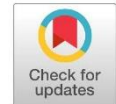


## Understanding of halal certification with halal purchasing decision of Muhammadiyah Surabaya MSMEs: Analytical descriptive study



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### ABSTRACT

Public awareness of the importance of halal certification is increasing. Halal certification is not only a guarantee of the halalness of a product, but also a determining factor in consumer decision-making. The supply chain is an important element in meeting human needs. Consciously or not, the supply chain is an inseparable part of daily activities. Therefore, many companies compete to meet the needs of the supply chain through various product innovations. This study aims to analyze the understanding of Muhammadiyah Surabaya MSME actors regarding halal certification and how it affects the decision to purchase halal raw materials. With a descriptive-analytical approach, this study is expected to provide an in-depth picture of the relationship between the level of understanding of halal certification and the practice of purchasing halal raw materials. As many as 66% of MSMEs still choose halal-certified suppliers even though raw materials are more expensive. This decision reflects the priority on halal values as a moral foundation and long-term business strategy to build reputation and consumer loyalty. As many as 76% of respondents prefer halal suppliers even though they are farther away. The halal aspect is a top priority compared to logistics efficiency, with a commitment to maintaining the quality and halalness of products throughout the supply chain. As many as 93% of respondents said that promotions carried out by halal suppliers influenced their decisions. This emphasizes the importance of effective marketing strategies in building trust and strengthening the image of halal suppliers in the eyes of business actors.

### Article History

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### Keywords

Consumer behavior, Halal certification, Halal logistics, MSMEs, Raw materials, Supply chain.

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### INTRODUCTION

In the era of globalization, public awareness of the importance of halal certification is increasing. Halal certification is not only a guarantee of the halalness of a product, but also a determining factor in consumer decision-making, especially in countries with a Muslim-majority population, such as Indonesia (Anam et al., 2018; Silalahi, 2024; Toshpulatov, 2022). In this context, halal certification is an important element that gives consumers confidence in the products they consume (Anas, Saputro, et al., 2023).

MSMEs (Micro, Small, and Medium Enterprises) play a vital role in the Indonesian economy, including in supporting the procurement of halal raw materials (Puspitaningrum et al., 2021; Sari et al.,

2024; Silalahi, 2024). Muhammadiyah Surabaya MSME, as part of an organization that upholds Islamic values, has a moral responsibility to ensure that all of its production processes meet halal standards. However, there are still challenges in understanding and implementing halal certification among MSME actors (Latifah et al., 2023).

One of the main challenges is the lack of understanding of the procedures and benefits of halal certification (Islam et al., 2023; Susiang et al., 2024). This often results in less-than-optimal decision-making in choosing raw materials. Low understanding can lead to non-compliance with halal standards, which ultimately affects consumer trust and product competitiveness in the market (Anas, Latifah, et al., 2023; Anas, Saputro, et al., 2023).

The supply chain is an important element in meeting human needs. Consciously or not, the supply chain is an inseparable part of daily activities (Farooque et al., 2019; Mohanty & Deshmukh, 2001). Products in the supply chain are used by the wider community, from morning to night. Therefore, many companies compete to meet the needs of the supply chain through various product innovations (Saputro, 2023; Saputro et al., 2023).

The increasing demand for halal-based or halal-positioned supply chains reflects the significant influence of religion on consumer decision-making processes. Religion is one of the important cultural factors in the study of consumer behavior because it acts as a universal social institution, having a major impact on the attitudes, values, and behavior of individuals and society (Anas, Saputro, et al., 2023; Saputro et al., 2023).

The increasing supply of halal products is thought to be related to the growing consumer preference for such items. Consumer preferences include their preferences, choices, or something they prioritize (Hanifasari et al., 2024; Khan et al., 2022; Tseng et al., 2022). These preferences are formed through consumer perceptions of the product (Nuraini et al., 2024). People's perceptions of the halal supply chain also influence their purchasing attitudes. Perception, which refers to understanding or knowledge, influences the intention to buy a product. As part of consumer attitudes, perceptions can determine how information is processed, judgments, and resulting behaviors. Negative attitudes toward a product tend to have a stronger or longer-lasting impact than positive or neutral attitudes.

