

## **THE EFFECT OF THE HALAL CERTIFICATION LABEL ON THE ACTIVITIES OF CULINARY BUSINESS ACTORS AND NON-MUSLIM TOURISTS IN PALEMBANG**

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**Abstrak.** *This study aims to determine the effect of halal certification labels on the sale of culinary products in Palembang. Furthermore, this study also wants to know the competitiveness of business actors who have halal certification in Palembang. In addition, to determine the perception of non-Muslim tourists on halal product certification in Palembang. This type of study is empirical research. The questionnaire method was used to obtain research data. The data obtained in this study refer to the problem hypothesis testing. Bivariate linear regression was used as a test tool on the halal label variable to predict an increase in sales and competitiveness and was calculated by SPSS 22. At the same time, explanatory sequential design as a qualitative analysis method is obtained from the description of the questionnaire data. It is used to explain non-Muslim perceptions of halal products. The results of this study indicate several conclusions. First, the sale of culinary products has increased positively with the existence of halal certification labels. In this case, halal certification labels affect the sale of culinary products in Palembang is 19.1%. Second, the competitiveness of business actors has increased positively with halal certification labels. In this case, halal certification labels affect the competitiveness of business actors in Palembang is 8.2%. Third, most non-Muslim tourists have a good perception of the halalness of culinary products in Palembang. In this case, 94.31% of respondents have a good perception of the halalness of a culinary product. Meanwhile, 5.69% of respondents have a bad perception. Therefore, it is recommended for socialization related to the role of halal certificate labels to the general public and culinary business actors in Palembang. In addition, a collaboration between the Association, Community, Government, and Media is needed to encourage culinary business actors in Palembang to play an active role in having a halal certificate label. Next, invite BPJPH to provide information about the steps for registering a halal certificate label.*

**Keywords:**  
Competitiveness;  
Halal Certification Label;  
Perception;  
Sale.

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## INTRODUCTION

Indonesia has a population where the majority are followers of Islam. This country guarantees freedom of religion and worship for all its citizens. Because the majority of Indonesia's population is Muslim, Indonesia targets itself to be in the top position in developing the best halal tourism destinations in the world according to the version of the Global Muslim Travel Index (GMTI) with the United Arab Emirates.<sup>1</sup> In this case, Indonesia uses the GMTI global standard to standardize halal tourism, which refers to four factors: Access, Communication, Environment, and Services.<sup>2</sup> To ensure the halalness of a culinary product, one of which can be formed halal certification.<sup>3</sup> With this certification, business actors in culinary products can include a halal label on each production package.<sup>4</sup> The Indonesian Ulema Council (MUI) halal certificate holders are responsible for maintaining the halalness of their products.<sup>5</sup> In a single issuance of a halal certificate, the validity period is four years.

The city of Palembang is the largest city on the island of Sumatra after Medan, which has an increasing number of Muslim tourists. This condition can be seen in various Muslim tourist destinations located in the center of Palembang City. For Example, include the Grand Quran, Cheng Ho Mosque, and Balaputra Dewa Museum. The place for Muslim tourists displays the history of the development of Islam in Palembang.<sup>6</sup> On the other hand, various culinary specialties from Palembang still exist and have become the leading culinary delights to attract foreign and domestic tourists.<sup>7</sup> The existence of this unique culinary diversity is supervised and protected by the Association of Pengusaha Jasaboga Indonesia (APJI) in Palembang. As the Chair of the APJI in Palembang, Susi explained that a small number of business actors under the membership of the APJI have officially pocketed a halal certificate issued by the Halal Certification Agency (BPJPH) under the Ministry of Religious Affairs of the Republic of Indonesia in collaboration with the MUI.<sup>8</sup>

Furthermore, the validity of the halal certificate can be extended as needed. In this case, the government is responsible for providing protection and halal product assurance for the entire community, especially the Muslim community. Based on

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<sup>1</sup>Sari, F. K., et al. (2019). Persepsi, Sikap dan Minat Pariwisata Halal di Daerah Istimewa Yogyakarta. *Ihtifaz: Journal of Islamic Economics, Finance, and Banking*, 2(2), p. 138.

<sup>2</sup>Surwandono, S., et al. (2020). Polemik Kebijakan Wisata Halal di Indonesia serta Tinjauannya dalam Maqashid Syariah. *Tsaqafah: Jurnal Imiah ISID Gontor*, 16(1), p. 104.

<sup>3</sup>Faridah, H. D. (2019). Halal Certification in Indonesia: History, Development, and Implementation. *Journal of Halal Product and Research (JHPR)*, 2(2), p. 68.

<sup>4</sup>Manaf, S., et al. (2020). Analysis of Development of Culinary Tourism Management Model in Case Study East Luwu District Based on SIG. *International Journal of Tourism and Hospitality in Asia Pasific*, 3(1), pp. 4-5.

<sup>5</sup>Putri, E. A. (2021). Kewenangan MUI Pasca Terbitnya PP No. 31 Tahun 2019 tentang Peraturan Pelaksanaan UU No. 33 Tahun 2014 tentang Jaminan Produk Halal. *Krtha Bhayangkara*, 15(2), p. 335.

<sup>6</sup>Panorama, M. (2018). Analisis Potensi Wisata Religi Ki Merogan Palembang. *I-Economics: A Research Journal on Islamic Economics*, 4(1), p. 19.

<sup>7</sup>Rozalena, A. (2017). Makna Simbolik Komunikasi Merek Kuliner Khas Palembang di Bandung. *Mediator: Jurnal Komunikasi*, 10(2), p. 262.

