

# Analysis the Impact of Halal Certification and Marketing Mix On the Development of Small and Medium Enterprises Smess in Kebumen

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## ABSTRACT

*This study aims to determine the effect of halal certification and marketing mix consisting of product, price, promotion, place (4P) on increasing sales of MSEs in Kebumen Regency. The object of this study is MSEs in the food and beverage sector that has been halal certified through the self-declaration scheme. The sampling technique used a non-probability sampling technique with a purposive sampling method and a sample of 83 respondents was taken. The results of the study showed that the value of the halal certification variable was  $0.004 < 0.05$ , meaning that the variable had a significant effect on the sales increase variable. The significance value of the product quality variable was  $0.000 < 0.05$ , meaning that the variable had a significant effect on the sales increase variable. The significance value of the price variable was  $0.001 < 0.05$ , meaning that the variable had a significant effect on the sales increase variable. The significance value of the promotion variable was  $0.418 > 0.05$ , meaning that the variable did not have a significant effect on the sales increase variable. The significance value of the location variable was  $0.000 < 0.05$ , meaning that the variable had a significant effect on the sales increase variable. Overall, halal certification, product quality, price, promotion, and location have a significant effect on increasing sales with a significance of  $0.000 < 0.05$  and an Adjusted R-Square of 66.8%, which means that they can contribute to increasing sales and the remaining 33.2% is influenced by other factors not discussed in this study.*

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## 1. INTRODUCTION

Regulations in the business world are now always changing, one of which is the obligation for business actors including Micro and Small Enterprises (MSMEs) to certify their products so that they have a halal logo. This is based on Law Number 33 of 2014 concerning Halal Product Assurance.<sup>1</sup>The Halal Product Assurance Organizing Agency (BPJPH) was appointed by the government as the supervisor of halal certification and products.<sup>2</sup>The existence of a halal product guarantee provides an indication to potential consumers that the halal claim of a product is very important for the people in Indonesia, the majority of whom are Muslims. Seeing this phenomenon, the Halal Product Guarantee Organizing Agency together with the Ministry of Religion has created a free halal certificate program through the schemeself declare. self declarenamely a halal statement of a product made by oneself or independently.<sup>3</sup>

According to ASEAN Investment Report 2022, Indonesia is number one in holding the largest number of MSMEs. This number reaches 90% of the total number of MSMEs in ASEAN. According to data from the ASEAN Investment Report 2022, Indonesia has the largest number of MSMEs in the ASEAN region, reaching 90% of the total MSMEs in ASEAN. Although the contribution of MSMEs to national exports is only 15.7%, which is far below other ASEAN countries such as Singapore (41%), Thailand (29%), and Myanmar (24%), MSMEs in Indonesia still make a significant contribution to Gross Domestic Product (GDP), which is around 60%.

Kebumen is one of the districts in Central Java Province which has the third largest number of MSME units after Demak Regency, with a total of 11,989 units. In addition, the MSME sector in Kebumen absorbs 1,252 male workers and 75 female workers.<sup>5</sup> Where UMK here is one aspect that can boost the economy in Kebumen Regency. But the problem that still occurs in Kebumen Regency is poverty. One indicator that measures the level of poverty is people's purchasing power, this is certainly related to the level of public interest in buying UMK products in Kebumen Regency.

The development of halal certification by business actors domiciled in Kebumen Regency as of January 2024 can be seen as follows:



Figure 1. Halal Certification Data for Self-Declare Scheme in Kebumen Regency As of March 2024

Source: olap.halal.go.id

Based on the data of “Halal Certification Scheme *Self Declaration* in Kebumen Regency as of March 2024”, taken from the SEHATI 2024 website page, it was recorded that 20,617 product units had been halal certified, 11,717 product units had just been issued halal certificates, 13,069 registered business actors and 1,352 product units were in process.

The business actors who meet the criteria in the program *self-declare* is a business in the food and beverage sector. There is a free halal certificate program through the scheme *self-declare* has the hope of providing encouragement for business actors to increase their sales to exceed the global halal market.

