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Halal Certification Service in Indonesia: Between Islamic Law Compliance and Satisfaction Improvement

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Abstract

Although the main principle in Islamic law emphasizes the clarity of the *ḥalāl-ḥarām* of a product, the implementation of halal certification standards must still consider aspects of service and convenience for consumers in their management. However, so far, the harmonization between halal certification standards and consumer needs, especially related to satisfaction with halal certification services, has not been optimal. Therefore, the study examines the extent of Indonesian public satisfaction with halal

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certification services as well as obstacles and strategies in strengthening halal certification services. This study uses quantitative and qualitative data which was analyzed descriptively. A quantitative approach with a survey was conducted to measure public satisfaction with halal certification services. While qualitative methods were used to investigate obstacles and strategies for strengthening halal certification services. This study found that Indonesian public satisfaction with halal certification services is high. However, various factors such as demands for simplicity, access to information, procedures, service time, and complaints must be improved because the public has higher expectations. Strengthening and accelerating halal certification services can be done through education and socialization of *halāl* awareness, collaboration and expansion of cooperation with all stakeholders, accreditation of the Halal Inspection Institution (LPH), as well as training and certification of halal auditor competencies as an effort to ensure that the products are truly *halāl* and fit for consumption in accordance with Islamic law.

Keywords:

Halal certification service; Strengthening strategy;
Halal product; Consumer needs

Introduction

The global halal business is predicted to reach USD 1.9 billion.¹ According to the Global Islamic Economic Indicator, Indonesia has the highest consumption of halal food. However, the expected market size by 2024 is USD 3.2 trillion.² This shows Indonesia's potential in the global halal business. Therefore, Indonesia needs protection to ensure the availability of halal food, both domestically produced and imported from abroad.

¹ Christian Bux et al., "Halal Food Sustainability between Certification and Blockchain: A Review," *Sustainability* 14, no. 4 (2022): 1–18, <https://doi.org/10.3390/su14042152>.

² Universitas Airlangga Surabaya, "State of the Global Islamic Economy Report," *DinarStandard* (Surabaya, 2022), <https://haladinar.io/hdn/doc/report2018.pdf>.

One of the important regulations issued to maintain the availability of halal food is the Halal Product Guarantee Law No. 33/2014, which mandates that all industries in Indonesia must implement halal certification no later than 2024. Supporting factors beyond the issuance of the law are as follow;³ *First*, the existence of regulations governing halal certification. Technically, the halal product guarantee is explained through the certification process. Before the issuance of the Law, halal certification was voluntary, but after the issuance of the Law, it became mandatory. Therefore, products that enter, circulate, and are traded in the territory of Indonesia must be halal certified. This obligation does not only apply to large food products but also includes medium and small industrial products.

Second, the relationship between agencies and institutions in realizing halal product guarantee is expected to improve the process of organizing halal guarantees. In terms of institutions and legality, of course, the existence of BPJPH (Halal Product Guarantee Organizing Agency) is stronger because it has been regulated in the Law. Therefore, to improve certification services and supervision of halal products, it is hoped that BPJPH can operate professionally with integrity and transparency. *Third*, consumers and producers are predominantly Muslim. As a form of protection for consumers, the Indonesian government facilitates certainty of products circulated in the community. This is where halal certification and labelling are needed so that people are no longer confused and hesitant to meet their needs with halal and *ṭayyib* standards. Therefore, business actors are obliged to register with BPJPH so that their products can be certified halal.

³ Nadiya Eva Diyah, Anggun Riyanti, and Moh Karim, "Implementasi Sertifikasi Halal Pada Kuliner UMKM Kecamatan Burneh Kabupaten Bangkalan," *Sibatik Journal: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan* 1, no. 12 (2022): 2863–74, <https://doi.org/10.54443/sibatik.v1i12.461>; Moh. Karim, Achmad Badarus Syamsi, and Fajar, "Urgensi Penerapan Sertifikasi Halal Produk UMKM dalam Konteks Budaya Hukum di Kecamatan Pademawu Pamekasan," *Al-Huquq: Journal of Indonesian Islamic Economic Law* 4, no. 2 (2022): 145–66, <https://doi.org/10.19105/alhuquq.v4i2.6707>.

In addition, BPJPH also provides recognition of halal products based on fatwas issued by the Indonesian Ulema Council or MUI.⁴ Government Regulation Number 39 of 2021 also confirms that BPJPH has developed into a technically competent institution to carry out the halal product certification process. The certification process consists of a series of procedures starting from the provision of materials and continuing to the processing, storage, packaging, distribution, sale, and display of products.

However, some industries are unable to obtain this certification, despite the fact that general public in Indonesia has a favourable opinion of halal certification services. Micro, small, and medium enterprise (MSMEs) cannot be forced to implement this policy for a number of reasons, including a lack of knowledge and awareness regarding halal certification management.⁵ In addition, there is a gap between public expectations of BPJPH service performance in terms of ease of requirements, access to information, procedures, service times, and complaints, with the lack of socialization of halal certification management being one of the main problems.⁶

In order to declare a product halal, the product must meet Islamic law criteria,⁷ both in terms of processing, hygiene, and safety, including in terms of certification.⁸ The halal certification process after

⁴ Miftahul Jannah, "Efektivitas LPPOM MUI dalam Mensosialisasikan Sertifikasi Halal kepada Masyarakat di Kota Makassar" (Universitas Islam Negeri Alauddin Makassar, 2019), <http://repositori.uin-alauddin.ac.id/id/eprint/15705>.

⁵ Azhar Alam and Refita Yunie Samhuri, "Halal Certification Management Procedure for Cosmetic Products in Indonesia After Government Regulation Number 31 of 2019," *El-Qist: Journal of Islamic Economics and Business (JIEB)* 11, no. 2 (2019): 114-35, <https://doi.org/10.15642/elqist.2021.11.2.114-135>.

⁶ Nidya Waras Sayekti, "Jaminan Produk Halal dalam Perspektif Kelembagaan," *Jurnal Ekonomi & Kebijakan Publik* 5, no. 2 (2014): 193-209, <https://doi.org/10.22212/jekp.v5i2.84>; Siti Rohmah, Ilham Tohari, and Moh Anas Kholish, "Menakar Urgensi dan Masa Depan Legislasi Fiqih Produk Halal di Indonesia: Antara Otoritarianisme Mayoritas dan Jaminan Konstitusional Mayoritas Muslim," *Al-Manahij: Jurnal Kajian Hukum Islam* 14, no. 2 (2020): 177-90, <https://doi.org/10.24090/mnh.v14i2.3811>.

