

The Influence of halal awareness, lifestyle, halal literacy on halal certification interest in culinary MSMEs

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Abstract

This study aims to analyze the influence of halal awareness, lifestyle, and halal literacy on the interest in halal certification in culinary MSMEs in Medan Johor District. The method used is a descriptive quantitative approach with a sample of 255 MSMEs. Data were collected through questionnaires and analyzed using SPSS version 25. The results showed that lifestyle and halal literacy have a positive and significant influence on the interest in halal certification, while halal awareness does not have a considerable effect. Regression tests show that lifestyle contributes 38.9% and halal literacy 38.1% to the interest in halal certification. Simultaneously, halal awareness, lifestyle, and halal literacy affect the interest in halal certification with an Adjusted R Square value of 44.3%, while other factors influence 55.7%. These findings support the Theory of Planned Behavior (TPB), where lifestyle reflects subjective norms and halal literacy increases behavioral control in the certification process. With the increasing trend of halal lifestyle, MSME actors need to adapt to market demand and increase halal literacy to support halal certification.

Keywords: *culinary MSMEs, halal awareness, halal literacy lifestyle, interest in halal certification.*

Introduction

The concept of halal comes from Islamic teachings that regulate what Muslims may and may not consume. In the Qur'an, the principle of halal is not only limited to food substances but also includes the process of obtaining them. This concept contains cleanliness, safety, and better nutritional quality than haram. Therefore, ensuring the halalness of food is a must for Muslims in terms of sharia and health (Batubara & Harahap, 2022; Marliyah, Nawawi, & Humairoh, 2022).

As a country with a Muslim-majority population, Indonesia has great potential to become a center for the halal industry. MSMEs play an essential role in the national economy, significantly contributing to the Gross Domestic Product (GDP) and the provision of employment. However, although regulations regarding the obligation of halal certification have been stipulated through Law Number 33 of 2014 and strengthened by the Job Creation Law, many MSMEs still do not have halal certification (BPJPH, 2023).

In North Sumatra, only around 20% of the 800,000 MSMEs have halal certificates. This shows that awareness of the importance of halal certification is still low. Several factors that cause low ownership of halal certificates among MSMEs are a lack of understanding, high costs considered expensive, and limited assistance in the certification process (Dinas Koperasi dan UKM Provsu, 2024).

As a center of trade and business in North Sumatra, Medan City has experienced rapid halal industry development. This can be seen from the emergence of various Islamic financial institutions, Islamic hotels, and the development of the halal fashion and culinary

industries (Hutauruk, 2023). However, even though the number of MSMEs in Medan City is quite large, many still do not have halal certification, especially in Medan Johor District, which is one of the largest culinary business centers in this city (Rizki, Agus, & Marpaung, 2023).

Halal certification is essential in increasing product competitiveness in an increasingly competitive market (Chasanah, 2023). This certification process ensures that the products in circulation have met the established halal standards. In addition, with the regulation requiring all food and beverage products to be halal certified by 2024, MSMEs need to immediately increase their awareness and readiness to obtain the certificate (Maulizah & Sugianto, 2024).

Initial survey results showed that in Medan Johor District, only 20% of culinary MSMEs have halal certificates, while 80% do not. This gap reflects a gap between the regulations that have been set and conditions in the field. Halal certification can increase consumer confidence and expand the market share of halal products nationally and globally.

Previous studies have shown that halal awareness, halal lifestyle, and halal literacy influence business actors' interest in obtaining halal certification (Adiyanto & Amaniyah, 2023; A Larasati & Yasin, 2024; Mursidah & Fartini, 2023). However, there are inconsistent research results regarding how much influence each factor has. Several studies have shown that halal literacy plays an important role, while other studies have found that halal literacy has no significant impact on halal certification decisions (Fatmawati, Setiawan, & Nasik, 2023; Yuwana & Hasanah, 2021).

The differences in the results of these studies are the main background of this study. This study aims to analyze the influence of halal awareness, halal lifestyle, and halal literacy on the interest of culinary MSMEs in obtaining halal certificates. This study aims to determine the influence of halal awareness, lifestyle, and halal literacy on the interest in halal certification in culinary MSMEs.

Methods

This study uses a quantitative method with a quantitative descriptive approach. The subjects of the study included all MSMEs operating in Medan Johor District, with a total of 255 MSMEs. The study was conducted from October 2024 to January 2025. The sampling method used was simple random sampling; the sample of this study was 72 MSMEs. This technique was chosen to provide equal opportunities for every MSME actor in the Medan Johor District to be part of the sample.

The primary data collection technique in this study was a questionnaire, which is a data collection technique carried out by providing a set of written questions or statements to respondents to be answered. The scale used in this study is a Likert scale with a score range of 1-5. Where 1 indicates strongly disagree and 5 indicates strongly agree. As well as secondary data from various literature, such as previous national and international research journals, Data analysis in this study used the SPSS version 25 statistical application.

The questionnaire of halal awareness, lifestyle, halal literacy, and halal certificate interest has the result that all r-count values are greater than 0.235 (r-table value), so that the data of all variables are declared valid. All of these instruments are reliable, with Cronbach's Alpha values above 0.60 (halal awareness = 0.731; lifestyle = 0.777; halal

literacy = 0.717; halal certificate interest = 0.683).

