

To cite this article: Agung Novianto Margarena and Ahmad Ikhwan Setiawan (2022). THE EFFECT OF PERCEIVED VALUE OF ECONOMIC BENEFITS TOWARDS SMES HALAL CERTIFICATION INTENTION MODERATED BY GOVERNMENT POLICY REGULATION, International Journal of Education and Social Science Research (IJESSR) 5 (2): 308-320

THE EFFECT OF PERCEIVED VALUE OF ECONOMIC BENEFITS TOWARDS SMES HALAL CERTIFICATION INTENTION MODERATED BY GOVERNMENT POLICY REGULATION

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DOI: <http://dx.doi.org/10.37500/IJESSR.2022.5219>

ABSTRACT

The purpose of this research was to find out how far the impact of Government policy regulation towards halal certification intention on SMEs in Indonesia. This was underlined by the presence of halal certification in Indonesia that is still low namely around 0.11 percent. One of the Government policies in Omnibus Law is halal certification free for SMEs charge to cope the impact of Covid-19. This research brings out the novelty that is the government policy regulation variable of Omnibus Law as moderation from the value perception of economics benefit based on business operational side towards the halal certification intention of SMES entrepreneurs. This research was descriptive quantitative with purposive sampling method and the samples were 54 SMEs in Salatiga City, Central Java Province, Indonesia. The analysis instrument used SPSS ver. 25. The results of this research show that the government policy is not maximal yet in encouraging SMEs entrepreneurs in doing certification for their product. It is proven from the research results obtaining that moderation variable namely the government policy through Omnibus Law only increases determination coefficient number in the amount of 11.5 percent, so it is necessary to intensify the socialization of free halal certification for SMEs.

KEYWORDS: Perceived value of economic benefits, Intention of Halal certification, Government regulations.

1. INTRODUCTION

Based on the population census of the Central Statistics Agency (BPS) in 2020, the population is 280.20 million people [1]. In fact, according to the publication katadata.co.id Indonesia has Muslim population of 86.88 percent [2]. From this it can be said that Indonesia is a country with the biggest muslim population in the world [3]. However, seen from Shariah economic development, Indonesia is defeated by non-Muslim countries such as Brazil, Australia, Singapore, Germany, and France in three

sectors namely halal food and beverage, halal media and recreation, and pharmaceuticals and cosmetics [4]. Whereas Indonesia as the biggest Muslim country in the world has opportunity to be the center of world halal industry, moreover National Development Planning Agency of Republic of Indonesia (BAPPENAS RI) has declared Indonesia Islamic Economy Masterplan 2019-2024 to support the development of Sharia Economy in Indonesia which is divided into five cluster, namely as follows 1) halal food and beverage 2) halal tourism, 3) Muslim fashion, 4) halal media and recreation, 5) halal pharmaceuticals and cosmetics [5]. This certainly becomes a government serious attention until issued the point in omnibus law which gives free of charge facility for SMEs (Small and Medium sized Enterprises) entrepreneurs who would like to do halal certification for their product, even though the omnibus law is still pro and contra in the society [6]. The big number of halal certification has effect on halal industry development especially in Indonesia [7][8].

Based on the data from Institution of Food, Medicines, and Cosmetics Study of Indonesia Ulama Council (LPPOM MUI), it was found out that the number of SMEs entrepreneurs who certified their halal product was categorized into very little namely just 69.577 SMEs or around 0.11% of the total 65 Million SMEs entrepreneurs in Indonesia [9]. Whereas MUI halal certification has been accepted in the global market, until it already could be used to open international halal market [10]. From this information it could be noticed what underlined the intention of SMEs entrepreneurs who do not do halal certification yet. One of the important issues is the expectation of benefit value which will be obtained when already own halal certification included in it the economic benefit from the perspective of business operation [11].

Since the emergence of Omnibus Law, pros and cons polemic appears in the middle of Indonesia community from various sides [12]. However, there is positive thing in the law namely one of them is the effort of the government in easing halal certification for SMEs entrepreneurs to cope with the impact of Covid-19 in part V Article 44 Paragraph 2 which says “In the case of halal certification proposition as mentioned in paragraph (1) proposed by the doer of micro and small business, is free of charge” [6]. This was then implemented by the government through the “SEHATI” program by Ministry of Religion through the Halal Product Guarantee Agency (BPJPH). Departing from that then it could be known if it can encourage the SMEs entrepreneurs to increase their intention to certify their product.

