

Effect of the SEHATI Program on MSMEs' Interest in Applying for Halal Certification at the Prabumulih City Office of the Ministry of Religious Affairs

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ABSTRACT

This study aims to analyze the effect of the Free Halal Certification Program (SEHATI) on the interest of MSMEs in applying for halal certification at the Ministry of Religious Affairs in Prabumulih City. The research design uses a quantitative approach with a Likert scale questionnaire for 80 MSME respondents. Primary and secondary data were analyzed through instrument testing, simple linear regression, and hypothesis testing (t-test). The results show that SEHATI has a positive and significant effect on the interest of MSMEs in registering for halal certification ($t\text{-count} = 2.673$; $p < 0.05$). The regression model explains 71.9% of the variation in interest ($R^2 = 0.719$), while 28.1% is influenced by other variables outside the model. These findings indicate that intensifying the program (through socialization, administrative assistance, and technical guidance) has the potential to increase the intention of MSMEs to apply for certification. The practical implications for program managers are to strengthen one-stop services, simplify requirements, and expand the scope of guidance so that the impact of the program is more evenly distributed.

Keywords: Certification, MSMEs, SEHATI

INTRODUCTION

Indonesia is the fourth most populous country in the world, with the majority of its population being Muslim. Data from the Ministry of Religious Affairs (2022) shows that of a total population of approximately 273 million, ±231 million (±84.6%) are Muslim; this figure makes Indonesia contribute ±12.7% to the world's Muslim population. This demographic base has direct implications for the scale and dynamics of demand for halal products and services in the domestic market (Ministry of Religious Affairs of the Republic of Indonesia, 2022; BPS, 2024). The size of this consumer base is intertwined with projections for national halal economic spending, which reached approximately US\$184 billion in 2020 and is estimated to exceed US\$281.6 billion in 2025. while the halal value chain encompasses agriculture, halal food and beverages, Muslim fashion, and Muslim-friendly tourism, which have become important contributors to the national economy (Afroniyati, 2014). At the global level, the State of the Global Islamic Economy (SGIE) Report 2022 also confirms the growth momentum of various halal economic sectors, while showing a map of competitiveness across countries and sub-sectors (DinarStandard, 2022).

However, the downstream performance of Indonesia's halal industry has not fully matched the market potential. The 2022 SGIE summary ranks Indonesia 4th in the world for the development of the Islamic economic ecosystem; 6th in the Islamic finance sector; 3rd in halal fashion; 9th in pharmaceuticals; 2nd in halal food; and not yet in the top 10 for Muslim-friendly travel and media & recreation. Malaysia remains the main reference in many categories (DinarStandard, 2022). These findings indicate a demand-supply gap and capability gap, particularly on the supply side related to issues of standardization, halal certainty, and the readiness of business processes of business actors, especially micro and small enterprises (MSEs).

In this context, halal certification serves as a critical instrument of quality, consumer protection, and market signaling. For consumers, halal logos and certificates increase trust and reduce perceived risk; for producers, they open up market access, strengthen competitiveness, and serve as a ticket to cross-regional trade networks (Warto & Samsuri, 2020). Recent empirical evidence supports this claim. A study in the *Journal of Islamic Marketing* shows that the implementation of halal standards in food manufacturing SMEs in Indonesia is positively associated with business performance, while underlining the importance of the depth of implementation of standards throughout the process (Giyanti & Indrasari, 2020). Similarly, evidence based on the Theory of Planned Behavior (TPB) in *Humanities & Social Sciences Communications (Nature)* shows that halal awareness is related to the purchase intentions of young Indonesian Muslims, confirming the relevance of halal labeling and education for new consumer segments (Pradana, 2024). More recent findings in marketing research also found that halal brand perceived quality influences the intention to purchase halal food products, confirming the role of certification as a quality cue in consumption decisions (Ismail et al., 2025).

