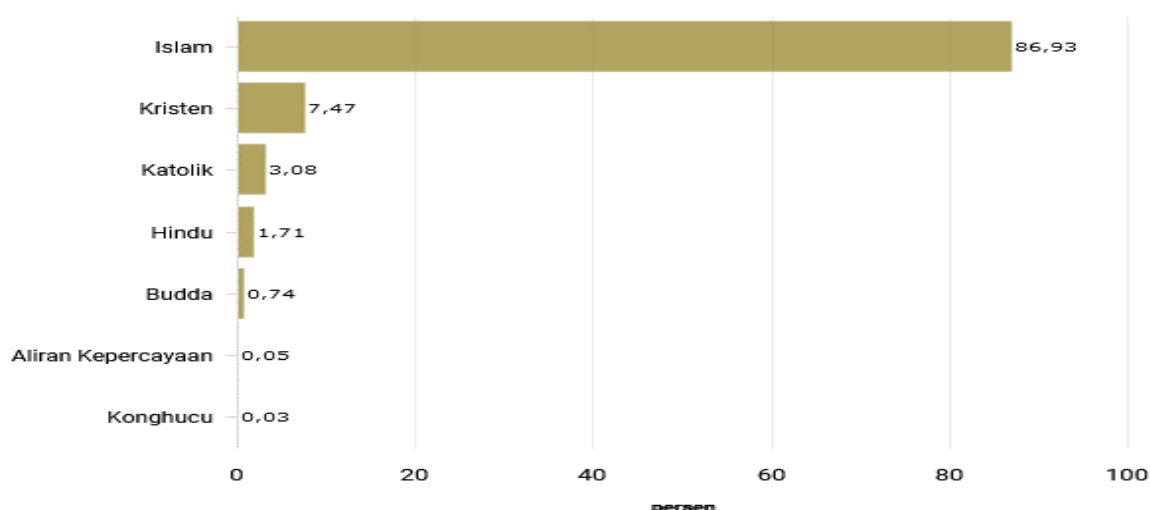


Figure 1. Percentage of Religious Believers in Indonesia
(Source: katadata.co.id, 2022)

The central role of MSMEs drives Indonesia's economic growth. The level of contribution of MSMEs to GDP is 61.1% of the total national GDP. (Ministry of Finance of

the Republic of Indonesia, 2020). The contribution of MSMEs in each region in supporting national economic growth differs. Quoting a statement from the governor in East Java that "MSMEs in East Java have a contribution to GRDP of 57.25%".

On the other hand, the total number of MSMEs in East Java was recorded at 9,782,262 business units in 2022. (Office of Cooperatives and SMEs of (East Java Province, 2022). The high potential of MSMEs should be a reference for the government in East Java to be committed to increasing the competitiveness of MSMEs globally in producing quality and competitive products by encouraging MSMEs to apply for halal certification for their business products.

According to the Small and Medium Industry Forum (IKM) in East Java, only 45% of East Java MSMEs have halal certificates from MUI. Meanwhile, the number of MSMEs in Surabaya City is still small, which has not yet reached 50%. (Wibisono, 2019). Whereas the number of MSMEs in Surabaya City reaches 385,054 in various business categories, as many as 25,178 are in the food and beverage category. (Office of Cooperatives and SMEs of East Java Province, 2022). This figure is worth discussing, considering that the halal certification policy from voluntary to mandatory was established.

Problems in the field are known; MSMEs have not yet obtained halal certification because producers in Indonesia do not fully understand the policies governing halal certification from MUI. (Huda, 2012). Although Indonesia is a Muslim country, producers' knowledge of the urgency of halal food and beverages and halal certification is still in the category of minimal knowledge. It is because most producers consider Indonesia a predominantly Muslim society, so whatever products are marketed by Muslim producers are guaranteed halal without reviewing them deeper. (Akim et al., 2019). This condition is also supported by research (Mustakim et al., 2022); the lack of literacy levels of MSME actors is due to not knowing about the halal certification process. Another contributing factor is that MSME actors also lack information, so many of their business products have not been able to be marketed widely.

