

ASSESSING THE ROLE OF HALAL CERTIFICATION IN SHAPING MICRO, SMALL, AND MEDIUM ENTERPRISES' PERCEPTIONS AND INCOME

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Abstract

Halal certification has become increasingly important among Micro, Small, and Medium Enterprises (MSMEs), especially in the food and beverage sector, following the implementation of Indonesia's Law No. 33 of 2014 concerning Halal Product Assurance. This certification serves both as a regulatory requirement and a means to gain consumer trust, particularly from the Muslim majority. This study aims to explore the impact of halal certification on business actors' perceptions and income levels within the traditional market area of Pasar Tumpah, Komplek Bumi Harapan, Bandung Regency. A descriptive qualitative method was used. Primary data were collected through direct observation and semi-structured interviews with nine culinary business owners. Six of whom were certified halal and three were not. Data analysis was conducted through data reduction, data display, and conclusion drawing. The findings reveal that certified business owners generally perceive halal certification positively, recognizing its benefits in improving consumer trust and business image. However, only two of the six certified businesses reported a noticeable increase in income. The remaining four did not experience significant financial changes. Uncertified respondents acknowledged the value of halal certification but cited cost and process complexity as primary barriers. Halal certification contributes positively to the perception of MSMEs in traditional markets, though its direct impact on income may vary. Support mechanisms may be needed to assist small businesses in obtaining certification.

Keywords: Halal Certification, MSMEs, Perception, Income.

Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in maintaining Indonesia's economic resilience, particularly during the 1998 financial crisis. While many large corporations collapsed during this period, MSMEs were able to survive and even demonstrate growth. To this day, MSMEs continue to make a significant contribution to the national economy. According to data from the Ministry of Cooperatives and SMEs and the Central Statistics Agency (BPS), in 2018 Indonesia had 64.19 million MSMEs, absorbing approximately 121 million

workers or 97% of the total workforce, and contributing 60% to the national Gross Domestic Product (GDP). (Azis dkk., 2024)

Alongside the strategic role of MSMEs, the halal industry has become one of the focal points of Indonesia's economic development. Based on the State of the Global Islamic Economy Report (SGIE), Indonesia invested USD 6.3 million in the halal goods industry in 2020. This investment is expected to increase further, particularly in the food industry, provided that minimum requirements are fulfilled and adequate policy support and recommendations are implemented. One of the sectors most closely associated with the halal food industry is the MSME sector. (Ridho dkk., 2023)

Among the various MSME sectors, the culinary industry stands out as the most dominant and accessible for new entrepreneurs due to its relatively low capital requirements. It is estimated that approximately 70% of MSMEs operate in the food and beverage sector, making it a backbone of MSME development in Indonesia. (Ahmad Kholik & Dewi ahmi, 2023)

At the regional level, West Java Province particularly Bandung Regency makes a substantial contribution to MSME development, with more than 41,000 MSMEs operating in the area. This highlights Bandung Regency's strategic role as a key driver of regional economic growth. (BPS, 2024)

Despite this growth, MSMEs are increasingly confronted with regulatory challenges and intensified market competition. One of the most prominent regulatory requirements is halal certification, which has become particularly important for businesses operating in the culinary sector. This requirement is driven not only by growing Muslim consumer demand but also by the enactment of Law No. 33 of 2014 on Halal Product Assurance. In this context, halal certification functions not only as a legal obligation but also as a strategic instrument for enhancing consumer trust and market competitiveness.

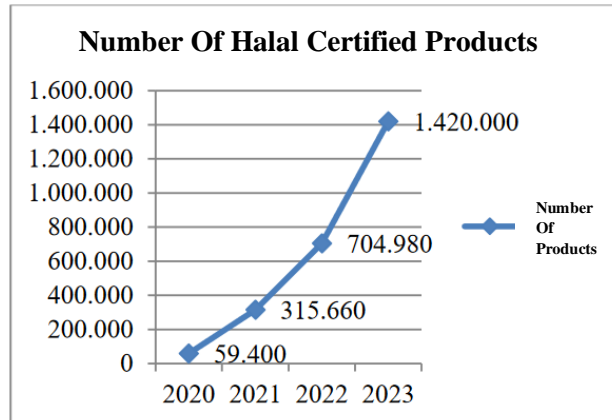


Figure 1. Halal Certification Surge from Year to Year

Since October 2024, business actors in the food, beverage, and slaughterhouse sectors have been required to obtain halal certification. Through the Free Halal Certification Program (SEHATI), business actors are facilitated in complying with policies issued by the Halal Product Assurance Organizing Agency (BPJPH). The obligation of halal certification is further regulated under Government Regulation No. 39 of 2021 concerning the Implementation of the Halal Product Assurance System. (Bahari, 2023)

