Prediction of MSMEs Interest for Halal Certification: Logistic Regression Approach

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ABSTRACT

The existence of regulations on halal certification for all food and beverage products in Indonesia in 2024 has prompted regulators to start inviting MSMEs to register for halal certification. In fact, MSMEs that already have halal certification are still limited. The purpose of this study is to ascertain whether religious affiliation and knowledge of halal regulations might predict or affect MSME interest in halal certification. This research was a quantitative research with data collected from 147 respondents and processed using logistic regression. The results of the study show that religiosity and halal literacy have no effect on the interest of MSMEs to register for halal certification. This research provides benefits to enrich the discourse about the real challenges that occur in the field in implementing halal certification obligations for business actors, especially factors that can encourage them to register their products on halal certification.

INTRODUCTION

The Indonesian government has recognized the potential of these MSMEs and has created a number of incentives to help them modernize (Adhikary, et. al., 2021; Koeswahyono, et. al., 2022). Micro, small and medium enterprises (MSMEs) Indonesia were recorded at 64,194,057 around 99.99% of the total national business actors. An increase in the number of MSMEs was seen in 2019 to 65,465,497. MSMEs are the dominant contributor to Indonesia's Gross Domestic Product (GDP) (Kemenkopukm, 2019). This stimulus initiative offers access to worldwide competition through halal certification to enhance the possibility access for funding (Siregar, et. al., 2021; Temenggung, et. al, 2021). Through the Halal Product Assurance Organizing Agency (BPJPH), the government encourages MSMEs in Indonesia to instantly certify their products as halal in order to prevent them from losing market share to goods from other nations as the halal trend has spread internationally (Yazid, et. al, 2020; bin Bustami, 2021). This is demonstrated by the demand of cooperative requests for the recognition of halal certifications by overseas halal institutions from numerous nations in order for the halal certificates they issue to be recognized in Indonesia (Asa, 2017; Abdallah, et., al, 2021; Pamuji, 2022).

Indonesia is a country with a majority Muslim population, which is the case with Bangkalan Regency where the majority of the population is Muslim (BPS Kabupaten Bangkalan, 2020). Muslim should be aware of the obligation to consume and produce halal products (Ambali & Bakar, 2014; Nurhayati & Hendar, 2020; Usman, et. al, 2022). Awareness of the importance of halal certification needs to be raised for MSME owners in Indonesia because it will create an intention to carry out halal certification (LPPOM-MUI, 2022). The existence of halal certification will make consumers more protected with the product they consume (Awan et al., 2015; Ab Halim, 2020; Tan, et. al., 2022) because for Muslim consuming halal products and services is part of carrying out God's commands and an important part of faith (Hasan et, al., 2020). The Indonesian government has the right to revoke or withdraw products that do not yet have halal certification including processed food and beverage products (Windiana & Putri, 2021). According to article 4 of Law No.33 of 2014 concerning Guarantees for Halal Products, every products that enter circulate and trade in Indonesia must have halal certification therefore since 2024 food and beverage products must be halal certified in Indonesia (LPPOM-MUI, 2022).

Several studies have been conducted to study the behavior of Muslim consumers in consuming halal products such as the influence of halal certification, religiosity, knowledge of halal products on purchase intention or purchase decision. Wahyuni et al. (2020) stated that the results of the correlation test show a very strong correlation between the halal label and the increase in MSME turnover in Dumai City, Riau Province. Kalbarini & Anggraini (2022) concluded that the existence of a halal label on Maha Bakery products increases consumer confidence so that this also increases Maha

Bakery's sales and income levels. Another study conducted by Syaifudin & Fahma (2022) found that the halal label has a positive impact on increasing profits and business income for MSMEs Mendoan Ngapak. Bashir (2019) stated that the existence of halal certification can also be felt by Muslim and non-Muslim consumers because halal certification guarantees that the product is safe, clean and of good quality. While Rajagopal et, al., (2011) found that halal certification can create product differentiation in a competitive business environment. In line Ratnasari et, al., (2019) and Akim et al., (2019) found that halal certification also provides added value to products that allow them to become competitive advantages. Halal certification also provides security guarantees for consumers (Bakar et, al., 2019).

Bangkalan Regency declared it as the City of Zikir and Shalawat on August 28, 2015 as a step to make Bangkalan Regency a better one. In addition to improving people's lives, the emergence of the identity of the city of Dzikir and Sholawat is also due to the many Islamic boarding schools and religious tourism in Bangkalan Regency. Making Bangkalan a city of Dzikir and Sholawat is one of the visions of the city of Bangkalan, which aims to create a religious and prosperous Bangkalan community (Tamami, 2022). The religiosity variable will also be added as an independent variable in this study to find out whether the interest in obtaining halal certification is influenced by religiosity (Antara et al., 2016).