This study aims to analyze the understanding of Muhammadiyah Surabaya MSME actors regarding halal certification and how it affects the decision to purchase halal raw materials. With a descriptive-analytical approach, this study is expected to provide an in-depth picture of the relationship between the level of understanding of halal certification and the practice of purchasing halal raw materials. The results of this study are expected to be the basis for strategic policy-making in increasing awareness and compliance with halal certification among MSMEs, especially under the auspices of Muhammadiyah.

## **RESEARCH METHOD**

### **Materials**

This study is a descriptive-analytical study through the distribution of questionnaires to 108 MSME business actors under the auspices of Muhammadiyah. The questionnaires distributed contain questions regarding the understanding of halal certification, and questions that measure the purchase of halal materials made by business actors.

### **Methods**

This study uses a descriptive-analytical method, which aims to describe and analyze the relationship between the understanding of halal certification and the decision to use halal logistics among Muhammadiyah MSME business actors in Surabaya. A qualitative approach is used to collect, analyze, and interpret data from research samples.

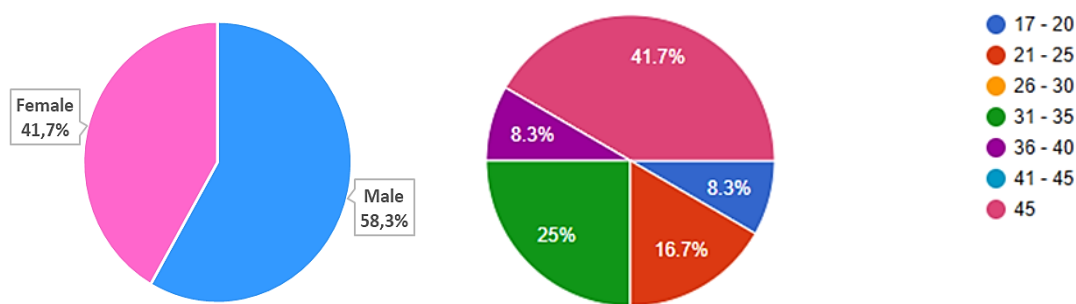
A total of 108 Muhammadiyah MSME business actors in Surabaya were selected using the proportional stratified random sampling technique so that representation of various types of businesses and business scales could be achieved.

Data were collected using a Questionnaire that contains closed questions that measure the level of understanding of halal certification, preferences for halal logistics, and halal logistics purchasing

decisions. Another method was using interviews as a complement to obtain qualitative data on factors that influence the decision to use halal logistics.

## RESULT AND DISCUSSION

The data was obtained from 108 UMKM owners in Muhammadiyah Surabaya. The following sample distribution data was obtained: 58.3% of the samples were Male, and 41.7% were Female. Then, 41.7% of samples were more than 45 years old, and 25% of samples were 31 – 35 years old. The complete distribution of the samples is stated in Figure 1.



**Figure 1.** Distribution of research samples: (A) Gender distribution, (B) Age distribution.

From the data that has been collected, it can be seen that an average of 95% of the research sample has understood halal certification. The details of the measurement results can be seen in Table 1.

**Table 1.** Measurement of halal certification knowledge on Muhammadiyah SME.

Answer	What is Halal	What is Haram	What is Syubhat	What is Halal Certification	Halal Logo in Indonesia
Right Answer	108	108	108	99	89
Wrong Answer	0	0	0	9	19
Percentage	100%	100%	100%	92%	82%
Average Percentage	95%				

As many as 95% of respondents stated that they have a good understanding of the concept of halal. In Islam, halal and good food reflects the main objectives of sharia (maqashid asy-syariah), which include the protection of religion (*hifdz al-Dīn*), soul (*hifdz al-Nafs*), mind (*hifdz al-‘Aql*), descendants (*hifdz al-Nasl*), and property (*hifdz al-Mal*) (Maheran et al., 2022).