The urgency of halal certification is further reinforced by Indonesia's demographic composition. Indonesia is home to the world's largest Muslim population, with approximately 87.2% of its 270.20 million inhabitants adhering to Islam. Consequently, Islamic law significantly influences societal culture, including consumption patterns and consumer behavior. (Kamila, 2022)

The enactment of mandatory halal certification is expected to encourage businesses to respond positively in accordance with legal mandates. Moreover, halal certification holds the potential to expand product market share by increasing consumer confidence and access to halal-oriented markets. (Hasibuan, 2023)

In practice, most food products in Indonesia are marketed in packaged form. Packaging enables consumers to easily identify product ingredients and recognize halal labels displayed on product packaging. The halal label serves as a guarantee that the product does not contain ingredients prohibited under Islamic law and is safe for consumption. (Nurhayati dkk., 2022)

The halal label referred to is represented by an official halal logo, the form of which is determined through ministerial regulation. The primary purpose of the halal label is to provide clear information to consumers, indicating that a product

has been certified halal and is permissible for public consumption. (Amini dkk., 2022)

From a religious perspective, the obligation to consume halal food is firmly grounded in Islamic teachings, as stated in the Qur'an, Surah Al-Maidah verse 88.

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ

Meaning: "And eat what Allah gives you as sustenance lawful and good, and fear Allah in whom you believe to Him." (Nafisah, 2022)

In line with regulatory enforcement and increasing public awareness, the number of halal-certified products in Indonesia has grown significantly. Data from BPJPH show that halal-certified products increased from 59,400 in 2020 to more than 1.4 million in 2023. A substantial proportion of these certified products originate from MSMEs, reflecting growing awareness and adoption of halal standards among MSME actors. (Camelia dkk., 2024)

In Islamic jurisprudence, halal refers to that which is permissible or lawful. According to the Halal Food Authority, halal food denotes food that is permissible for consumption under Islamic law. Halal certification therefore serves as a reference for Muslim consumers to avoid consuming unlawful or harmful food products. (Hutama Syam & Ichwan, 2023)

Beyond its religious dimension, the halal concept has evolved into a symbol of quality in the global marketplace. Halal products are widely perceived as healthier, safer, and of higher quality, enabling the halal concept to attract both Muslim and non-Muslim consumers. (Rahmadian, 2024)

For Muslim consumers, knowledge about a product and its halal status is a critical factor influencing purchasing decisions. Insufficient knowledge regarding product composition and halal status may lead to consumption decisions that are inconsistent with religious principles and increase the risk of consuming non-halal products. (Ghozani dkk., 2025)

Halal awareness plays a vital role in shaping consumer behavior. According to the halal awareness theory proposed by Ahmad and Abaidah (2013), halal awareness reflects an individual's understanding of halal principles, production processes, and commitment to consistently consuming halal products. (Anis Iffa Karimah, 2023)

In addition to protecting consumers, halal product assurance laws and regulations provide significant benefits for producers. These regulations offer guidance on production, processing, and marketing practices, while also assisting

producers in communicating halal information transparently to consumers. (Prasasti dkk., 2024)

Halal certification, as a symbol of compliance with Islamic principles, has emerged as a powerful factor influencing consumer behavior. Brands that obtain credible halal certification tend to experience higher levels of consumer trust, as certification represents a tangible commitment to authenticity and strict halal standards. (Putri, 2024)

Nevertheless, despite the growing adoption of halal lifestyles, many consumers still use products with unclear halal status. This indicates that interest in halal products remains relatively low among certain segments of society, highlighting gaps between awareness and actual consumption behavior. (Azizah dkk., 2024)

