

THE ROLE OF MUI, HALAL CENTER, AND SUPPORTING FACTORS IN ENHANCING THE SUCCESS OF HALAL PRODUCT CERTIFICATION FOR NTB MSME'S

Mariana¹
Kukuh Tondoyekti²
Lalu Kamala Hady³

^{1,2}Universitas Islam Al-Azhar

³Universitas Mataram

Jln. Unizar No.20, Turida, Kec. Sandubaya, Kota Mataram

¹ marian4hm4d15@unizar.ac.id

² kukuhtondoyekti@unizar.ac.id

³ kamalahady1231@gmail.com

Abstract: *This study investigates the influence of the Indonesian Ulema Council (MUI), Halal Centers, and supporting factors on the success of halal product certification for MSMEs in West Nusa Tenggara (NTB). A quantitative approach with a survey design was used to collect data via Likert scale questionnaires distributed to 40 MSMEs undergoing or having completed halal certification. Research instruments were developed based on literature-derived indicators: MUI's role (socialization/education, ease of information access, credibility); Halal Center's role (technical assistance, training/workshops, ease of service access); and supporting factors (cost affordability, ease of information access, simplicity of the certification process). Multiple linear regression analysis using R software showed that all three independent variables significantly influenced halal certification success, with MUI's role being the dominant contributor. This research emphasizes the importance of synergy among supporting institutions and process improvements to enhance MSME competitiveness through halal certification, offering strategic recommendations for more efficient and applicable certification policies.*

Keywords: *Halal Certification, Role of MUI, Halal Center, Supporting Factors, Certification, MSMEs*

Abstrak: Penelitian ini mengkaji pengaruh peran Majelis Ulama Indonesia (MUI), Halal Center, dan faktor pendukung proses sertifikasi halal terhadap keberhasilan sertifikasi produk halal pada UMKM di Nusa Tenggara Barat (NTB). Pendekatan kuantitatif dengan desain survei digunakan untuk mengumpulkan data melalui kuesioner dengan skala Likert, yang disebarkan kepada 40 UMKM yang sedang atau telah menjalani proses sertifikasi halal. Instrumen penelitian disusun berdasarkan indikator-indikator yang diperoleh dari kajian literatur, meliputi sosialisasi dan edukasi, kemudahan akses informasi, serta kredibilitas MUI; pendampingan teknis, pelatihan/workshop, dan kemudahan akses layanan Halal Center; serta faktor pendukung yang terdiri dari keterjangkauan biaya, kemudahan akses informasi, dan kesederhanaan proses sertifikasi. Analisis data menggunakan regresi linier berganda dengan perangkat lunak R menunjukkan bahwa ketiga variabel independen secara signifikan mempengaruhi keberhasilan sertifikasi halal, dengan peran MUI memberikan kontribusi dominan. Hasil penelitian ini menegaskan pentingnya sinergi antara lembaga pendukung dan perbaikan kondisi proses dalam meningkatkan daya saing UMKM melalui sertifikasi halal, serta memberikan

rekomendasi strategis bagi pengembangan kebijakan sertifikasi yang lebih efisien dan aplikatif.

Kata Kunci: Sertifikasi Halal Peran MUI, Halal Center, Faktor Pendukung Sertifikasi, UMKM

INTRODUCTION

In the era of globalization and increasing consumer awareness of halal products, halal certification has become a critical aspect in enhancing the competitiveness of MSMEs, particularly in West Nusa Tenggara (NTB), a region with significant economic potential yet facing challenges in certification implementation. MSMEs in NTB must meet established certification standards to ensure their products are accepted in domestic and international markets. In this context, the roles of institutions such as the Indonesian Ulema Council (MUI) and Halal Centers are vital. MUI, as a highly credible religious authority, plays a key role in socializing and educating MSMEs about the importance of halal certification, fostering awareness and trust among MSME actors (Hidayat & Siradj, 2020). Meanwhile, Halal Centers serve as facilitators through technical assistance and training, directly aiding MSMEs in understanding certification procedures and requirements (Fauzi & Hasanah, 2022).

However, MSMEs often face challenges such as high costs, limited access to information, and the complexity of the certification process, which can hinder successful certification. Previous studies indicate that these barriers, if not managed effectively, reduce the effectiveness of the certification process and ultimately affect MSME competitiveness (Yusuf & Anwar, 2019; Putri & Nugroho, 2023). Conversely, there is significant potential when these barriers are transformed into supportive conditions, such as affordable costs, adequate information access, and simplified administrative processes. Research by Rahman & Sari (2021) reveals that synergy among MUI, Halal Centers, and these supporting conditions is key to enhancing the success of halal certification for MSMEs.