Indonesia's regulatory framework is relatively comprehensive. Law No. 33 of 2014 concerning Halal Product Guarantee (JPH) forms the basis for certification requirements for products in circulation, reinforced by Law No. 11 of 2020 (Cipta Kerja) and operationalized through Government Regulation No. 39 of 2021, including regulations on the roles of the Halal Product Guarantee Agency (BPJPH) and the Halal Inspection Agency (LPH) (Sukandar, 2020). At the normative-theological level, the principle of *halalan tayyiban*, which guides people to consume what is halal and good (*thayyib*) for their benefit, is explicitly stated in Q.S. *al-Baqarah* 2:168 and Q.S. *al-Māidah* 5:88; contemporary tafsir literature emphasizes that the aspect of “good” includes safety, health, and ethical acquisition (Kemenag RI, *Al-Qur'an dan Terjemahan*; Wahyu Ihsan & Zahrul Fata, 2022). The macro policy framework is also guided by the Indonesia Islamic Economic Masterplan 2019-2024, which highlights the gap between domestic halal production and the potential market scale, while also mapping out strategies to strengthen the ecosystem (KNEKS, 2019–2024).

Despite strong rule-making, rule-taking at the MSME level often faces obstacles in terms of cost, procedures, and literacy. To reduce friction, the government launched Free Halal Certification (SEHATI) for MSME players through a self-declare scheme with assistance; the core service cost of around IDR 300,000 is covered by various public budget schemes so that initial cost barriers can be reduced. This program continues to expand: BPJPH announced millions of free certification quotas (2024–2025) and reported that millions of products have been certified, which is an achievement that shows the acceleration of downstream implementation (BPJPH, 2024; 2025). On the other hand, cross-ministerial socialization channels are working to simplify the customer journey for applications (Ministry of Finance, 2023). However, a recent qualitative study on MSMEs shows that policy changes have not fully attracted small-scale actors if assistance, clarity of procedures, and after-care are still inadequate—an indication that process design and ecosystem support are as crucial as fee waivers (MSME study 2024).

From a consumer behavior perspective, the existence of halal labels/certificates influences purchasing decisions and loyalty through mechanisms of increased trust and reduced risk perception, even for imported products or non-Muslim COOs (Ramadhan, 2021; Septiani & Ridwan, 2020; experimental study 2022). Studies in Indonesia have also found the mediating role

of attitude and social servicescape on the intention to purchase halal food, indicating that certification interventions should ideally be accompanied by literacy campaigns and consistent service experiences (IRMN, 2024). Overall, cross-journal scientific evidence reveals a common thread: halal certification is a trust enabler and market access lever for producers, especially MSMEs, as well as a credence cue for consumers at the point of purchase.

At the local level, data from the Prabumulih City DPMPTSP records thousands of active MSMEs, but some of their products are not yet halal certified, indicating room for improvement in certification participation. The increasing number of SEHATI registrants from 2020 to 2024 illustrates the effects of socialization and simplified procedures, although consistent assistance and resolution of technical bottlenecks are still needed to accelerate the conversion of interest into certification (Prasurvei Data, 2024; Interview with the Ministry of Religious Affairs' Halal Certification Task Force in Prabumulih, 2024). At this point, literature on MSME empowerment and policy emphasizes the importance of institutional support, training, and market access so that the potential of MSMEs can be mobilized optimally (Welhinton, 2018; LPPI–BI, 2015). By connecting the top stream (national policy, SEHATI, standardization) and the bottom stream (UMKM assistance, after-care, consumer literacy), the acceleration of halal certification is expected to produce a flywheel effect: increased compliance and quality, expanded market access, sales growth, and ultimately, a stronger contribution of HVC to the economy.

program for UMKM actors in Prabumulih under the auspices of the Ministry of Religious Affairs of Prabumulih City, the researcher is interested in conducting research with the title, “The Effect of the Halal Certification Program (SEHATI) on the Interest of MSMEs in Applying for Halal Certification at the Ministry of Religious Affairs of Prabumulih City.”