Problems with access to capital also dominate the problems that MSME actors must face. According to the Financial Services Authority (OJK), the main problems of MSMEs have not been able to advance in class, constraints on access to financing or business capital from various financial institutions because many requirements cannot be met by MSME actors (Republik.co.id, 2022). Published on metadata.co.id, it was recorded that around 74% of MSME actors had yet to obtain financing, making it difficult for them to increase the scale of production. (Annur, 2019). Based on AFPI 2021 data, of the total of around 60 million MSMEs, 46.6 million, or equivalent to 77.6%, are, in fact, unable to access bank credit. (Kompas.com, 2021). Even though MSMEs are the main drivers of the Indonesian economy. (Pandji Anoraga, 2010) Explains that, in general, The MSME sector has one characteristic, namely limited capital. Moreover, in the process of obtaining halal certification, there are administrative costs for requirements such as submission files, business distribution permits, contract payments, and other stages that incur funds,

which is not in a small amount; even many MSMEs have difficulty conducting laboratory tests due to their limited capital. (Komalasari, 2019). So it can also affect the Interest of MSME actors in applying for halal certification.

In fact, since the implementation of JPH Law No. 33 of 2014, all MSMEs are required to obtain halal certification. This policy obliges MSME actors to take care of halal certification even though it is paid. On the other hand, public awareness of halal products is also increasing. Research (Setyaningsih & Marwansyah, 2019) mentioned that halal awareness positively influences the decision to buy a product. It means that Muslim consumers prefer to buy products with a halal label rather than those without a label or certification.

Of these two factors, this research is new and exciting to study after the enactment of the JPH Law. This study was conducted to determine whether halal socialization and business capital affect Interest in halal certification in MSME actors. The object of research conducted is in the city of Surabaya. It is because Surabaya is one of the big cities, with 2,619,094 Muslims in 2017. (Surabaya City Central Statistics Agency (BPS), 2018). Surabaya also has 385,054 MSMEs, including micro businesses in various business categories and as many as 25,178 in the food and beverage business category. However, not all of them have halal certification (Office of Cooperatives and SMEs of (East Java Province, 2022). Seeing the opportunity of the high number of Muslims and the total number of MSMEs in Surabaya City, it is hoped that halal socialization efforts from related institutions will be able to provide MSME facilities so that they can take care of halal certification and the existence of business capital can foster the Interest of MSME actors in Surabaya City because of the submission of the certification process for food and beverage MSME actors can be taken through the self-declaration route, which means that it is also an effort from the government to be able to provide facilities for MSME actors who have a limited capital, So that the policies that have been made are expected to be able to eliminate problems that arise and increase and guarantee consumer confidence in halal certification as a form of product protection. In addition, it is hoped that it can lead Surabaya MSME actors to enter the halal industry in the global market.

B. Methods

The type of research was quantitative research, where the data generated will be manifested in the form of numbers which are then analyzed based on statistics (Sugiyono, 2018). This type of research has a hypothesis that is sought for truth. The hypothesis defines the correlation between two or more to obtain the results of the variable relationship (Mulyadi, 2010). This study is entitled the effect of halal socialization and business capital on Interest in halal certification in Surabaya City MSMEs. This quantitative approach intends to determine the effect between X1 (halal socialization) and X2 (business capital) on Interest in halal certification in Surabaya City MSMEs (Y).

Halal socialization (X1) is an effort to increase the insight of business actors about the importance of having halal certification. (Adiwinarto et al., 2022). Indicators of halal

socialization, according to (Nopiana & Natalia, 2018), consists of socialization material, socialization media, socialization time, and socialization implementation. Business capital (X2) does the company use the money to meet the needs of the company (Sutrisno, 2008). According to (Nugraha, 2011), business capital indicators consist of capital structure, the use of additional capital, barriers to accessing external capital, and business conditions after additional capital. Meanwhile, Interest in halal certification is a behaviour to take care of the halal certification process in the business it owns. Interest indicators, according to (Slameto, 2010) feelings of pleasure, attention, awareness, Interest, and involvement. This research was compiled with primary data. This data is the original data obtained directly by the researcher from the respondent being studied. (Sugiyono, 2018). The results of the data obtained are processed using the SPSS version 25 with multiple regression, which has the formula:

$$Y = a + b_1X_1 + b_2X_2$$

Description :

Y : Interest in halal certification

A : Constant

X₁ : halal socialisation variable

X₂ : business capital variable

b₁ : regression coefficient X₁

b₂ : regression coefficient X₂

The population in this study were MSME actors in Surabaya City, totalling 385,054 (Office of Cooperatives and SMEs of East Java Province, 2022). The criteria researchers use are respondents of MSME actors in Surabaya, not yet halal certified, and MSME actors of food and beverage types. The formula used in the sample is the slovin formula:

$$n = \frac{N}{1 + N e^2}$$

Description :