⁷ Eka Dyah Setyaningsih and Sofyan Marwansyah, "The Effect of Halal Certification and Halal Awareness through Interest in Decisions on Buying Halal Food Products," *Syi'ar Iqtishadi: Journal of Islamic Economics, Finance and Banking* 3, no. 1 (2019): 64-79, <https://doi.org/10.35448/jiec.v3i1.5515>.

⁸ Anis Najiha Ahmad et al., "Critical Success Factors Affecting the Implementation of Halal Food Management Systems: Perspective of Halal Executives,

the establishment of BPJPH has changed. *Firstly*, business actors make an application for certification and attach the required files. *Secondly*, BPJPH verifies the required documents. *Thirdly*, LPH (Halal Examining Agency) conducts product audits and examinations, then submits the results to MUI (Indonesian Ulema Council). *Fourthly*, BPJPH issues a halal certificate if MUI declares the product halal.⁹ This flow refers to Law number 33 of 2014 and government regulation number 31 of 2019 (concerning Halal Product Guarantee/JPH). Visually, changes in the flow of the certification process can be well described in Table 1;¹⁰

Table 1. Comparison of the Flow of Halal Certification before and after the Enactment of JPH

No	Aspect	Before the Enactment	After the Enactment
1	Administrative controller	The Authority of MUI	The authority of BPJPH
2	Compulsion degree	Voluntary	Mandatory
3	Type of certifying Body	Non-governmental /self-help organizations	Government agencies under the Ministry of Religious Affairs
4	Halal Auditor agency	LPPOM MUI	LPH
5	Certification validity period	2 years	4 years
6	Flow of certification	Business actors → LPPOM MUI → MUI	Business actors → BPJPH → LPH → BPJPH → MUI

Consultants and Auditors," *Food Control* 74 (April 2017): 70–78, <https://doi.org/10.1016/j.foodcont.2016.11.031>.

⁹ Ririn Tri Puspita Ningrum, "Problematika Kewajiban Sertifikasi Halal Bagi Pelaku Usaha Mikro dan Kecil (UMK) di Kabupaten Madiun," *Istithmar: Jurnal Studi Ekonomi Syariah* 6, no. 1 (2022): 43–58, <https://doi.org/10.30762/istithmar.v6i1.30>.

¹⁰ Andri Nurwandri et al., *Pengantar Produk Pangan Halal Bersertifikasi* (Bandung: Widina Bhakti Persada Bandung, 2023).

Table 1 shows that the enactment and running of JPH do influence how the certification process takes place. It changes the process from voluntary to mandatory, making it a center of attention for business owners. There also a big change in who plays the role of auditor, engaging many more parties while extending the valid period of time once the certification is issued. In short word, halal certificate provides validation that companies producing food and beverages have complied with the regulations and standards set by law. This includes various elements, such as the provision of raw materials, processing, storage, packaging, distribution, sales, and presentation of products. Halal certification guarantees Muslim customers that the product meets quality and safety standards and meets halal requirements. Muslim business actors must ensure that their products are *ḥalāl*, including food, medicines, and goods. Halal certification is essential to comply with religious and business laws, especially in the food and beverage sector.

Halal certification is furthermore a requirement in maintaining the integrity of products, as it serves as a guarantee and basis for consumer trust in the halalness of products. It plays a role in helping consumers avoid confusion in choosing products in accordance with *ḥalāl* principles.¹¹ The *ḥalāl* concept itself is mentioned in the Al Quran Surah Al Baqarah verse 168; This verse is a guideline to obey by Muslims in consuming, namely paying attention to something they consume and making sure that everything they eat is *ḥalāl* and *ṭayyib*. *Ḥalāl* means everything that is permissible, as the opposite of *ḥarām*, which means not allowed. While *ṭayyib* means good or pleasing to the senses and soul. Therefore, if *ḥalāl* and *ṭayyib* are juxtaposed, it is a whole standard for a product or food, which means that the product/food in question is not only allowed to be eaten, but also does not include *ḥarām* essences, obtained in a way that is permitted by Islam and is good for health (nutritious).¹² . In order to declare a product halal, the product must meet Islamic law criteria,¹³ both in

¹¹ Hartini and Malahayatie, "Implikasi Sertifikat Halal dalam Manajemen Bisnis Industri Makanan dan Minuman," *Great: Jurnal Manajemen dan Bisnis Islam* 1, no. 2 (2024): 116–29, <https://doi.org/10.62108/great.v1i2.688>.

¹² Dyah Suryani, Solikhah, and Muhammad Syamsu Hidayat, *Potensi dan Tantangan Makanan Halal di Indonesia* (Yogyakarta: Deepublish, 2023).

¹³ Eka Dyah Setyaningsih and Sofyan Marwansyah, "The Effect of Halal Certification and Halal Awareness through Interest in Decisions on Buying Halal

terms of processing, hygiene, and safety, including in terms of certification.¹⁴

On the other hand, Regulation 25 of 2009 mandates central and regional organizers to provide quality services. The Law requires ministries and institutions to use evaluation tools, including public satisfaction surveys, to ensure public satisfaction with the services provided.¹⁵ In Indonesia, public satisfaction with halal certification is measured using nine indicators listed in the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017, concerning Guidelines for Public Satisfaction Surveys on the Provision of Public Services which include: Requirements, procedures, service time, costs/tariffs, product specifications, implementer competence, Implementer behavior, facilities and infrastructure and handling of complaints, suggestions and input.

There are several previous studies about halal certification, including the research of Khosyani et al., which reviewed the analysis of the quality of halal certification extension services of LPPOM MUI DIY in the context of increasing satisfaction of halal certified food producers in the Special Region of Yogyakarta. The results of the study showed that food producers were very satisfied with the quality of service.¹⁶ Another research is by Dewi Hastuti et al. in her study entitled Analysis of the Level of Satisfaction of Micro and Small

Food Products,” *Syi’ar Iqtishadi : Journal of Islamic Economics, Finance and Banking* 3, no. 1 (2019): 64–79, <https://doi.org/10.35448/jiec.v3i1.5515>.