The above can be strengthened from the findings of a research journal conducted by Syamsuri Rahim, Tiara Halifah, and Nur Wahyuni entitled “The Effect of Halal Certification on Increasing Sales Revenue for Businesses in the Food and Beverage Sector”. *Food And Beverage Makassar City*.<sup>8</sup> The study found that halal certification has a positive and significant effect on increasing sales revenue. On the other hand, marketing strategies or *marketing mix* also has the potential to affect UMK sales. Components *marketing mix*, like *product* (product), *price* (price), *promotion* (promotion), and *place* (location), are factors that can influence consumer preferences and behavior. The existence of good and decent product quality will provide encouragement and energy for companies to survive in the world of business competition.

Apart from product quality, *price* (price) also greatly affects sales. According to Swastha, price is defined as another cause that can control the state of marketing management. Affordable nominal prices and good quality should be more attractive to consumers. The more consumers are interested in products on the market, the more it will impact sales turnover which will increase.<sup>9</sup> Other factors of *marketing mix* which influences the increase in sales, namely *promotion* (promotion). Promotion is an important element in trade competition which is very necessary in the world of marketing, including goods or services.<sup>10</sup> If the promotion is done well, the products offered will reach consumers more widely and have a positive impact on the company in maintaining and achieve success.

Companies whose products are already widely known in the market will easily increase sales if they are worked on in a structured manner.<sup>11</sup> The next factor in *marketing mix* which can affect sales are *place* (location). Tjiptono said that the location of service facilities is one of the key factors that

influence the success of the service, because the location is closely related to the market potential of the service provider. When the location is well considered, a business can increase its attractiveness and ability to reach and influence consumers, which in turn can have an impact on increasing sales.<sup>12</sup> In line with the findings expressed in the research by Haryono and Nurlaela (2019) entitled "The Influence of *Marketing Mix* On Increasing Sales Volume for Salt Entrepreneurs in Purwokerto", in the research, the final results of the research showed that there was a significant influence on the influencing variables. *marketing mix* (*product, price, promotion, place*) as a variable (X) towards increasing sales volume (Y). This finding underlines the importance of holistic marketing strategy integration in achieving higher sales goals.<sup>13</sup>

But the question is whether there is halal certification and *marketing mix* for business actors who act as producers experiencing an increase after the issuance of halal certificates? Because after MSMEs and UMKM have halal certificates, they should be able to provide good changes to their understanding and awareness of halal, especially in the food and beverage sector or *halal food*. In addition to the existence of halal certificates that have been issued, the increase in sales of MSMEs/UMKMs after the creation of ownership rights to halal certificates provides a function in the form of safeguarding the principles, concepts and ethics of sales in the food and beverage sector in general continuously and persistently. So it is very much expected that the sale of halal products will run stably to create development.

This is the motivation for the author to conduct further research on the issue of whether after the issuance of halal certification and other influences such as product quality, price, and promotion can have an impact on sales. Through this research, the author hopes to be able to provide an overview of the influence of halal certification and *marketing mix* towards increasing sales for MSME actors after the issuance of halal certificates through the scheme *self-declare*.

## LITERATURE REVIEW

### 1. Consumer Behavior

The theory that links the relationship between halal certification, product quality, price, promotion, location and increased sales is the consumer behavior theory put forward by Aditya Wardhana in 2021. The theory states that consumer behavior refers to the processes carried out by individuals or groups when searching for, purchasing, using, and evaluating products, services, ideas, or experiences that meet their needs and wants. In consumer behavior theory, there are several factors that can influence it, as stated in the image below:

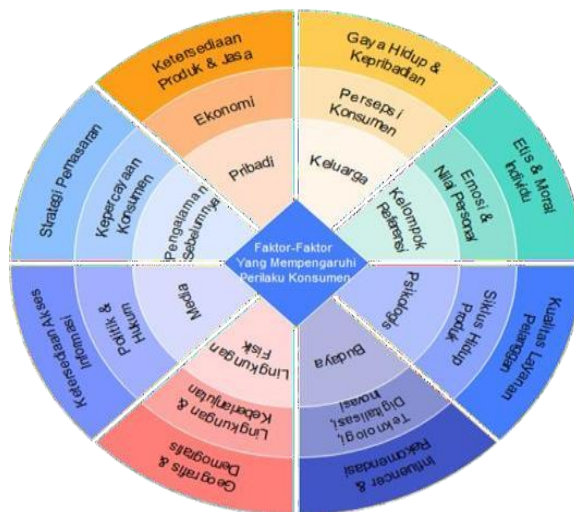


Figure 2. Factors Influencing the Theory of Consumption Behavior  
Source :16

### 2. Halal Certification

According to LPPOM-MUI, a Halal Certificate is a written fatwa from the Indonesian Ulema Council stating that a product is halal according to Islamic law. This Halal Certificate is required to obtain permission from authorized government agencies to include halal labels on product packaging.<sup>17</sup> According to the Republic of Indonesia Law Number 33 of 2014 concerning Halal Product Assurance, it is explained that a product can be said to be halal, the materials, and the production process must pass the inspection tests from the relevant institutions.