N : number of samples

N : total population

E : error tolerance limit

So that the calculation of the sample size of this study is as follows:

$$n = 385.054 / 1 + 385.054 \times (0,1)^2$$

$$n = 385.054 / 3.850,54$$

$$n = 100 \text{ respondents}$$

The sampling technique used in this study is purposive sampling, where each member of the population has the same opportunity to be selected as a respondent. Therefore, the criteria for respondents are determined so that the research follows the variables studied and has valid data. The criteria for respondents who can fill out the questionnaire are:

1. MSME actors residing in Surabaya City
2. MSME actors with food and beverage types
3. Not yet halal certified.

The test conducted in this study is the t-test (partial) which aims to determine the relationship between the independent variable and the dependent variable partially. The f-test (simultaneous) aims to determine the relationship between the independent variables together (partially) on the dependent variable. While the r-square test (coefficient of determination) aims to simultaneously determine the strength of the two independent variables on the dependent variable.

C. Results and Discussion

The data used by the author is the result of distributing questionnaires to 100 respondents who are SMEs in Surabaya City, including the characteristics of respondents based on gender, age, length of business, and religion. The data from the answers of respondents with these characteristics are:

Table 1. Primary Processed data

Respondent Characteristics		Total	Percentage
Gender	Male	39	39%
	Female	61	61%
Age	< 20 Years	7	7%
	21 – 35 Years	51	52%
	36 – 45 Years	21	20%
	46 – 55 Years	15	15%
	> 56 Years	6	6%
Length of business	< 1 Year	21	21%
	2 – 5 Years	56	56%
	> 5 Years	23	23%
Religion	Islam	96	96%
	Kristen	4	4%

From this table, it can be described that the respondents were dominated by MSME actors with female gender as much as 61% with an age range of 21 - 35 years as much as 52%. Respondents in this study were also dominated by MSME actors with a business length of 2 - 5 years, as much as 56%, and dominated by Muslim MSME actors.

1. Hypothesis Test

In testing the hypothesis, this study used IBM SPSS Statistics 25, which is used to process primary data obtained from respondents' answers. The test results can be found as follows:

2. Partial Test (T-Test)

In this study, hypothesis testing was carried out using the t-test to determine if the independent variable partially influences the dependent variable. If the t value > t table or the significance value of the t-test < 0.05, it is concluded that the independent variable significantly affects the dependent variable. (Ghozali, 2018). The following are the results of the t-test using the SPSS program:

Table 2. SPSS output (Data processed)

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.212	3.085		.717	.475
	Halal socialization (X1)	.700	.115	.584	6.093	.000
	Business Capital (X2)	.346	.112	.296	3.091	.003
a. Dependent Variable: Interest in Halal Certification (Y)						

Based on the table above, it is known that the value of t count and sig. Each independent variable is halal socialization (X1) and business capital (X2). In this study, the provisions of the partial test (t-test) with a confidence degree of 95% or an alpha value of 0.05, the t-table value is 1.98397. Then the results of the partial test in this study are as follows:

a) Halal Socialization (X₁)

Based on the value of Table 4.13, it is known that the t value of the halal socialization variable (X1) is 6.093 at a significance level of 5%, which is 0.000. This shows that the value of t count (6.093) > t table (1.98397) and the significance value < 0.05. So it can be concluded that the halal socialization variable (X1) influences Interest in halal certification for Surabaya City MSME actors.

b) Business Capital (X2)

Based on Table 4.13, it is known that the t value of the business capital variable (X2) is 3.091. At the significance level, it is 0.003. It shows that the calculated t value (3.091) > t table (1.98397) and the significance value < 0.05. So it can be concluded that the business capital variable (X2) has a positive influence on Interest in halal certification for Surabaya City MSME actors.

3. Simultaneous Test (F Test)

The F test is part of the hypothesis test to determine whether the independent variables simultaneously or together affect the dependent variable. According to (Trihendradi, 2018), if the calculated F value is compared with the F table value and the significance value, namely if the significance value < 0.05, there is an influence between the variables X1 and X2 on Y. The following are the results of the F test using the SPSS program:

Table 3. Primary data processed, SPSS output (2022)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	933.549	2	466.774	121.269	.000 ^b
	Residual	373.361	97	3.849		
	Total	1306.910	99			
a. Dependent Variable: Interest in Halal Certification (Y)						
b. Predictors: (Constant), Business Capital (X2), Halal Certification (X1)						

Based on the table ANOVA test results or F test, the calculated F value is 121.269. With a significance level of 0.000. The F table value with 100 respondents is 3.09. It shows the value of the F count > F table and the significance value < 0.05. So, it can be stated that there is a simultaneous influence on the halal socialization variable (X1) and business capital (X2) on Interest in halal certification (Y).