¹⁴ Anis Najiha Ahmad et al., “Critical Success Factors Affecting the Implementation of Halal Food Management Systems: Perspective of Halal Executives, Consultants and Auditors,” *Food Control* 74 (April 2017): 70–78, <https://doi.org/10.1016/j.foodcont.2016.11.031>.

¹⁵ Rizal Indra Priambada, Rahmad Hidayat, and Wahyu Purwanto, “Evaluation of Community Empowerment Program Based on Community Satisfaction Index,” in *E3S Web of Conferences*, vol. 232 (Les Ulis: EDP Sciences, 2021), 1–9, <https://doi.org/10.1051/e3sconf/202123201009>.

¹⁶ Khosyani, “Analisis Kualitas Pelayanan Perpanjangan Sertifikasi Halal LPPOM MUI DIY untuk Meningkatkan Kepuasan Produsen Pangan Bersertifikat Halal di Daerah Istimewa Yogyakarta” (Universitas Gadjah Mada Yogyakarta, 2014), <https://etd.repository.ugm.ac.id/penelitian/detail/75883>; Fajar, Achmad Badarus Syamsi, and Adiyono, “Sinergi BUMDes dan UMKM Jamu Guna Meningkatkan Pendapatan Melalui Pengelolaan Sertifikasi Halal di Kabupaten Sampang dan Bangkalan,” *Al-Huquq: Journal of Indonesian Islamic Economic Law* 4, no. 1 (2022): 15–34, <https://doi.org/10.19105/alhuquq.v4i1.5457>.

Business Actors Regarding Independent Halal Certification Services. It showed that the calculation results of the Customer Satisfaction Index (CSI) method obtained a score of 88.51% implying how MSME business actors feel "very satisfied" because the score is in the range of 81% to 100%. Therefore, it can be said that the performance of P3H is very good.¹⁷ Furthermore, the research of Iqbal Muhammad, entitling Standardization of Halal Food Products (Comparative Study of Islamic Law and Positive Law Perspectives), reveals that from the perspective of Islamic law, the need for halal certification and labeling is ranked first and is included in the mandatory category. Meanwhile, in positive law, especially after the enactment of the Halal Food Guarantee Law (UUJPH) Number 33 of 2014, halal certification and labeling are mandatory.¹⁸

From several studies above, it is clear that getting good and satisfactory halal certification services is important. However, they have not provided a comprehensive understanding of satisfaction in halal certification services as a form of optimizing the services in Indonesia. Therefore, in this study, we emphasize more on technology-based halal certification services using the concept of Islamic law, especially in increasing public satisfaction. We want to explore: 1) How satisfied the general public with halal certification services, considering the big importance of *ḥalāl* and *ḥarām* concept in the lives of Muslims, while halal certification is to guarantee the halalness of consumed products? and 2) What are the obstacles and strategies in strengthening halal certification services in Indonesia? In the end, this study is expected to provide recommendations for the development of halal certification services in Indonesia.

¹⁷ Dewi Hastuti et al., "Analisis Tingkat Kepuasan Pelaku Usaha Mikro dan Kecil Terhadap Pelayanan Sertifikasi Halal Self Declare," *International Journal Mathla'ul Anwar of Halal Issues* 4, no. 1 (2024): 30–48, <https://doi.org/10.30653/ijma.202441.95>.

¹⁸ Iqbal Muhammad, "Standarisasi Produk Pangan Halal (Studi Komparatif Perspektif Hukum Islam dan Hukum Positif)," *Jurnal Mimbar Akademika* 3, no. 1 (2018): 123–41, <https://www.mimbarakademika.com/index.php/jma/article/view/55>.

Methods

This study uses descriptive exploratory research, which combines both quantitative and qualitative data. The quantitative data were gathered by a survey targeted at 11,960 Indonesian business actors who use halal certification services. The selection covered at least 50% of the population of Indonesian provinces and represented the central, western, and eastern zones. This quantitative data was not analyzed by using inferential statistics, but rather to use descriptive statistics. Meanwhile, the qualitative data was gathered from key informants, including 8-9 individuals per regency, by using purposive sampling techniques. The criteria for choosing the informants consist of: 1) Members of the Halal Task Force of the Provincial Office; 2) Muslim/non-Muslim small business actors (certified and uncertified); 3) Large business actors (certified and uncertified); 4) Halal Assurance Institutions (LPH and non-LPPOM MUI) staff. Quantitative and qualitative data were analyzed separately. The Miles and Huberman model was applied in qualitative data analysis, including data reduction, presentation, and conclusions. Interview transcripts were analyzed to complement the survey results. Insights from key informants help identify challenges and solutions to improving halal certification services in Indonesia.

Result and Discussion

Public Satisfaction with Halal Certification Services in Indonesia

There are various things to consider in measuring customer satisfaction. It is not only about the product quality and price, but also about service quality. Customer satisfaction is dynamic. The level of satisfaction of a person with a product or service always changes from time to time, depending on the internal and external conditions surrounding the customer themselves. Based on this background, it is very necessary to analyze the level of satisfaction of business actors in this case Micro and Small Enterprises (MSMEs), whose halal certificate registration is assisted by Halal Product Process Companions (P3H). Halal product process (P3H) companions play a very important role in managing independent halal certification. Poor service quality can reduce trust and result in a decrease in halal certification applications from MSEs. It can furthermore reduce trust and result in a decrease in halal certification applications from MSEs.