<sup>8</sup>Sulaiha, S. (2020, December 3). Sejak Pengolahan Pangan Terapkan Prokes. *Virtual Discussion in FGD Catering Aman, Pelanggan Nyaman*, organized by the Daily Sumatra Express.

Article 4 of Law of the Republic of Indonesia Number 33 of 2014 on Halal Product Assurance (hereinafter referred to as Law No. 33 of 2014), regulates that “*products that enter, circulate, and are traded in the territory of Indonesia must be halal-certified.*”

Based on Article 4 of Law No. 33 of 2014, regulates that:

*“Obligation of halal certification for Products that circulate and are traded in the territory of Indonesia as intended in Article 4 comes into effect 5 (five) years from the legislation of this Law.”*

From the above provisions, halal product assurance has been applied comprehensively in Indonesia and can automatically provide a sense of security for people who consume or use the product.<sup>9</sup>

There have been many studies examining halal product certification. S. Lada, *et al.*, in their research in Singapore, found that:<sup>10</sup>

*“McDonald’s customer visits have increased by 8 million customers, with halal certification included in each of their culinary products. KFC, Burger King, and Taco Bell also experienced a significant increase in sales of 20% after these restaurants obtained halal certification.”*

I. Salehudin & B. A. Luthfi, in their research, found that “*halal certification has a significant influence on consumer buying interest in the halalness of a product.*”<sup>11</sup>

In addition, Mastuki, as Head of the Center for Halal Registration and Certification at BPJPH, stated that:<sup>12</sup>

*“From November 2019 to February 2020, around 1,158 business actors have been registered with BPJPH. 150 documents have been submitted for the application to issue a halal certificate. Furthermore, the increase in visits and registrations increased by around 120% from December 2019 to January 2020.”*

The above expression influences the formation of the BPJPH Duty Unit, which is spread throughout the regional offices of the Ministry of Religious Affairs in the provinces. With the existence of a centralized Duty Unit service, it is hoped that business actors can immediately apply for halal certification at the BPJPH Duty Unit at the local Ministry of Religious Affairs regional office. Although this service has only been carried out at the provincial and central levels, this service in the future can also be carried out at the Regency and Municipal levels. In this case, the government has been discussing it since 2021.

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<sup>9</sup>Editorial. (2003). *Panduan Sertifikat Halal*. Jakarta: Ministry of Religious Affairs of the Republic of Indonesia, p. 3. *See also*, Chairunnisyah, S. (2017). Peran Majelis Ulama Indonesia dalam Menerbitkan Sertifikat Halal pada Produk Makanan dan Kosmetik. *Edutech: Jurnal Ilmu Pendidikan dan Ilmu Sosial*, 3(2), p. 70.

<sup>10</sup>Lada, S., *et al.* (2009). Predicting Intention to Choose Halal Products using Theory of Reasoned Action. *International Journal of Islamic and Middle Eastern Finance and Management*, 2(1), p. 67.

<sup>11</sup>Salehudin, I. & Luthfi, B. A. (2011). Marketing Impact of Halal Labeling toward Indonesian Muslim Consumer’s Behavioral Intention Based on Ajzen’s Planned Behavior Theory: Policy Capturing Studies on Five Different Product Categories. *ASEAN Marketing Journal*, 3(1), pp. 41-42.

<sup>12</sup>Mukhtar, U. (2020, February 26). BPJPH: Baru 1.158 Pelaku Usaha Daftar Sertifikasi Halal. *Republika.co.id*. Retrieved at the date of May 17, 2020.

Based on the preliminary description above, this study aims to determine the effect of halal certification labels on the sale of culinary products in Palembang. Furthermore, this study also wants to know the competitiveness of business actors who have halal certification in Palembang. In addition, to determine the perception of non-Muslim tourists on halal product certification in Palembang.

## **METHOD**

This type of study is empirical research. The population in this study were all catering and restaurant businesses in Palembang. A sample of 102 and 211 people was determined by purposive sampling. The questionnaire method was used to obtain research data. Data collection through questionnaires was carried out from July to September 2020. The test instrument questionnaire uses a likert scale form, where the ranges start from strongly agree, agree, hesitate, disagree, and strongly disagree. In this case, the range is given a score from 1 to 5.<sup>13</sup> The two main variables in the study are:

1. The independent variable (X) is the halal certificate label;
2. The dependent variable (Y) consists of:
  - a. Y1 is the increase in product sales;
  - b. Y2 is competitiveness.

Test instruments consist of:

1. The validity of the questionnaire instrument uses Product Moment Pearson correlation and is calculated by SPSS 22;
2. The reliability of the questionnaire instrument uses Cronbach's Alpha and is calculated by SPSS 22.

**Table 1. Test Instruments**

<b>Variable</b>		<b>Indicator</b>	<b>Total Test Items</b>
X	Halal Certificate Label	Certified classification or not.	2
Y1	Sales Increase	- Product halalness is the producer's responsibility to assure the rights of Muslim consumers. - Sales increased as a positive impact of halal certificate ownership.	10
Y2	Competitiveness	- Some consumers become regular customers after recognizing that the products being sold are halal. - The products sold can compete because they are assured to be halal.	10
<b>Total</b>			<b>22</b>

<sup>13</sup>Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, p. 132.