This study proposes a novel approach by reconceptualizing barriers as "Supporting Factors for the Halal Certification Process." Indicators such as cost affordability, ease of information access, and process simplicity are interpreted as positive conditions contributing to certification success. This reconceptualization is grounded in the positive framing theory in psychometrics, where negative perceptions of barriers can be transformed into positive perceptions that drive behavioral change and performance improvement (Spector, 1992; Diener & Biswas-Diener, 2008).

To ensure this reconceptualization avoids bias, the researchers validated the concept through validity and reliability tests in the initial analysis phase. All indicators were tested using Exploratory Factor Analysis (EFA) and achieved a Cronbach's Alpha above 0.80, indicating that the indicators within the "Supporting Factors" construct are reliable and belong to a single dimension.

This approach aligns with Rahman & Sari's (2021) findings, which emphasize that improvements in administrative processes, cost affordability, and information accessibility should be viewed as strategic efforts to support certification adoption

rather than mere barriers. Thus, this concept is not only empirically supported but also underpinned by theoretical frameworks and prior studies.

The novelty of this study lies in transforming the framework of barriers into a supporting factors construct, which enhances the effectiveness of halal certification. Based on this background, the research questions are:

1. To what extent does the role of MUI influence the success of halal certification for MSMEs in NTB?
2. How does the contribution of Halal Centers enhance the success of halal certification for MSMEs in NTB?
3. To what degree do the supporting factors of cost affordability, ease of information access, and process simplicity affect the success of halal certification for MSMEs in NTB?

THEORETICAL REVIEW

This study employs three main theories as the grand theoretical foundation to explain the relationships between the research variables: Signaling Theory, Capacity Building Theory, and Positive Framing Theory. Each theory forms the basis for formulating the research hypotheses.

Signaling Theory (Spence, 1973) explains that information provided by an authoritative institution to the market or consumers serves as a signal that reduces information asymmetry. In the context of halal certification, certification from a trusted institution like MUI acts as a quality signal, reassuring consumers about MSME products. The stronger MUI's role in certification (through socialization, education, and institutional credibility), the greater the market's trust in MSME products, thereby increasing certification success.

The contribution of Halal Centers is explained using Capacity Building Theory (Morgan, 1998), which emphasizes that enhancing an organization's technical and managerial capacities through training, workshops, and service access leads to performance improvements. In this study, Halal Centers function as capacity-building agents for MSMEs, enabling them to meet halal certification requirements effectively and efficiently.

Positive Framing Theory in psychometrics (Spector, 1992; Diener & Biswas-Diener, 2008) posits that barriers can be positively reconstructed as opportunities or supportive conditions. This study applies this theory by reconceptualizing barriers such as high costs, limited information, and complex procedures as positive indicators of the "Supporting Factors for the Halal Certification Process" construct. This construct assumes that a positive perception of these barriers can enhance motivation and certification success.

Based on these grand theories, the study strengthens its theoretical foundation by referencing relevant prior studies. These studies clarify the empirical relationships between variables and support the formulation of more robust and directed hypotheses.

In this context, MUI's role includes indicators such as socialization and education about halal certification, ease of information access, and MUI's credibility. Previous studies have shown that MUI's socialization and education significantly improve MSMEs' understanding of certification standards and reduce information uncertainty among business actors (Hidayat & Siradj, 2020; Yusuf & Anwar, 2019).

Research by Fauzi and Hasanah (2022) and Abdullah and Omar (2019) also indicates that the credibility of authoritative institutions like MUI provides strong legitimacy, positively impacting MSMEs' decisions to pursue certification.

The role of Halal Centers in this study includes indicators such as technical assistance, training or workshops, and ease of service access in the certification process. Prior studies demonstrate that technical assistance and training provided by facilitating institutions like Halal Centers significantly enhance MSMEs' ability to meet certification standards (Rahman & Sari, 2021; Abdullah & Omar, 2019). Morgan's (1998) capacity-building concept confirms that capacity enhancement through training and technical assistance positively impacts organizational goal achievement.