Figure 1 shows the public satisfaction study on nine components of halal certification management services in Indonesia:

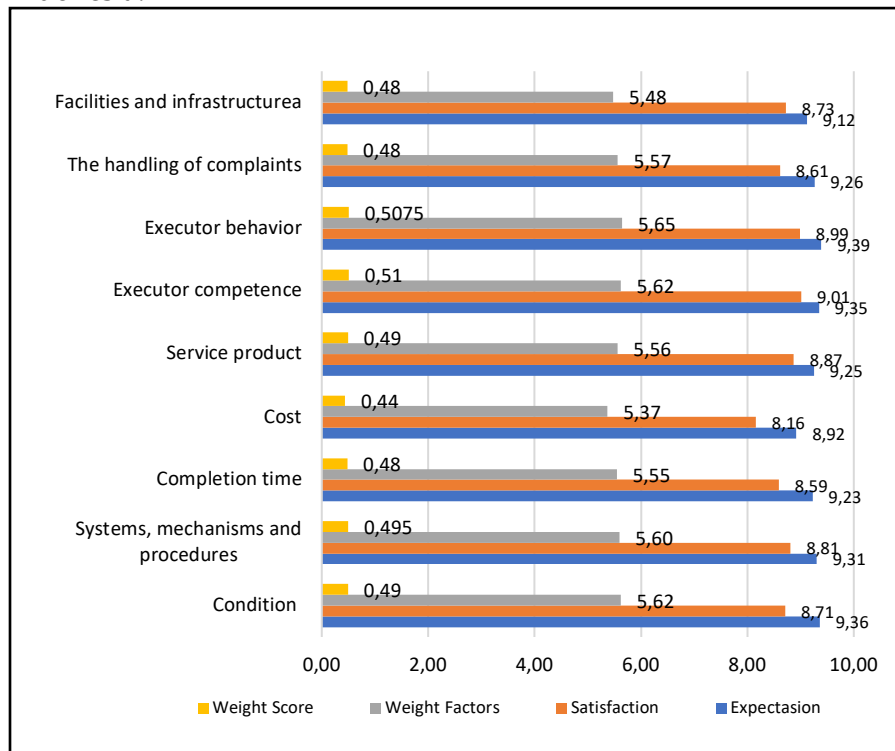


Figure 1. Index of Public Satisfaction with halal Certification Services in Indonesia

It can be seen from Figure 1 that BPJPH halal certification services covering criteria such as facilities and infrastructure, complaints handling, executive behavior and competence, product service, cost, completion time, systems and procedures, as well as condition were rated "Very Good" with an index conversion value of 88.1. Additionally, BPJPH successfully met all criteria according to the Guidelines for the Public Satisfaction Survey of Public Service Units. The standard conversion of the satisfaction index score is 25-43.75 (less good), 43.76-62.50 (sufficient), 62.51-81.25 (good), and 81.26-100.00 (very good). The alignment between expectations and satisfaction for halal certification services shows that BPJPH meets nearly all service users' expectations, with most attributes scoring

above 90. A high level of conformity is considered good if it is close to or above the average.¹⁹ This study shows that BPJPH services have met, even exceeded, the expectations of consumers of halal certification services.

Considering the low expectations of consumers of services on this attribute, the services provided by BPJPH must be efficient so that there is no excess allocation of funds and other resources. In other word, the overall quality of BPJPH services can provide satisfaction to consumers of halal certification services. Halal certification campaigns play an important role in determining the level of consumer awareness and involvement in choosing halal food and beverage products. Therefore, it is important to provide education to Muslim consumers, especially regarding their understanding of *ḥalāl-ḥarām* laws and the ability of individuals to identify products that are prohibited, as an important aspect in marketing halal products. This will be able to enlarge the market segment, especially among Muslim consumers.²⁰

On the other hand, halal certification is one of advantages of implementing business management in accordance with Sharia principles. It shows that the products or services sold by the company are in accordance with Sharia principles during the production and distribution process. This provides confidence to customers that the goods and services they purchase are *ḥalāl* and in accordance with Islamic principles. To ensure that the products or services produced meet halal standards, the production process must be carried out in accordance with sharia principles and strict quality control to maintain product quality.²¹

Determining the *ḥalāl* status of food is complex, requiring interdisciplinary knowledge, understanding of *ḥalāl* standards, and awareness of commercial circulation and certification according to

¹⁹ Tri Puja Astuti, Elmayati Elmayati, and Tri Hasanah, "Analysis of E-Service Quality Performance at BKPSDM Lubuklinggau Web-Based Using E-Govqual and Importance Performance Analysis (IPA) Methods," *Sinkron: Jurnal dan Penelitian Informatika* 7, no. 3 (2022): 1017–27, <https://doi.org/10.33395/sinkron.v7i3.11444>.

²⁰ Inam Salehudin and Basuki Muhammad Mukhlis, *Pemasaran Halal: Konsep, Implikasi dan Temuan di Lapangan* (Jakarta: Lembaga Penerbit Fakultas Ekonomi Universitas Indonesia, 2012), 293–305.

²¹ Hartini and Malahayatie, "Implikasi Sertifikat Halal dalam Manajemen Bisnis Industri Makanan dan Minuman."

Islamic law.²² A strategy is therefore needed to ensure the competitiveness of the halal industry in meeting certification needs.²³ A quality halal certified product must also be tested. The procedure for applying a halal certification in Indonesia begins with business actors submitting a certification application through SiHalal to BPJPH accompanied by data and other documents. In Indonesia, there were previously three LPHs (Halal Inspection Body), namely LPH LPPOM MUI, LPH Sucofindo, and LPH Surveyor Indonesia, as well as nine new LPHs.²⁴ These LPHs will be selected by business actors to find supervisors who will assist their companies in the inspection or audit process. The results of the LPH test are submitted to BPJPH, which then holds a halal fatwa hearing. The fatwa session resulted in halal provisions that became the basis for BPJPH to issue halal certificates. Halal certification boosts market share and buyer confidence, making it critical to a successful sales strategy.²⁵ The government plays a key role in the halal certification process by providing tax relief, infrastructure, regulation, and mediation. BPJPH manages certification, ensures product safety and security, and offers certification to non-Islamic religious organizations and community groups to promote their products.²⁶

This furthermore provides certainty to Muslims that the products they consume or use are in accordance with Islamic law. For

²² Yuni Sugiarti et al., "Factors That Affect the Implementation of Knowledge Management for MUI Halal Certification," in *7th International Conference on Cyber and IT Service Management (CITSM)* (Jakarta: IEEE Xplore, 2019), 1–6, <https://doi.org/10.1109/CITSM47753.2019.8965400>.

²³ Nurulhuda Noordin, Nor Laila Md Noor, and Zainal Samicho, "Strategic Approach to Halal Certification System: An Ecosystem Perspective," *Procedia - Social and Behavioral Sciences* 121 (2014): 79–95, <https://doi.org/10.1016/j.sbspro.2014.01.1110>.