Despite these developments, gaps remain in understanding how halal certification affects MSME actors, particularly within traditional market settings such as Pasar Tumpah, which play a significant role in local economies. One such market is located in Komplek Bumi Harapan, Cibiru Hilir, Bandung Regency, where dozens of MSMEs operate regularly and attract more than 500 visitors every Sunday. Preliminary observations indicate the presence of both halal-certified and non-certified food vendors, making this setting a relevant context for assessing the role of halal certification in shaping MSME perceptions and income levels. (Nugroho, 2024)

Table 1. Temporary Registered MSME Data has Halal Certification at Pasar Tumpah Bumi Harapan

No	Type of Business Product	Classification
1	Baso Goreng	Food
2	Brownies	Food
3	Bubur Ayam	Food
4	Cakue	Food
5	Cilok Kuah	Food
6	Cilok Kuah dan Kering	Food
7	Es Kepal	Beverage
8	Lumpia Basah	Food
9	Mochi	Food
10	Risoles	Food
11	Tauge Tahu Goreng	Food
12	Seupan Taleus	Food

13	Awug Beras	Food
14	Warung Nasi	Food

Table 1 shows the types of business products with temporary halal certification at Pasar Tumpah Bumi Harapan. Most registered products fall under the food category, while only one product is classified as a beverage. This indicates that halal certification is mainly applied to food-based businesses in the market, reflecting the importance of halal compliance for daily food consumption.

While previous studies have addressed halal certification in general, few have specifically explored its dual impact on both perceptions and income levels of MSMEs in such localized settings. This study seeks to fill that gap by examining: (1) how MSME actors in the culinary sector perceive the role and benefits of halal certification, and (2) whether there is a noticeable change in income before and after obtaining halal certification.

Method

This study employs a qualitative descriptive approach to explore the impact of halal certification on the perceptions and income of MSME actors in Pasar Tumpah, Komplek Bumi Harapan, Bandung Regency. The qualitative method was chosen to gain an in-depth understanding of the subject through direct engagement with participants.

Table 2. Fixed Data from MSME Actors after Curation

No	Type of Business Product	Category	Halal Status
1	Lumpia Basah Bang Dul	Food	Already
2	Es Kepal Mr Bagja	Food	Already
3	Cireng Saturnus	Food	Already
4	Cilok Sultan	Food	Already
5	Warung Nasi Ibu Asep	Food	Already
6	Fried Chicken Well	Food	Already
7	Sushi Mochi Rhi	Beverage	Not Yet
8	Seupan Taleus Bogor	Food	Not Yet
9	Awug Beras	Food	Not Yet

The table presents the fixed data types of business products operated by culinary MSMEs along with their categories and halal certification status. The majority of businesses listed are engaged in the food category, indicating that food-based MSMEs dominate the local culinary sector. Out of nine businesses, six

have already obtained halal certification, while three have not yet been certified. This distribution suggests that although awareness and adoption of halal certification among food MSMEs is relatively high, a portion of business owners still face challenges in completing the certification process. The table also shows that both certified and non-certified businesses operate in similar product categories, highlighting that differences in certification status are influenced more by administrative and behavioral factors than by the type of product itself.

The sample in this study was selected using a purposive sampling technique. Culinary MSME actors were chosen based on specific criteria relevant to the research objectives. The main criteria included: (1) operating in the culinary sector, (2) actively conducting business at the research location, and (3) having experience related to halal certification, either as certified or non-certified actors. Six respondents were selected because they had obtained halal certification, allowing the study to explore implementation experiences, while three non-certified actors were included to provide comparative insights into perceptions and challenges related to halal certification. This sampling approach was adopted to ensure that the data collected were information-rich and directly aligned with the study's focus on halal certification practices among culinary MSMEs.