**Table 2. Profile Description**

Profile Description		Percentage (%)	Indicator	Total Test Items
Gender	Man	38	- Halal certified restaurant/catering is preferred; - Halal means clean; - Restaurant visitors/ users of catering services from outside Palembang consider halal to be important; - Feeling happy and interested in halal products.	10
	Woman	62		
Place of Origin	Palembang	79		
	Outside Palembang	21		
Education	High School	28		
	College	62		
	Other	10		
Religion	Islam	39		
	Protestant	28		
	Catholic	20		
	Buddha	9		
	Hindu	2		
	Other	2		
<b>Total</b>				<b>10</b>

The classical assumption test consists of:

1. Normality was measured on residuals using Kolmogorov-Smirnov & Shapiro-Wilk and calculated by SPSS 22;
2. Linearity is calculated by SPSS 22;
3. Collinearity is calculated by SPSS 22;
4. Heteroscedasticity was measured using a Scatterplot graph.

The data obtained in this study refer to the problem hypothesis testing. Bivariate linear regression was used as a test tool on the halal label variable to predict an increase in sales and competitiveness and was calculated by SPSS 22. At the same time, explanatory sequential design as a qualitative analysis method is obtained from the description of the questionnaire data. It is used to explain non-Muslim perceptions of halal products.

## **RESULT**

### **A. Instrument Test**

#### **1. Validity**

The result is claimed to be valid if  $r_{count} > r_{table}$ . In this case, because  $N = 102$  then the value of  $df = N - 2 = 102 - 2 = 100$ , so the value of  $r_{table}$  at  $df = 100$  is 0.195. In connection with the results of SPSS 22 in analyzing the validity of the questionnaire on increasing sales and competitiveness, it is known that all test statements are valid. The results presented in the following table below show that all test statements are valid because the  $r_{count} > 0.195$ .

**Table 3. Case Processing Summary Increase in Sales**

		<b>N</b>	<b>%</b>
Cases	Valid	102	100.0
	Excluded <sup>a</sup>	0	.0
	Total	102	100.0

*a. Listwise deletion based on all variables in the procedure.*

**Table 4. Validity of Sales Increase Questionnaire**

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item 1	79.5490	62.646	.486	.732
Item 2	79.5882	64.146	.631	.734
Item 3	80.3627	58.095	.549	.716
Item 4	79.4510	63.775	.653	.732
Item 5	79.5882	64.146	.631	.734
Item 6	79.6569	61.950	.786	.722
Item 7	79.8431	60.846	.488	.727
Item 8	79.7843	64.844	.514	.738
Item 9	79.4706	63.024	.698	.728
Item 10	79.5882	64.146	.631	.734
<b>Total</b>	<b>41.9412</b>	<b>17.303</b>	<b>1.000</b>	<b>.810</b>

**Table 5. Case Processing Summary Competitiveness**

		<b>N</b>	<b>%</b>
Cases	Valid	102	100.0
	Excluded <sup>a</sup>	0	.0
	Total	102	100.0

*a. Listwise deletion based on all variables in the procedure.*

**Table 6. Validity of the Competitiveness Questionnaire**

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item 1	73.2549	318.568	.480	.785
Item 2	73.6373	293.719	.868	.761
Item 3	73.6176	298.159	.861	.765
Item 4	73.6667	294.284	.831	.762
Item 5	73.8922	288.038	.899	.755

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item 6	73.8333	287.566	.943	.754
Item 7	74.0490	294.463	.914	.761
Item 8	73.6176	302.139	.765	.769
Item 9	73.6667	302.185	.746	.769
Item 10	73.6667	292.165	.842	.760
<b>Total</b>	<b>38.7843</b>	<b>82.210</b>	<b>1.000</b>	<b>.953</b>

Furthermore, measuring the validity of the non-Muslim perception questionnaire instrument, it is known that all test statements are valid. In this case, because  $N = 211$  then the value of  $df = N - 2 = 102 - 2 = 209$ , so the value of  $r_{table}$  at  $df = 209$  is 0.135. The results presented in the following table below show that all test statements are valid because the  $r_{count} > 0.135$ .

**Table 7. Case Processing Summary Non-Muslim Perception**

		<b>N</b>	<b>%</b>
Cases	Valid	211	100.0
	Excluded <sup>a</sup>	0	.0
	Total	211	100.0

*a. Listwise deletion based on all variables in the procedure.*

**Table 8. Validity of the Non-Muslim Perception Questionnaire**

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item 1	79.2133	77.845	.623	.736
Item 2	79.2938	80.018	.692	.741
Item 3	79.9526	73.607	.606	.725
Item 4	79.1137	80.273	.709	.742
Item 5	79.2701	80.931	.664	.745
Item 6	79.3839	76.666	.818	.728
Item 7	79.4882	78.213	.460	.742
Item 8	79.4834	80.984	.602	.746
Item 9	79.1469	79.459	.730	.739
Item 10	79.2417	81.870	.619	.748
<b>Total</b>	<b>41.7678</b>	<b>21.798</b>	<b>1.000</b>	<b>.850</b>

## 2. Reliability

Reliability is expressed as a coefficient that ranges from zero to one. The closer the reliability coefficient is to 1.00, the more reliable the instrument is, and the less measurement error is associated with the instrument score. In connection with the results of SPSS 22 in analyzing the reliability of the questionnaire, it was found that all questionnaire instruments were reliable. The results presented in the following table show that all questionnaire instruments are reliable because the common value of 0.60 indicates 60% consistency of the scores generated by the instrument.

**Table 9. Reliability Statistics Sales Increase**

Cronbach's Alpha	N of Items
.750	10

**Table 10. Reliability Statistics Competitiveness**

Cronbach's Alpha	N of Items
.786	10

**Table 11. Reliability Statistics Perception of Non-Muslims**

Cronbach's Alpha	N of Items
.760	10

Based on the table above results, Table 9 shows that the value of Cronbach's Alpha is  $0.750 > 0.60$ . Table 10 shows that the value of Cronbach's Alpha is  $0.786 > 0.60$ . Table 11 shows that the value of Cronbach's Alpha is  $0.760 > 0.60$ . Thus, the instrument can be used.