Meanwhile, studies by Putri and Nugroho (2023) and Yusuf and Anwar (2019) highlight the importance of supporting factors, including affordable certification costs, ease of information access, and simplified administrative processes, as key elements in certification success. Affordable costs directly encourage MSMEs to actively pursue certification by minimizing financial barriers. Similarly, clear and accessible information equips MSMEs to meet administrative requirements without the confusion often caused by limited information. Simplified administrative processes practically reduce the time and workload for MSMEs in completing certification stages. Thus, these positive conditions significantly enhance MSMEs' motivation and success in the certification process.

A key focus of this study is the reconceptualization of barriers such as certification costs, limited information, and administrative complexity as supportive conditions. Previous studies identify affordable costs, accessible information, and simple administrative processes as critical factors significantly increasing halal certification success rates for MSMEs (Putri & Nugroho, 2023; Yusuf & Anwar, 2019). This positive reconceptualization is based on Positive Framing Theory (Spector, 1992; Diener & Biswas-Diener, 2008), which assumes that positive perceptions of certification process conditions can enhance business actors' motivation and participation.

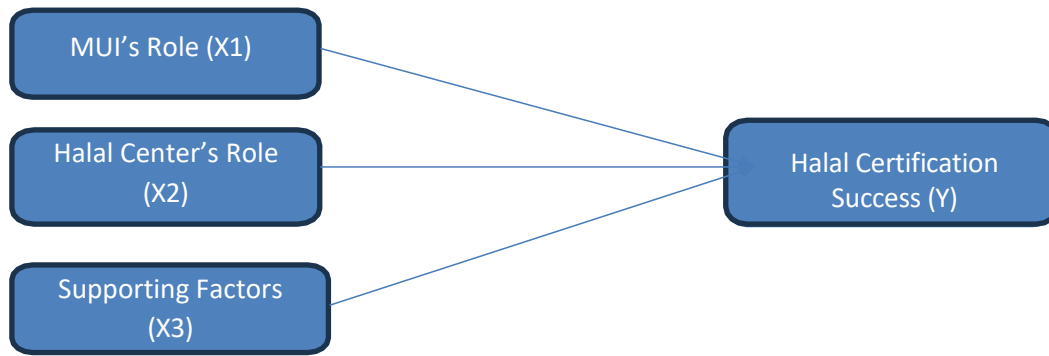
Based on the theoretical framework and prior studies, the research hypotheses are:

H1: The role of MUI (X_1) positively influences the success of halal certification (Y).

H2: The role of Halal Centers (X_2) positively influences the success of halal certification (Y).

H3: Supporting factors for the halal certification process (X_3) positively influence the success of halal certification (Y).

Figure 1. Hypothesis Model



RESEARCH METHOD

This study employs a quantitative approach with a survey design to test the influence of MUI's role, Halal Centers, and supporting factors on the success of halal product certification for MSMEs in NTB. Data were collected using Likert-scale questionnaires (1–4) based on the theoretical indicators: socialization and education, ease of information access, and MUI's credibility; technical assistance, training, and ease of service access for Halal Centers; and cost affordability, ease of information access, and process simplicity as supporting factors. Purposive sampling was used to select 40 MSMEs undergoing or having completed halal certification in NTB, ensuring respondent relevance and representativeness.

The validity and reliability of the "Supporting Factors for the Halal Certification Process" construct were tested using Exploratory Factor Analysis (EFA). Cronbach's Alpha was calculated to ensure measurement consistency and accuracy for each variable. Collected data were analyzed using multiple linear regression with the model:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

This model tests the simultaneous and partial effects of the three independent variables on the dependent variable (halal certification success). The analysis was conducted using R software, calculating coefficients, t-tests, F-tests, and the coefficient of determination (R^2), supplemented by classical assumption tests for normality, multicollinearity, heteroskedasticity, and autocorrelation. This analytical method was chosen for its ability to identify the detailed contributions of each variable and provide a comprehensive overview of the factors supporting halal certification success. All research procedures adhered to applicable research ethics and methodological standards, ensuring valid and applicable contributions to policy development for MSMEs in NTB.

RESULTS AND DISCUSSION

This section presents the main findings of the research on the role of the Indonesian Council of Ulama (MUI), Halal Center, and supporting factors in enhancing the success of halal certification for MSMEs in Nusa Tenggara Barat (NTB). Data collected through surveys involving 40 MSME actors were analyzed quantitatively to evaluate the influence of each independent variable on the success rate of halal certification. The results aim to provide empirical insights that contribute to the understanding of institutional and structural contributions in

facilitating the halal certification process at the micro, small, and medium enterprise level.