Data were analyzed using three stages: data reduction, data display, and conclusion drawing. This approach emphasizes meaning and context over numerical data, enabling a holistic understanding of how halal certification influences business perceptions and economic outcomes among local MSMEs. (Sugiyono, 2013)

Result and Discussion

Perceptions of MSME Actors Toward Halal Certification

The development of the global halal industry has influenced Indonesia home to the largest Muslim population in the world to accelerate its halal certification initiatives. The enactment of Law No. 33 of 2014 concerning Halal Product Assurance has provided a legal foundation that underscores the urgency of halal certification for businesses, particularly in the food and beverage sector. (Fahmi, 2019)

In Pasar Tumpah Komplek Bumi Harapan, not all MSME actors have obtained halal certification, despite the availability of the free self-declare scheme, particularly for non-meat-based products. This raises questions about the perceptions, awareness, and motivations of MSME actors regarding the halal certification process.

Interviews conducted with several certified MSME actors, such as Informant 1 (Lumpiah Basah Bang Dul), Informant 2 (Es Kepal MR Bagja), and Informant 5 (Warung Nasi Bu Asep), indicate a generally positive perception of halal certification. The informants acknowledged that halal certification enhances consumer trust, provides legal assurance, and aligns with Islamic values. Most informants emphasized that certification legitimizes their products, instills consumer confidence, and facilitates access to financial support, such as KUR loans or intellectual property registration. These findings are consistent with the study before, which found that most MSME actors possess adequate knowledge of halal certification and perceive it positively. The study also highlights that a good understanding of the importance of halal certification significantly influences MSMEs' decisions to obtain certification, particularly for food and beverage products. Thus, the positive perceptions observed among certified MSMEs in this study reinforce previous evidence that halal certification serves as both a religious compliance mechanism and a strategic tool to enhance competitiveness and business sustainability. (Qomariyah, 2023)

Table 3. Cognitive Aspects

No	Subjects	Cognitive Aspects
1	Informant 1	Understanding that Halal Certificate is important
2	Informant 2	Understanding that Halal Certificate is important
3	Informant 3	Understanding that Halal Certificate is important
4	Informant 4	Understanding that Halal Certificate is important
5	Informant 5	Understanding that Halal Certificate is important
6	Informant 6	Understanding that Halal Certificate is important
7	Informant 7	Understanding that Halal Certificate is important
8	Informant 8	Understanding that Halal Certificate is important
9	Informant 9	Understanding that Halal Certificate is important

Emotional responses representing the affective aspect of perception, as conceptualized by (Walgito, 2004) were also evident among business owners after obtaining halal certification. The affective component reflects individuals' emotional evaluations toward an object, which may take the form of positive or negative feelings. In this study, business owners expressed increased confidence and positive emotions when marketing their products post-certification, supported by more favorable responses from customers. The halal logo was perceived as a visual assurance that evokes feelings of trust and comfort, attracting not only Muslim consumers but also non-Muslim customers who

associate the label with product quality and safety. This finding aligns with previous studies indicating that halal labeling generates positive emotional responses and enhances consumer acceptance, thereby strengthening producers' confidence in market engagement. (Walgito, 2004)

Table 4. Affective Aspects

No	Owners (Already Registered)	Affective Aspects
1	Informant 1	Confidently offering products
2	Informant 2	Confidently offering products
3	Informant 3	Confidently offering products
4	Informant 4	Confidently offering products
5	Informant 5	Confidently offering products
6	Informant 6	Confidently offering products

From a behavioral standpoint, the findings reflect the conative aspect of perception, which according to (Walgito, 2004) refers to an individual's tendency or readiness to act toward an object based on their knowledge and beliefs. In this study, several MSME actors demonstrated proactive behavior by initiating the halal certification process after recognizing its benefits for business legitimacy and market competitiveness. However, other actors, such as informant 7 and informant 8, despite being aware of the importance of halal certification, had not taken concrete steps to apply due to limited information and the perceived complexity of the procedure. This indicates that positive awareness does not automatically translate into action when behavioral control is constrained. Similar findings have been reported in previous studies, which show that MSME actors' intentions to obtain halal certification are often hindered by procedural barriers and lack of technical guidance, resulting in delayed or absent action. Thus, the conative dimension highlights the gap between perception and behavior, emphasizing the need for facilitative support to encourage actual participation in halal certification. (Walgito, 2004)