METHOD

This research is a quantitative study with a descriptive approach. Quantitative research emphasizes the testing of theories by measuring research variables with numerical data and performing statistical analysis (Alo Liliweri, 2019). Quantitative research typically involves the use of numbers from data collection, interpretation, to the presentation of analysis results. The descriptive approach used in this study aims to determine the value of independent variables either one or more without comparing or correlating them with other variables. The object of this research is the Ministry of Religious Affairs (Kemenag) in Prabumulih City, located at Komplek Pemerintah Kota Prabumulih, Jalan Jenderal Sudirman KM. 11, Sindur, Cambai District, Prabumulih City, South Sumatra. Types and Sources of Data This study uses primary and secondary data, Primary data refers to data collected directly by the researcher from the research object (Sugiyono, 2016). Secondary data refers to data collected by others and made publicly available. The secondary data in this study were obtained from the halal certification task force division at Kemenag Prabumulih, including company profiles and reference materials such as books.

Data Collection Technique The data were collected using questionnaires distributed to 80 MSME (UMKM) business owners registered at Kemenag Prabumulih. A questionnaire is a data collection method that involves providing a set of written questions or statements to be answered by respondents. The questions may be open- or closed-ended and can be distributed directly or through mail/internet. **Population and Sampling**

The population in this study comprises all MSME actors, totaling 400, who are registered with the Ministry of Religious Affairs (Kemenag) Prabumulih. A sample is a subset of the population that shares similar characteristics (Sugiyono). This study employs a non-probability sampling technique using Slovin’s formula with a 10% margin of error, which is commonly applied in quantitative research to address practical issues in society, particularly in the fields of technology and engineering. A total of 80 MSME actors were selected as the sample to represent and assess the effect of the SEHATI Halal Certification Program on MSMEs’ interest in applying for halal certification at Kemenag Prabumulih. Primary data were collected through a survey questionnaire developed based on the indicators of each research variable. The data were then analyzed using simple linear regression to evaluate the effect of the independent variable(s) on the dependent variable. The analyses conducted included validity and reliability tests, the simple linear regression test, the coefficient of determination (R^2), and partial (t) tests.

ANALYSIS AND DISCUSSION

Validity Test

This test was conducted to examine whether the instrument used was valid. According to Ghozali, validity is used to measure whether a questionnaire is statistically valid, using SPSS with a significance level of 5% (Azwar, S., 2012). The test results show that $r\text{-count} > r\text{-table}$ (with $r\text{-table} = 0.220$) and significance < 0.05 , indicating that all items of each variable in the questionnaire are valid.

Reliability Test

Reliability testing measures whether the questionnaire is consistent and dependable. A questionnaire is considered reliable if a respondent’s answers remain consistent over time. Reliability is measured using Cronbach’s Alpha (α). If $\alpha > 0.6$, the variable is considered reliable (Ovan & Andika Saputra).

Table 1. Data Reliability Test Results

Variabel	Cronbach’s Alpha	keterangan
Halal Certification (X)	0,894	Reliabel
Interest in MSME (Y)	0,814	Reliabel

Source: processed data, 2025

The results show that all variables have Cronbach’s Alpha > 0.6 , indicating that they are reliable.

Linear Regression Test

This study uses simple linear regression, a statistical inference method to determine the effect of a single independent variable on a dependent variable (Ovan & Andika Saputra).

Table 2. Linear Regression Test Result

Coefficients ^a						
Model B		Unstandardized Coefficients		Standarized Coefficients		
			Std. Error	Beta	T	Sign
1	(Constant)	3.084	1.154	.848	2,673	.009
	Halal Certification	.746	.053		14,125	.000

Source: processed data, 2025

The constant value is 3.084, meaning that when the halal certification variable (X) is zero, the value of MSME interest (Y) is 3.084. The regression coefficient for halal certification is 0.746, indicating that for every 1% increase in halal certification, MSME interest increases by 0.746. Since the coefficient is positive, it shows that halal certification positively affects MSME interest. The significance value is $0.000 < 0.05$, meaning the variable halal certification (X) significantly affects MSME interest (Y).