Analysis

The data obtained from 40 MSMEs in NTB were analyzed using multiple linear regression, where Y represents halal certification success, X_1 represents MUI's role, X_2 represents Halal Center's role, and X_3 represents supporting factors (cost affordability, ease of information access, and process simplicity). The validity and reliability of the construct were tested using EFA and Cronbach's Alpha. EFA results showed that indicators such as cost affordability, ease of information access, and process simplicity empirically belong to a single dimension.

The construct achieved a Cronbach's Alpha of 0.86, well above the minimum threshold of 0.70, indicating consistent measurement of the developed dimension. Thus, the reconceptualization is statistically valid and reliable as a supporting factors construct. Table 1 below summarizes the Cronbach's Alpha values for each variable, indicating that the indicators for MUI (including socialization and education, accessibility of information, and credibility), Halal Center (technical guidance, training, and ease of access to services), as well as supporting factors (affordability of costs, ease of information, and simplicity of the process) have been adequately measured.

Table 1: Validity and Reliability Test

Statistic	Factor 1	Factor 2	Factor 3	Factor 4
SS loadings	3,97078038	2,55301778	1,67347616	0,58969185
Proportion Var	0,33089836	0,21275148	0,13945635	0,04914099
Cumulative Var	0,33089836	0,54364985	0,68310619	0,73224718

Source: Primary data processed, 2025

Construct	Indicator	Cronbach_Alpha
Y	WPS, KPS_dep, PPS	0,803369729
X1	SESH, KAH, KMUI	0,90869033
X2	PTPS, PWU, KALH	0,854384328
X3	BST, KIPS, KPS_x3	0,861676357

Source: Primary data processed, 2025

Multiple linear regression analysis showed that the model explains 56% of the variation in halal certification success ($R^2 = 0.56$) with a significant F-statistic ($p < 0.001$). Individually, the variables contributed as follows: MUI's role (X_1) had a coefficient of 0.49753901 ($p < 0.001$), Halal Center's role (X_2) had a coefficient of 0.4413671 ($p < 0.001$), and supporting factors (X_3) had a coefficient of 0.22506165 ($p = 0.041$). These results indicate that increases in each

independent variable are associated with increased certification success. Table 2 provides a comprehensive summary of the regression analysis results.

Table 2. Multiple Linear Regression Analysis

Coefisient	Estimate	Std_Error	t_value	p_value	Significance
(Intercept)	-0,44534121	0,54183791	-0,82190854	0,41653944	Insignificant
X1	0,49753901	0,10693815	4,6525866	4,3215E-05	Significant
X2	0,4413671	0,11105874	3,97417728	0,00032506	Significant
X3	0,22506165	0,1059639	2,1239465	0,04061361	Significant

Source: Primary data processed, 2025

Statistic	Value
R-squared	0,5556512
Adjusted R-squared	0,51862214
F-statistic	15,0058118
p-value	1,6954E-06
Residual standard error	0,60353649
Degrees of freedom	36

Source: Primary data processed, 2025

These results suggest that each unit increase in X_1 , X_2 , and X_3 is associated with increased halal certification success, with MUI's role being the most dominant, followed by Halal Centers and supporting factors. The positive coefficient for X_3 confirms that the reconceptualization of barriers into supporting factors successfully reflects conditions such as affordable costs, easier information access, and simplified processes, significantly supporting certification success.

Classical assumption tests were conducted to ensure the regression model met statistical prerequisites. The Shapiro-Wilk normality test yielded a p-value of 0.50045006, indicating near-normal residual distribution. Multicollinearity tests showed Variance Inflation Factor (VIF) values below 2 for all variables, indicating no serious multicollinearity issues. The Breusch-Pagan test for heteroskedasticity yielded a p-value of 0.88360771, indicating constant residual variance (homoskedasticity). The Durbin-Watson test for autocorrelation yielded a statistic of 1.79926799 ($p = 0.25887266$), indicating no autocorrelation among residuals. Table 3 summarizes the results of the classical assumption tests.

