

THE INFLUENCE OF RELIGIOSITY AND UNDERSTANDING OF MANUFACTURERS ON COMPLIANCE WITH HALAL LABELING CERTIFICATION IN KEC. LENGAYANG, PESISIR SELATAN

RAHMINA AULIYAH
UIN Imam Bonjol Padang
rahminaauliyah@gmail.com

RAMA WAHYUDIN
UIN Imam Bonjol Padang
ramawahyudinuinib@gmail.com

GUSTI DIRGA ALFAKHRI PUTRA
UIN Imam Bonjol Padang
gusti.dirga@uinib.ac.id

Abstract

The inclusion of halal label certification on food makes it an effective means for consumers to sort halal food more easily and is a form of producer responsibility in doing business and protecting consumers. However, consumers have the right to know and obtain clear and detailed information regarding every composition or material used in the manufacture of products that have been traded. This is also because the products circulating in the community are not necessarily safe, especially for Muslim consumers. This study aims to examine the effect of religiosity and producer understanding of halal labeling certification on food products. The data used are primary data and secondary data. Variable testing was carried out using the classical assumption test, multiple linear regression analysis statistical tests through the SPSS 16 program analysis.

Keywords: Religiosity, Understanding, and Certification of Halal Labeling

INTRODUCTION

With the development of the business world, companies are required to grow in order to produce optimal profits and maintain their success. However, many companies pay little attention to the quality standards of their products. This negligence can result in products that are unsuitable for consumption, both in terms of health standards and religious laws (halal) for the food we consume (Pramintasari & Fatmawati, 2017).

Halal is the most important essence in Islam, occupying a vital role for its adherents. Islam views halal as the limit that determines the permissibility of something to be used or consumed by a Muslim. The halal doctrine becomes a main driving force for a Muslim in deciding whether to consume or use a product. Moreover, the issue of halal has now extended into economic

problems, with halal products being considered high-quality and thus carrying more value in the economic sector (Istikomah & Rofi, 2021).

The halal status of a food product not only depends on the halal status of the main ingredients used but also on the other mixed ingredients from the start of production to the consumer. Therefore, it is important for food and drink businesses to provide clarity on the halal status of their products. To guarantee and provide certainty about the halal status of a product, a comprehensive inspection process is required, carried out by an institution known as Halal Certification.

Micro, Small, and Medium Enterprises (MSMEs) are one of the main pillars of the national economy, holding a very important position in building people's welfare. The presence of MSMEs in society can expand employment and provide income to the wider community. The rise of MSMEs opening businesses in the food and beverage sector, from street vendors to restaurants, reflects the various types of food businesses in society.

However, it is very unfortunate when the public, as consumers, are actually less concerned about whether the food they consume is halal or not. Likewise, MSME actors or restaurant entrepreneurs tend to be indifferent to the halal status of the food they produce. Many food entrepreneurs assume that because the food they produce uses ingredients that are safe for health, there is no need to carry out halal certification. In fact, this is not the case. The use of safe food ingredients does not necessarily make the food product halal, especially if the production and distribution process does not pay attention to the halal aspect (Akim et al., 2018).

In Lengayang District, the number of MSMEs is not small. These food and beverage trading businesses are actually a source of livelihood for local residents. MSMEs in Lengayang District are generally familiar with the concept of halal certification, primarily because the majority of SME operators in Lengayang are Muslim. Unfortunately, this familiarity has not been accompanied by a deep understanding of the importance of halal certification itself.

Most MSME operators believe that the food and drinks they sell are halal products simply because they are Muslim and use ingredients they consider to be halal. Additionally, another reason why MSME operators in Lengayang do not have halal certification is the assumption that obtaining it requires a lot of money and a lack of knowledge about the certification procedures.

Efforts to socialize and collect data from the local government regarding halal certification are crucial for MSMEs, given the strong desire of these micro-businesses to understand or obtain

halal certification. However, there are still small and medium MSMEs that do not prioritize certification, as they believe their material suppliers can already be categorized as halal and that they process the food in accordance with Islamic law.

