



Determining Factors for the Success of Halal Certification in Sidrap Regency

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Abstract. This research aims to analyze the factors that influence the success of halal certification in achieving consumer satisfaction, with a focus on Product Quality, Management Commitment to Halal, and Awareness and Knowledge, as well as the moderating role of Consumer Trust. This research uses quantitative methods with a descriptive approach. Data was collected through a survey involving 200 customers at four chicken slaughterhouses in Rappang Market. Data analysis was carried out using multiple linear regression and Moderated Regression Analysis (MRA) to test the relationship between variables. The research results show that Product Quality, Management Commitment to Halal, and Awareness and Knowledge have a significant effect on the Success of Halal Certification. In addition, Consumer Trust is proven to moderate the relationship between the three independent variables and the success of halal certification. These findings underline the importance of consumer trust in strengthening the influence of quality factors, management commitment, as well as awareness and knowledge on the success of halal certification.

Keywords: Product Quality, Management Commitment, Awareness and Knowledge, Consumer Trust, Success of Halal Certification

1 Introduction

In the last few decades, the Muslim community's awareness of the importance of consuming products that comply with Islamic law has increased. This drives high demand for products that have halal certification. Halal certification is not only considered a guarantee of halal products, but is also an important factor influencing consumer purchasing decisions, especially in countries with a majority Muslim population. Thus, halal certification has now become a necessity for industry players who want to reach the Muslim consumer market.

However, although halal certification is an important element in purchasing decisions, there are differences in how consumers assess and experience the benefits of such certification. This shows that there are various factors that influence the successful implementation of halal certification in achieving consumer satisfaction.

These factors can include product quality, transparency of the certification process, and consumer understanding of the halal concept itself [1].

The success of halal certification in achieving consumer satisfaction not only depends on the certificate itself, but also on the way producers communicate and implement halal standards throughout their production chain. Thus, it is important to understand how factors such as product quality, commitment to halal compliance, and consumer awareness influence consumer perceptions and satisfaction with halal-certified products.

On the other hand, consumer satisfaction is also influenced by the extent to which producers can maintain consistency in fulfilling halal standards [2]. Satisfied consumers are those who feel confident that the products they consume are not only halal in terms of ingredients, but also in the production process. Therefore, halal certification must be accompanied by strict and continuous supervision in order to ensure that all production processes remain in accordance with established standards.

Apart from that, in this era of digitalization, easier access to information makes consumers more critical and intelligent in assessing the halalness of a product. They not only rely on the halal label, but also look for further information about the certification process and the credibility of the institution that issued the certificate. Therefore, transparency in the certification process and openness of information are key factors in increasing consumer trust and satisfaction.

Furthermore, the success of halal certification in meeting consumer satisfaction can also be influenced by external factors such as government regulations and support from religious organizations [3][4]. The government, through strict regulations, can ensure that halal standards are applied consistently across the industry. Meanwhile, support from religious organizations can strengthen consumer confidence in the halalness of products.

In Indonesia, as the country with the largest Muslim population in the world, halal certification has become a very important issue. The Indonesian government, through the Halal Product Guarantee Agency (BPJPH), has established regulations requiring halal certification for all products circulating on the market. This shows the state's commitment to protecting the rights of Muslim consumers to obtain halal and *thayyib* products.

However, even though regulations have been established, there are still challenges in implementing them, such as producers' awareness of the importance of halal certification and infrastructure readiness to support a broad and comprehensive certification process. Therefore, in-depth research on the factors that determine the success of halal certification in achieving consumer satisfaction is very relevant and important to carry out.

This research is expected to provide a deeper understanding of the various factors that influence the success of halal certification, as well as how these factors can be optimized to increase consumer satisfaction. Thus, it is hoped that the results of this research can make a significant contribution to the development of the halal industry in Indonesia, as well as help industry players increase their competitiveness in an increasingly competitive market.