## B. Classical Assumption Test

### 1. Normality

The data is normally distributed if the significance value is higher than the prerequisite level  $\alpha$  ( $\alpha = 0.05$ ), and the normality test results are shown in the following table.

**Table 12. Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	%	N	%	N	%
Unstandardized Residual	102	100.0%	0	0.0%	102	100.0%



**Table 13. Tests of Normality**

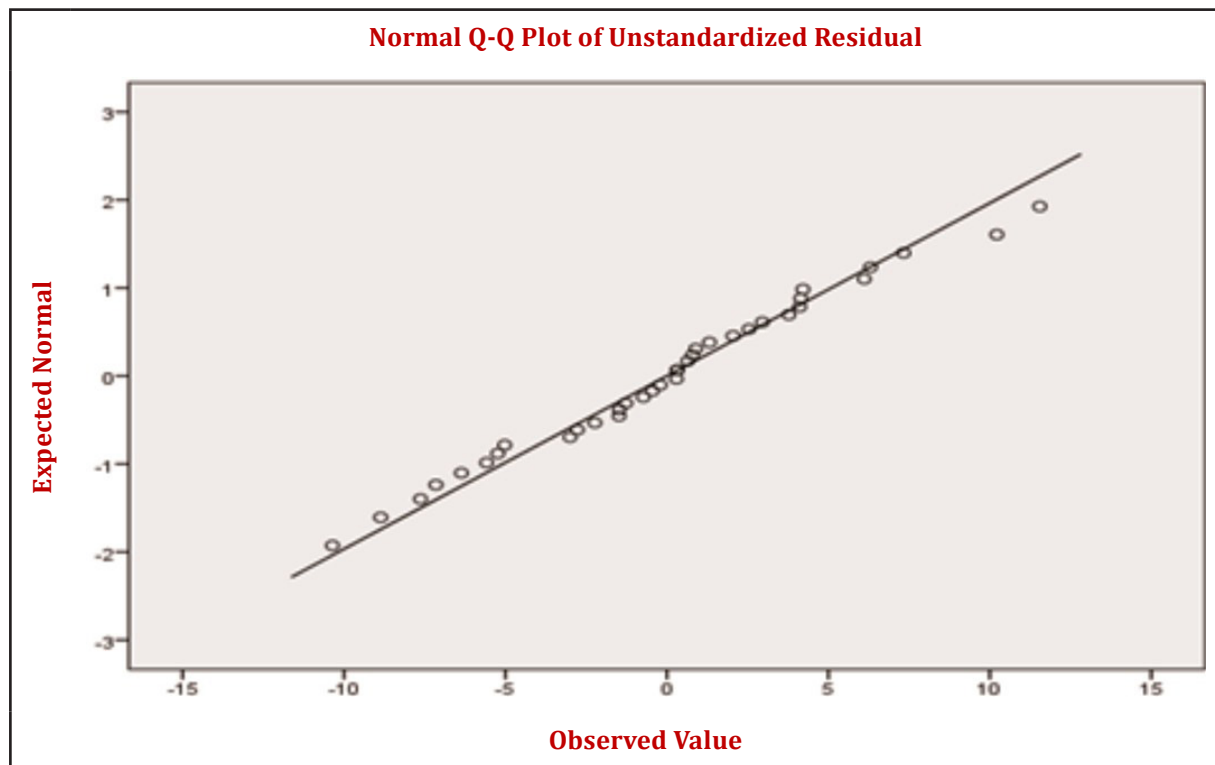
	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.080	102	.200*	.986	102	.930

\*. This is a lower bound of the true significance.

In line with the results of the residual normality test in tabel 13, it is known that the Kolmogorov-Smirnov significance level is  $0.200 > 0.05$  and Shapiro-Wilk  $0.930 > 0.05$ . Each significance level is higher than the prerequisite level  $\alpha$  ( $\alpha = 0.05$ ) so that the data is normally distributed.

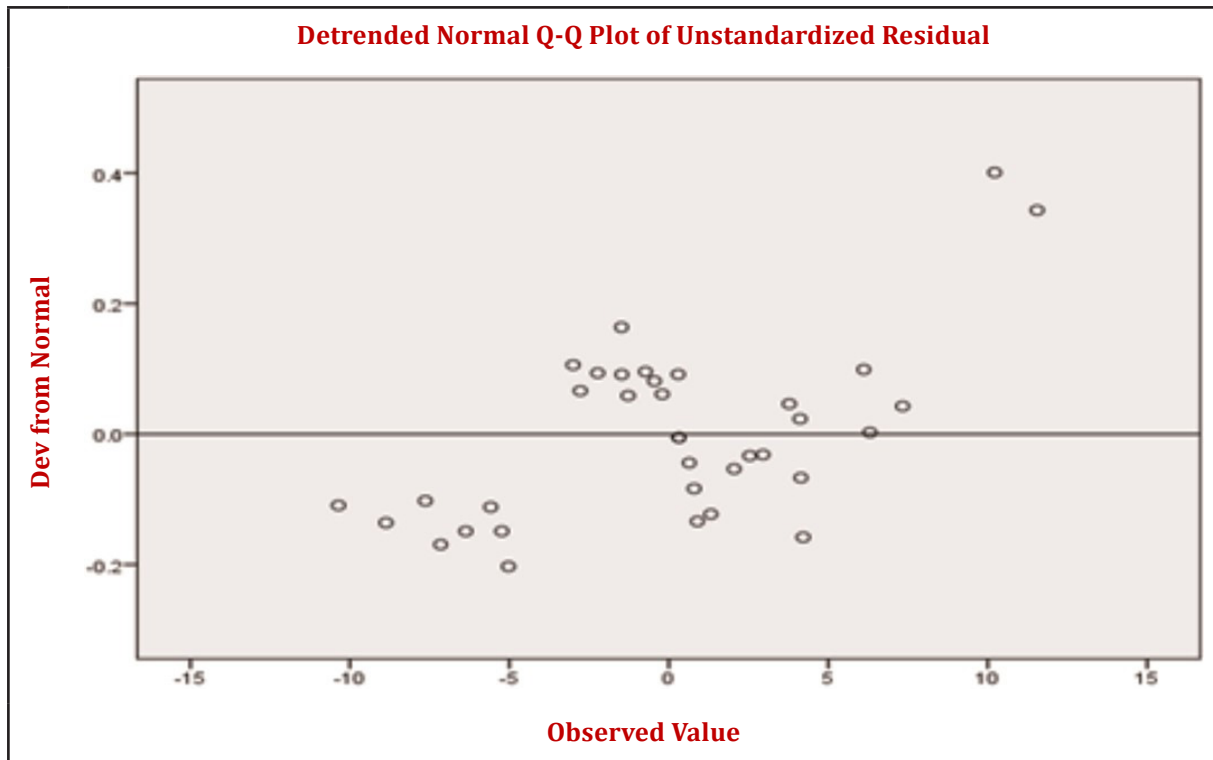
The following figure is a Q-Q plot and a detrend Q-Q plot graph for the assumption of residual normality.