Moreover, this far halal certification research only talks about consumer side, while there is few research that discuss the producer side [13]. Moreover, the study of the Theory of Planned Behavior (TPB) from [14] is usually also studied in the context of consumers, so there are very few studies on TPB from the producer side. However, [15] examines from a different side, producers by considering perceived behavioral control which is described in several aspects, namely financial, operational, and marketing aspects related to the intention of SMEs to implement the Halal Assurance System in Malaysia. Even [16] study also emphasizes the perception of economic benefits in influencing behavioral intentions.

Then this analytical knife is used in this study with the novelty of adding the effects of regulation in the Omnibus Law. Therefore, based on the short explanation above then this research discussed about the intention of SMEs entrepreneurs to carry out halal certification from the producer internal side namely perceived value of economics benefits and the external side of producers namely the government regulations. The purpose of this study was to find out how much influence the perception of the economic benefits of SME actors on the intention to do halal certification after being encouraged by the free halal certification policy. The benefits of this research are as a basis for government policy recommendations in the context of improving the SEHATI program which is a policy derivative from the Omnibus Law as well as efforts to develop the sharia economy in Indonesia according to the BAPPENAS and KNKS 2019-2024.

2. THEORETICAL FRAMEWORK

2.1 Perceived Value of Economic Benefits

In the marketing science, perceived value is defined as the value of perceived benefits on something until it becomes the foundation of someone to have intention before taking action [17]. While for more particular economic benefit is the derivative of economic value that is specifically felt by individuals in this SMEs case [16]. These economic benefits are then interpreted as the benefit referring to positive consequence that underlies a person's intention to act which is further referred to in this study as economic benefit [18]. Economic benefit for business actor can be measured through point of views such as 1) financial, 2) operational, and 3) marketing which at once becoming indicator in this variable [19].

The perception also becomes the part of producer expectation in expecting the higher benefits to generate intention of producer behavior [20]. So, in this study it can be explained that the perceived value of economic benefits is the extent to which SMEs actors perceive the value of economic benefits to be converted into the intention to halal certify their product. [21] [22] said that in the context of marketing behavior, the higher the perceived value of economic benefit obtained, then the higher the intention of someone in the behavior. So that it can be interpreted that the perception of the benefits obtained is closely related to the intention of SMEs actors to behave. Therefore, it can be formulated that:

H₁: Perceived value of economic benefits has influence on intention of halal certification

2.2 Government Regulation

Regulation is one of the main supporting factors in the successful process of halal certification [23]. Government regulation is the producers' point of view related to the complexity during the process of certification application [24]. This far the certification process was not effective, taking long time, and expensive influencing the producers' intention to make halal certification for their product. In addition, it is assumed to be the cause of good or bad the authority image of certification institution which in

the end all of its policy becomes the producers' consideration point in certifying their halal product [25][26][27].

Whereas in risk management context, regulation becomes the supporting effect of value perception towards someone's intention in starting the intention to take decision [28]. Therefore, it can be concluded that: 1) the easier the administration, 2) the cheaper the cost, and 3) the faster the time then the stronger the intention which encourages someone to do the certification. These three factors also become the indicator of regulation measurement in this research [29]. So that it can be interpreted that government regulations revived by SMEs actors contribute to the perception of economic benefits in their minds in raising the intention of halal certification. Until it can formulate that:

H₂: Government regulations strengthens the correlation of perceived value of economic benefits on intention of halal certification

2.3 Intention of Halal Certification

Intention is the evaluation result of someone after obtaining the value perception on something, if about to have the intention to take action or not [30]. While from the guarantee perspective, halal certification is an authentic proof that the business doers have verified their halal product and fulfilled the prevailing principles [31]. Besides halal certification is an obligation of a Muslim in conducting well-mannered business in accordance with the shariah [32]. Until cumulatively it can be defined that intention of halal certification is the producer's willingness in fulfilling the halal product procedure in producing and certifying the halal of their products.