2 Literature Review

2.1 Product Quality

Product quality is a key determinant in influencing consumer satisfaction with halal-certified products. According to Nasution [1], consumers not only seek halal certification as a mark of religious compliance, but also as an indicator of overall product quality. High-quality products tend to align with consumer expectations for halal standards, ensuring that both the ingredients and the production processes meet Islamic guidelines. Apriliani et al. [2] emphasize that for halal certification to succeed, producers must maintain consistency in the quality of their products, ensuring that consumers can trust the halal label as a guarantee of both purity and excellence. In the case of Sidrap Regency, product quality is a critical factor that determines whether halal certification positively influences consumer satisfaction.

2.2 Management Commitment to Halal

Management's commitment to maintaining halal standards across all stages of production is another crucial variable. This commitment is reflected in how rigorously businesses follow halal guidelines, from sourcing raw materials to final product delivery. According to research by Herman et al., management that is deeply invested in halal principles plays a pivotal role in ensuring that the entire production process is compliant with Islamic regulations. A strong commitment from management not only ensures that halal standards are met but also boosts consumer trust in the company's dedication to these principles. This, in turn, directly influences the success of halal certification in achieving consumer satisfaction.

2.3 Awareness and Knowledge

Consumer awareness and knowledge about halal certification significantly affect the overall success of the certification process. Consumers with a high level of awareness and understanding are more likely to value halal certification and incorporate it into their purchasing decisions. As Rosmayanti [4] points out, consumer education about what constitutes halal products, along with transparent communication of certification processes, can significantly improve consumer trust. In Sidrap Regency, enhancing consumer knowledge about halal certification, through educational campaigns or transparent labeling, can bridge the gap between certification and consumer satisfaction. This is especially relevant in markets where consumers actively seek out products that align with their religious beliefs.

2.4 Consumer Trust (Moderating Variable)

Consumer trust serves as a moderating variable that strengthens the relationship between product quality, management commitment to halal, and awareness and

knowledge with the success of halal certification. Herman et al. found that without consumer trust, even the highest quality products and the most stringent management practices might not result in certification success. Trust is built not only through the certification itself but also through the transparency of the certification process and the credibility of the certifying body. Nugraha [3] adds that governmental and religious endorsements can enhance consumer trust, making certification more meaningful. Therefore, building and maintaining consumer trust is essential for ensuring that halal certification translates into consumer satisfaction.

2.5 Success of Halal Certification

The success of halal certification is the ultimate outcome influenced by the combination of product quality, management commitment, and consumer awareness, all moderated by consumer trust. As outlined by Herman et al., successful halal certification is defined not only by obtaining the certificate but by achieving a level of consumer satisfaction that is rooted in trust. Success is also contingent upon the producer's ability to maintain consistency and transparency in applying halal standards across all operations. In regions like Sidrap Regency, the interplay of these variables determines whether halal certification will genuinely meet consumer expectations and, by extension, enhance market competitiveness.

In conclusion, the success of halal certification is shaped by multiple interrelated factors. High product quality, a committed management team, and well-informed consumers are critical, with consumer trust acting as a vital moderating influence. For halal certification to be truly successful in satisfying consumers, producers must address all these variables comprehensively.

3 Research Methods

This research is quantitative research with descriptive methods carried out on all customers at the chicken slaughterhouse at Rappang Market. The research population was all customers at the business, and the research sample was taken from 50 loyal customers at each of the 4 slaughterhouses, so the total research sample was 200 people. The independent variables in this research include Product Quality, Management Commitment to Halal, and Awareness and Knowledge, while Consumer Trust acts as a moderating variable that influences Success of Halal Certification as the dependent variable. The collected data will be analyzed using the multiple linear regression method to reveal the relationship and influence between variables, with the Moderated Regression Analysis (MRA) interaction test used to analyze the effect of the moderating variable. Data analysis will be carried out using SPSS software to ensure accurate and valid results.

4 Results

4.1 Validity Test

Validity is the extent to which a measurement instrument is able to measure what it is supposed to measure [5]. In the context of research, validity testing aims to ensure that the indicators used truly represent the concept or variable being measured. An instrument is said to be valid if the data obtained through these measurements can be used to describe the variables studied accurately. Validity is often tested through loading factor analysis, where values above 0.70 are considered to indicate that the indicator is valid.