Table 1. Recapitulation of MSMS Data in 2021 Department Of Cooperatives, Small Medium Enterprises and Manpower Pesisir Selatan District

No	Kecamatan	Jumlah UMKM
1	Koto XI Tarusan	1.189
2	Bayang	1.105
3	IV Nagari Bayang Utara	220
4	IV Jurai	1.761
5	Batang Kapas	470
6	Sutera	615
7	Lengayang	576
8	Ranah Pesisir	452
9	Linggo Sari Baganti	341
10	Airpura	274
11	Pancung Soal	647
12	Basa Ampek Balai Tapan	222
13	Ranah Ampek Hulu Tapan	386
14	Lunang	666
15	Silaut	325
	Total	9.249

Table 2. Micro Business That Have Been Given Standardization and Certification Facilitation Support 2021

No	Nama UMKM	Alamat	Jenis Produk	Tahun Pendaftaran	Instansi Yang Mengeluarkan	Instansi Yang Melaksanakan
1	Koto Rawang Maju (Manca kau Coffee)	Nagari Koto Rawang Kecamatan Iv Jurai	Kopi Bubuk	2020	Lppom MUI Provinsi Sumatera Barat	Dinas Perindag Provinsi Sumbar
2	Ukm Bundo	Kampung Rantau Panjang Nagari Pasir Binjai Kec. Silaut	Makanan Ringan	2020	Lppom MUI Provinsi Sumatera Barat	Dinas Perindag Provinsi Sumbar
3	Arkhan Cake	Jalan Baru Cimpu Surantih Kecamatan Sutera	Aneka Cake, Roti	2020	Lppom MUI Provinsi Sumatera Barat	Dinas Perindag Provinsi Sumbar

Judging from the data above, it can be seen that in Kec. Lengayang, there are still many MSME business actors who do not have halal certificates due to a lack of understanding about certification for food products. The socialization of the procedures required to obtain halal certification issued by LPPOM MUI is still not optimal.

The number of food products from micro and small industries that already have or are applying for halal certification is very minimal. This is because micro and small entrepreneurs are still not sufficiently concerned about guaranteeing the halal status of their products. Anton Apriyantono, an observer of halal products and former Minister of Agriculture, stated that almost

all medium and large industries have received halal certification, but the opposite is true for small industries. He also explained that while the halal certificate is important, what is essential is that the product itself is halal (Istikomah & Rofi, 2021). Based on these problems, researchers are interested in the **Influence of Religiosity and Producer Understanding on Compliance with Packaged Food Halal Labeling Certification in Kec. Lengayang, Pesisir Selatan.**

LITERATURE REVIEW

Religiosity

Religiosity comes from the word religion. The term religion in English is pronounced as "religion," and in Dutch, it is pronounced as "religie." Both of these terms are derived from the Latin word "religiosus," which comes from "religare," meaning to bind. This binding refers to leaning on or being shackled to something. Religiosity can be interpreted as the strength of one's relationship or belief in one's religion, or the high level of one's faith.

In Islam, religiosity is broadly reflected in the experience of faith, sharia, and morals, or in other words: iman (faith), Islam (submission), and ihsan (excellence in faith and practice). If all of these elements are present in a person, then they are considered truly religious (Daradjat, 1993).

Religiosity is the level of a person's knowledge of religion and their sincere practice of religious obligations. Religiosity is often synonymous with diversity in religious expression. It is defined by the extent of one's knowledge, the strength of one's belief, the adherence to worship and rules, and the depth of one's appreciation of their religion. For a Muslim, religiosity can be seen from the extent of their knowledge, belief, implementation, and appreciation of Islam.

According to Glok and Stark, as translated by Jalaludin Rahmat and Barbara Holdcroft, and further explained by Djameludin Ancok, the scope of religiosity consists of five aspects: belief, worship, appreciation and experience, religious knowledge, and the consequences of religious practice (Rakhmat, 2005).

