



RELIGIOSITY AND BUSINESS COMPLIANCE: A STUDY OF HALAL CERTIFICATION ADOPTION IN THE FOOD PROCESSING INDUSTRY

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Abstract

This study examines the influence of religiosity on the adoption of halal certification in Indonesia's food processing industry, with a focus on West Bangka Regency, a region rich in culinary heritage yet underrepresented in halal-certified businesses. Utilizing the Theory of Planned Behavior (TPB) framework, this research incorporates religiosity, understanding, certification costs, and procedural complexity as explanatory variables. Data were collected through a mixed-method approach, combining printed and online questionnaires from 62 respondents, and analyzed using multiple linear regression. The findings indicate that religiosity has a significant impact on business interest in halal certification, while understanding and certification costs show no significant effects. Simplified certification procedures also positively influence adoption rates, underscoring the importance of efficient processes in promoting compliance. Collectively, the variables explained 65.6% of the variance in business interest, demonstrating the critical interplay between religious motivations and institutional frameworks. The study offers practical implications for policymakers, halal certification bodies, and industry players by emphasizing the need to foster religiosity awareness and streamline certification processes. Future research should explore cross-sectoral comparisons or longitudinal studies to evaluate the sustained impact of these determinants on halal certification adoption. Expanding this approach to non-food industries could also provide broader insights into the dynamics of halal compliance across sectors.

Keywords: *religiosity; business compliance; halal certification*

A. INTRODUCTION

The increase in global demand for halal products has been a significant trigger for the industry, especially in the food processing sector, to pay more attention to consumers' increasingly discerning preferences of consumers (Mahri et al., 2024). This also impacts the food processing industry in West Bangka Regency, which is one of the pillars of the local economy. Although the area is rich in culinary heritage and the need for halal products is growing, there is still a glaring lack of empirical research exploring factors influencing the interest of food processing companies in

the West Bangka Regency towards halal certification.

Table 1. Data on the Food Processing Industry in Bangka Belitung in 2022

District/City	Number of Food Processing Industries
West Bangka	2.273
Central Bangka	1.661
South Bangka	1.201
Bangka	1.122
Belitung	354

Source: Bps.go.id 2023

Data from the Central Bureau of Statistics of Bangka Belitung Islands Province (2023) recorded 2,273 food processing industries in West Bangka Regency, yet only 165 (7.3%) have obtained halal certification from the Indonesian Ulema Council (MUI). This indicates a low level of halal product assurance in an area with the largest food industry potential in the province.

Several obstacles reinforce this issue. First, there is a lack of understanding among business actors regarding the procedures and benefits of halal certification (Nurhayati et al., 2022). Second, the high costs associated with certification are perceived as burdensome for micro, small, and medium enterprises (MSMEs), even though they are relatively affordable for large companies (Rejeb et al., 2024). Third, the certification process is often considered complex, and limited access to information regarding halal certification procedures further discourages adoption. As a result, many small and medium-scale enterprises in West Bangka are reluctant to pursue halal certification, despite the significant opportunities offered by the rapidly growing global halal market (Nazaruddin et al., 2023).

Previous literature has largely examined cost and procedural aspects in halal certification adoption but has often overlooked socio-religious dimensions, particularly the role of religiosity in fostering business compliance. In the context of Indonesia, a Muslim-majority country, religiosity plays a critical role in shaping business behavior toward halal adoption. Moreover, most studies have focused on regions with large-scale industries, leaving socio-economic dynamics in areas such as West Bangka underexplored, despite their rich potential and low certification adoption rates.

This study seeks to fill this gap by investigating the determinants influencing the interest of food processing industries in West Bangka Regency to adopt halal certification. The research incorporates variables such as understanding, religiosity, certification costs, and certification procedures within the Theory of Planned Behavior (TPB) framework. The uniqueness of this study lies in integrating religious and institutional factors while focusing on a region with the highest number of food industries in Bangka Belitung, but still relatively low halal certification adoption.

The urgency of this study is both academic and practical. Academically, it contributes to the literature by extending the determinants of halal certification

adoption, particularly by including religiosity within the TPB framework. Practically, it provides valuable implications for local governments, halal certification authorities, and industry stakeholders to enhance the competitiveness of local products, protect Muslim consumers, and promote sustainable economic growth through halal-based development. Therefore, the study entitled “Religiosity and Business Compliance: A Study of Halal Certification Adoption in the Food Processing Industry” is highly relevant to be conducted.