²⁴ Nada Zeitalini Arani, "BPJPH Siapkan 9 Lembaga Pemeriksa Halal Baru, Ini Daftarnya," *Detik News*, January 18, 2022, <https://news.detik.com/berita/d-5903821/bpjph-siapkan-9-lembaga-pemeriksa-halal-baru-ini-daftarnya>.

²⁵ Arifeen Yama, Kittisak Jermsittiparsert, and Antomi Saregar, "Impact of Halal Food Certification on Restaurant Business in Indonesia: The Mediating Role of Ethical Compliance," *International Journal of Innovation, Creativity and Change* 9, no. 7 (2019): 306–22, <https://www.ijcc.net/index.php/ijcc-editions/2019/129-vol-9-iss-7>.

²⁶ B. J. Sujibto and M. Fakhruddin, "Non-Muslim Voices on Halal Certification: From Sectoral-Religious Tendencies to State-Mandated Regulations," *Jurnal Ilmu Sosial dan Ilmu Politik* 26, no. 3 (March 2023): 258–70, <https://doi.org/10.22146/jsp.67792>.

example, modern products that use new materials or production methods need to be reviewed to ensure their halalness, so that Muslims can keep up with the times without violating religious rules. With an approach that focuses on *maṣlaḥah* (benefit), *ḥalāl* law can be changed or updated to be more relevant and beneficial to Muslims. For example, the use of certain additives or enzymes that were previously considered unclear can be reviewed based on the latest scientific research. This process reflects the flexibility of Islamic law in maintaining the needs of the community while maintaining sharia principles. This also shows the importance of halal certification in maintaining harmony between religious law and the needs of modern society. In this case, halal certification institutions such as the MUI (Indonesian Ulama Council) have a great responsibility to continue to review new products circulating on the market. This review is not only aimed at ensuring the halal-ness of the product but also at ensuring that the product brings benefits to the community, especially in terms of health and well-being. Thus, halal certification is not only about compliance with religious law but also about providing assurance that the product is safe, healthy, and supports the life of Muslims as a whole.²⁷

Therefore, there are several things that strengthen consumer satisfaction, namely a sense of security when consuming a product, product quality, service quality, price, brand, and many more. Product quality is also an indicator of whether a consumer is satisfied or dissatisfied with a product in terms of service quality. This is mainly because consumers will judge it based on the service provided whether it is good or bad. This is also what triggers a sense of satisfaction and comfort for consumers. If the service provided is in accordance with what consumers expect, then the service is classified as very high quality or satisfactory. Conversely, if the service does not meet consumer expectations, then the service is classified as less good or less satisfactory.²⁸

²⁷ Muhammad Affandi AR, Halimah Basri, and Nasrullah Bin Sapa, "Konsep Nasikh Mansukh dalam Sertifikasi Halal," *Mushaf Journal: Jurnal Ilmu Al-Quran dan Hadis* 5, no. 1 (2025): 141–49, <https://mushafjournal.com/index.php/mj/article/view/322>.

²⁸ Mukhammar Agung Ulil Amri, Antin Rakhmawati, and Any Urwatul Wusko, "Pengaruh Sertifikasi Halal, Kualitas Produk, dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Direstoran KFC. (Studi Pada Konsumen KFC

To maintain the good service there found some efforts be made, such as launching a technology based procedure. Among others, it is Sihahal, a web-based halal certification service application that can be accessed on desktop or mobile devices, thus providing convenience for the community. This application is intended to facilitate business actors in managing halal certification. With this application, managing halal certificates becomes easy and cheap. The digital transformation of certification services through Sihahal is also expected to accelerate the development of the halal ecosystem in Indonesia. This is very important in efforts to increase the acceleration of the development of halal industry SMEs, which in turn can accelerate the formation of a digital ecosystem of the sharia economy in Indonesia.²⁹ Then, in accelerating the halal certification process, the government launched the SEHATI program, or the free halal certification program to micro, small, and medium enterprises (MSMEs). This program, specifically, targets MSMEs that do not yet have halal certification.

To get deeper data toward this, we asked several informants to response the Sehati program.

OPT, the organizer of PT Nissin Biscuit Indonesia, informed that:

"...BPJPH, in partnership with regional and district/city governments, should give socialization and instructions so that all business actors carry out the halal certification procedure for their products, particularly food and drinks, as soon as feasible until 2024. The government should also seek assistance and support, particularly for small and micro firms, so that the BPJPH targets may be met..."³⁰

Pandaan," *Jurnal Pemasaran Bisnis* 6, no. 3 (2024): 541-55, <https://journalversa.com/s/index.php/jpb/article/view/4061>.

²⁹ Musthafa Syukur, Shofiyatur Rosyidah, and Zhely Vernanda, "Aplikasi Sihahal BPJH dalam Percepatan Pengajuan Sertifikasi Produk Halal bagi UKM Desa Karanganyar Paiton," *Indo-Fintech Intellectuals: Journal of Economics and Business* 4, no. 6 (2024): 2970-81, <https://doi.org/10.54373/ifijeb.v4i6.2307>.

³⁰ OPT, the Organizer of PT Nissin Biscuit Indonesia, *Interview*, Semarang, July 12, 2022.

Meanwhile, Subject YA explained:

“....We were grateful to the government for developing a halal certification facilitation scheme that allowed us to follow and register for halal certification. We are concerned that if we do not have a certificate, our income will be lowered since we would be less enticing to customers or buyers, and we may have to close our doors. This free halal certification encourages us to pursue halal certification to overcome commercial sluggishness and expand into new markets...”³¹

Such data indicates that customers have high expectations for the program. Besides, the Sehati also aims to assist MSMEs in breaking into the international halal market. In order to maximise the objective on MSMEs' halal accomplishments, this initiative includes ministries, institutions, city governments, and the private sector. This alliance aims to increase synergy, program efficiency, and financial assistance for MSMEs that wish to obtain halal certification.³² Before the existence of this program, only around 100,000 halal products were certified each year. This program is hoped to significantly increase the number of items that can be certified, particularly for Micro and Small Enterprises. The number of existed MSMEs, from October 2019 to February 2024, is 64.4 million. However, the achievement of halal certification during such period has only reached 3.8 million. Meanwhile, for micro-enterprises in the food sector, only 14% are certified out of a potential 28 million businesses. At the same time, the BPJPH target is 1 million certifications per year. With this target, it would take approximately 28 years to complete halal certification for all micro-enterprises in the food sector.³³

³¹ YA, Aredo, *Interview*, July 18, 2022

³² Nur Kasanah and Rosita Novi Andari, “Sehati Program: A Flexible Model for Effective Halal Certification,” *Harmoni* 23, no. 1 (2024): 122–45, <https://doi.org/10.32488/harmoni.v23i1.706>.