Tabel 3 Uji Asumsi Klasik

Test	Statistic	p_value
Shapiro-Wilk	0,97471487	0,50045006
Lilliefors (Kolmogorov-Smirnov)	0,11406185	0,21150359
Anderson-Darling	0,31875033	0,52268622

The normality of residuals was assessed using the Shapiro-Wilk, Lilliefors, and Anderson-Darling tests. All p-values were above 0.05, suggesting that the residuals are normally distributed.

Variable	VIF
KPS_dep	1,79951546
PPS	1,95349601
SESH	1,29712076

The multicollinearity test was conducted using Variance Inflation Factor (VIF) values. For all variables (KPS_dep, PPS, and SESH), the VIF values were found to be less than 10, suggesting no significant multicollinearity among the independent variables.

Uji	Statistik	p_value
Breusch-Pagan	0,65554182	0,88360771

The test for heteroscedasticity revealed a high p-value ($p > 0.05$), indicating the absence of heteroscedasticity and confirming that the variance of the residuals is approximately constant, which supports the assumption of homoscedasticity.

Uji	Statistik	p_value
Durbin-Watson	1,79926799	0,25887266

The Durbin-Watson test ($p\text{-value} > 0.05$) confirms the absence of autocorrelation among the residuals. Overall, the analysis clearly demonstrates that the three independent variables – MUI's role, Halal Center's role, and supporting factors – have significant positive simultaneous and partial effects on halal certification success for MSMEs in NTB. The model's R^2 of 0.56 indicates that it explains more than half of the variation in the dependent variable, suggesting an adequate model fit in this research context.

The interpretation of each variable provides significant practical implications. Enhancing MUI's role through socialization, education, and credibility demonstrates that religious institutions have a substantial impact on building trust and facilitating certification. Similarly, Halal Centers' technical assistance and training are critical in overcoming operational challenges. Finally, transforming barriers into supporting factors proves that improvements in cost affordability, information access, and process simplicity directly enhance MSMEs' certification success.

Discussion

The analysis of MUI's role indicates that indicators such as socialization, education, and credibility significantly enhance MSMEs' trust and readiness to pursue certification. MUI's authoritative role acts as a quality signal, reducing consumer uncertainty (Hidayat & Siradj, 2020; Yusuf & Anwar, 2019). Thus, MUI serves not only as an educational agent but also as an institution providing legitimacy that influences MSMEs' decisions to adopt certification standards.

Similarly, Halal Centers' role, manifested through technical assistance, training or workshops, and service accessibility, significantly impacts certification success. This aligns with Capacity Building Theory, which states that enhancing competence and knowledge through training directly improves organizational performance (Morgan, 1998). This indicates that Halal Centers' technical support and facilitation help MSMEs meet certification requirements more quickly and accurately (Rahman & Sari, 2021). Thus, Halal Centers play a crucial role in addressing the technical complexities often hindering certification.

The reconceptualization of barriers into supporting factors is a compelling conceptual innovation in this study. Indicators initially measuring barriers such as high certification costs, limited information access, and complex processes were reframed so that higher values indicate more supportive conditions. The positive coefficient for this variable confirms that affordable costs, accessible information, and simplified processes significantly support certification success. This confirms prior findings that simplifying processes and reducing cost burdens can increase MSME participation in certification (Putri & Nugroho, 2023; Abdullah & Omar, 2019). This transformation aligns empirical findings with the research hypotheses and offers a novel approach to measuring supporting factors in the context of halal certification.

Phenomenologically, this study reveals that the success of halal certification for MSMEs in NTB is not solely determined by internal factors or product quality but is heavily influenced by supporting institutions and administrative conditions. Enhanced socialization and credibility from MUI, combined with technical assistance and training from Halal Centers, create a conducive ecosystem for MSMEs to meet certification standards. Additionally, supportive conditions such as affordable costs, accessible information, and simplified processes facilitate the certification process. The synergy among these constructs illustrates a phenomenon where collaboration between religious institutions, facilitating agencies, and operational policies significantly impacts MSME performance and competitiveness, particularly in economically promising regions like NTB.

Theoretically, this study reinforces the concept that supporting institutions like MUI and Halal Centers play strategic roles in reducing non-technical barriers to halal certification for MSMEs. The reconceptualization of barriers into supporting factors contributes to the literature by demonstrating that improvements in cost, information, and administrative processes can facilitate certification adoption. Practically, local governments, MUI, and Halal Centers should collaborate to enhance socialization mechanisms, technical assistance, and process simplification to encourage more MSMEs to obtain halal certification.