Understanding

Religion really understands, views, teachings (Al-Bary, 1994). While understanding is the process of making ways of understanding (Depdikbud, 1989). Whereas in the Indonesian language dictionary, understanding comes from the word understand which means a lot of knowledge, opinions, schools of thought, clever views and true understanding. Understanding is a person's ability to interpret, interpret, translate something in his own language from the

knowledge he has received. Understanding begins after someone carries out the process of finding out. After knowing, the next stage is understanding.

Halal Labeling Certification

The label is the part of a product that carries word and word about the product or about the seller and a label can be part of the packaging or part of the sign that is listed on the product (Bulan, 2016). Labeling is a sign or writing with the aim of being easily recognized as well as a form of consumer protection in consuming a product. Besides protecting consumers, labeling can help consumers choose the products they consume (S. Hasan, 2014).

RESEARCH METHODS

The method can be interpreted as a systematic way or procedure to reveal an event. While the methodology has meaning as a study for the purpose of obtaining the rules of a method. The research method is a process of collecting, classifying, and analyzing data from a problem to get answers and the right way to solve them (Tarigan, 2011). The research method used in this research is field research (Yusuf, 2005).

The type of data in this study is quantitative data, namely data in the form of numbers (Martono, 2012). That is an approach that uses accurate and detailed data with many data sources but does not have to be in-depth. While field data is data which is data obtained through the process of distributing questionnaires or through interviews (Hasan, 2004). As for the population in this study, there were 576 MSME food producers in Lengayang. The sampling technique in this study used a *non-probability sampling technique*, namely a *purposive sampling technique*, namely a sampling technique from a population with predetermined criteria.

The number of samples taken in this study uses the *Slovin formula*, this is because the population is known. Based on this formula, the n obtained is $85.20 = 85$ producers. So this research research must take data from a sample of 85 producers.

RESULTS AND DISCUSSION

Validity Test and Reliability Test

The validation test was carried out to see and measure the validity of a questionnaire distributed to respondents based on existing instruments. The basis for making decisions is to compare r arithmetic and r tables.

Table 3. Validity Test

NO	Variables/Indicators	R Count	R Table	Information
Religiosity (X1)				
1	X1.1	0.453	0.2133	Valid
2	X1.2	0.680	0.2133	Valid
3	X1.3	0.678	0.2133	Valid
4	X1.4	0.485	0.2133	Valid
5	X1.5	0.649	0.2133	Valid
Understanding (X2)				
1	X2.1	0.338	0.2133	Valid
2	X2.2	0.704	0.2133	Valid
3	X2.3	0.683	0.2133	Valid
4	X2.4	0.781	0.2133	Valid
5	X2.5	0.555	0.2133	Valid
Halal Labeling Certification (Y)				
1	Y. 1	0.462	0.2133	Valid
2	Y.2	0.561	0.2133	Valid
3	Y.3	0.402	0.2133	Valid
4	Y.4	0.747	0.2133	Valid
5	Y.5	0.839	0.2133	Valid
6	Y.6	0.630	0.2133	Valid
7	Y.7	0.434	0.2133	Valid

Source: Primary data processed with SPSS.16

The results of the validity test above can be seen that all research variable items have r count $>$ r table, namely at a significant level of 5% (0.05) and $n = 85$ $df = n - 2$ ($85 - 2$) i.e. 83 obtained r table = 0, 2133, it can be seen that the r results of each item $>$ r table 0.2133 so that it can be concluded that all research variable items are valid to be used as research instruments or statements submitted can be used to measure the variables studied.

Reliability test

Reliability test is used to determine the size of its use. A reliability instrument is an instrument that when used several times to measure the same object or if a person's answer to a question is consistent or stable over time. Reliability Test to determine the extent to which the measurement is on the same subject or in other words to indicate a conformity between something being measured with a measuring instrument. The reliability test used in this study was to use the *Crobanch Alpha formula* with the test results obtained as follows:

Table 4. Reliability Test

Variable	Crobanch Alpha	N of Items	Information
Religiosity	0.671	0.6	Reliable
understanding	0.701	0.6	Reliable
Halal Labeling Certification	0.676	0.6	Reliable