³³ Sulasi Rongiyati, “Pemberlakuan Kewajiban Sertifikasi Halal bagi UMKM,” *Info Singkat: Kajian Singkat Terhadap Isu Aktual dan Strategis* 16, no. 7 (2024): 11–15, https://berkas.dpr.go.id/pusaka/files/info_singkat/Info_Singkat-XVI-7-I-P3DI-April-2024-195.pdf.

However, Yus, the other informant, indicated that the Sehati Program is still limited and cannot be accessed by all small company actors as follows:

“...Not all businesses receive Sehati, because *ḥalāl* is not only about administration but also about cleanliness, where to buy the meat, where to get the chicken? For example, does the slaughterhouse have an assurance that it is *ḥalāl*? etc...”³⁴

His explanation shows that even if the government holds a good program, the implementation is still limited in some sectors. Besides such program, there is also the Halal Inspection Institution (LPH) that can be legally established by the government and the community through Islamic religious organizations based on official law (Government Regulation of the Republic of Indonesia Number 31 of 2019). Due to a paucity of LPH and halal auditors, business actors have frequently raised the issue of high audit charges imposed by LPH. Auditors will incur significant housing and transportation costs if the audit is performed away from the LPH office. Before Law Number 33/2014 on Halal Product Assurance, only one institution could inspect halal certification, namely the Indonesian Ulema Council's Institute for the Assessment of Food, Drugs, and Cosmetics (LPPOM MUI). Following the enactment of the law, Indonesia already has 28 authorized Halal Inspection Institutions ready to operate.

Obstacles and Strategies for Improving Halal Certification Services in Indonesia

Halal certification process in Indonesia is an important effort to ensure that products in circulation comply with Islamic law. However, this process faces various obstacles that affect the effectiveness of halal certification services. The obstacles in halal certification services consist of: *First*, a lack of socialization and education; Many micro, small, and medium enterprises (MSMEs) do not yet understand the importance of halal certification and its application procedures. This is due to the lack of socialization and education from related parties. *Second*, complicated procedures and

³⁴ Yus, *Interview*, Padang, July 12, 2022.

high costs; The halal certification process is often considered complex and time-consuming, coupled with costs that are unaffordable for some MSMEs. *Third*, limited infrastructure and resources; The limited number of accredited laboratories and experts in the halal field causes the certification process to be slow. *Fourth*, lack of support from related institutions; Coordination between government institutions, certification institutions, and business actors is not yet optimal, thus hampering the smooth running of the certification process.

Halal certification services in Indonesia also face several challenges, including limited public outreach and education for MSMEs, complex procedures and high costs, inadequate infrastructure and expertise, and weak inter-agency coordination.³⁵ Improvement strategies involve enhancing public education, simplifying procedures with financial support for MSMEs, strengthening halal infrastructure and human resources, and optimizing collaboration among BPJPH, MUI, and relevant institutions to ensure effective service delivery in accordance with Islamic principles.³⁶

From the perspective of Islamic law, halal certification is an implementation of the principle of *maqāṣid asy-syari'ah*, namely maintaining religion and soul by ensuring the consumption of halal and thayyib (good) products.³⁷ Therefore, efforts to improve halal

³⁵ Raihan Yahya Ismail, "Role and Challenges of Halal Supervisor on SMEs Halal Food Certification: A Case in Indonesia," *Halal Food Studies* 1, no. 1 (2024): 1-15, <https://doi.org/10.58968/hfs.v1i1.441>; Fitry Primadona et al., "Determinants of Consumer Loyalty in Halal Tourism Unveiling the Critical Factors Driving Visit Intentions of Muslims and Non-Muslims in Lombok, Indonesia," *Journal of Indonesian Islam* 19, no. 1 (2025): 214-38, <https://doi.org/10.15642/JIIS.2025.19.1.214-238>.

³⁶ Syaparuddin Razak, Syahabuddin Syahabuddin, and Jumriani Raking, "Assessing Social Impact in Halal Business Practices: A Maslahah-Oriented Framework for Sustainable Development," *Journal of Islamic Marketing* 4 (2025): 1-9, <https://doi.org/10.1108/JIMA-10-2024-0450>; Dalilatud Diniyah et al., "Modelling a Strategy for Accelerating Halal Certification for MSMEs from The Perspective of Maslahah Mursalah," *Al-Huquq: Journal of Indonesian Islamic Economic Law* 7, no. 1 (2025): 67-86, <https://doi.org/10.19105/alhuquq.v7i1.20881>; Reza Octavia Kusumaningtyas et al., "Reduction of Digitalization Policy in Indonesian MSMEs and Implications for Sharia Economic Development," *Juris: Jurnal Ilmiah Syariah* 21, no. 2 (2022): 157-71, <https://doi.org/10.31958/juris.v21i2.6855>.

³⁷ Siti Zamanira Mat Zaib et al., "Adoption of Islamic Financing Among Halal Entrepreneurs Based on the Maqasid Sharia Framework," in *Industry Forward and Technology Transformation in Business and Entrepreneurship*, ed. Mohd Nor Hakim

certification services are in line with the objectives of Islamic law to protect the people in terms of consumption. By overcoming various obstacles and implementing the right strategies, it is hoped that halal certification services in Indonesia can be more optimal, provide certainty for Muslim consumers, and support the growth of the national halal industry.