- a. Q-Q plot: If the plots are on a straight line and none are far away, then the residue is in a normal distribution.
- b. Detrend Q-Q Plot: If the plot is evenly distributed above and below the zero axis, then the residue is in a normal distribution.



**Figure 1. Normal Q-Q Plot**

From Figure 1 above, it is found that the residuals are normally distributed because the graph shows that the plots are on a straight line, and none of them are far away.



**Figure 2. Detrended Normal Q-Q Plot**

From Figure 2 above, it is found that the residuals are normally distributed because the graph shows that the plots are spread evenly above and below the zero axis.

**2. Linearity**

The linearity test aims to determine whether there is a linear correlation between the dependent and independent variables in the bivariate linear regression model, and the complete results are observed in the table below.

**Table 14. Linearity Test Report**

<b>Halal Label</b>	<b>Mean</b>	<b>N</b>	<b>Std. Deviation</b>
.00	42.5000	32	4.09563
1.00	41.6857	70	4.19296
<b>Total</b>	<b>41.9412</b>	<b>102</b>	<b>4.15974</b>

Based on the table above, there are 32 sample data with a score of 0.00 with a standard deviation of 4.095. At the same time, the 70 sample data scored 1.00 with a standard deviation of 4.192. The total number of variable sample data is 102 sample data.

**Table 15. Anova**

		Sum of Squares	df	Mean Square	F	Sig.	
Increased Sales and Halal Label	Between Groups	(Combined) 14.561	1	14.561	.840	.362	
	Within Groups		1733.086	100	17.331		
	Total		1747.647	101			

Based on the results of SPSS 22 in the table above, it is found that the sum of the squares of the interactions between the variables of Sales Increase and Halal Label (Combined) = 14.561, degrees of free = 1, F count = 0.840 and probability (Sig.) = 0.362. Because of the value of Sig. 0.362 > prerequisite level  $\alpha$  ( $\alpha = 0.05$ ), therefore, the data is linear.

### 3. Collinearity

The collinearity diagnosis calculated by SPSS 22 determines that the predictor variable must have an index value lower than 30, and the eigenvalue must be higher than 0.001. The full results can be seen in the table below.

**Table 16. Collinearity Diagnostics**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Sales Increase	Competitiveness
1	1	2.958	1.000	.00	.00	.01
	2	.037	8.916	.02	.06	.91
	3	.004	25.674	.98	.94	.08

Based on the results of SPSS 22 in the table above, it is known that the CI (Condition Index) value is 25,674 < 30, and the eigenvalue is 0.004 > 0.001, so that it is free from collinearity symptoms. In this case, there is no collinearity problem in the model. Then the value of the regression coefficient is said to be reliable and robust to changes that occur in the regression model.