Food products with brands that contain sarcastic meanings cannot obtain halal certification from the MUI, because they are considered to violate Islamic law principles. Consumers are expected to choose not only halal food but also good food overall (Wati & Ridlwan, 2020).

Research shows that although halal certification is considered important, some Muslim consumers pay little attention to it. They tend to consume products that they perceive as halal, even if they do not have a halal certificate. Consumers also do not mind the use of sarcastic language in product brands, and the existence of halal certification is only considered an added value. In principle, a Muslim is required to consume something halal and avoid what is haram, including in terms of food, drinks, and medicines. However, in practice, Muslim consumers' attention is more focused on food and drinks, while attention to halal medicines is often ignored (Imtihanah, 2022).

Research shows that knowledge and attitude towards halal have a positive influence on public perception of halal medicine. However, halal awareness does not affect consumer perception of halal medicine. On the other hand, research on a non-Muslim population with a sample of 100 respondents shows that attitudes and subjective norms do not have a significant effect on consumer behavior. However, perceived behavioral control has a positive and significant effect (Kusnandar, 2022).

The results of the study on 100 respondents in Pekalongan revealed that halal awareness has a negative and significant effect on purchase intention, while attitudes, subjective norms, and perceived

behavioral control have a positive and significant effect on purchase intention. Research at the Chinatown Bandung tourist destination shows that perception and branding have a positive and significant effect on purchasing decisions in the area.

The next step is to measure how business owners respond to the selection of halal raw materials with several questionnaire questions. The results of data processing are presented in Table 2.

**Table 2.** Measurement of selection on halal raw material purchase.

Answer	Choose a supplier who already has halal certification	Choose a halal supplier even though the price offered is higher	Choose a halal supplier even though the supplier's location is further away	Choose a halal supplier because of the promotion
Yes	108	71	82	100
No	0	37	26	8
Percentage	100%	66%	76%	93%

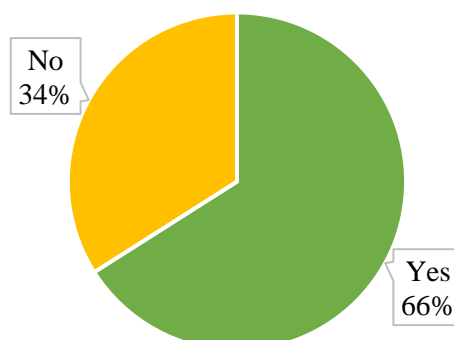
The results of the study showed that all respondents (100%) chose to use raw material suppliers who have halal certification. This reflects a high level of awareness and concern among business actors regarding the importance of halal raw materials in the production process. This choice can be seen as a form of commitment to meet the needs of Muslim consumers who are increasingly selective in choosing products, especially those that guarantee halal and quality.

Halal certification for raw material suppliers is considered authentic proof that the materials used have met halal standards set by official institutions, such as the BPJPH. This provides a sense of security to business actors because halal certification is not only related to religious aspects but also to compliance with applicable regulations (Agistya & Khajar, 2022).

The uniform decision to use halal-certified suppliers can also be influenced by trust factors and competitive value in the market. With raw materials that have halal certification, business actors can strengthen their product branding as safe, quality, and following Sharia principles. In addition, this preference also reflects compliance with maqashid asy-syariah, especially in maintaining religion (*hifdz al-Dīn*) and protecting consumers from consuming non-halal materials (Poniman et al., 2015).

Strategically, choosing suppliers with halal certification not only ensures business continuity but also provides opportunities to expand market reach, especially in the Muslim consumer segment, who are increasingly aware of the importance of halal products (Paramawidhita & Kartini, 2020).

Figure 2 shows that as many as 66% of MSMEs choose to use raw material suppliers that have halal certification, even though the raw materials are more expensive. This decision reflects the awareness and priority of business actors regarding the halalness of raw materials as a fundamental aspect of running a business, especially in an environment where the majority of consumers are Muslims.