The Halal Product Assurance Organizing Agency (BPJPH) under the Ministry of Religious Affairs of the Republic of Indonesia is responsible for managing halal certification nationally. Through regulations stipulated in Law Number 33 of 2014 concerning Halal Product Assurance, BPJPH strives to provide easy access for business actors to obtain halal certification. However, in reality, the halal certification application process is often faced with various obstacles, such as lengthy procedures, limited information, and high costs. The BPJPH Sihahal application was introduced as an effort to overcome these challenges, especially for MSMEs. This application is designed to accelerate the process of submitting and verifying halal certification through digital-based services, so that it is expected to reduce the time and costs required. Similar to the other muslim countries, the dynamic of halal certification process faces challenges. Moreover, this struggle was not only faced by Muslim majority countries, but it was also faced by non-Muslim majority countries such as Japan.³⁸

In Indonesia, within the process of halal certification process, the community is given the choice of picking the LPH that will conduct the audit when pursuing halal certification. After the enactment of the law, Indonesia has had 28 official Halal Inspection Institutions (LPH) ready to operate. The public is given the option to choose the LPH that will conduct an audit in the halal certification process. However, LPH often receives criticism related to the cost of managing halal certification procedures, the length of time for processing, and the complexity of the process.

Yusoff (Gateway East: Springer Nature Singapore, 2023), 231-51, https://doi.org/10.1007/978-981-99-2337-3_21; Abdul Manan et al., "Halal Tourism: A Proposed Sharia Model for Implementation," *Jurnal Ilmiah Peuradeun* 11, no. 1 (2023): 81-100, <https://doi.org/10.26811/peuradeun.v11i1.784>.

³⁸ Yuna Seo et al., "Cultural Familiarity and Religious Adherence: Exploring Muslim Consumers' Willingness to Purchase Halal Food from Non-Islamic Countries - a Case Study of Japan," *Journal of Islamic Marketing* 29 (2025): 1-10, <https://doi.org/10.1108/JIMA-10-2024-0464>.

One of the informants, Director LPPOM MUI, informed as follows;

"...We are currently faced with a situation where halal certification standards have been established and the applicable regulations are being observed; however, the cost transparency remains an issue, as the halal certification fee is still perceived as relatively high. Although expenses for transportation and accommodation are not currently required, MSMEs are charged a certification fee of IDR 650,000. This condition may warrant further regulatory clarification, as public uncertainty persists regarding the existence of potential additional or hidden costs beyond the stipulated fee...."³⁹

Meanwhile, Aldi stated as follows:

"...The issue with LPH is that it takes too long to process the inspections, making it difficult for the community, and the rates imposed by LPH are exorbitant and inconsistent, making it difficult for new MSMEs...."⁴⁰

Another mostly raised issue is about the effects of a self-declare program deemed to remain undetermined. Aldi Snack also gave another response as follows.

"..How can the outcome of the self-declaration program be considered genuinely *halāl*? There is no audit process, and the Halal Supervisors (PPH) involved often lack relevant educational qualifications. While many of them are religious counselors, they are considered experts in sharia or possess a broad understanding of sharia principles related to halal products. Nevertheless, this raises critical concerns regarding the validity of products certified under this scheme...."⁴¹

³⁹ Director LPPOM MUI, *Interview*, Kepulauan Riau, July 12, 2023.

⁴⁰ Aldi, *Interview*, Jambi, July 18-24, 2022.

⁴¹ Aldi.

Meanwhile, the lack professionalism of the staff in this context was mentioned by MS informant as follows;

"They do not understand how to certify products owned by commercial actors, particularly in what product groups each needs to be categorized. It includes competence in differentiating questionable and unquestionable ingredients, whether there are chemicals that should not be allowed, and so on."⁴²

Another obstacle within the halal certification process is self-declaration. Self-declaration is a component of SEHATI, a free halal certification scheme. The BPJPH allocated 25,000 quotas for free halal certification to MSEs in 2022, allowing MSEs that meet the standards to make an independent declaration of halal products, also known as halal self-declare. MSEs must meet the standards outlined in BPJPH regulations to self-declare. UMKM is free of charge in the domain of halal certification self-declaration. The self-declared category includes several specific criteria, such as simple and risk-free items, and the manufacturing procedure employing halal ingredients. There is, of course, a halal pledge or contract, as well as other norms approved by the companion to the halal product process.⁴³ Self-declaration is furthermore a statement made the business actors themselves about the *ḥalāl* status of their micro and small business products. Self-declaration does not necessarily imply that corporate actors can proclaim their products halal, but there is still a regulatory process in place.⁴⁴

According to the Regulation of the Ministry of Religious Affairs (PMA) Number 20 of 2021 regarding Halal Certification for Micro Small Businesses, PPH partners in the implementation of self-

⁴² MS, Institute for the Assessment of Food, Drugs and Cosmetics (LPPOM), *Interview*, Semarang, July 15, 2022.

⁴³ Indah, "Ini Syarat Daftar Sertifikasi Halal Gratis Kategori 'Self Declare,'" *Kementerian Agama Republik Indonesia*, 2022, <https://kemenag.go.id/nasional/ini-syarat-daftar-sertifikasi-halal-gratis-kategori-quotself-declarequot-4b6skv>.

⁴⁴ Vitorio Mantalean Egidius Patnistik, "Sertifikasi Halal untuk UKM Kategori 'Self-Declare' Gratis, Ini Syaratnya," *Kompas.Com*, March 18, 2023, <https://nasional.kompas.com/read/2022/03/18/18595151/sertifikasi-halal-untuk-ukm-kategori-self-declare-gratis-ini-syaratnya>.

declaration must check and validate the halal declaration of business actors. Among these operations are the verification and validation of halal product components and processes submitted by commercial entities. Material verification and validation include things like checking material paperwork and asking about ingredient composition. After verification and validation, PPH partners are responsible for submitting all paperwork to the Halal Product Assurance Organizing Agency (BPJPH). As a result, PPH assistants must first attend LPPPH-organized training before carrying out the assessment.

In a wider scope, the process of halal certification is as follow:



Figure 2. The flow of halal certification through SEHATI apps

It can be seen from Figure 2 that there are 6 stages for the business actors to pass through in getting a halal certification. The flow above is clear, however, the effects of the self-declare program remain undetermined. The member of LPPOM Semarang stated as follows:

"...How is the self-declare program guaranteed to be halal, because there is no audit. It is only PPH who are not required to have educational qualifications. They only have competence in the field of sharia or have insight and

understanding sharia regarding halal products; the majority of whom are PPH religious counselors..."⁴⁵

Meanwhile, the other member of LPPOM Semarang informed as follows;

"...They do not understand how to certify products owned by commercial actors, particularly in what product groups, certification procedures, there are questionable and unquestionable ingredients, whether there are chemicals contained that should not be allowed, and so on..."⁴⁶

Concerning self-declaration, BPJPH issued regulations in Decree No. 83 of 2022 that control products included in self-declaration, including food, processed beverages, and traditional medicines, which can be used as a reference by business actors and PPH partners. In addition to these laws, BPJPH published Decree No. 33 of 2022, addressing technical recommendations for Halal Product Process Assistance in Determining Halal Certified Obligations for Micro and Small Businesses Based on Business Actor Statements.