The indicators of halal certification that have been explained in the Republic of Indonesia Law Number 33 of 2014 include:

- a. There is certainty regarding halal certification.

- b. Only consume products that are halal certified.

When a product already has official halal status from authorized institution, then consumers will respond well. So that consumers will be enthusiastic in buying the products offered.

Halal certification on MSE products increases consumer confidence and encourages purchases, because consumers are sure that the product is free from haram goods. Optimizing MSEs can encourage economic growth.

### 3. Marketing Mix

*Marketing mix* is a trick or way of making sales or promotions and a process of determining prices that is unique and has gone through a design in order to obtain exchange results that provide mutual benefits to the target market. *Marketing mix* in the marketing mix in Indonesia is often referred to as a sales strategy or promotional strategy as well as a pricing strategy which is carried out in a specific way to obtain transaction results according to the wishes of the business.

Marketing Mix according to Aisyah and Oktavia is a combination of marketing tools which include product, price, place, and promotion. Among the 4 (four) dimensions, namely:

#### a. Product Quality

According to Kotler and Armstrong, quoted from research, product quality is the ability of a product to carry out several of its functions which include durability, reliability, accuracy, ease of operation and repair as well as other components. According to Tjiptono, product quality is influenced by several factors. Among them are: market (market), money (Money), management (management), man (man), motivation (motivation), and material (material).

Product quality includes the features and characteristics of goods and services that meet needs. Every business offers different products with uniqueness that distinguishes it from competitors, even though the type is the same, to attract target market.

High product quality increases sales volume and has a direct impact on performance, so it is closely related to the value received by customers.

Product quality in the field *food and beverage* has 4 (four) indicators, including:

- 1) Freshness (food freshness)
- 2) Presentation (food serving)
- 3) Well cooked (well cooked)
- 4) Variety of food (food diversity)

#### b. Price

According to Kotler and Armstrong, price is the amount of money exchanged for a product or service. Philip Kotler defines price as one of the elements of the marketing mix that generates revenue, while the other elements generate costs. The elements of the marketing mix include price, product, channel, and promotion or often known as the 4 (four) Ps (*price, product, place and promotion*). From a consumer perspective, price is generally defined as the amount paid to obtain a product or service.

Price increases can lead to a decrease in sales, as consumers are more cautious in considering purchases, especially if the price of similar products is higher. Price has a significant effect on purchasing decisions; the more the price matches consumer expectations, the higher the demand and sales revenue volume.

According to Kotler and Armstrong, there are 4 (four) indicators that characterize prices, including:

- 1) Affordable prices
- 2) Price matches product quality
- 3) Price competitiveness
- 4) Price matches benefits

#### c. Promotion

According to Kotler and Armstrong, promotion is defined as "*Promotion means activities that communicate the merits of the product and persuade target customers to buy it*", which means that promotion is an activity that distributes the usefulness of a product and persuades target consumers to purchase the product being offered. Meanwhile, according to Tjiptono, promotion is a form of communication with the aim of announcing information, influencing, inviting, and reminding the target market about the company and its products so that they are able to accept, buy, and be loyal to the company related to offering its products.

Promotion aims to convince consumers to be interested in buying products and increase the possibility of transactions. With effective promotion, the company's products will be better known in the market, so that the goal companies to survive and grow can be realized. Companies need to accelerate the

method of extending the agreement to support promotions such as publications and direct sales. If the agreement is stable, the company tends to maintain it, but the agreement can decline if promotional activities are reduced, resulting in decreased buyer attraction and increased competitors. Effective promotion is closely related to increased sales.

The following are promotion indicators according to Kotler and Armstrong, including: promotion reach, promotion quality, promotion quantity, promotion time, promotion target accuracy.

#### d. Location

Location according to Philip Kotler & Armstrong is "locations are various activities of the company to make products produced or sold affordable and available to the target market". That is, location is an activity where a company sells its products to the target market at an affordable price. Losch prefers that production locations be in or near markets.