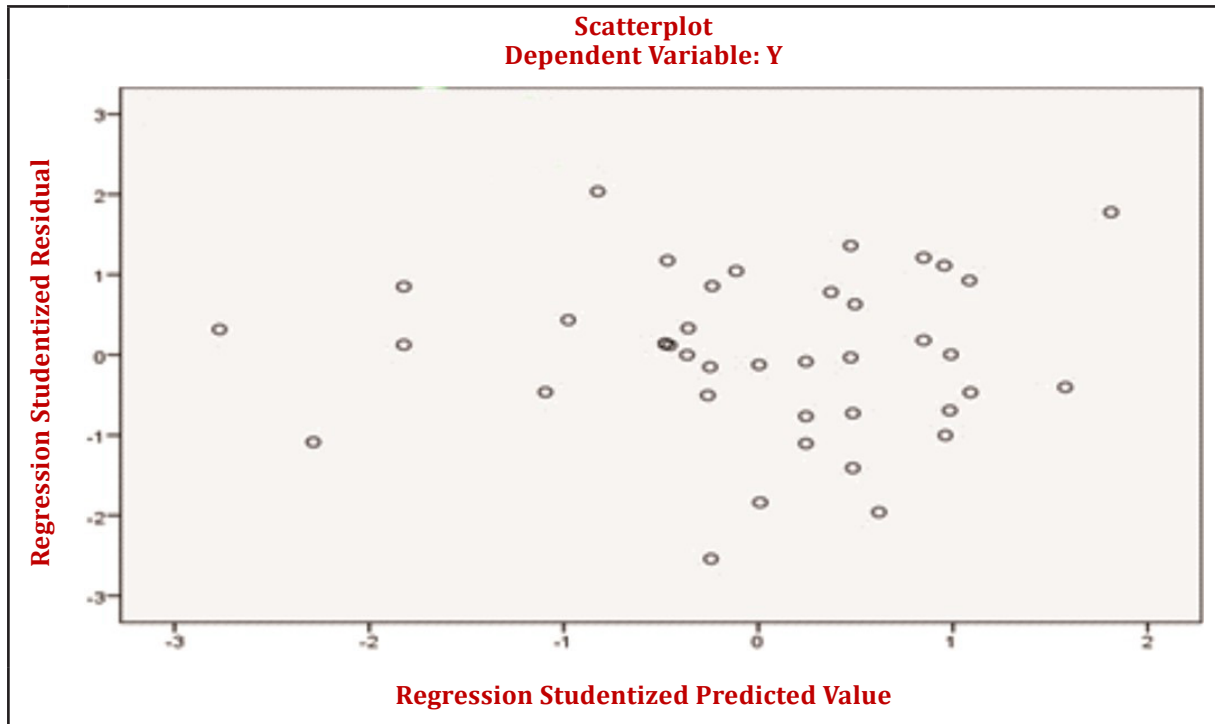
### 4. Heteroscedasticity

The heteroscedasticity test is one of the classical assumption tests that must be performed on linear regression. If the data shows symptoms of heteroscedasticity, then the bivariate regression model is declared invalid as a forecasting tool. In this case, the regression model must meet the requirements that the data does not have heteroscedasticity problems. The method used to detect the problem is to use the Scatterplot graph test. The basis for the analysis of the Scatterplot graph test is as follows:<sup>14</sup>

- a. If there is a certain pattern where the points form a pattern (wavy, widen, then narrow), there is a heteroscedasticity problem.

<sup>14</sup>Ghozali, I. (2006). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: UNDIP Press, p. 105.

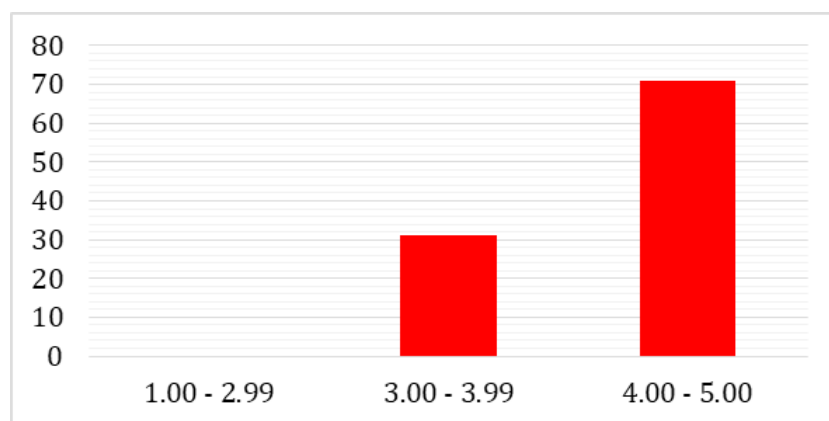
- b. If there is no clear pattern where the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity problem.



**Figure 3. Heteroscedasticity Test**

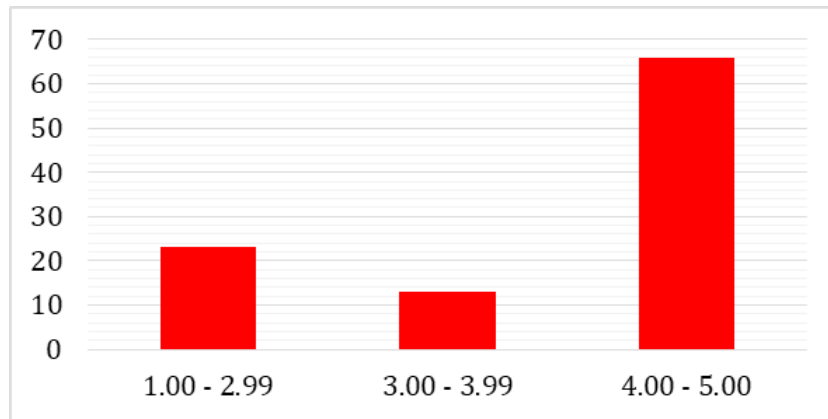
Based on the figure above, it can be seen that the points spread randomly, and there is no clear pattern, as well as the points spread above and below the number 0 on the Y axis. This figure indicates that this data has no heteroscedasticity problem.

### C. Data Description



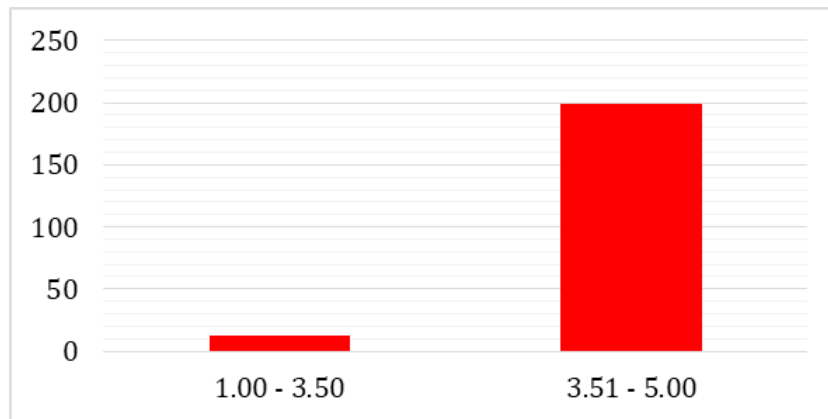
**Figure 4. Description of Sales Increase Data**

Respondents' responses to the questionnaire based on the figure above show that none of the respondents got an investment values of < 1.00 - 2.99. Thirty-one respondents got investment values < 3.00 - 3.99. Seventy-one respondents got investment values < 4.00 - 5.00.