Interest is the desire of the customer to purchase goods or services for their daily requirements without any coercion (Setyowati & Anwar, 2022). Purchase intention refers to a consumer's tendency to take action before making a purchase (Suryowati & Nurhasanah, 2020). The interest of MSME actors to adopt halal practices is because there is motivation to fulfill Islamic religious values or part of the embodiment of religiosity (Silalahi et, al., 2022). Religion is an important foundation for carrying out all things both worship and muamalah in everyday life (Bhutto et, al., 2022). Religion will influence a person's way of thinking or point of view in choosing such as choosing a product before buying (Hosseini et, al., 2020).

Based on the research conducted, there were still limited research on producer behavior to answer the existence of a niche market for consumers who are aware of the existence of halal guarantees. This study aims to determine the effect of halal literacy and religiosity on the interest of MSMEs to take care of halal certification. The results of this study become the basis standard for MSMEs to carry out halal certification because it has been proven that the existence of halal certification has an effect on MSMEs sales and profit performance.

RESEARCH METHOD

This research is a type of research with a quantitative approach (Apuke, 2017). Sampling technique in this study used a non-random sampling which did not provide equal opportunities for each element or member of the population to be selected as a sample. The sampling technique used in this research is purposive sampling method which is a sampling technique with certain considerations in which the determination of the sample is determined according to the objectives to be achieved in the research (Bloomfield & Fisher, 2019).

The criteria for the respondents who were sampled in this study were (1) UMKM in Bangkalan who produce their own food or drinks, (2) do not yet have halal certification who are interested or not in carrying out halal certification of their products, and (3) MSME owners are Muslim. The data in this study are primary data obtained through distributing questionnaires directly by visiting MSMEs. This study uses the Lemeshow formula to determine the number of samples because the population size is not known with certainty. The number of samples calculated based on the formula is:

$$n = \frac{Z^2\, P\,(1-P)}{d^2}$$

Information:

n = number of samples

Z = Z score at 95% confidence = 1,96

P = Estimated maximum = 0,5

d = Alpha (0,10) or sampling error = 10%

through the above formula, the number of samples to be taken is:

$$n = \frac{Z^2\, P\,(1-P)}{d^2}$$
$$n = \frac{1,96^2 \,.0,5\,(1-0,5)}{0,1^2}$$
$$n = \frac{3,8416\,.0,25}{0,01}$$
$$n = 96,04$$

Based on the above formula, the minimum sample size in this study is 96 respondents. Researchers managed to collect data from 153 but there were 6 questionnaires that did not meet the requirements, so the final amount of data was from 147 respondents. This research also uses secondary data that comes from journal articles related to research topics from the Central Bureau of Statistics (BPS) and data on MSME development nationally.

Primary data that has been collected is then processed using logistic regression. Logistic regression is used to predict whether the variables of religiosity and halal literacy affect the interest of MSMEs in Bangkalan to carry out halal certification. Validity and reliability tests were also used prior to the logistic regression test.

The religiosity variable in the study was measured with a Likert scale. Halal literacy data is in the form of a score included in the ratio scale. The variable of interest is in the form of dummy, where 1 indicates that MSMEs are interested in halal certification and 0 indicates that MSMEs are not interested in halal certification. This research using Logistic regression to test whether the independent variable is a significant predictor in predicting the dependent variable. The stages of the logistic regression test are the model suitability test with the Hosmer and Lemeshow's goodness of fit test, the overall model test through the Overall Model Fit Test, analysis of the coefficient of determination (R^2), and hypothesis testing. This research model is:

$$Ln = p/(1 - p) = \beta o + \beta 1 X 1 + \beta 2 X 2 + e$$

Information:

βo	: Constant
β₁ dan β₁	: Regression Coefficient
X_1	: Religiosity (*Likert Scale*)
X_2	: Halal Literacy (*Category*)
P	: Probability of occurrence of the dependent variable (interest)
P = 1	: MSMEs interested in halal certification of their products
P = 2	: MSMEs who are not interested in halal certification of their products
e	: error

The table 1 shows the operational definition of each variable in this study.

Table 1. the Summary of Operational Variables

Variable	Name	Variable Definition
Dependent	Interest	The interest of MSME owners to take part in halal certification Note: 1 = Interest 2 = Not Interest
Independent	Religiosity	The level of understanding of MSME owners towards Islam and its implementation in everyday life Note: Likert Scale 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree
	Halal Literacy	The level of knowledge of MSME owners about halal and haram Note: True = 1 point False = 0 point

RESULT AND DISCUSSION

Respondents in the study were SMEs that produce their own food and beverages. Respondents in this study were 153, but there were questionnaires that did not meet the requirements, bringing the total number of respondents to 147. Respondents who produced food were 95 or 64.6%, beverages were 33 or 22.5%, and production of both

were 19 or 12.9%. The following table 2 shows the distribution of MSMEs respondents in this study.