Source: Primary data processed with SPSS.16

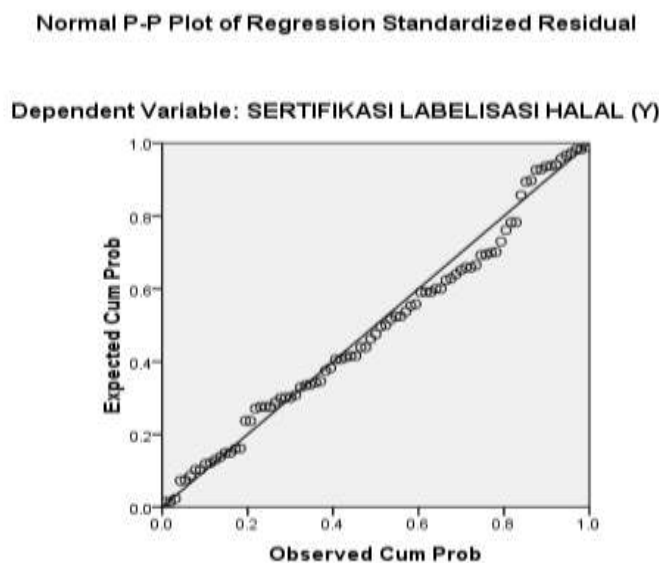
The results of the reliability test show that all variables have a *Cronbach's Alpha value* > 0.6. So, it can be concluded that all the variable measuring concepts from the questionnaire are reliable (reliable) so that for the next item on each of these variables it is appropriate to use as a measuring tool.

Classic Assumption Test

Normality Test

The Normality test is used to determine whether the data taken in this study comes from a population that is normally distributed or not. A good regression model is one whose data is normally distributed or close to normal. If the data does not approach the diagonal line and does not follow the diagonal line or does not follow the distribution pattern normal, a normal estimate will be obtained. Testing the Normality Test in this study is through the Normal Probability Plot, Histogram and Kolmogorov-Smirnov using SPSS 16 and is obtained in the following figure.

Table 5. Normality Test

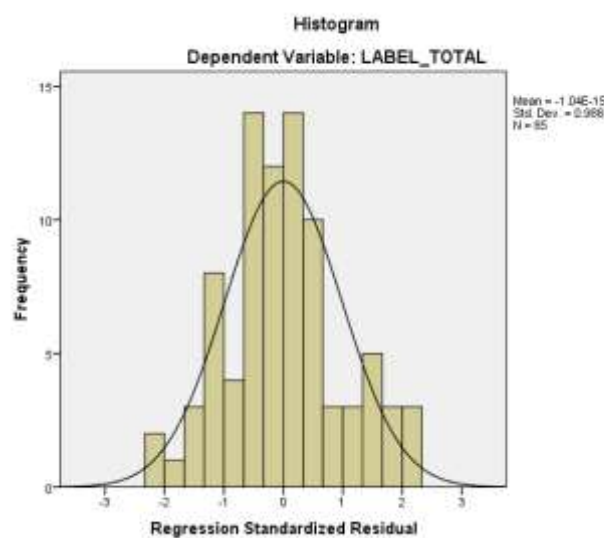


Source: Primary data processed with SPSS.16

The normality test with the *normal probability plot* indicates that the data must be around the area of the diagonal line and follow the diagonal line. Based on the SPSS 16 output results in the figure, it can be concluded that the data in this study fulfill the *normal probability plot requirements* so that the regression model in the study meets the normal assumption criteria (normal distribution).

Furthermore, the normality test was carried out with a histogram test, the following results were obtained:

Table 6. Histogram



Source: Primary data processed with SPSS.16

Based on the picture above the normality test with a histogram, it can be concluded that all variables are normally distributed because the histogram curve above is a parabola and not a linear line. And then the normality test was carried out with the *One Sample Kolmogorov Smirnov test*, the following results were obtained:

Table 7. Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		85
Normal Parameters ^a	Means	.0000000
	std. Deviation	2.11365331
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.059
Kolmogorov-Smirnov Z		.781
asymp. Sig. (2-tailed)		.576
a. Test distribution is Normal.		