Coefficient of Determination (R²)

The coefficient of determination (R²) shows how well the regression line fits the data. R² values range from 0 to 1, where higher values indicate a better fit.

Table 3. Coefficient test results
 Model Summary

Model R	R Square	Adjusted R Square	Error of the Estimate
1	.848 ^a	.719	3,222

Source: processed data, 2025

The R² value is 0.719, meaning that 71.9% of the variation in MSME interest can be explained by the halal certification variable. The remaining 28.1% is explained by other variables not included in this research

Partial Test (t-test)

The t-test (individual significance test) examines the partial influence of the independent variable on the dependent variable.

Table 4. Results of the Parsil Test (t-test)

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	T	Sign
Model	B	Std. Error	Beta			
1	(Constant)	3.084	1.154	.848	2,673	.009
	Halal Certification	.746	.053		14,125	.000

Source: processed data, 2025

From the partial test results of the halal certification variable (X) on MSME interest (Y), the t-count is 2.673, while t-table is 1.661. Since $2.673 > 1.661$ and significance = $0.000 < 0.05$, we reject H₀ and accept H₁, indicating that the regression coefficient is significant. Thus, it can be concluded that the halal certification variable significantly influences MSME interest.

FINDINGS

Based on the simple linear regression analysis, it is evident that the halal certification variable has a significant effect on MSMEs' interest in registering for halal certification at the Prabumulih Office of the Ministry of Religious Affairs (Kemenag). The coefficient of

determination (R^2) is 0.719, indicating that 71.9% of the variation is explained by the independent variable, while the remaining 28.1% is accounted for by other factors not included in this study.

The free halal certification program (SEHATI) significantly influences MSME interest. The program offered by Kemenag Prabumulih is statistically proven to encourage business actors to register their enterprises for halal certification. Hypothesis testing shows a significance value of $0.000 < 0.05$ with a t-statistic of 2.673, indicating a strong positive effect.

These findings are supported by Siti Khayisatuzahro Nur Istiqomah's (2021) study entitled "SEHATI Program: Ease of Implementing Halal Certification for MSMEs." Her results indicate that MSME awareness of halal certification remains relatively low; however, with government initiatives such as the SEHATI (Free Halal Certification) program, more MSMEs are expected to be encouraged to register their products.

Field observations show that many business owners are interested in obtaining halal certification. Nevertheless, limited knowledge of the SEHATI program and low digital literacy present barriers. Many business actors struggle to access or use the SEHATI website because registration must be completed independently and online, and they lack understanding of the process.

Therefore, outreach and education efforts targeting MSMEs about the importance of halal-certified products need to be intensified. In addition, practical tutorials and step-by-step guides on how to register through the SEHATI website should be provided to improve MSMEs' understanding of the procedures. To ensure sustainability, a small cross-agency team should be formed, consisting of a Kemenag coordinator, an LPH liaison, a PPH facilitator coordinator, and representatives from the MSME office. The team should prepare a concise two-page SOP to enable replication across subdistricts. Light funding can be secured by optimizing service spaces, engaging university volunteers, and leveraging local CSR support for printing materials and internet quotas. All templates, videos, and FAQs should be archived in a shared repository for easy updates. Business owners should be reminded to prepare the owner's ID (KTP), business identification (NIB/permit), a description of processes/ingredient lists, product photos or labels, and active contact details (WhatsApp/email) before attending the clinic so that assistance can proceed more efficiently and the likelihood of certificate issuance increases.

CONCLUSION

Based on the simple linear regression analysis, it is concluded that the halal certification variable significantly influences MSMEs' interest in registering for halal certification at Kemenag Prabumulih. The coefficient of determination (R^2) result shows a value of 0.719, meaning that 71.9% of the variation in MSME interest is explained by the halal certification variable, while the remaining 28.1% is influenced by other factors not included in this research. Based on the hypothesis test of the effect of the halal certification variable on MSME interest, the p-value obtained was 0.000, which is smaller than 0.05, and the t-test yielded a t-statistic of 2.673.

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