4. Test Coefficient of Determination (R Square)

The coefficient of determination or R square test is used to see the amount of influence of the independent variable on the dependent variable. If the value is close to one, it means that the independent variable (X) has a significant influence on the dependent variable (Y). (Ferdinand, 2014). The following are the results of the R square test:

Table 4. Primary data processed, SPSS output (2022)

Model Summary				
Model	R	R Square	Adjusted	Std. Error of
			R Square	The Estimate
1	0,845 ^a	0,714	0,708	1,96191

Based on the table above, it is known that the R Square value is 0.714, or equivalent to 71.4%. This figure shows that the dependent variable is influenced by the independent variable by 71.4%. While the remaining 28.4% is influenced by other variables not examined in this study.

a) Effect of Halal Socialization on Interest in Halal Certification

Based on the results of research conducted partially, it shows that there is a positive influence between the halal socialization variable on Interest in halal certification for MSME actors in Surabaya City. This can show that if MSME actors get facilities regarding halal certification through halal socialization, it will further increase the Interest of MSME actors in taking care of halal certification in their businesses.

Consumers have the right to obtain clear and valid information about what they will consume from producers. Every food and beverage that will be offered to consumers must include clear, valid, and honest information to avoid misinformation. So, halal certification is essential for business actors. Halal certification is essential to ensure the halalness of the product. Because Indonesia has the largest Muslim population, the market demand for halal products is very high. Halal is also the most sensitive issue in Indonesia. This condition is by the following Fiqh rules::

الأمر بالشئ أمر بوسائله

"An order to do something also means an order to provide the means."

The fiqh rules above explain the order to provide halal products. Because halal is part of the necessity of a knowledge of Muslims to consume halal products, carrying it out is an obligation that must be carried out. Having a halal certificate facility is a tool for business actors to provide the best service to consumers by producing and providing halal and tayyib products that are premium quality, safe, healthy, nutritious, and suitable for consumption. A halal certificate is also a tool for assurance and certainty of product halalness for consumers. So that products that have a halal label will affect the selling value and public Interest in buying these products.

The results of this study are in line with research conducted by (Moerad et al., 2021) with the title "Socialisation and Assistance for MSME Halal Certification in Sidoarjo Regency" with observation and interview methods, the results of the study stated that as

many as 58% of MSME actors in Sidoarjo Regency felt that halal certification was essential, and several MSMEs were willing to be given halal certification assistance. This is also supported by consumers who are increasingly aware of halal products, especially food and beverages. Proven by research conducted by (Setyaningsih & Marwansyah, 2019) stated that halal awareness positively affects consumer decisions to buy halal food products. Therefore, government efforts to Provide halal socialization facilities are very important for MSME actors. Because the increasing implementation of halal socialization will further foster the Interest of MSME actors to take care of halal certification. In addition, the government should also have programs that can provide relief for MSME actors in taking care of halal certification.

Furthermore, in this study, the measurement of halal socialization uses indicators of socialization material, socialization media, socialization time, and socialization implementation. Based on the answers from respondents on the halal socialization variable, the indicator with the highest value is halal socialization media which is 4.63. It shows that MSME actors agree with the existence of halal socialization facilities. When associated with the characteristics of respondents using crosstab, the most dominant respondents are women aged 21-35 years. It means that in this age range, respondents agree that it will be easy to access halal certification if there is continuous halal socialization from related institutions.

Meanwhile, when associated with theoretical studies related to halal certification, of course, the role of halal socialization carried out by related institutions is essential; this follows what Akim (2019) states that the low level of understanding of MSME actors regarding halal certification is due to the government's efforts to provide halal socialization is still lacking. So in line with Ulfin's research (2022) that the existence of halal socialization will provide the understanding and increase the Interest of MSME actors to take care of halal certification immediately

MSME actors who have halal awareness understand that carrying out the production process must be under Islamic law, where during the production process, they avoid haram substances. So facilitation in the form of halal socialization from related institutions can increase MSME actors' Interest, awareness, and Interest in taking care of halal certification. This is by the words of Allah SWT. In Al-Quran Surat Al-Baqarah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا ۚ وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: O people! Eat of the lawful and good things found on earth, and do not follow the devil's steps. Indeed, the devil is a real enemy to you.