Business location is a critical factor affecting the costs and success of a business strategy, and once chosen, many costs are fixed and difficult to change. The selection of a location must take into account the marketing strategy and preferences of the owner, and be taken with care. Strategic location is the key to business success, affecting the efficiency of transportation, distribution, and consumer accessibility, which can ultimately increase revenue volume.

According to Fandy Tjiptono, location indicators are as follows:

Access, visibility, traffic jam (traffic), parking area, expansion, environment, competition (competitor locations).

#### 4. Increase Sales

Sales growth or sales growth according to Andjarwati and Chandrarini is a variable based on measuring the stability of the company's profits. So, with sales, a process of exchanging goods or services is created by sellers and buyers. The smarter a person is at selling, the faster they will achieve the company's success goals.

According to Kotler, sales volume is goods sold in the form of money for a certain period of time and in it has a good service strategy. There are several dimensions that can be used as benchmarks or indicators in sales volume, including:

- a. Selling products in such a way that consumers see them
- b. Placing and arranging the product in an orderly manner so that it will attract the attention of consumers.
- c. Conduct market analysis
- d. Determine potential buyers or consumers
- e. Holding an exhibition
- f. Hold discounts or discounts

## 2. RESEARCH METHODS

This study uses a quantitative approach with multiple regression analysis tests to measure data through a survey of 83 respondents from MSMEs in the food and beverage sector in Kebumen Regency who have been halal certified through the scheme. *self-declare* by UIN Walisongo. The sampling technique uses *nonprobability sampling type incidental sampling* with certain criteria. Primary data was obtained through a questionnaire with a Likert scale of 1–5 to measure the independent variables, namely halal certification and *marketing mix*, and the dependent variable, namely the increase in MSME sales. Data analysis was carried out using the SPSS application.

## 3. RESULT AND DISCUSSION

### 1. Research Overview

This study uses the object of UMKM actors in the food and beverage sector in Kebumen Regency who have been halal certified through the scheme. *self-declare*, including food stalls, cafes, and local processed food producers.

With a population density of 1,075 people/km<sup>2</sup> in 2022, the MSME sector is an important pillar of the local economy, contributing to job creation and increasing community income. Of the total workforce of 658,337 people, the majority are self-employed (24.97%), indicating high entrepreneurial potential. Independent halal certification helps MSME players increase consumer trust and expand the market, especially in segments that prioritize halal products.

### 2. Descriptive Analysis

Descriptive analysis using SPSS 26 produced a quantitative data description of each variable from 83 respondents. The halal certification variable has an average of 22.00 and a standard deviation of 2.655, indicating that the majority of respondents agree with the statement submitted. The product quality variable



has an average of 42.67 and a standard deviation of 4.342, while the price variable has an average of 29.46 with a standard deviation of 3.500. The promotion variable has an average of 31.83 with a standard deviation of 4.236, and the location variable has an average of 21.06 with a standard deviation of 3.078. Standard Deviation reflects the spread of data on each variable based on the responses given.

#### 1) Validity & Reliability Test

The results of all indicators show a calculated R of more than 0.6, which means that this study is declared valid because all significance values of each variable are  $<0.05$  and the calculated R is  $>0.2159$ .

While the reliability value states *Cronbach's Alpha* more than 0.7 with value criteria *Cronbach's Alpha* greater than 0.06. So it can be concluded that the variables in this study are stated as reliable.

#### 2) Classical Assumption Test

##### a. Normality Test

Data normality test results *Asymp. Sig.* shows 0.20 of the questionnaire results are normally distributed because *Asymp. Sig. (2-tailed)*  $>0.05$ .

##### b. Autocorrelation Test

Autocorrelation test As for the test *Run Test* can be seen as follows. The test *Run Test* which has been processed from the questionnaire results shows that the significance value is 0.151 which means  $>0.05$ . It can be concluded that this research data does not experience autocorrelation.

##### c. Multicollinearity Test

The results of the multicollinearity test based on the SPSS results can be concluded that all independent variables in this study do not experience symptoms of multicollinearity because the value *tolerance* on each variable is greater than 0.1 and the VIF value is less than 10.

##### d. Heteroscedasticity Test

Based on the SPSS results data using the *Glacier* test, this study shows that the significance value of each variable is  $>0.05$ , which means that the data in this study did not show symptoms of heteroscedasticity.