Seeing the increasing interest of small and micro companies in halal certification, the local government established a facilitation program using the APBD budget to aid the halal certification process. Here is the informant's statement:

"...The Magelang regional government supports the halal certificate procedure for 260 business actors with costs through self-declaration scheme, which is one of our efforts to ensure the process runs smoothly. MSMEs get direct results by getting used to submitting documents supported by LPH. Direct coaching is expected to be free of additional costs. Despite experiencing obstacles such as filling in NIB (Business Identification Number) then P-IRT

⁴⁵ AU, Members of Institute for the Assessment of Food, Drugs and Cosmetics (LPPOM), *Interview*, Semarang, July 15, 2022.

⁴⁶ MS, Members of Institute for the Assessment of Food, Drugs and Cosmetics (LPPOM), *Interview*, Semarang, July 15, 2022.

(Home Industry Products), distribution approval, and so on, each of them continues to advertise while carrying their merchandise. This initiative will greatly assist SMEs in achieving Halal Certification..."⁴⁷

With all its dynamics, halal certification is a guarantee that a product is safe to consume according to Islamic law, especially when product marketing expands and expansion into many countries is planned. Once a product has been labelled halal, consumers no longer doubt the validity of its permissibility for consumption. This is a clear illustration of the theory of planned behaviour, which emphasises the close relationship between the intention to purchase and the halal label on a product.⁴⁸ This purchasing decision is not straightforward, as it is rooted in the subconscious mind of the buyer that if a product is halal-certified, it has undoubtedly undergone a series of processes and stages, from raw material selection to the final production stage (ready for consumption).⁴⁹ All of this indicates that the most significant factor in the existence and widespread adoption of a product ultimately lies with the producer providing that product. If a product undergoes halal certification and is labelled as halal, it further reinforces the buyer's confidence, even internationally.⁵⁰ This is what is meant by halal awareness.⁵¹ This awareness is not only possessed by religious people but also extends to the millennial generation, who

⁴⁷ SS, Halal Task Force member, *Interview*, Semarang, July 15, 2022.

⁴⁸ Yuhanis Abdul Aziz and Nyen Vui Chok, "The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach," *Journal of International Food and Agribusiness Marketing* 25, no. 1 (2013): 1-23, <https://doi.org/10.1080/08974438.2013.723997>.

⁴⁹ Razak, Syahabuddin, and Raking, "Assessing Social Impact in Halal Business Practices: A Maslahah-Oriented Framework for Sustainable Development."

⁵⁰ Aan Nasrullah, "Marketing Performance Determinant of Halal Products in Indonesia," *Hunafa: Jurnal Studia Islamika* 16, no. 1 (2019): 111-41, <https://doi.org/10.24239/jsi.v16i1.538.111-141>.

⁵¹ Arif Afendi, "The Effect of Halal Certification, Halal Awareness and Product Knowledge on Purchase Decisions for Halal Fashion Products," *Journal of Digital Marketing and Halal Industry* 2, no. 2 (2020): 145-54, <https://doi.org/10.21580/jdmhi.2020.2.2.6160>; Chuzaimah Batubara and Isnaini Harahap, "Halal Industry Development Strategies Muslims' Responses and Sharia Compliance in Indonesia," *Journal of Indonesian Islam* 16, no. 1 (2022): 103-32, <https://doi.org/10.15642/JIIS.2022.16.1.103-132>.

track the halal status of a product and question the supply chain of raw materials with great concern.⁵²

Accordingly, there are, therefore, some strategies for improving halal certification services. *Firstly*, increasing socialization and education; the government and related institutions need to intensify socialization regarding the importance of halal certification through various media and training, especially for MSMEs in remote areas. *Second*, simplifying procedures and applying cost subsidies; simplifying the certification process and providing subsidies or free halal certification programs for MSMEs can encourage more business actors to apply for certification. *Third*, strengthening infrastructure and resources; Increasing the number of accredited laboratories and training more experts in the halal field will accelerate the certification process. *Fourth*, increasing inter-institutional cooperation; strengthening coordination between the Halal Product Guarantee Organizing Agency (BPJPH), the Indonesian Ulema Council (MUI), and other related institutions to ensure that the certification process runs smoothly and efficiently.⁵³

Conclusion

The national halal certification service administered by BPJPH in Indonesia has met consumer expectations, receiving a “Very Good” rating from business actors with a score of 88.1 out of 100 based on service quality indicators. However, challenges such as limited outreach, complex procedures, and high costs, particularly for MSMEs, continue to hinder the certification process. To enhance service effectiveness, strategic efforts are required, including improved public education, especially in remote areas, and strengthened coordination among BPJPH, MUI, and other relevant institutions. These improvements are essential for fostering a robust halal ecosystem and increasing public trust. We realized that this

⁵² Dina Hanifasari et al., “Millennial Generation Awareness of Halal Supply Chain Knowledge toward Purchase Intention for Halal Meat Products: Empirical Evidence in Indonesia,” *Journal of Islamic Marketing* 15, no. 7 (2024): 1847–85, <https://doi.org/10.1108/JIMA-01-2023-0012>.

⁵³ Usnan, Aisy Rahmadani, and Kortis Luhut Maharani, “Problematika dan Strategi Optimalisasi Sertifikasi Halal di Indonesia,” *Jureksi: Journal of Islamic Economics and Finance* 2, no. 3 (2024): 100–110, <https://doi.org/10.59841/jureksi.v2i3.1557>.

research is limited to users' satisfaction with halal certification and the challenges in the halal certification process. Therefore, the future research is needed to examine the impact of these strategies on MSME compliance rates, assess regional disparities in certification access, evaluate consumer trust and market competitiveness influenced by certification effectiveness, and explore the long-term effects of these strategies on MSME participation, regional service accessibility, and the role of digital innovation in streamlining the halal certification process.

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