The intention in halal certification can be measured through three factors namely 1) certainty, 2) awareness, and 3) fulfilment [29]. This is novelty of this research, namely the addition of a moderating variable of government regulation which is implemented on the intention of SMEs to carry out halal certification. Therefore, based on the elaboration above it can be described that the framework of this research is as follows:

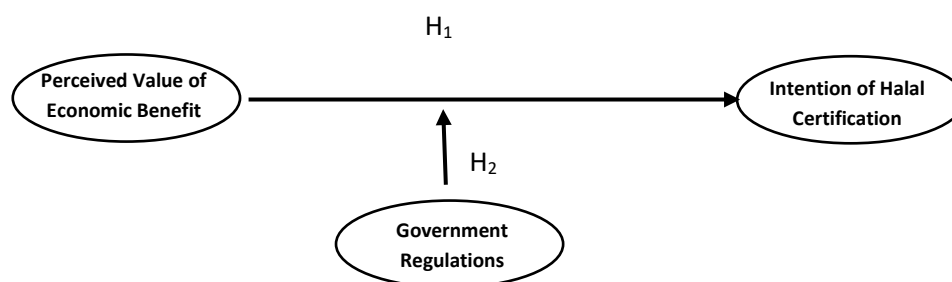


Figure 1. Framework for Thinking

3. RESEARCH METHOD

This research was categorized into descriptive quantitative research with SMEs as the population in this research. If it is studied based on the theory of [33] this research was conducted by using non probability sampling technique namely the sample selection did not give the same opportunity from one population. This research used purposive sampling method namely the sample selection with certain consideration with the category as follows: 1) Food and beverages category/media and recreation category/pharmaceuticals and cosmetics category, 2) Muslim owner, 3) Not have halal certification yet. This is based on Indonesia's lag in the three halal industry sectors.

The technique of data collection in this research used online survey based on internal data obtained from WhatsApp number of SMEs owners from the author's workplace. Online survey contained online form with the details of 9 questions using likert scale 1 until 5 to measure the value of each instrument [34]. This research employed data analysis instrument namely SPSS ver. 25 with instrument test, classic assumption, and hypothesis test to test the extent to which the free halal certification policy in the Omnibus Law can encourage the intention of SMEs to halal certify their product.

The author contacted 75 respondents via WhatsApp. Then from the result of 75 online survey forms sent to WhatsApp number of SMEs owners then obtained 54 respondents the owner of SMEs in Salatiga City, Central Java Province, Indonesia who filled in the form completely. The number of respondents is sufficient to meet the minimum criteria of data processing by using SPSS in the amount of 30 respondents [35]. Then the data from the online survey were analyzed using SPSS ver. 25 to test the instrument, test the classical assumption, and hypothesis test.

4. RESULT AND DISCUSSION

If looking at the descriptive side of this research as shown in table 1, then obtained that the result of data analysis result using SPSS ver. 25 can be elaborated that the SMEs type result consisted of food-beverage dominates in the amount of 66.7 percent, followed by media-recreation 27.7 percent, and pharmaceuticals-cosmetics 5.6 percent. This shows that this research is dominated by culinary SMEs entrepreneurs, thus representing the demographics of Salatiga City are dominated by culinary SMEs. Then based on genders of SMEs entrepreneurs more dominated by female with percentage 66.7 percent, and followed by male 33.3 percent. Then in terms of age range, the result show that ages 26-35 lead with 40.7 percent, followed by ages 46-55 27.8 percent, 36-45 20.4 percent, 17-25 7.4 percent, and the last >55 at 3.7 percent. This proves that this research is dominated by Millennial SMEs entrepreneurs with an age range of 26-35. Then from the side of the last educational background dominated by graduates of Senior High School with percentage in the amount of 40.7 percent followed by graduates of undergraduate program (S1) 33.3 percent, master degree program 13 percent, diploma 7.4 percent, junior high school 3.7 percent, and elementary school 1.9 percent as showed by the following tables:

Table 1. Statistical Descriptive

No	Category	Frequency	Percentage
1	Type of SMEs		
	Food-Beverages	36	66.7%
	Media-Recreation	15	27.7%
	Pharmaceuticals-Cosmetics	3	5.6%
2	Sex		
	Male	18	33.3%
	Female	36	66.7%
3	Age Range		
	17-25	4	7.4%
	26-35	22	40.7%
	36-45	11	20.4%
	46-55	15	27.8%
	>55	2	3.7%
4	Last Education		
	Elementary School	1	1.9%
	Junior High School	2	3.7%
	Senior High School	22	40.7%
	Diploma	4	7.4%
	Undergraduate Program	18	33.3%
	Master Degree Program	7	13.0%