##### e. Partial T Test

The results of the partial T-test stated that all variables except promotion showed positive and significant influence values where the results had a significance value of less than 0.05 and the calculated t was less than the t table, namely 1.991.

##### f. Simultaneous F Test

Based on the results of the simultaneous F test through the ANOVA table, it can be concluded that the data obtained from the questionnaire results state that the independent variables simultaneously influence the dependent variable because the significance value is 0.000 so it is less than 0.05 and  $f_{count} > f_{table}$  that is 31,041  $>2.33$ .

##### g. Coefficient of Determination ( $R^2$ )

Based on the summary model, the results of the determination coefficient test show an R Square value of 0.668 or 66.8%, which means that halal certification, product quality, price, promotion and location can explain the increase in MSE sales in Kebumen Regency by 66.8% and the remaining 33.2% is explained by other variables outside this study.

##### h. Multiple Linear Regression Analysis

Regression analysis shows that the constant coefficient value is 2.067 with a positive value indicates that the variables of halal certification (X1), product quality (X2), price (X3), promotion (X4), and location (X5) simultaneously contribute to increasing sales (Y). Partially, the beta coefficient shows that every 1% increase in product quality, price, promotion, and location increases sales by 16.8%, 20%, 31%, and 22.4%, respectively, while an increase in halal certification actually decreases sales by 11.9%. Conversely, a decrease in these variables affects sales by the same amount but in a negative direction. This shows that the contribution of independent variables to sales varies depending on the type.

### 3. Discussion

#### a. Partial Influence of Halal Certification, Product Quality, Price, Promotion and Location on Increasing MSME Sales in Kebumen Regency

#### b. The Influence of Halal Certification on Increasing MSME Sales in Kebumen Regency

The results of the SPSS analysis show that the halal certification variable (X1) has a significant effect on increasing sales (Y) at UMK in Kebumen Regency, as evidenced by a significance value of  $0.004 < 0.05$  and  $t_{count} -3.012 > t_{table} 1.991$ , so H1 is accepted. This finding is in line with the research of Syamsuri Rahim, Tiara Halifah, and Nur Wahyuni which states that halal certification has a positive and significant effect on income.44tan in the sector *food and beverage* in Makassar. And supported by Ahda Segati's research which revealed the positive influence of halal certification on increasing sales.45MUI Halal Certificate, according to Law Number 33 of 2014, ensures that products comply with

Islamic law and improves their quality through halal assurance. This encourages companies to guarantee the halalness of their products in order to have a positive impact on all consumers, both Muslims and non-Muslims.

c. The Influence of Product Quality on Increasing MSME Sales in Kebumen Regency

This study shows that the product quality variable (X2) has a significant effect on increasing sales (Y) in MSMEs in Kebumen Regency, with a significance value of  $0.000 < 0.05$  and  $t \text{ count } 3.824 > t \text{ table } 1.991$ , so H1 is accepted. This finding is in line with the research of Muhammad Mahfuz et al., which states that product quality has a significant effect on sales of coffee MSMEs in Lombok North and supported by research by Intan Puspitasari et al., which revealed that product quality is the biggest factor influencing the increase in premium rice sales in North Sulawesi and Gorontalo.<sup>47</sup> Product quality, as an effort to meet customer expectations according to certain standards, is dynamic following consumer tastes and is the main key to increase company sales.

d. The Influence of Prices on Increasing MSME Sales in Kebumen Regency

The results of the study indicate that the price variable (X3) has a significant effect on increasing sales (Y) at MSEs in Kebumen Regency, with a significance value of  $0.001 < 0.05$  and  $t \text{ count } 3.591 > t \text{ table } 1.991$ , so H1 is accepted. This finding is in line with the research of Dania and Nur El Ikhsan which states that price has a positive and significant effect on increasing sales, and is supported by the research of Andi Hardiyanti et al., which found that price contributed significantly to increasing sales of tour packages in Makassar.<sup>48</sup> Competitive pricing that is in line with product value can make a product more attractive, where high prices are often associated with quality, while low prices attract cost-sensitive consumers, thus influencing consumer perceptions and purchasing decisions.