**Figure 5. Description of Competitiveness Data**

Respondents' responses to the questionnaire based on the figure above show that twenty-three respondents got investment values < 1.00 - 2.99. Thirteen respondents got investment values < 3.00 - 3.99. Sixty-six respondents got investment values < 4.00 - 5.00.



**Figure 6. Description of Perception Data**

Respondents' responses to the questionnaire based on the figure above show that twelve respondents got investment values < 1.00 - 3.50. One hundred and ninety-nine respondents got investment values < 3.51 - 5.00.

The data obtained in this study refer to the problem hypothesis testing. Bivariate linear regression was used as a test tool on the halal label variable to predict an increase in sales and competitiveness and was calculated by SPSS 22. At the same time, explanatory sequential design as a qualitative analysis method is obtained from the description of the questionnaire data. It is used to explain non-Muslim perceptions of halal products.

## DISCUSSION

Halal comes from Arabic, which means to let go, not related, and or allowed.<sup>15</sup> Literally, halal is allowed to be done because it is free and not bound by various provisions that prohibit it.<sup>16</sup> According to MUI scientists, the criteria for halal food are that it must be based on the type of raw material used, additional materials in the manufacture of the product, the tools used, the production process, and the type of packaging material for culinary products.<sup>17</sup>

### A. Effect of Halal Certification Labels on Sales of Culinary Products

Halal labeling informs Muslim consumers that the product can be consumed because it does not contain elements prohibited by sharia.<sup>18</sup> The absence of a halal label on a product will make Muslim consumers careful to consume these products.<sup>19</sup> Therefore, the halal label will also affect the activities of business actors in marketing their culinary products.<sup>20</sup>

Furthermore, the study findings were tested based on the following hypotheses:

Ho1 : There is no effect between the halal certificate label on the sale of culinary products of business actors in Palembang.

Ha1 : There is an influence between the halal certificate label on the sale of culinary products of business actors in Palembang.

Test Criteria:

1. If p-output < 0.05, then Ho1 is rejected while Ha1 is accepted.
2. If p-output > 0.05, then Ho1 is accepted while Ha1 is rejected.

Bivariate linear regression was used to test the hypothesis, assuming a straight-line relationship between the dependent variable and the predictor. This relationship is described in the following formula:

$$\hat{Y} = \alpha + \beta X + e$$

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<sup>15</sup>Agus, P. A. (2017). Kedudukan Sertifikasi Halal dalam Sistem Hukum Nasional sebagai Upaya Perlindungan Konsumen dalam Hukum Islam. *Amwaluna: Jurnal Ekonomi dan Keuangan Syariah*, 1(1), p. 150.

<sup>16</sup>Girindra, A. (2005). *Pengukur Sejarah Sertifikasi Halal*. Jakarta: LPPOM MUI, p. 20.

<sup>17</sup>Andriyani, A. (2019). Kajian Literatur pada Makanan dalam Perspektif Islam dan Kesehatan. *Jurnal Kedokteran dan Kesehatan*, 15(2), p. 181.

<sup>18</sup>Sujana, S. & Agustian, E. (2013). Pengaruh Labelisasi Halal terhadap Keputusan Pembelian Konsumen Studi Kasus pada Produk Wall's Conello. *Jurnal Ilmiah Manajemen Kesatuan*, 1(2), pp. 169-170.

<sup>19</sup>Bulan, T. P. L. (2016). Pengaruh Labelisasi Halal terhadap Keputusan Pembelian Sosis di Kuala Simpang Kabupaten Aceh Tamiang. *Jurnal Manajemen dan Keuangan*, 5(1), pp. 430-431.

<sup>20</sup>Warto, W. & Samsuri, S. (2020). Sertifikasi Halal dan Implikasinya bagi Bisnis Produk Halal di Indonesia. *Al Maal: Journal of Islamic Economics and Banking*, 2(1), p. 100.

Information:

- $\hat{Y}$  = Predictive value of dependent variable (sales)
- $\alpha$  = Y constant value when X is zero
- $\beta$  = Regression coefficient
- X = Independent variable (halal label)
- e = Disorder/random error (the interference value of e represents all factors that affect the Y value but were not considered and tested in this study)

From the normality, heteroscedasticity, and collinearity tests, it is proven that this data passes the classical assumption test of the bivariate linear regression model. Then the analysis was continued using a bivariate linear regression model with a count of SPSS 22, and the complete results can be seen in the table below.

**Table 17. Bivariate Regression Test**

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.694	.160		23.154	.000
	Halal Label	.269	.193	.138	1.397	.021

*a. Dependent Variable: Sales Increase*

Based on the table above, the constant value of the regression equation  $\alpha = 3.694$  and the coefficient value of the independent variable  $\beta = 0.269$ , the regression equation is obtained as follows.

$$\begin{aligned} \hat{Y} &= \alpha + \beta X + e \\ &= 3.694 + 0.269X \end{aligned}$$

The above results mean that sales have increased positively with the halal label. Furthermore, to find out the truth of hypothesis testing in bivariate linear regression, this can be done in the following way.