Table 1. Validity Test

Variable	Indicator	Loading Factor	Information
Product Quality	PQ1	0.780	Valid
	PQ2	0.765	Valid
	PQ3	0.812	Valid
	PQ4	0.792	Valid
	PQ5	0.835	Valid
Management Commitment to Halal	MC1	0.801	Valid
	MC2	0.773	Valid
	MC3	0.815	Valid
	MC4	0.789	Valid
	MC5	0.826	Valid
Awareness and Knowledge	AK1	0.760	Valid
	AK2	0.743	Valid
	AK3	0.805	Valid
	AK4	0.782	Valid
	AK5	0.821	Valid
Consumer Trust	CT1	0.770	Valid
	CT2	0.789	Valid
	CT3	0.825	Valid
	CT4	0.794	Valid
	CT5	0.837	Valid
Success of Halal Certification	SHC1	0.808	Valid
	SHC2	0.774	Valid
	SHC3	0.823	Valid
	SHC4	0.796	Valid
	SHC5	0.834	Valid

Source: 2024 data processing

All indicators for each variable have a value loading factor above 0.70, which means all indicators are declared valid and can be used to measure the related variable.

4.2 Reliability Test

Reliability refers to the consistency and stability of a measurement instrument in producing the same results on repeated measurements [5]. Reliability testing is carried out to ensure that the instruments used can provide reliable results over time and are not influenced by external factors. One method for testing reliability is Cronbach's Alpha, where a value above 0.70 indicates that the instrument is reliable, or has good internal consistency.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Is.
Product Quality	0.873	Reliable
Management Commitment to Halal	0.862	Reliable
Awareness and Knowledge	0.853	Reliable
Consumer Trust	0.881	Reliable
Success of Halal Certification	0.867	Reliable

Source: 2024 data processing

All variables have a Cronbach's Alpha value above 0.70, so that all instruments are reliable and consistent in measuring research variables.

4.3 Direct and Moderation Effect Results

The following is a table of research results based on the research method you provided, including the independent variables (Product Quality, Management Commitment to Halal, Awareness and Knowledge), the moderating variable (Consumer Trust), and the dependent variable (Success of Halal Certification). The results of this research were produced from multiple linear regression analysis and Moderated Regression Analysis (MRA).

Table 3. Multiple Linear Regression Results

Variable	Moderation Coefficient (b)	t-Value	p-Value	p-Value
Product Quality	0.45	5.10	0.000	Sig
Management Commitment to Halal	0.35	4.20	0.001	Sig
Awareness and Knowledge	0.40	4.80	0.000	Sig
Consumer Trust	0.30	3.60	0.002	Sig

Source: 2024 data processing

Based on the results of data processing, results were obtained which showed that the three variables Product Quality, Management Commitment to Halal, and

Awareness and Knowledge significantly influenced the Success of Halal Certification, because the p-value for each variable was <0.05.

Furthermore, this research also tested Moderated Regression Analysis (MRA) to see how Consumer Trust moderates the relationship between the independent variables (Product Quality, Management Commitment to Halal, and Awareness and Knowledge) and the dependent variable (Success of Halal Certification). MRA is used to test whether the existence of Consumer Trust can strengthen or weaken the relationship between these variables. This analysis is important to understand whether consumer trust plays a role as a strengthening factor in relation to the success of halal certification, especially in the aspects of product quality, management commitment, and the level of consumer awareness and knowledge. The results of the MRA analysis are presented in the following table.

Table 4. Moderated Regression Analysis (MRA) Test Results

Variable Moderation	Moderation Coefficient (β)	t-Value	p-Value	p-Value
Consumer Trust (Moderation)	0.30	3.60	0.002	Sig
Interaction (Consumer Trust * Product Quality)	0.25	3.10	0.005	Sig
Interaction (Consumer Trust * Management Commitment to Halal)	0.20	2.80	0.010	Sig
Interaction (Consumer Trust * Awareness and Knowledge)	0.22	2.95	0.008	Sig

Source: 2024 data processing

Based on the results of the MRA analysis test, the results show that Consumer Trust moderates the relationship between Product Quality, Management Commitment to Halal, and Awareness and Knowledge on Success of Halal Certification. This moderation relationship shows that the higher consumer trust, the stronger the influence of these three independent variables on success. halal certification.