e. The Influence of Promotion on Increasing MSME Sales in Kebumen Regency

This study shows that the promotion variable (X4) does not have a significant effect on increasing sales (Y) at MSEs in Kebumen Regency, as evidenced by a significance value of  $0.418 > 0.05$  and a calculated  $t$  of  $0.815 < t \text{ table } 1.991$ , so H1 is rejected. This finding does not support the research of Menanti Sembiring and Benni Purba which states that promotion has a significant effect on increasing sales,<sup>49</sup> but in line with research by Muchlis Abbas et al., who found that promotions were not significant in increasing sales at the Sulawesi Soppeng Store.<sup>50</sup> Promotion, according to Kotler and Armstrong, aims to communicate product benefits and persuade consumers, but its effectiveness decreases if it is used too often, is not targeted properly, or consumers feel bored. Therefore, promotions need to be designed strategically to remain relevant and attractive according to trends.

f. The Influence of Location on Increasing MSME Sales in Kebumen Regency

This study shows that the location variable (X5) has a significant effect on increasing sales (Y) at MSEs in Kebumen Regency, with a significance value of  $0.000 < 0.05$  and a calculated  $t$  of  $3.660 > t \text{ table } 1.991$ , so that H1 is accepted. This finding is in line with the research of Cindy Silvia Christianti et al., which states that location or distribution channels have a significant effect on the sales volume of banana chips in Lampung,<sup>51</sup> and supported by research by Sulaiman Kurdi et al., who found that location contributed positively to increasing sales at the Islamic Financial Services Cooperative in Kendal.<sup>52</sup> Strategic locations, especially those that are easily accessible or in high-traffic areas, are important elements in attracting customers and increasing business sales.

g. Simultaneous Influence of Halal Certification, Product Quality, Price, Promotion and Location on Increasing MSME Sales in Kebumen Regency

Based on the results of the data analysis that has been carried out, it shows that halal certification, product quality, price, promotion and location have a simultaneous effect on the unemployment rate in increasing UMK sales in Kebumen Regency.

This is proven by the significance value of  $0.000 < 0.05$  and the calculated  $F$  of  $31.041 > F \text{ table}$  with a total of 2.33 then the research results obtained are H1 accepted and H0 rejected, which means that the variables of halal certification, product quality, price, promotion and location simultaneously have a significant influence on the variable of increasing sales. From the results of the analysis obtained, the  $R$  Square value is 0.668 or 66.8%, so it can be interpreted that halal certification, product quality, price, promotion and location can explain the increase in MSE sales in Kebumen Regency by 66.8% and the remaining 33.2% is explained by other variables outside this study.

#### 4. CONCLUSION

Based on the results and discussions presented in the research, several conclusions can be presented as follows:

The results of the study show that the halal certification variable (X1), product quality (X2), price (X3), and location (X5) have a significant impact on increasing sales (Y) of MSMEs in Kebumen Regency. This is evidenced by the calculated  $t$  value of each being greater than the  $t$  table (1.991) and significance below 0.05. Halal certification (calculated  $t$  3.012; sig. 0.004), product quality (calculated  $t$  3.824; sig. 0.000),

price (calculated  $t$  3.591; sig. 0.001), and location (calculated  $t$  3.660; sig. 0.000) indicate that increasing these variables has a significant effect on sales. On the other hand, promotion (X4) does not have a significant impact because the calculated  $t$  is  $0.815 < 1.991$  and the significance is  $0.418 > 0.05$ . Simultaneously, these independent variables have a positive and significant effect on increasing sales, with a calculated  $F$  value of  $31.041 > F$  table 2.33 and a significance of 0.000. The determination coefficient of 66.8% indicates that this model able to explain most of the variation in the increase in UMK sales, while the remaining 33.2% was influenced by factors outside the research.

## SUGGESTION

Based on this research, the researcher makes the following suggestions:

1. For the Community: The community is expected to be more selective in choosing products by paying attention to self-declared halal certification, and actively participating in socialization to increase knowledge about safe products.
2. For MSMEs: MSMEs are advised to take care of self-declared halal certification to increase consumer trust, optimize the marketing mix with digital technology, and continue to innovate in products and marketing strategies.
3. For the Government: The government is expected to support MSMEs in halal certification through information, training, and socialization of the importance of halal certification. It is also necessary to ensure that MSME marketing infrastructure is available and to monitor the program.
4. For the Audience: Further researchers are advised to examine other factors that influence sales, so that policies are more effective.

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