B. LITERATURE REVIEW

The Influence of Understanding on Interest in Managing Halal Certification

The influence of understanding on interest in managing halal certification can be an interesting topic to examine in the context of the relationship between religion, business, and consumer decisions (Lee et al., 2022). One possible hypothesis is that the level of understanding of the concept of halal in Islam positively influences the interest of individuals or companies in obtaining halal certification. First, a deeper understanding of Islamic teachings and the importance of halal in daily life can increase awareness of halal certification. Individuals or companies that have a good understanding of religious principles may be more inclined to respect and follow these teachings in their business activities. They may realize that obtaining halal certification is not only a religious obligation but also a form of social and moral responsibility.

Furthermore, a higher level of understanding of halal standards in Islam can influence perceptions of quality and trust in halal-certified products or services (Agung et al., 2024). Individuals or companies who understand how rigorous the inspection and verification process is in halal certification may have more confidence in the product. They may believe that products that have been certified as halal are of higher quality and more trustworthy, as they are manufactured in accordance with the standards set forth in Islamic teachings. Individuals or companies that understand the huge global market potential for halal products may be more motivated to take care of halal certifications. They may see this as an opportunity to tap into a rapidly growing market and increase their company's revenue. An understanding of the economic benefits of halal certification, such as increased market share and consumer confidence, can also increase interest in taking care of halal certification. A better understanding of the halal certification process and related requirements may also influence the interest in taking care of halal certification. Individuals or companies that understand what it takes to obtain halal certification, including the required cost, time, and effort, may be more inclined to do so. They may feel more confident in the face of the process and are more motivated to meet set requirements.

Ha1= Understanding the concept of halal positively influences interest in taking care of halal certifications.

The Influence of Religiosity on Interest in Managing Halal Certification

Religiosity, or the level of belief and adherence to religious teachings, can influence individual attitudes and behaviors in various aspects of life, including

business and consumption (Gojali & Asih, 2020). Individuals with high levels of religiosity may be more inclined to respect and follow the teachings of their religion in all aspects of life, including business and production. In the context of halal certification, individuals with a high level of religiosity may be more aware of the importance of ensuring that the products or services they offer conform to the principles of halal in Islam. They may feel a moral and spiritual responsibility to ensure that the products they produce do not contradict the teachings of their religion.

Individuals with a high level of religiosity may also better understand and appreciate the values of halal certification (Isa et al., 2023). They may believe that products that have been certified as halal not only meet established halal standards, but also reflect values such as fairness, honesty, and hygiene. Furthermore, a high level of religiosity can affect perceptions of quality and trust in halal-certified products or services. Individuals with a high level of religiosity may believe more in halal products because they believe that they are manufactured by adhering to the standards set forth in Islamic teachings. They may see this as a guarantee of the quality and cleanliness of the product. A high level of religiosity can also motivate individuals to take care of halal certification, even though the process may be time-consuming and costly. They may see it as an investment in adherence to the teachings of their religion and as an opportunity to gain business profits in the long run.

Ha2= Religiosity has a positive impact on interest in taking care of halal certification.

The Effect of Certification Cost on Interest in Taking Care of Halal Certification

The cost of halal certification can consist of various components, including raw material inspection, audit process, production facility supervision, and administrative costs (Dashti et al., 2022). All of these costs can increase the total cost borne by individuals or companies who want to obtain halal certification. First, the cost of halal certification can be a limiting factor for individuals or companies with limited budget. The halal certification process often requires significant investments in terms of time, resources, and costs. For small or medium-sized companies, these costs may be too high and unaffordable.

The cost of halal certification can also be an obstacle for companies operating in industries with low profit margins (Dashti et al., 2022). For example, in the food and beverage industry, where competition is fierce and selling prices are limited by market factors, additional costs associated with halal certification can significantly reduce a company's profits. Furthermore, the cost of halal certification can be considered for companies operating on a global scale. The halal certification process often involves different certification bodies in each country or region, which can result in different costs. The additional costs associated with taking care of halal certification in different countries or regions can be an additional burden for companies seeking to enter the global market.

However, although the cost of halal certification can be an obstacle for some individuals or companies, other factors also need to be considered in decision-

making (Sucipto et al., 2022). For example, the long-term benefits of halal certification, such as increased access to the rapidly growing global Muslim market and improved brand reputation, may offset costs associated with the halal certification process. There is also the possibility that the cost of halal certification can be reduced through various means, such as by improving the efficiency of the production process or negotiating with certification bodies to obtain better rates. Thus, the cost of halal certification does not always have to be an absolute obstacle but can be overcome with the right strategy.