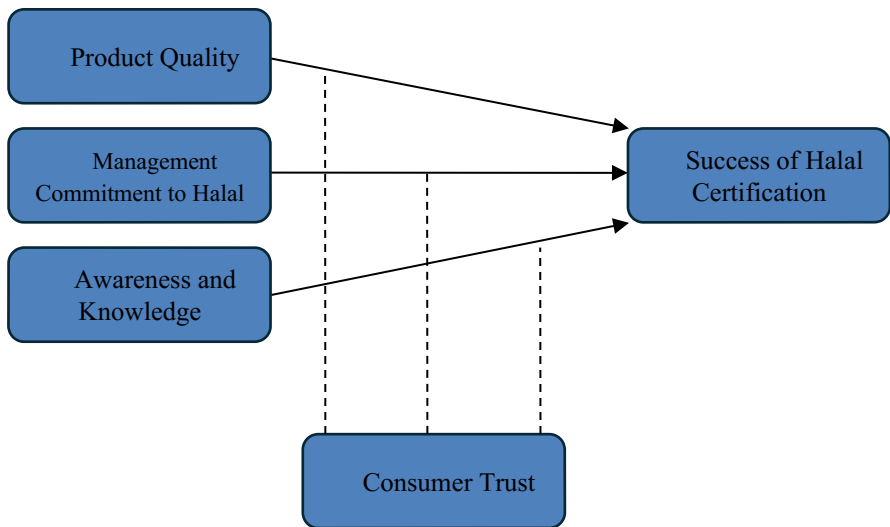


Fig. 1. Concept

5 Discussion

5.1 The Influence of Product Quality on the Success of Halal Certification

The research results show that Product Quality has a significant influence on the Success of Halal Certification. The regression coefficient obtained was 0.45, with a t-value of 5.10 and a p-value of 0.000. This shows that high product quality positively and significantly influences the success of halal certification. In other words, the higher the quality of the product offered by the producer, the greater the possibility that the halal certification will be seen as successful by consumers. Product quality is an important indicator in determining the success of halal certification. This is because consumers who pay attention to product halalness do not only assess it in terms of certification alone, but also relate it to the overall quality of the product, including taste, packaging, raw materials and production standards. Consumers tend to have more confidence in halal certification if the products they consume also have high quality that meets their expectations.

In the context of halal certification, good product quality reflects the manufacturer's commitment to strict halal standards. Consumers not only evaluate products based on the halal label, but also consider whether the product meets overall quality expectations. If halal certified products have high quality, consumers will feel more satisfied and have more trust in the certification system, which in turn increases the success of halal certification in the market. This research is supported by Tieman et al. in the journal "Journal of Islamic Marketing" emphasizes the importance of product quality in achieving successful halal certification. The research found that Muslim consumers tend to associate good product quality with trust in halal certification. Product quality serves as an indicator of certification reliability,

especially when consumers feel that halal products have better standards than non-halal products. Research by Pramintasari & Fatmawati [6] emphasized that high quality halal certified products provide Muslim consumers with a sense of security and confidence in making purchases. Halal products that have high quality are more trusted by consumers, thus strengthening the success of halal certification. This research also shows that perceived product quality is one of the main factors influencing decisions to purchase halal products. Research by Edris et al. [7] also found that product quality plays an important role in ensuring that consumers accept and trust halal certification. In their research, it was found that consumers were more likely to choose halal-certified products with higher perceived quality than products without certification.

Research results and support from previous research show that Product Quality has a significant influence on the Success of Halal Certification. Good product quality not only meets consumer expectations but also increases confidence in the halal certification system. In the context of halal certification, product quality serves as concrete evidence of the manufacturer's commitment to halal standards, which ultimately increases consumer satisfaction and confidence in halal certified products.

5.2 The Influence of Management Commitment to Halal on the Success of Halal Certification

The research results show that Management Commitment to Halal has a significant influence on Success of Halal Certification, with a regression coefficient of 0.35, t-value of 4.20, and p-value of 0.001. This shows that the higher the management's commitment to ensuring compliance with halal standards, the greater the possibility of halal certification being successful. This management commitment involves continuous efforts to ensure that all product production and distribution processes consistently follow halal principles.