Surah Al-Baqarah verse 168 explains that Allah commands to consume quality food in the view that religion is halal and good. The halalness of food and beverages consumed must be comprehensive where it is not only seen in one factor but must be

considered the integrative substance of several factors and sectors. The requirements for the halalness of a product must include halal in the substance of the product, how to get it, how to process it, and then in its storage, transport, and presentation.

b) Effect of Business Capital on Interest in Halal Certification

Based on the results of research conducted partially, it shows that there is a significant positive influence between the business capital variable on Interest in halal certification in Surabaya City MSME actors. This shows that the allegation is proven correct. The results of this study align with research conducted (Maryati et al., 2016) shows that business capital influences Interest in halal certification for MSME actors. Given that in 2024, all products in circulation must have halal certification. So it is appropriate for MSME actors to take care of halal certification immediately.

According to research (Lasoma, 2021), "The Effect of Business Capital and Marketing Strategy on Micro Business Development in Kabila District, Bonge Bolongo Regency", states that business capital positively affects business development. This is similar to research (Arliani, 2019) on business capital influences micro-business development. This research is in line with and supports research conducted (Ririn, 2022) that business actors perceive that halal certification can be achieved for MSME actors with significant capital and income. This certainly needs to be straightened out by the role of the government by presenting programs that are easily accessible to MSME actors in terms of providing relief in taking care of halal certification.

Furthermore, this research in measuring business capital variables uses indicators of capital structure, utilization of additional capital, barriers to accessing external capital, and business conditions after additional capital. Based on the respondents' answers, they agreed with the indicator of business conditions after additional capital. This shows that if MSME actors receive more business capital, it will further affect the Interest of Surabaya City MSME actors to take care of halal certification. This is because taking care of halal certification requires costs. On the other hand, the government must also strive to provide free halal certification programs that have an easily accessible flow for MSME actors.

The most dominant respondents were MSME actors with a business range of 2-5 years running. If analyzed with this business age, MSME actors already have access to additional capital through banks to develop and add new business facilities. So, the government must also make efforts to make it easier for MSME actors to access capital. This is because capital for MSME actors is a dominating and crucial problem. With easy access to capital and the additional capital received, it will further influence the Interest of MSME actors to take care of halal certification. The reason is that through halal certification, a business increases its selling value due to the increasing halal awareness for consumers of food products.

c) Effect of Halal Socialisation and Business Capital on Interest in Halal Certification

As for the F test or simultaneously based on multiple linear regression analysis, the results show that halal socialization and business capital together have an influence on Interest in halal certification for MSME actors in Surabaya City. This shows that the halal certification process involves these two variables. Halal socialization is a government effort to fulfil the obligation of halal certification for business actors. After business actors know and realize that halal certification through additional business capital owned will change the state of the business, they are running by pocketing halal certification, so that these two variables are important in the halal certification process.

As seen from the R square test, the magnitude of the influence between the halal socialization variable and business capital on Interest in halal certification together is 71.4%, meaning that 28.6% of Interest in halal certification is influenced by other variables not examined in this study, such as the results of research (Anwar et al., 2022), halal certification interest is influenced by halal industry literacy. It is well aware that in the process of Interest in halal certification, many factors influence the Interest of business actors. In this study, researchers only take halal socialization and business capital as independent variables that are closely related to the halal certification process. The results show the strength of the halal socialization variable's influence and business capital's 71.4%, showing that both are dominant factors in influencing Interest in halal certification for Surabaya City MSME actors.

D. Conclusion

The results of this study can be concluded that the halal socialization variable and business capital partially influence the halal certification interest variable. Also, the halal socialization variable and business capital simultaneously influence the Interest in halal certification of MSMEs in Surabaya City by 71.4%. It means that several other factors can still influence the Interest of MSME actors to carry out halal certification. Therefore, related governments, especially government agencies in Surabaya City, should further improve and reach MSME actors regarding halal socialization. It can also pay more attention to MSME actors by providing program facilities that relieve them to take care of halal certification. Micro-class business actors need exceptional guidance, monitoring, and education to follow dynamic policies.

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