Table 5. Conative Aspects

No	Owners (Already Registered)	Conative Aspects
1	Informant 1	Register for Halal Certification
2	Informant 2	Register for Halal Certification
3	Informant 3	Register for Halal Certification
4	Informant 4	Register for Halal Certification
5	Informant 5	Register for Halal Certification
6	Informant 6	Register for Halal Certification

Perception analysis was guided by (Walgito, 2004) framework, which includes cognitive (awareness and belief), affective (emotional response), and conative (tendency to act) components. Cognitive awareness was generally high, even among uncertified businesses. Affective responses were predominantly positive, especially among certified actors. Conatively, certified actors displayed a strong tendency to formalize their businesses through certification, while uncertified actors showed lower initiative. (Walgito, 2004)

Tabel 6. MSME's Perceptions

Actors MSME	Actors Perception	
	Positive	Negative
Informant 1	√	
Informant 2	√	
Informant 3	√	
Informant 4	√	
Informant 5	√	
Informant 6	√	
Informant 7		√
Informant 8		√
Informant 9		√

Furthermore, factors influencing perception such as attitude, motivation, prior experience, expectations, and social environment played significant roles. For example, witnessing peer businesses gain consumer trust through certification often encouraged others to follow suit. (Muawwanah & Ahmad Makhtum, 2022)

In summary, MSME actors at Pasar Tumpah Komplek Bumi Harapan exhibit predominantly positive perceptions toward halal certification. Certified actors benefit from enhanced legitimacy and customer confidence, while uncertified actors generally recognize its value but face barriers to implementation. This highlights the need for continued education, support, and policy facilitation to promote broader adoption of halal certification among local businesses.

Business Income Before and After Halal Certification

Income is the result obtained from various economic activities, such as employment, entrepreneurship, or product sales in the market. It plays a crucial

role in supporting individuals' livelihoods and sustaining a business. The higher the income, the greater the capacity of a person or company to meet needs, finance operations, and expand their business. Several factors can influence income levels, including age, gender, skill set, education, and experience. (Abdul Hakim, 2018)

In the context of micro, small, and medium enterprises (MSMEs), income is a primary indicator in assessing business success. One of the contributing factors to income growth is the acquisition of halal certification. Beyond serving as proof of a product's compliance with Islamic law, halal certification has the potential to enhance consumer trust and competitiveness in the market. Therefore, it is important to understand the changes in business income before and after obtaining halal certification. (Muiz dkk., 2023)

Interviews conducted with MSME actors at the Pasar Tumpah in Komplek Bumi Harapan revealed that halal certification has had a positive impact on income for some entrepreneurs. Informant 6, for instance, reported an increase in sales from 20 to 30 pieces of fried chicken following halal certification. At an average price of Rp10,000 per piece, this represents a significant increase in daily revenue. Similarly, informant 4, an employee of Cilok Sultan, stated that their gross income rose by approximately 80%, ranging from Rp250,000 to Rp350,000, although this amount fluctuates daily.

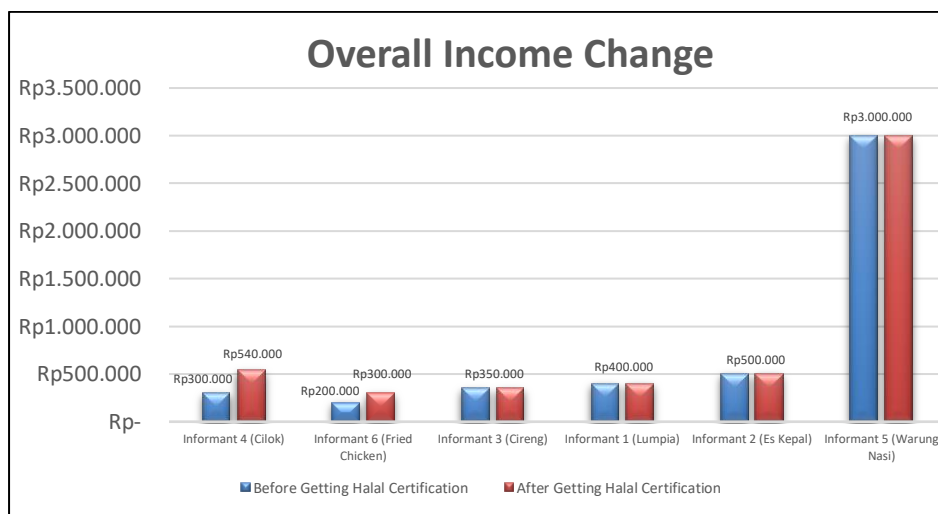


Figure 2. Diagram of Changes in Business Actors Income

When this data is tabulated based on estimated daily income before and after certification, it shows the following changes: Informant 6 income increased