Ha3= The cost of negative impact on interest in obtaining halal certification.

The Effect of Certification Procedures on Interest in Managing Halal Certification

The influence of certification procedures on the interest in taking care of halal certification is an important aspect that influences the decision of individuals or companies to obtain such certification (Azizah, 2022). A possible hypothesis is that the more complex, slow, or confusing the certification procedure, the lower the interest of individuals or companies in administering halal certification. The halal certification procedure involves a series of steps and requirements that must be met by manufacturers or service providers to ensure that their products or services conform to the established halal standards. This process often involves audits, checks, and evaluations by authorized certification bodies or bodies.

One of the main effects of complicated certification procedures is the increased cost and time associated with the process. The more complex the certification procedure, the more resources an individual or company allocates to meet these requirements. This can be an obstacle for small- or medium-sized companies that may not have sufficient resources to take care of halal certification. Complicated certification procedures can also cause confusion and uncertainty for individuals or companies that want to obtain halal certification (Oemar et al., 2023). If the certification procedure is too difficult to understand or too convoluted, individuals or companies may feel frustrated and discouraged in taking care of the certification. This can reduce their interest in taking care of halal certification.

Furthermore, slow or time-consuming certification procedures can reduce the interest of individuals or companies in taking care of halal certification. If the process is too lengthy or too much bureaucracy is involved, individuals or companies may lose patience and be discouraged from taking care of the halal certification. This can hinder business growth and development, particularly in the context of a rapidly changing market. On the other hand, transparent, clear, and efficient certification procedures can increase individuals' or companies' interest in taking care of halal certification. If the procedure is easy to understand, quick, and unconfusing, the individual or company may feel more motivated to take care of the certification. This can improve compliance with halal standards, increase consumer confidence, and expand access to the rapidly growing global markets.

Ha4= The procedure negatively affects interest in obtaining halal certification.

C. METHOD

Associative research methods were used to determine the relationship between two or more variables. The approach used in this study was quantitative. The independent variables include understanding, religiosity, cost of certification, and certification procedures. The dependent variable is interest in the food processing industry in obtaining halal certification. A Simple Random Sampling method was used in this study. The population that is the object of research is the food processing industry in the West Bangka Regency area which has taken care of halal certification as many as 165. Using the Slovin formula, the number of samples can be obtained as follows:

$$\begin{aligned} n &= 165 / (1 + (165 \times 0,1^2)) \\ &= 165 / (1 + (165 \times 0,01)) \\ &= 165 / (1 + 1,65) \\ &= 62,26 \end{aligned}$$

The independent and dependent variables in this study were determined based on the purpose of the study and are the elaboration of theories or concepts that are interrelated with the determinants of interest in managing halal certification, as seen from the Theory of Planned Behavior. The indicators of the variables are contained in Table 2 as follows:

Table 2. Operational Variables

No	Variabel	Variable Definition	Indicators
1.	Interest (Y)	Interest is a desire oriented by an individual after seeing, observing, comparing, and considering their desired needs.	According to the Theory of Planned Behavior (TPB), a person's interest or interest in certain behaviors is influenced by several factors, namely attitudes, subjective norms, and behavioral control. 1. Attitude 2. Subjective norm 3. Behavioral control
2.	Comprehension	Comprehension is the ability to be able to understand the meaning, concepts, situations, or facts that one knows.	1. Able to explain about halal certification. 2. Able to understand the meaning, concepts, and principles of halal certification. 3. Able to apply an understanding of halal certification in practice.
3.	Religiosity	Religiosity can be described as the consistency between belief in religion as a cognitive element,	1. Belief or ideological dimension 2. The dimension of religious or ritualistic practice 3. Dimension of religious experience or experiential

		religious feelings as an affective element, and behaviour towards religion as a psychomotor element.	4. Dimension of religious knowledge or intellectual 5. The dimension of consistency in religion
4.	Certification Cost	Cost is the sacrifice of financial resources to obtain goods or services that are expected to provide benefits both now and in the future.	1. Capital 2. Certification fee 3. Production cost
5.	Certification procedure.	Halal certification procedures are steps that must be taken by a business to obtain halal certification.	1. Understand certification procedures. 2. Availability of information and guidance. 3. Ease of certification process.