The primary analysis technique used is multiple linear regression analysis, preceded by classical assumption tests including normality, multicollinearity, and heteroscedasticity. These tests ensure that the data meets the requirements for regression analysis and that the model results are reliable. The statistical application SPSS version 25 was chosen based on its adequate statistical analysis capabilities for quantitative data with limited samples, as well as the ease of interpreting easy-to-understand and straightforward results. Although SPSS has limitations in testing complex relationships between latent variables, as can be done by Structural Equation Modeling (SEM), SPSS remains relevant and adequate to provide a picture of the influence between variables in this study.

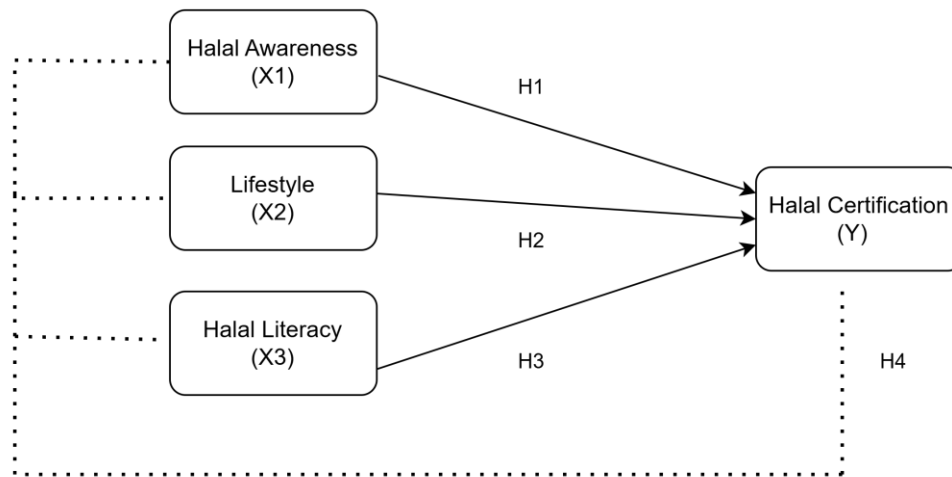


Figure 1. Research model

Result and Discussions

The results of the study showed that without the variables of halal awareness, lifestyle, and halal literacy, interest in halal certification tended to decrease by 12.6%. Specifically, halal awareness has a positive effect with a regression coefficient of 0.101, which means that every 1% increase in halal awareness will increase interest in halal certification by 10.1%. Lifestyle also contributes significantly with a regression coefficient of 0.389, where a 1% increase in lifestyle will increase interest by 38.9%. In addition, halal literacy has a positive effect with a regression coefficient of 0.381, so that every 1% increase in halal literacy will increase interest in halal certification by 38.1% (Table 2).

The results of the study showed that the adjusted R Square value was 44.3%, which means that the variables of halal awareness, lifestyle, and halal literacy together influence interest in halal certification by 44.3%. Meanwhile, the remaining 55.7% is influenced by other factors outside the variables studied.

The calculated F value of 18.325 was greater than F_{table} (2.737), and the significance value of 0.000 was less than 0.005. This indicates that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, so it can be concluded that the variables of halal awareness, lifestyle, and halal literacy simultaneously have a significant effect on interest in halal certification (Table 2).

Table 1. Respondent characteristics

Variables	n	%
<i>Gender</i>		
Man	18	24,7
Woman	55	75,3
<i>Types of products</i>		
Food	57	78,1
Drink	16	21,9
<i>Ward</i>		
Johor Building	17	23,3
Durian Shop	10	13,7
Kwala Bekala	16	21,9
Pangkala Masyhur	10	13,7
Suka Maju	10	13,7
Titi Kuning	10	13,7
Knowing Halal Certificate		
Know	71	2,7
Do not know	2	97,3
Has Halal Certificate		
Have	10	86,3
Do not have	63	13,7
Since Year Has Halal Certificate		
2018	1	10
2023	3	30
2024	6	60

Table 2. Multiple linear regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-.126	2.223	-.057	.955
	X1	.101	.113	.101	.894
	X2	.389	.110	.351	.001
	X3	.381	.097	.414	.000

Halal Awareness (X1); Lifestyle (X2); Halal Literacy (X3); Adjusted R Square=0.443

Table 3. Partial test (T-test)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	-.126	2.223	-.057	.955
	X1	.101	.113	.101	.894
	X2	.389	.110	.351	.001
	X3	.381	.097	.414	.000

Halal Awareness (X1); Lifestyle (X2); Halal Literacy (X3); Adjusted R Square=0.443

The results of the study indicate that partially, halal awareness does not affect the interest in halal certification because the t-count value (0.894) is smaller than the t-table (1.994) and the significance of 0.374 is greater than 0.005. On the other hand, lifestyle and

halal literacy have a significant influence on the interest in halal certification, with t-count values of 3.544 and 3.919, respectively, which are greater than the t-table, and significance values of 0.001 and 0.000, respectively, which are smaller than 0.005 (Table 3).