Source: Primary data processed with SPSS.16

The normality test above obtained an *Asymp.Sig (2-tailed)* value of 0.576. The data is said to be normal if the significance value is > 0.05 , so from the *Asymp. Sig (2-tailed)* of $0.576 > 0.05$ indicates that the data is normally distributed.

Multicollinearity Test

The multicollinearity test was carried out to see whether there is a high correlation between the independent variables in a multiple linear regression model. The statistical tools used to test multicollinearity disturbances are *tolerance values* and *variance inflation factor (VIF)*. If the tolerance value is > 0.10 and the VIF value is < 10 , then multicollinearity does not occur. The results of the multicollinearity test can be seen in the following table.

Table 8. Multicollinearity Test

Coefficients ^a		Collinearity Statistics	
Model		tolerance	VIF
1	RELIG_TOTAL	.628	1,591
	PEMAH_TOTAL	.628	1,591

Source: Primary data processed with SPSS.16

Table 9. Multicollinearity Test

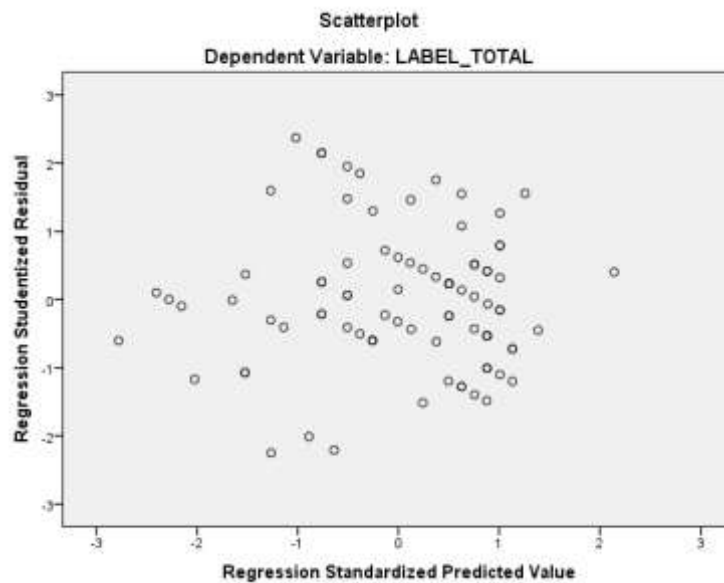
Variable	tolerance	VIF	Conclusion
Religiosity	0.628	1,591	There are no symptoms of multicollinearity
understanding	0.628	1,591	There are no symptoms of multicollinearity

Source: Primary data processed with SPSS.16

Heteroscedasticity Test

Heteroscedasticity test is an assumption in regression where the residual variance is not the same for one other observation. The heteroscedasticity test was carried out to see whether the data came from the same variance or not, which can be seen in the following figure:

Table 10. Heteroscedasticity Test



Source: Primary data processed with SPSS.16

From these results that the distribution of residuals is not regular. This can be seen in the plots that radiate and do not form a certain pattern. With these results, the conclusion drawn is that there are no symptoms of heteroscedasticity or the regression equation fulfills the assumption of heteroscedasticity.

Multiple Linear Regression Analysis

The analysis of multiple linear regression aims to determine the effect of the independent variables (religiosity and understanding) on the dependent variable (halal labeling certification). From data processing obtained as follows:

Table 11. Multiple Linear Regression Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	12,471	2,517		4,955	.000
	RELIGIUSITY (X1)	.216	.125	.182	1,729	.000
	UNDERSTANDING (X2)	.613	.131	.491	4,662	.000

a. Dependent Variable: HALAL LABELIZATION CERTIFICATION (Y)

Source: Primary data processed with SPSS.16

From the table above, the regression equation can be obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 12.693 + 0.216X_1 + 0.613X_2 + e$$

Information:

Y = Halal Labeling Certification

a = Constant of the regression equation.