Source: Statical Data Proceed, 2021

Based on the instrument test in this research using SPSS ver. 25 obtained the result that all questions are stated valid and reliable as shown in table 2. It is proven by the value of each question representing each indicator either the reliability or the validity, which each fulfills the reliability standard 0.7 namely perceived value of economic benefits 0.877, government regulation 0.866, and intention to halal certification in the amount of 0.921 and the validity of all is above 0.5, from the lowest value 0.726 and the highest value of 0.878. So that this research can be continued to the next test [35].

More specifically, when viewed from the indicator side where each indicator is represented by one question. The results of the perceived value of economic benefit variable are described as follows financial indicators 0.729, operational indicator 0.815, and marketing indicators 0.765. Furthermore, the indicators of government regulation variable are described as follows the easier the administration indicator 0.726, the cheaper the cost indicator 0.818, and the faster the time indicator 0.734. Finally, the indicators of government regulation variable are described as follows certainty indicator 0.726, awareness indicator 0.818, and fulfilment indicator 0.734. So overall that all indicators are declared valid. This can be seen in table 2 as follows:

Table 2. Validity and Reliability Instruments

<i>Variables</i>	<i>Validity</i>	<i>Reliability</i>
Perceived Value of Economic Benefit		
I believe that halal certification can increase benefits (EB1)	0.729	
I believe that halal certification can increase production operational quality (EB2)	0.815	0.877
I believe that halal certification can increase purchase interest (EB3)	0.765	
Government Regulation		
I feel that the halal certification process is easy (R1)	0.726	
The time for halal certification administration is relatively quick (R2)	0.818	0.886
The cost of halal certification administration is relatively low (R3)	0.734	
Intention to Halal Certification		
I want to register for halal certification immediately (HCI1)	0.737	
I want to register for halal certification because I feel the responsibility (HCI2)	0.878	0.921
I want to register for halal certification to fulfill the quality standard (HCI3)	0.883	

Source: Statical Data Proceed, 2021

Based on the standard reference from Ghozali (2013) from the classic assumption test carried out including the normal distribution test conducted obtained that all variables were known distributed normally with significant level above 0.05. While from multicollinearity test not found the multicollinearity because of the tolerance <1 and VIF < 10 namely 0.799 and 1.251. This means that there is no intercorrelation between the independent variables. Next for autocorrelation through Durbin Watson, the results were also not found either positive or negative namely showed by the value $1.638 < 1.859 < 2.362$ which fulfilled the principle $du < d < 4-du$. Next the significant value from the result of heteroscedasticity test, all independent variables obtained the value above 0.05 in the amount of

0.135 and 0.276. This indicates that the observations are consistent with one another. Seeing these results that all the tests in the classical assumptions are met so that this research can be continued to test the hypothesis. In this section, the variables are tested either simultaneously or partially, then the extent to which the model can explain the dependent variable through the coefficient of determination is also tested. This can be seen in table 3 as follows:

Table 3. Results of Hypothesis Test

<i>Correlation</i>	<i>F-test</i>	<i>t-test</i>	<i>Determination Coefficient</i>	<i>Results</i>
Perceived Value of Economic Benefit → Intention to Halal Certification	***	***	0.223	H ₁ accepted
Perceived Value of Economic Benefit*Regulation → Intention to Halal Certification	***	0.02	0.338	H ₂ accepted

Source: Statical Data Proceed, 2021

Based on the result of hypothesis test above, it can be seen that the results of the significance test between perceived value of economic benefit and intention to halal certification are known to be significant with significance value of F-test 0.00, t-test 0.00 and a coefficient of determination 0.223, so that it can be said that H₁ is accepted. This is in accordance with research from Silalahi et al., (2021) which says that perceived value of economic benefit has an effect on intention to halal adoption. Then, it can be seen that the results of the significance test between perceived value of economic benefit on the intention to halal certification strengthened by government regulation are known to be significant with significance value of F-test 0.00, t-test 0.02 and a coefficient of determination 0.338, so that it can be said that H₂ is accepted. This is in accordance with research from Tumiwa et al. (2014) which says that regulation can strengthen intention to decision.