In this study, the multiple linear regression analysis equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Notes:

Y = Interest

X1 = Comprehension

X2 = Religiosity

X3 = Certification cost

X4 = Certification procedure

E = Error Term

D. RESULT AND DISCUSSION

1. Analysis Requirements Testing

a. Validity Test

The validity test was conducted by comparing the calculated r values (corrected item-total correlation), these values show the corrected value of the tier-questioning item against the total score. The value of r is calculated compared to the table r for the degrees of freedom (df) = n-k with a significance level (0,1). The validity test was carried out with each question item, and the results were compared with the r tabel (df = n-k) with a 10% error rate.

The basis for taking the tier's decision against this validity test is a bierikut:

- 1) If $r \text{ counts} > \text{from the } r \text{ table}$, then each question or tiered question is valid.
- 2) If $r < r \text{ tabel}$, then each question or tiered question is invalid.

Table 3. Validity Test Results

Variable	Statement	r Hitung	r Tabel	Information
Understanding (X ₁)	X1.1	0,573	0.2075	Valid
	X1.2	0,839	0.2075	Valid
	X1.3	0,792	0.2075	Valid
	X1.4	0,701	0.2075	Valid
	X1.5	0,675	0.2075	Valid
	X1.6	0,552	0.2075	Valid
	X1.7	0,576	0.2075	Valid
	X1.8	0,507	0.2075	Valid
	X1.9	0,639	0.2075	Valid
	X1.10	0,755	0.2075	Valid
	X1.11	0,753	0.2075	Valid
Religiosity (X ₂)	X2.1	0,580	0.2075	Valid
	X2.2	0,481	0.2075	Valid
	X2.3	0,555	0.2075	Valid
	X2.4	0,687	0.2075	Valid
	X2.5	0,727	0.2075	Valid
	X2.6	0,435	0.2075	Valid
	X2.7	0,559	0.2075	Valid
	X2.8	0,438	0.2075	Valid
	X2.9	0,598	0.2075	Valid
	X2.10	0,685	0.2075	Valid
	X2.11	0,683	0.2075	Valid
	X2.12	0,616	0.2075	Valid
	X2.13	0,675	0.2075	Valid
	X2.14	0,755	0.2075	Valid
	X2.15	0,737	0.2075	Valid
	X2.16	0,545	0.2075	Valid
	X2.17	0,855	0.2075	Valid
	X2.18	0,613	0.2075	Valid
	X2.19	0,820	0.2075	Valid
	X2.20	0,550	0.2075	Valid
	X2.21	0,709	0.2075	Valid
	X2.22	0,781	0.2075	Valid
	X2.23	0,781	0.2075	Valid
	X2.24	0,762	0.2075	Valid
	X2.25	0,616	0.2075	Valid
Certification Fees (X ₃)	X3.1	0,691	0.2075	Valid
	X3.2	0,686	0.2075	Valid
	X3.3	0,638	0.2075	Valid
	X3.4	0,762	0.2075	Valid
	X3.5	0,757	0.2075	Valid
	X3.6	0,608	0.2075	Valid
	X3.7	0,554	0.2075	Valid

Certification	X4.1	0,451	0.2075	Valid
Procedures	X4.2	0,673	0.2075	Valid
(X ₄)	X4.3	0,835	0.2075	Valid
	X4.4	0,721	0.2075	Valid
	X4.5	0,710	0.2075	Valid
	X4.6	0,837	0.2075	Valid
	X4.7	0,703	0.2075	Valid
	X4.8	0,715	0.2075	Valid
	X4.9	0,538	0.2075	Valid
Interest (Y)	Y1	0,789	0.2075	Valid
	Y2	0,771	0.2075	Valid
	Y3	0,358	0.2075	Valid
	Y4	0,699	0.2075	Valid
	Y5	0,807	0.2075	Valid
	Y6	0,764	0.2075	Valid
	Y7	0,535	0.2075	Valid
	Y8	0,533	0.2075	Valid
	Y9	0,482	0.2075	Valid

Source: Primary data processed, 2023

Based on the results of the validity test (Table 3), all statement items from the understanding variable (X1), religiosity (X2), certification costs (X3), certification procedures (X4), and interest (Y) are declared valid because all calculated *r* values are greater than the table *r* (0.2075). Therefore, all statement items are suitable for further analysis.

b. Reliability Test

Table 4. Reliability Test	
Cronbach's Alpha	N of Items
,753	62

Source: Primary Data, processed using SPSS 27 (2023)

The reliability test in this study used Cronbach's alpha for a stratified scale, with a decision criterion of 0.60. A variable can be considered reliable if it meets the following criteria.

- 1) If Cronbach's Alpha > 0.60, then it is reliable.
- 2) If the Cronbach Alpha < 0.60, then it is not reliable.