b₁ = Regression coefficient of variable X₁ (Religiosity)

b₂ = Regression coefficient of variable X₂ (Understanding)

e = Standard Error

A constant value of 12.471 indicates that without X₁ (*religiosity*) and X₂ (*understanding*), halal labeling certification reaches 12.471 so from this equation it can be explained that:

The following Equation interpretation is:

1. *Religiosity* coefficient value (X₁) is 0.216, which means that *religiosity* has a positive effect on halal labeling certification. This means that if the *religiosity* regression coefficient increases by 1 unit, it will increase the halal labeling certification by 0.216.
2. *Understanding* coefficient value (X₂) is 0.613, which means that *understanding* has a positive effect on halal labeling certification. This means that if the regression coefficient of *understanding* increases by 1 unit, it will increase the halal labeling certification by 0.613.

Hypothesis Testing

T Test

The t test is a test that aims to find out whether the regression coefficient is significant or not individually. The test is carried out by comparing the calculated t value obtained with the t table. If H_a is rejected H_0 is accepted or the alternative hypothesis is rejected, it means that the independent variable has no effect on the dependent variable. . H_a is accepted and H_0 is rejected or the alternative hypothesis is rejected, meaning that the independent variable itself has no influence on the dependent variable. T test results can be seen from the table below:

Table 12. T Test

Coefficients ^a		
Model	Q	Sig.
1 (Constant)	4,955	.000
RELIGIUSITY (X1)	1,729	.000
UNDERSTANDING (X2)	4,662	.000

a. Dependent Variable: HALAL LABELIZATION CERTIFICATION (Y)
 Source: Primary data processed with SPSS.16

Hypothesis 1 (Religiosity)

Based on the results of the partial test for religiosity, $t_{count} > t_{table}$ so that it can be seen that t_{count} is 1.729 $> t_{table}$ is 1.663 with a significance of $0.000 < \alpha = 0,05$. With H_0 being rejected, H_a is accepted with the temporary hypothesis:

H_0 = It is suspected that the Religiosity of the Manufacturer has no significant effect on the Certification of Halal Labeling

H_a = It is suspected that the Religiosity of the Manufacturer has a significant effect on the Certification of Halal Labeling

Based on the results of the T test for variable X1 $\alpha < 0,05$, it can be concluded that religiosity has a positive and significant effect on halal labeling certification.

Hypothesis 2 (Understanding)

Based on the partial test results for the understanding variable, $t_{count} > t_{table}$ so that it can be seen that t_{count} is 4.662 $> t_{table}$ is 1.663 with a significance of $0.000 < \alpha = 0.05$. With H_0 rejected H_a accepted where with the temporary hypothesis:

H_0 = Allegedly Producer's Understanding has no significant effect on Halal Labeling Certification

H_a = Allegedly Producer's Understanding has a significant effect on Halal Labeling Certification

Based on the results of the T test for variable X_1 $\alpha < 0,05$, it can be concluded that understanding has a positive and significant effect on halal labeling certification.

F Test

The simultaneous test is used to determine the effect of the independent variable (X) on the dependent variable (Y) together. Based on the SPSS 16 test, the Anova output is obtained in the following table with the provisional hypothesis:

H_0 = Allegedly Religiosity and Producer Understanding simultaneously have no significant effect on Halal Labeling Certification

H_a = Allegedly Religiosity and Producer Understanding simultaneously influence Halal Labeling Certification

Table 13. F Test

ANOVA ^a

Model	Sum of Squares	Df	MeanSquare	F	Sig.
1 Regression	220,775	2	110,387	24,120	.000 ^b
Residual	375,273	82	4,576		
Total	596,047	84			

Source: Primary data processed with SPSS.16

From the results of the F test above, the $f_{\text{count}} = 24.120 > f_{\text{table}} = 2.71$. This shows that $f_{\text{count}} > f_{\text{table}}$. With a significance level of $0.000 > 0.05$ then H_0 is rejected and H_a is accepted.