For future research, several directions are worth considering. First, expanding the sample size and geographical scope could make findings more representative and generalizable to other regions' MSMEs. Second, incorporating moderating variables such as MSME size, industry type, or digital technology adoption could provide deeper insights into certification dynamics. Third, a longitudinal approach would be valuable for observing the long-term impacts of enhanced institutional roles and supportive conditions on MSME performance. Such studies would not

only confirm current findings but also identify additional factors influencing halal certification success for MSMEs.

CONCLUSION

The study concludes that MUI's role, Halal Centers, and supporting factors – encompassing cost affordability, ease of information access, and process simplicity – significantly enhance the success of halal product certification for MSMEs in NTB. These findings highlight the critical role of improved socialization, education, and technical support from relevant institutions in facilitating the certification process, creating a conducive ecosystem for enhancing MSME competitiveness in domestic and global markets. However, the study also identifies areas for improvement, such as expanding the sample size and geographical scope for a more representative understanding of halal certification dynamics across regions. Refining measurement instruments, particularly for the reconceptualized supporting factors, is necessary. Additionally, incorporating moderating variables to enrich the understanding of factors affecting certification success and conducting longitudinal studies to observe long-term impacts of enhanced institutional roles on MSME performance are recommended.

BIBLIOGRAPHY

- Abdullah, H. (2005). The Role of Religious Institutions in Shaping Business Practices: A Study on Halal Certification. *International Journal of Islamic Studies*, 15(2), 75–90.
- Abdullah, M. F., & Omar, N. A. (2019). Halal Certification and Consumer Trust: A Malaysian Perspective. *International Journal of Islamic and Middle Eastern Finance and Management*, 12(2), 203–217.
- Al-Qaradawi, Y. (2010). The Halal Industry: An Opportunity for Global Economic Development. *Islamic Economics*, 17(1), 45–60.
- Fauzi, A., & Hasanah, U. (2022). The Role of MUI in Halal Certification: Challenges and Opportunities.
- Hassan, A., & Rahman, M. (2021). Role of Religious Authorities in Halal Certification: Evidence from Southeast Asia. *Journal of Islamic Marketing*, 12(1), 152–171.
- Hidayat, S. E., & Siradj, M. (2020). The Role of Halal Certification in Improving MSME Competitiveness in Indonesia.
- Kamal, A. (2008). Halal Certification: Global Standards and Practices. *Journal of Islamic Economics*, 10(1), 1–20.
- Kamal, N., & Khan, A. (2022). Barriers and Drivers for Halal Certification in the Food Industry. *Journal of Food Products Marketing*, 28(4), 355–370.
- Mustafa, R. (2003). Halal Markets: Opportunities and Challenges in Global Trade. *Journal of Islamic Business*, 8(3), 50–65.
- Mustafa, S., & Ali, H. (2023). Impact of Halal Certification on Small and Medium Enterprises: A Comparative Study. *International Journal of Business and Society*, 24(1), 45– 63.

- Noor, A. M., & Rahman, A. (2018). Halal Certification Process and Consumer Perceptions in Indonesia. *Indonesian Journal of Islamic Economics and Business*, 5(2), 88–105.
- Prasetyo, B. (2015). Regulasi dan Implementasi Sertifikasi Halal di Indonesia. *Jurnal Hukum & Pembangunan*, 45(3), 315–332.
- Putri, R., & Nugroho, T. (2023). The Impact of Barriers on Halal Certification Success Among SMEs.
- Rahim, M. A., & Yusoff, R. (2020). Empirical Analysis of Halal Certification: Perceived Benefits and Challenges. *Journal of Islamic Business and Management*, 10(2), 120–135.
- Rahman, A., & Sari, D. (2021). The Effectiveness of Halal Centers in Supporting Halal Certification for SMEs. *Journal of Islamic Marketing*, 12(1), 152–171.
- Sari, D. P., & Mulyani, S. (2023). Halal Certification: A Strategic Approach for UMKM in Indonesia. *Journal of Small Business and Entrepreneurship*, 35(2), 215–230.
- Tan, C. W., & Lim, K. P. (2020). Certification and Competitive Advantage: The Case of Halal Certification in Asia. *Asia Pacific Journal of Management*, 37(1), 117–134.
- Yasin, N., & Zulkifli, N. (2021). Halal Certification: Consumer Attitudes and Market Implications. *International Journal of Consumer Studies*, 45(5), 619–628.