by 50% (from Rp200,000 to Rp300,000), and Informant 4 by 80% (from Rp300,000 to Rp540,000). Other businesses, such as those owned by Informant 3 (Cireng), Informant 1 (Lumpiah Basah), Informant 2 (Es Kepal), and Informant 5 (Warung Nasi), reported no significant changes in income despite having halal certification.

This indicates that while halal certification can enhance sales and income, its impact is not uniform. For instance, Informant 5 stated that his business experienced no difference in customer behavior before or after certification. His customers had already trusted that his food was halal, and he did not engage in digital marketing or promotion. The lack of online visibility and promotion likely contributed to the absence of financial impact, even with certification in place.

Income is the result of a business's operational activities, such as selling goods or services. According to the Indonesian Dictionary, income refers to the returns from work or other activities, which play a significant role in sustaining individuals and enterprises. Informant 1, the owner of Lumpia Basah and Pisang Karamel Bang Dul, highlighted that revenue from operating at the Pasar Tumpah was often higher than at permanent business locations. This reflects that factors such as location, product quality, and even availability of raw materials (e.g., the size of bean sprouts) can directly influence both income and operational costs.

Halal certification can also indirectly influence income through consumer perception. Informant 3 from Cireng Saturnus explained that consumers in predominantly Muslim communities tend to prefer products with halal labels, as they serve as a symbol of trust and assurance. According to him, this can lead to increased sales, especially when consumers consciously seek halal products.

However, income is not only influenced by certification status. Artaman (2015) identifies three key factors that affect income: length of business operation, business location, and working hours. Informant 2 confirmed this, noting that her business did not generate much daily income when selling at schools, but experienced significant spikes in revenue during events or bazaars, such as those hosted by Bank BJB. This demonstrates the importance of experience, business partnerships, and participating in high-traffic events. (Tinneke dkk., 2020)

Likewise, Informant 1 emphasized that location can make a substantial difference. Despite shorter working hours at Pasar Tumpah, the high foot traffic there resulted in greater revenue compared to his fixed branches. This supports the idea that a strategic business location can significantly influence income levels.

Based on interviews with MSME actors at Komplek Bumi Harapan, it can be concluded that halal certification yields varying levels of impact on income. Some business owners, such as Informant 6 and Informant 4, experienced significant increases in income, suggesting that certification can indeed enhance product appeal among consumers who value halal compliance. However, other business owners, such as Informant 5, Informant 3, and Informant 2 did not experience noticeable changes in customer behavior or income, largely due to pre-existing consumer trust or limited marketing efforts.

In conclusion, while halal certification can improve business income by building consumer confidence and expanding market reach, its effectiveness depends on multiple other factors. These include promotional strategies, digital marketing presence, strategic locations, duration of business operations, and active participation in events or bazaars. Thus, halal certification should not be viewed in isolation, but as part of a broader business development strategy to enhance income and ensure sustainable growth.

Challenges Faced by Business Owners in Obtaining Halal Certification

In the process of obtaining halal certification, business owners often encounter various obstacles that hinder the smooth registration of their products, including limited information, lengthy procedures, and uncertainty regarding application steps. Interviews with MSME actors in this study reveal that insufficient socialization and outreach concerning halal certification remain among the main challenges, which directly affect entrepreneurs' awareness and willingness to utilize certification as a tool to enhance product competitiveness. These findings are consistent with Wahid (2024), who, through the lens of legal culture theory, demonstrates that low compliance with halal certification regulations stems from gaps in legal awareness and understanding, despite the enactment of the Halal Product Assurance Law (UUJPH) since 2014. Wahid's study shows that even producers committed to maintaining product quality often lack a comprehensive understanding of halal certification procedures and protocols. Thus, this study reinforces previous research by confirming that informational deficiencies and weak legal socialization remain key barriers to halal certification adoption among MSMEs. Strengthening continuous education, outreach, and institutional support is therefore essential to improve legal awareness and facilitate greater participation of local businesses in halal certification programs. (Khairawati dkk., 2025)