**1. T-Test**

Based on the p-output in Table 17, it is found that the value of Sig. 0.021 < 0.05. Therefore, Ho1 is rejected, and Ha1 is accepted. In this case, there is an influence between the halal certificate label on the sale of culinary products of business actors in Palembang.

**2. Coefficient of Determination Test**

The coefficient of determination test determines how much influence the independent variable has on the dependent variable. From the Model Summary output results, the data is obtained in the following table.

**Table 18. Coefficient of Determination**

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.437 <sup>a</sup>	.191	.168	5.24007

a. Predictors: (Constant), Halal Label

b. Dependent Variable: Sales Increase

Based on the table above, the R Square value is 0.191. Thus, the coefficient of determination is 19.1%. Therefore, it can be concluded that the halal label affects the increase in sales is 19.1%.

### **B. Competitiveness of Business Actors Having Halal Certification**

According to Tambunan, competitiveness is an advantage that has differences from others which consists of comparative advantage and competitive advantage.<sup>21</sup> M. E. Porter revealed, products that have high competitiveness must have several points, including the following:<sup>22</sup>

1. Competitive prices serves to determine the quality of the same product;
2. Product quality serves to provide satisfaction for consumers or product users; and
3. Product excellence serves to show the features, design, style, packaging, service, and brand of products sold to gain the trust of consumers.

Furthermore, the study findings were tested based on the following hypotheses:

Ho1 : There is no effect between the halal certificate label on the competitiveness of business actors having halal certification in Palembang.

Ha1 : There is an influence between the halal certificate label on the competitiveness of business actors having halal certification in Palembang.

Based on the normality, heteroscedasticity, and collinearity tests, the hypothesis data above is proven to pass the classical assumption test of the bivariate linear regression model. Then the analysis was continued using a bivariate linear regression model with a count of SPSS 22, and the complete results can be seen in the table below.

<sup>21</sup>Tambunan, T. (2001). *Perekonomian Indonesia: Teori dan Temuan Empiris*. Jakarta: Ghalia Indonesia, pp. 207-208.

<sup>22</sup>Porter, M. E. (2011). *The Competitive Advantage of Nations: Creating and Sustaining Superior Performance*. New York: The Free Press, p. 71.



**Table 19. Bivariate Regression Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	42.500	.736		57.750	.000
	Halal Label	.814	.888	.091	.917	.036

a. Dependent Variable: Competitiveness

Based on the table above, the constant value of the regression equation  $\alpha = 42.500$  and the coefficient value of the independent variable  $\beta = 0.814$ , the regression equation is obtained as follows.

$$\begin{aligned} \hat{Y} &= \alpha + \beta X + e \\ &= 42.500 + 0.814X \end{aligned}$$

The above results mean that sales have increased positively with the halal label. Furthermore, to find out the truth of hypothesis testing in bivariate linear regression, this can be done in the following way.

**1. T-Test**

Based on the p-output in Table 17, it is found that the value of Sig. 0.036 < 0.05. Therefore, Ho1 is rejected, and Ha1 is accepted. In this case, there is an influence between the halal certificate label on the competitiveness of business actors having halal certification in Palembang.

**2. Coefficient of Determination Test**

The coefficient of determination test determines how much influence the independent variable has on the dependent variable. From the Model Summary output results, the data is obtained in the following table.

**Table 20. Coefficient of Determination**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.286 <sup>a</sup>	.082	.072	4.16303

a. Predictors: (Constant), Halal Label

b. Dependent Variable: Competitiveness

Based on the table above, the R Square value is 0.082. Thus, the coefficient of determination is 8.2%. Therefore, it can be concluded that the halal label affects the competitiveness is 8.2%.

### **C. Perception of Non-Muslim Tourists on Halal Product Certification**

Respondents' responses to the questionnaire based on the figure above show that twelve respondents got investment values < 1.00 - 3.50. One hundred and ninety-nine respondents got investment values < 3.51 - 5.00. This data shows that 94.31% of respondents have a good perception of the halalness of a culinary product. Meanwhile, 5.69% of respondents have a bad perception. Based on the questionnaire description data, it can be judged that consumer perceptions of halal products are influenced by:

1. Needs and wants relate to what consumers feel when they are trying to make a transaction on a product. If the need and desire are great for halal products at that time, consumer expectations or expectations will be high, and vice versa.
2. Experience (previous) when consuming products from the same preferred but different brands and different halal statuses.
3. Experiences from friends tell the quality of the product purchased by the consumer. This condition affects consumer perceptions, especially on products perceived as having a high risk of being guaranteed to be halal.

Communication and marketing also affect consumer perceptions. Excessive advertising and not being able to meet consumer expectations will give a negative perception of consumers.

## **CONCLUSIONS AND SUGGESTIONS**

There are several conclusions based on the results and discussion above. First, the sale of culinary products has increased positively with the existence of halal certification labels. In this case, halal certification labels affect the sale of culinary products in Palembang is 19.1%. Second, the competitiveness of business actors has increased positively with halal certification labels. In this case, halal certification labels affect the competitiveness of business actors in Palembang is 8.2%. Third, most non-Muslim tourists have a good perception of the halalness of culinary products in Palembang. In this case, 94.31% of respondents have a good perception of the halalness of a culinary product. Meanwhile, 5.69% of respondents have a bad perception. Based on the description of these conclusions, it is recommended for socialization related to the role of halal certificate labels to the general public and culinary business actors in Palembang. In addition, a collaboration between the Association, Community, Government, and Media is needed to encourage culinary business actors in Palembang to play an active role in having a halal certificate label. Next, invite BPJPH to provide information about the steps for registering a halal certificate label.

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