This study can be associated with the theory of planned behavior (Theory of Planned Behavior - TPB), the variable of halal awareness can be considered as part of the attitude towards behavior. If culinary MSME actors have low awareness of the importance of halal certification, then their positive attitude towards the interest in halal certification will also be low (Harahap, Asmuni, & Soemitra, 2022; Nurbaiti, Asmuni, Soemitra, Imsar, & Aisyah, 2023). The results of this study are in line with research conducted by Fatmawati et al. (2023) which states that the variable of halal awareness is not significant for culinary MSME actors in carrying out halal certification. Low halal awareness of halal products has an impact on the low interest of culinary MSME actors in carrying out halal certification.

Several studies have shown that halal awareness has a significant influence on the interest of MSMEs in obtaining halal certification. When halal awareness increases, interest in certification also tends to increase (Anita Larasati & Yasin, 2024; Wahab, Iman Setya Budi, & Amanda, 2024). Halal certification can increase consumer trust and open up new market opportunities for MSME products (Nola Rahmah, Sukamto, & Aslikhah, 2024; Purnomo, 2023).

When culinary MSME actors do not have adequate halal awareness regarding the benefits and importance of halal certification, their positive attitude towards the certification tends to remain low, even though they are aware of the halal concept. This shows that halal awareness alone is not enough to motivate interest in obtaining halal certification. Support from strong subjective norms and perceived behavioral control is needed, which can encourage culinary MSME actors to be interested in the halal certification process (Imsar, Nurhayati, Harahap, & Silalahi, 2024; Juliana, Wafa Rizaldi, Azizah Al-Adawiyah, & Marlina, 2022).

The results of this study are in line with research conducted by Mursidah and Fartini (2023) that the halal lifestyle, which is developing in various areas of life, has a significant impact on consumers or producers, where an increase in consumer demand for halal products can be a business opportunity for producers or entrepreneurs. This condition is the background for MSME entrepreneurs to start a halal food and beverage business with halal-certified products.

This finding is in line with the Theory of Planned Behavior (TPB), especially in the aspect of subjective norms, which refers to an individual's perception of expectations and social pressures from the surrounding environment, including family, friends, and society. The growing halal lifestyle creates social norms that encourage MSMEs to obtain halal certificates. The perception that having a halal certificate is a standard that must be met encourages MSMEs to comply with these norms. Moreover, supported by the existence of Government Regulation Number 39 of 2021, which requires all products circulating in Indonesia to have halal certificates. This study shows that the halal lifestyle has a positive and significant influence on the interest in halal certification, in line with subjective norms in the TPB.

Halal literacy has a positive and significant influence on the interest in halal certification in culinary MSMEs in Medan Johor District. The results of this study are in line with research conducted by Adiyanto and Amaniyah (2023) which states that the literacy

ability of MSME actors regarding halal certification has a positive and significant influence on the interest and attitude of MSME actors to have halal certificates for culinary products.

This finding is in line with the Theory of Planned Behavior (TPB), especially in the aspect of behavioral control. In the context of TPB, behavioral control includes an individual's perception of their ability to act. Halal literacy serves as a factor that increases the behavioral control of MSME actors because good knowledge of halal certification provides a clearer understanding of the process, requirements, and benefits of having a halal certificate, which contributes to the interest of MSME actors in obtaining halal certificates (Annisah, Nurbaiti, & Harahap, 2023; Nasution, Syahriza, & Daulay, 2024).

The interest in halal certification of culinary business actors in Medan Johor District is simultaneously influenced by halal awareness, lifestyle, and halal literacy, sig. Which is $0.000 < 0.005$ proves this. In addition, the R-squared value was obtained at 44.3% while the remaining 55.7% was explained by other variables not included in the study. Thus, the interest in certification of culinary business actors is simultaneously influenced by lifestyle and halal literacy.

The increasingly popular halal lifestyle trend in society encourages MSMEs to adapt to market demand that prioritizes halal principles. Increasing halal literacy among MSMEs deepens understanding of the benefits of halal certification. MSMEs (Micro, Small and Medium Enterprises) need to have halal certificates to protect consumers, expand product marketing, and increase trust and added value of products, which encourages the interest of culinary MSMEs to apply for halal certification (Al Arif & Imsar, 2023; Lubis, Rokan, & Dharma, 2023).

Conclusion

Lifestyle and halal literacy have a positive and significant influence on the interest in halal certification in culinary MSMEs in Medan Johor District. In contrast, halal awareness does not have a significant influence. Simultaneously, the three variables—halal awareness, lifestyle, and halal literacy—contribute to the interest of MSMEs in obtaining halal certification. For further research, it is recommended to add other variables, such as regulatory factors or government support, in order to obtain a more comprehensive understanding of the factors that influence the interest in halal certification.

This study has limitations, including limited sample size and narrow geographic focus, which may affect the generalizability of the results. In addition, other variables that may contribute to halal certification interest have not been studied. For future research, it is recommended that researchers expand the scope of the region and sample size, research methods and data analysis and consider additional relevant variables.

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