Table 2. Distribution of MSME Respondents

Types of MSMEs	Respondents	Percentage
Food	95	64.6%
Drink	33	22.5%
Food & Beverage	19	12.9%
Total respondents	147	100%

Source: SPSS

Table 3 shows the result for the completeness of the research data. Based on the table above, it can be seen that there is no missing data, it can be seen from the missing cases that are 0 and the number of data remains 147.

Table 3. Case Processing Summary

Unweighted Cases[a]		N	Percentage
Selected Cases	Included in Analysis	147	100.0
	Missing Cases	0	.0
Total		**147**	**100.0**
Unselected Cases		0	.0
Total		**147**	**100.0**

Source: SPSS

Table 4 shows the halal literacy value of the respondents, in this case the lowest MSME is 60 and the highest is 100. The average MSME halal literacy value in Bangkalan is 92.72 which can be categorized as good.

Table 4. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Interest	147	1.00	2.00	1.1361	0.34402
Religiosity	147	32.00	55.00	47.1429	5.38516
Halal Literacy	147	60.00	100.00	92.7211	9.18291
Valid N (listwise)	147				

Source: SPSS

Validity Test

A validity test is done to verify whether the research instrument or indicator item can truly measure what needs to be studied. When the significance value used in the

validity test is less than 0.05, it is considered valid. The findings of this study's validity test are listed in table 5.

Table 5. Validity Test Results

Variable	Indicator	Significance	Decision
Religiosity	R1	0.000	Valid
	R2	0.000	Valid
	R3	0.000	Valid
	R4	0.000	Valid
	R5	0.000	Valid
	R6	0.000	Valid
	R7	0.000	Valid
	R8	0.000	Valid
	R9	0.000	Valid
	R10	0.000	Valid
	R11	0.000	Valid

Source: SPSS

One of the independent variables in this study that uses a Likert scale is the religiosity variable. Based on the table above, it is known that all question items or indicators of religiosity are valid because the overall significance value is less than 0.05.

Reliability Test

Reliability test is intended to test the consistency of measuring instruments in making measurements. The research instrument is said to be reliable if it has a Cronbach's alpha value of more than 0.6. The table 6 shows that the religiosity variable is reliable because the Cronbach's alpha value is 0.860 or more than 0.6.

Table 6. the Result of Reliability Test Results

Variabel	Cronbach's Alpha	Decision
Religiosity	0.860	Reliable

Source: SPSS

Model Feasibility Test

The feasibility test of this model uses the Hosmer and Lemeshow Test. This test is used to test whether the real or empirical data is in accordance with the research model or there is no difference between the model and the data so that the data is fit. This test uses the chi square value or the significance value with the provisions (1) if the probability value $\leq$ the significance value (0.05) it means that there is a significant difference between the model and the observed value, so that the goodness of fit test cannot predict the observed value. The second provision (2) is that if the probability value $\geq$ the significance value (0.05) it means that there is no significant difference between the model and the observed value (Ghozali, 2018). The following table 7 shows the results of the model feasibility test.

Table 7. The Results of Hosmer and Lemeshow Test

Chi-square	Df	Sig.
8.544	7	0.287

Source: SPSS

The output results of hosmer and lemeshow test in table 7 obtained a probability value of $0.287 > 0.05$, so the null hypothesis is accepted or the resulting regression model is in accordance with empirical data. These results can also be said that the two independent variables namely religiosity and halal literacy can predict the probability of MSME interest in registering for halal certification.

Simultaneuos Model Test

The entire model test is used to determine whether all independent or independent variables have an effect on the dependent or dependent variable. The parameter of this test is that if there is a decrease in the value of -2 Log Likelihood then it shows a good regression model (Ghozali, 2018). Based on table 8 it can be seen that the initial value of -2 Log likelihood is 116,934 and decreases to 112,802. This shows that explaining the regression model by including all independent variables is fit with the data.

Table 8. the Result of Iteration History First Block and Second Block

Iteration		-2 Log likelihood	Coefficients Constant
Step 1	1	119.862	-1.456
	2	116.972	-1.802
	3	116.934	-1.848
	4	116.934	-1.848

Iteration	-2 Log likelihood	Coefficients		
		Constant	Religiosity	Halal Literacy
Step 2	117.330	-1.695	-0.034	0.020
	113.019	-2.494	-0.064	0.039
	112.804	-2.913	-0.076	0.049
	112.802	-2.969	-0.076	0.050
	112.802	-2.970	-0.076	0.050

Source: SPSS

Analysis of the Coefficient of Determination (R^2)

The coefficient of determination is used to determine the contribution of the independent variables in predicting the dependent variable. Table 9 shows the coefficient of determination as seen from the Nagelkerke R Square value.