Overall, it can be concluded that through the partial test and simultaneous test, all variables are correlated significantly. While from the side of determination coefficient before the addition of regulation variables namely 22.3 percent then increased 11.5 percent after the presence of regulation variable addition as the moderation until the value becomes 33.8%. This shows that the addition of government regulation variable further explains that the intention of halal certification can be explained by government regulations so that it strengthens the model of the relationship between perceived value of economic benefits and the intention to halal certification SMEs, especially in Salatiga City. This research explains that regulation variable strengthens the correlation between perceived value of economic benefit towards the intention to halal certification. Until this result strengthens the support towards the research by Saleem (2017) who explained that regulation variable strengthens towards the intention in taking decision.

This context is in line with the halal certification level in Indonesia that is still low if analyzed based on the perspective of perceived value of economic benefits from the business operational side of SMEs entrepreneurs. However, the presence of Omnibus Law directly gives encouragement impact in the amount of 11.5 percent for SMEs entrepreneurs in making halal certification for their product because of free of charge halal certification policy for SMEs. The driving effect can continue to increase if the government continues to socialize regarding free halal certification for SMEs. The lack of maximum driving effect is suspected because not many SMEs are known of free halal certification programs from the government such as the “SEHATI” program by Halal Product Guarantee Agency (BPJPH) Ministry of Religion. So that the recommendations that can be given in this study are how the government’s efforts to promote the “SEHATI” program as representation of policy derivatives from the Omnibus Law are trying to help SMEs perform free halal certification with the aim of achieving the vision of developing Islamic Economic and Indonesia according to the masterplan by BAPPENAS and KNKS 2019-2024.

5. CONCLUSION

The conclusion of this research is that regulation variable strengthens the correlation between perceived value of economic benefits and intention to halal certification. It was proven by the p-value either significantly simultaneous or partial. The value of determination coefficient also increases after adding regulation variable as the moderating between perceived value of economic benefit towards intention to halal certification. Until it shows the presence of government policy effect obtained in Omnibus Law which relates to Shariah Economic Development in Indonesia especially in SMEs sector through halal certification.

Further, the practical implication of this research for SMEs entrepreneurs is the recommendation that the understanding about the importance of halal certification to add benefit value for their business. Therefore, the perception of the need for added value economically if having halal certification needs to be fostered among SMEs because halal certification is proof that the business is run according to sharia so that it will bring business benefits both financially, operationally and marketing. While for the government, the socialization effort towards omnibus law especially in the case of free halal certification policy for SMEs entrepreneurs needs to be increased so that the level of SMEs halal certification increase in accordance to the Masterplan by BAPPENAS and KNKS 2019-2024 so that the effort of shariah economy development in Indonesia can be achieved. Moreover, if this is done, in the long term it is hoped that Indonesia can catch up in the development of the halal industry from other countries while increasing state income. Then, the theoretical implication needs deeper study about the factors out of the model which could be developed more complexed in the future research to be more capable of answering the question of low halal certification number in more details because the TPB model modified with the addition of the regulatory role still needs to be done. additions to enrich the model to make it more precise.

6. LIMITATIONS

Each study must have its own weaknesses; therefore, the limitation of this research is the determination coefficient value that is still categorized into low showing that the model does not explain completely yet related to what factors outside the model which can encourage the intention of SMEs entrepreneurs to do halal certification for their products as a whole. Until in the future it needs development on this research model in the future by adding other variables that are still closely related to the Theory of Planned Behaviour (TPB) such as the elaboration of other TPB elements, namely attitude and subjective norm, because the more complex the elements discussed, the accuracy of the model represented will be more precise.

Further, the research samples were still limited on the scope of one city in one country, namely Salatiga City, Central Java Province, Indonesia until in the future it could be enlarged related to the sample scope so that it is expected to describe the real condition related to the independent variable towards halal certification intention of SMEs entrepreneurs in Indonesia so that the resulting recommendations will be more valid to be implemented in government policies so that it will have more impact on the wider society.

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