So it can be concluded that the variables religiosity and understanding simultaneously have a positive and significant effect on the halal labeling certification variable $f_{\text{count}} 24.120 > f_{\text{table}} 2.71$ with a significance value of $0.000 < 0.05$.

Determination Coefficient Test (Adjusted R²)

The coefficient of determination is used to see how much the proportion of variation of the independent variables jointly affects the dependent variable, so testing the coefficient of determination is carried out. Based on the data processing carried out, the results are found in the table below:

Table 13. R Square Test

Summary Model ^b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.609 ^a	.370	.355	2.13927

Source: Primary data processed with SPSS.16

It can be seen that the coefficient of determination (R Square) obtained is 0.370. This means that 37% of Halal Labeling Certification can be explained by the variables Religiosity and Understanding while the remaining 63% of Halal Labeling Certification can be explained by other variables not examined in this study.

CONCLUSION

Based on the results of data processing and discussion of the research conducted, the following conclusions can be drawn: Religiosity has a positive and significant effect on halal labeling certification, as the results of the test show that the value obtained is $t_{count} > t_{table}$ so that it can be seen that t_{count} is 1.729 $> t_{table}$ is 1.663. Then H_0 is rejected H_a is accepted. Understanding has a positive and significant effect on halal labeling certification, obtained $t_{count} > t_{table}$ so that it can be seen that t_{count} is 4.662 $> t_{table}$ 1.663 then H_0 is rejected H_a is accepted. From the results of the F test, the value of $f_{count} = 24.120 > f_{table} = 2.71$. This shows that $f_{count} > f_{table}$. With a significance level of $0.000 > 0.05$ then H_0 is rejected and H_a is accepted. So it can be concluded that the variables of religiosity and understanding simultaneously have a positive and significant effect on the labeling certification variable.

The coefficient of determination (R Square) obtained is 0.370. This means that 37% of Halal Labeling Certification can be explained by the variables Religiosity and Understanding while the remaining 63% of Halal Labeling Certification can be explained by other variables not examined in this study.

REFERENCE

- Akim, Konety, N., Purnama, C., & Adilla, M. H. (2018). Pemahaman Usaha Mikro, Kecil, dan Menengah (UMKM) di Jatinangor Terhadap Kewajiban Sertifikasi Halal Pada Produk Makanan. *Kumawula*, 1(1).
- Al-Bary, M. D. (1994). *Kamus Ilmiah Populer*. Arkolo.

- Bulan, T. P. L. (2016). Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Sosis di Kuala Simpang Kabupaten Aceh Tamiang. *Jurnal Manajemen Dan Keuangan*, 5(1).
- Daradjat, Z. (1993). *Ilmu Jiwa Agama*. Bulan Bintang.
- Depdikbud. (1989). *Kamus Besar Bahasa Indonesia*. Balai Pustaka.
- Hasan, I. (2004). *Analisis Penelitian Data dan Statistik*. Bumi Aksara.
- Hasan, S. (2014). *Sertifikasi Halal dalam Hukum Positif*. Aswaja Pressindo.
- Istikomah, & Rofi, S. (2021). Penguatan Kesadaran Masyarakat atas Sertifikasi Halal di Wilayah Glundengan Wuluhan Jember. *Jurnal Pengabdian Masyarakat*, 1(1).
- Martono, N. (2012). *Metode Penelitian Kuantitatif, Analisis Isi dan Analisis Data Sekunder*. Rajawali Pers.
- Pramintasari, T. R., & Fatmawati, I. (2017). *Pengaruh Keyakinan Religius, Peran Sertifikasi Halal, Paparan Informasi, dan Alasan Kesehatan Terhadap Kesadaran Masyarakat Pada Produk Makanan Halal*. Universitas Muhammadiyah Yogyakarta.
- Rakhmat, J. (2005). *Psikologi Agama*. Rajagrafindo Persada.
- Tarigan, A. A. (2011). *Metodologi Penelitian Islam*. La Tansa Press.
- Yusuf, A. M. (2005). *Metodologi Penelitian: Dasar-Dasar Penyelidikan Ilmiah*. UNP Press.