**Figure 2.** The result of choosing a halal supplier, even though the price is higher.

This decision can be explained by several factors:

a. Consumer Trust

Halal certification assures consumers that the products they purchase follow Sharia principles. For business actors, choosing a halal-certified supplier, even though it is more expensive, is a strategy to maintain and increase consumer trust, which can ultimately support business sustainability (Nurhasanah & Hariyani, 2018).

b. Compliance with Sharia Values

As an MSME business actor, especially those operating under the auspices of Muhammadiyah, the fulfillment of Sharia values is a priority. Choosing halal raw materials even at a higher price is a form of moral and religious responsibility to ensure that the products produced follow maqashid asy-syariah (Murtius et al., 2021).

c. Competitive Value in the Market

Products that use halal-certified raw materials have higher competitiveness in the market, especially in the Muslim consumer segment. Halal certification is not only an added value but also an important requirement to enter a wider market, including exports to countries that require halal products.

d. Long-Term Benefits

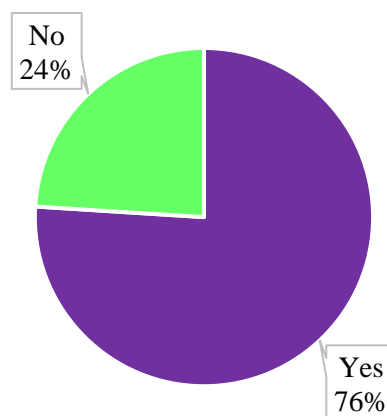
Although the initial cost of raw materials is higher, business owners tend to consider long-term benefits, such as consumer loyalty, brand reputation, and compliance with halal regulations. This can increase business stability and growth in the long term.

e. Awareness of Social and Religious Responsibility

Most business actors may also see this decision as part of their responsibility to support the halal supply chain, which includes the entire production and distribution process following halal principles.

The choice to accept higher costs for halal raw materials shows that MSME prioritizes quality and sharia compliance rather than simply prioritizing cost efficiency. This is also evidence that awareness of the importance of halal certification has been internalized in their business practices.

Figure 3 shows that as many as 76% of respondents chose halal raw material suppliers even though the supplier's location was further away. This decision reflects the importance of halal raw materials for MSME business actors compared to considerations of distance or logistical convenience.



**Figure 3.** The result of choosing a halal supplier, even though the location is further away.

This choice can be explained by the following factors:

a. Halal Priority Over Logistics

For most MSMEs, the halalness of raw materials is the main factor that cannot be compromised. Halal certification assures that the raw materials used are following sharia principles, so they prioritize halalness over distance efficiency or transportation costs.

b. Trust in Halal Suppliers

Suppliers who have halal certification are considered more trustworthy in providing raw materials that meet halal and quality standards. This trust encourages business actors to continue to choose halal suppliers, even though the location of the supplier is further from their place of business.

c. Commitment to Consumers

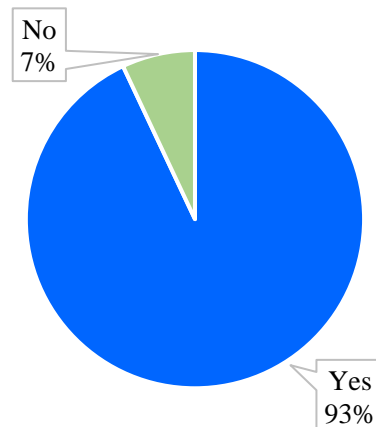
Business actors realize that Muslim consumers prioritize the halalness of the products they consume. Therefore, they choose to guarantee the quality of raw materials by working with halal-certified suppliers, even though distance is a challenge. This also supports efforts to build consumer loyalty to the products produced.

d. Awareness of the Halal Supply Chain

Business actors also understand that maintaining the halalness of products does not stop at raw materials, but also involves the entire supply chain. By choosing halal suppliers even further away, they contribute to the formation of a wider halal supply chain ecosystem.