One such concern was shared by informant 9, the owner of the traditional snack business Awug Beras, who expressed her frustration, saying:

"I really want to, but it's the time... My husband and I both work, and we only sell on Sundays. So, we just haven't had the chance. But I believe once we're able to handle it, our business will grow, and more customers will come."

This illustrates how time constraints, especially for part-time entrepreneurs, can become a significant barrier, even when there is a strong motivation to obtain certification.

On the other hand, informant 7, the owner of Sushi Mochi Rhi, who may have more time available, admitted that a lack of understanding of the process posed another major hurdle. He stated:

"To be honest, I don't really know the details of the process because I've never tried to apply for it..."

This shows that beyond time limitations, inadequate access to clear information and guidance about how to start the certification process also contributes to delays or inaction.

Further supporting this observation, informant 8, the owner of Seupan Taleus Bogor, who also has not obtained halal certification, remarked:

"Maybe because no one has offered it, so I don't know what to do or where to begin. But if someone came and offered it now or later, I would be interested. People might be afraid their products will be inspected and judged for containing preservatives, maybe that's a barrier for some. But my product is Taleus it's all natural."

Her statement not only reflects the lack of outreach but also highlights a common fear among small business owners that the certification process might expose them to regulatory scrutiny or judgment, even when their products are made from natural ingredients that are likely already compliant with halal standards.

From the responses of informant 9, informant 7, and informant 8, it is clear that the challenges faced by business owners in obtaining halal certification vary widely. Time constraints, insufficient knowledge of the process, and the absence of proactive support or outreach are key factors. Moreover, psychological barriers such as fear of inspection or misunderstanding about the certification requirements also play a role in deterring business owners from initiating the process.

Overall, these findings underline the importance of expanding educational and socialization efforts around halal certification, particularly for small and micro-business operators. A clearer and more accessible process, along with personalized support and regular community outreach, could help ensure that

more entrepreneurs recognize both the feasibility and the potential market benefits of halal certification. Encouraging such participation is not only important for individual business growth but also for strengthening consumer trust and supporting the broader development of the halal economy.

Conclusion

Based on the findings of the research titled "The Impact of Halal Certification on the Perception and Income of MSME Actors in the Pasar Tumpah Area of Komplek Bumi Harapan", it can be concluded that halal certification has a considerable influence on both the perception and income of business actors, although the extent of the impact varies depending on several supporting factors.

Firstly, the perception of MSME actors toward halal certification is generally positive, especially among those who have already obtained certification. These business actors recognize halal certification as a form of legal assurance and product legitimacy, which enhances their confidence in marketing their products and builds greater trust with consumers. However, some business actors still exhibit negative or indifferent perceptions, mainly due to a lack of information and limited outreach regarding the certification process and its benefits.

Secondly, in terms of income, halal certification has shown potential to positively influence business revenue, as demonstrated by enterprises such as Fried Chicken Well and Cilok Sultan, which experienced significant increases in earnings after certification. Nonetheless, the increase in income is not solely dependent on halal certification. Other contributing factors such as business location, duration of operation, marketing strategy, and working hours also play important roles in determining overall business income.

Thirdly, the process of obtaining halal certification is still hindered by several challenges, including time constraints, limited knowledge about the procedures, and insufficient promotion or outreach efforts from relevant institutions. These obstacles discourage some business actors from pursuing certification, despite their awareness of its potential benefits.

In conclusion, halal certification holds substantial potential in enhancing the competitiveness and income of MSMEs. However, to maximize its impact across a broader range of businesses, it is essential to improve education, provide technical assistance, and ensure consistent guidance from authorities to help business actors better understand and navigate the certification process in a more accessible and efficient manner.

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