Table 9. Coefficient of Determination (*Nagelkerke's R Square*)

Step	-2 Log likelihood	Cox & Snell R Square	R Square
1	112.802	0.028	0.051

Source: SPSS

The Nagelkerke R Square value varies from 0 to 1. The Nagelkerke R Square value which is close to 0 indicates that the independent variable's ability to explain the dependent or dependent variable is very limited, while the Nagelkerke R Square value which is closer to 1 means that the independent variable is able to provide all the information needed to predict the variability of the dependent or dependent variable (Ghozali, 2018). The Nagelkerke R Square value from table 9 is 0.051, this means that the independent variables namely religiosity and halal literacy can predict MSME interest in halal certification by 5.1%, the remaining 94.9% can be predicted or influenced by other variables outside the research model.

Hypothesis Testing

The results of this study in table 10 indicate that religiosity and halal literacy have no effect on the interest of MSMEs in carrying out halal certification. These results can also implied that the variables of religiosity and halal literacy cannot predict the interest of MSMEs in Bangkalan for halal certification. This can be seen from the significance values of the two independent variables which are more than 0.05, namely 0.115 and 0.128 respectively. This result in contrast with study by Prabowo et, al., (2015) who stated that the understanding and awareness of business actors affect the interest of producers to carry out or register for halal certification.

Table 10. Variables in the Equation

		B	Sig.	Exp(B)
Step 1ª	Religiosity	-0.076	0.115	0.926
	Halal Literacy	0.050	0.128	1.051
	Constant	-2.970	0.364	0.051

Source: SPSS

However the result of this study in contrast with the results of research conducted by Setyowati & Anwar (2022) that religiosity and halal literacy affect interest, but in this study interest in consumers. The results of this study in contrast with the results of Suryowati & Nurhasanah (2020) which stated that religiosity affect consumer interest in buying halal cosmetic products. Najihah & Permatasari (2021) found that religiosity can determine MSME decisions to take financing at Islamic banks. The results in line with research by Sudarmiatin et, al., (2020) stated that knowledge of halal is not a factor that is considered by businesses to carry out halal certification. In contrast the findings of Sulastri et, al., (2021) show that the existence of a halal logo has an effect on the income of the agro-industrial traditional medicines and spice plants in Madura. Business

actors also do not feel a significant difference in income or profits when they have halal certification (Anzellyta & Fittria, 2022). In contrast Oemar et, al., (2022) show that halal awereness has a positive effect on the intention of MSMEs to register for halal certification. Hasan et, al., (2020) also explained that when consumers are aware of halal products, this is a strong incentive to educate producers to carry out halal certification. Ab-Talib et, al., (2016) explained that the implementation of halal certification will be maximized with external support from consumers, competitors and the government. The findings of this study is also in line with the study by Maulani et al. (2022) and Khan which found that religious and halal litercay did not predict consumer interest in purchasing halal goods, but in this study, religiosity and halal literacy are owned by producers in predicting interest in halal certification. The findings of this study supported Sudarmiatin et al. (2020) found that halal literacy does not automatically entitle business actors to seek for halal certification.

The results of the study also show that the respondent's halal literacy level is good, that is, seen from the average value of 92.7, but it does not affect the interest in registering for halal certification. This could be due to the MSME's perception of halal certification requiring high costs and long procedures. Business actors should also pay attention to the importance of halal certification to meet market needs (Bakar et al., 2019). MSMEsc actor can also involve their employees in the successful implementation of halal certification through training to increase knowledge about halal and haram (Giyanti et al., 2020).

CONCLUSION

The results of the study show that religiosity and halal literacy have no effect on the interest of MSMEs to register for halal certification. The results of this study have implications that regulators should cooperate with universities to carry out community service activities related to the socialization of the importance of halal certification. Regulators can also cooperate with local community leaders because they are considered closer to the community and can provide easier explanations that can be accepted by the surrounding community. This research provides benefits to enrich the discourse about the real challenges that occur in the field in implementing halal certification obligations for business actors, especially factors that can encourage them to register their products on halal certification.

This research has limitations specially in the research coverage area and the variation of the use of variables as predictors of the interest of business actors or MSMEs to carry out halal certification. The outcomes of this study are amenable to future investigation by extending the research sampling region and introducing other independent variables because there is still a dearth of research from the producer's perspective.

ACKNOWLEGMENT

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