The decision of 76% of respondents to choose halal suppliers, even though their location is further away, reflects the high commitment of business actors to the principles of halal and the quality of raw materials. This also shows that the halal aspect is a top priority in their business strategy, which aims to provide a sense of security and trust to Muslim consumers.

Figure 4 shows many as 93% of respondents of Muhammadiyah MSME owners in Surabaya stated that they chose halal suppliers based on promotions carried out by the suppliers. This shows that marketing strategies, especially promotions, play an important role in building awareness and attracting business actors to work with halal suppliers.



**Figure 4.** Result of choosing a halal supplier because of the promotion.

This choice can be explained by the following factors:

a. Effectiveness of Promotion in Delivering Information

Promotion is the main media for halal suppliers to deliver information related to their products, including advantages, halal certification, and other added value. With effective promotion, MSMEs gain trust and confidence that the raw materials offered are halal and meet their business needs.

b. Trust in Suppliers

Structured and consistent promotions reflect the professionalism of halal suppliers. For Muhammadiyah MSME, this is one indicator of trust in the supplier. Through promotions, suppliers can demonstrate their commitment to providing halal and quality raw materials.

c. Competitiveness in the Halal Market

Promotions that highlight halal certification and product excellence provide competitive value for suppliers. MSME members of Muhammadiyah, with a commitment to sharia principles,



are more likely to choose suppliers who can promote halal values as part of their business strategy.

d. **Relevance to Target Market**

Promotion of halal suppliers that are in line with the needs of Muhammadiyah MSME, such as halal guarantees, competitive prices, or logistical support, strengthens the relationship between suppliers and business actors. This creates a relationship of mutual trust that encourages MSMEs to choose these suppliers.

These results indicate that promotions carried out by halal suppliers not only function as a marketing tool but also as a means of education and building trust among MSME actors. By prioritizing halal values in promotions, halal suppliers are able to attract the interest of Muhammadiyah MSME to establish sustainable cooperation.

Implications of this study: these results indicate that Muhammadiyah MSME pays close attention to Sharia values in running their businesses, prioritizing halal in every aspect of production, even though they have to face additional costs or logistical challenges. This awareness also becomes an opportunity for halal suppliers to expand their market through effective promotion, product innovation, and services that follow Sharia principles.

This study also emphasizes the need for ongoing education regarding the importance of halal not only in food and beverages but also in other aspects, such as medicines and halal logistics services, so that the halal supply chain can be realized comprehensively.

## **CONCLUSION**

This study concludes that the halal critical point in kombucha, kefir, and fermented milk is determined by raw materials, microbial sources, growth media, and fermentation time. Alcohol content exceeding 0.5% as a result of prolonged fermentation or high inoculum concentration is the primary factor that can change halal status to haram. Kombucha and water kefir are particularly sensitive to the halal status of water, sugar, and SCOBY or kefir grains, while milk kefir and fermented milk depend on the type and source of milk. Microbial growth media also play a vital role, as non-halal components in culture media may compromise the halal integrity of the final product. The contribution of this study lies in providing a practical framework for identifying halal critical points in fermented beverages, which can be used by producers, halal auditors, and regulators. By applying this framework, producers can better control raw materials and fermentation processes to ensure that their products comply with halal standards while still offering health benefits to consumers.

## **ACKNOWLEDGEMENT**

A study revealed that Muhammadiyah MSMEs owners in Surabaya have a strong awareness of using halal raw materials for their businesses. The findings show that an overwhelming majority, 95% of respondents, have a clear understanding of the halal concept. This commitment is further demonstrated by the fact that all respondents (100%) exclusively choose suppliers with halal certification. This decision holds even when faced with challenges; 66% of them still opt for halal suppliers despite higher costs, and 76% choose them even if they are located farther away. The study also highlighted the effectiveness of promotions, with 93% of respondents admitting that marketing from halal suppliers influenced their choices. Overall, the results indicate that these MSMEs prioritize Islamic (Sharia) values in their operations, even if it means bearing extra costs or logistical burdens. This trend also signals a significant market opportunity for halal suppliers who can effectively promote their products and services.

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