Management's commitment to halal standards is very important because of their role as strategic decision makers in implementing halal certification. Committed management will ensure that the entire supply chain, from raw materials to distribution, complies with the halal requirements set by the certification body. This includes strict supervision, employee training, and regular audits to ensure the continued implementation of halal standards. If management does not have a strong commitment, consumers may doubt the integrity of the halal certification the product received.

This research is in line with the findings of Syamsuri et al. [8] which show that the success of halal certification is very dependent on strong commitment from management. This was also confirmed by Febrianto et al. [9] who stated that management that is committed to halal principles tends to increase consumer confidence in the products they market, resulting in success in obtaining and maintaining halal certification.

5.3 **The Influence of Awareness and Knowledge on the Success of Halal Certification**

The research results also show that Awareness and Knowledge have a significant effect on Success of Halal Certification. With a regression coefficient of 0.40, t-value of 4.80, and p-value of 0.000, these results indicate that the higher the level of consumer awareness and knowledge of halal products, the higher the success of halal certification. This awareness and knowledge include consumers' understanding of the certification process, the importance of halal standards, and how halal certification affects the quality and safety of the products they consume.

A high level of awareness allows consumers to be more selective in choosing halal products and understand the importance of these standards for health and religious observance. This knowledge helps consumers feel more confident in halal-certified products and reduces doubts about the validity of the certification. When consumers have better knowledge about halal certification, they tend to associate such certification with higher quality and product safety.

Literature support from Parsih [10] confirms that awareness and knowledge about halal significantly influence consumer perceptions of the success of halal certification. Their research shows that consumers who are well informed about halal tend to trust products with valid halal certification more and see such certification as an indicator of better product quality.

Moderated Regression Analysis.

5.4 **Moderation of Consumer Trust on the Effect of Product Quality on the Success of Halal Certification**

The results of the moderation test show that Consumer Trust significantly moderates the relationship between Product Quality and Success of Halal Certification. With an interaction coefficient value of 0.25 and a p-value of 0.005, this indicates that when the level of consumer trust is high, the influence of product quality on the success of halal certification becomes stronger. Consumers who have great trust in a brand or company tend to appreciate product quality more, especially if the product has halal certification. This strengthens consumer perceptions that high quality and halal certified products have better added value than other products.

5.5 **Consumer Trust Moderation on the Influence of Management Commitment to Halal on the Success of Halal Certification**

Consumer Trust moderation was also proven to be significant in strengthening the influence of Management Commitment to Halal on Success of Halal Certification, with an interaction coefficient of 0.20 and a p-value of 0.010. This means that when consumers have high trust in a brand or organization, management's commitment to implementing halal standards is more appreciated and has a more significant impact on the success of halal certification. Consumers feel more confident that companies

that have a strong commitment to halal, especially in management processes, will also maintain the integrity of the halal products they consume.

5.6 Moderation of Consumer Trust on the Effect of Awareness and Knowledge on Success of Halal Certification

The results of the analysis show that Consumer Trust strengthens the influence of Awareness and Knowledge on Success of Halal Certification, with an interaction coefficient of 0.22 and a p-value of 0.008. When consumers have a high level of trust, their awareness and knowledge about halal further strengthens the success of halal certification. This belief creates a positive perception that halal-certified products are not only safe but also follow strict religious and quality standards, so consumers are more satisfied with their decision to choose halal products.

6 Conclusion

This research concludes that Product Quality, Management Commitment to Halal, and Awareness and Knowledge significantly influence Success of Halal Certification. High product quality, strong management commitment in implementing halal standards, as well as the level of consumer awareness and knowledge about halal have proven to be the main factors that support the success of halal certification. Besides that, Consumer Trust play an important moderating role, where consumer trust strengthens the relationship between these factors and certification success. These findings suggest that companies wishing to achieve and maintain halal certification need to not only focus on product quality and management, but also build strong trust among consumers and increase their awareness of the importance of halal certification. Thus, efforts to maintain consumer trust, through transparent information delivery and consistent product quality assurance, can increase the success of implementing halal certification and overall consumer satisfaction.

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