Based on the test results in Table 8, as many as 62 items are in accordance with a Cronbach's alpha value of 0.753 > 0.60, so it can be declared reliable.

c. Respondent Analysis

The respondents in this study were the food processing industry in West Bangka, which amounted to 62 respondents. Based on the results of the research conducted on 62 respondents through questionnaires distributed online and offline, a picture of respondents' characteristics based on gender,

education, and age was obtained as follows:

Table 5. Respondents by Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	3	4,8	4,8	4,8
	Female	59	95,2	95,2	100,0
	Total	62	100,0	100,0	

Source: Primary data processed, 2023

Based on Table 5 above, it can be concluded that from the 62 respondents, the number of female respondents was greater than that of male respondents. The proportion of females was 95.16%, and the proportion of males was 4.84%. Thus, it can be concluded that the majority of the respondents in this study were women

Table 6. Respondents by Education

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S1	9	14,5	14,5	14,5
	DIII	4	6,5	6,5	21,0
	SMA/SMK	31	50,0	50,0	71,0
	SMP	7	11,3	11,3	82,3
	SD	11	17,7	17,7	100,0
	Total	62	100,0	100,0	

Source: Primary data processed, 2023

Based on the table above 6, of the 62 respondents, respondents had elementary school education, 17.7% had junior high school, 11.3% had high school/vocational school as much as 50.0%, DIII as much as 6.5%, and S1 as much as 14.5%. Thus, it can be concluded that the majority of respondents in this study had a high school or vocational education background.

Table 7. Respondents by Age

		Age Range			
		Frquency	Percent	Valid Percent	Cumulativ Percent
Valid	20-30	8	12,9	12,9	12,9
	31-40	16	25,8	25,8	38,7
	41-50	22	35,5	35,5	74,2
	51-60	14	22,6	22,6	96,8
	61-70	2	3,2	3,2	100,0
	Total	62	100,0	100,0	

Source: Primary data processed, 2023

Based on the table 7 above, it can be seen that from 62 respondents, respondents were age range–20-30 years as much as 12.9%, 31-40 years as much as 25.8%, 41-50 years as much as 35.5%, 51-60 years as much as 22.6%, and 61-70 years as much as 3.2%). Thus, it can be concluded that the majority of respondents in this study were in the age range of 41-50 years.

2. Classical Assumption Test

a. Normality Test

Table 8. Uji One-Sample Kolmogorov-Smirnov Tes
One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			62
Normal Parameters ^{a,b}	Mean		,3927132
	Std. Deviation		2,46071052
Most Extreme Differences	Absolute		,114
	Positive		,089
	Negative		-,114
Test Statistic			,114
Asymp. Sig. (2-tailed) ^c			,060
Monte Carlo Sig. (2-tailed) ^d	Sig.		,063
	99%	Lower Bound	,057
	Confidence	Upper Bound	,069
	Interval		

Source: Primary Data, processed using SPSS 27 (2023)

Based on Table 8, the results of the Kolmogorov-Smirnov test, the significance value was 0.06. This significance value is greater than the commonly used significance level (0.05). Therefore, the null hypothesis that the data are normally distributed cannot be rejected. In conclusion, data from the questionnaire results were normally distributed.

Table 8. Multicollinearity Test
Coefficients^a

		Collinearity Statistics	
Model		Tolerance	VIF
1	Understanding	,290	3,447
	Religiosity	,410	2,438
	Certification Fees	,277	3,614
	Certification Procedures	,301	3,325
a. Dependent Variable: Interest			

Source: Primary Data, processed using SPSS 27 (2023)

Based on the tolerance and VIF values presented, it can be concluded that there was no multicollinearity problem in the multiple linear

regression model tested. Based on the multiple linear regression analysis, it can be concluded that the variables of religiosity and certification procedures have a significant influence on interest. The variables of understanding and certification costs did not have a significant influence on interest.

Here is a further explanation of the conclusion:

a) The influence of religiosity on interests:

The more religious a person is, the higher is his/her interest in certification. This can be explained by the fact that religiosity can encourage people to improve their knowledge and skills, including certification.

b) The effect of the certification procedure on interest:

The easier the certification procedure, the higher the interest in participating in certification. This can be explained by the fact that a simple and easy certification procedure will make someone more interested in certification.

Table 9. Heteroskedastisitas Test

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,224	2,255		2,317	,024
	Understanding	-,014	,074	-,045	-,187	,852
	Religiosity	-,006	,027	-,047	-,237	,814
	Certification Fees	,041	,078	,127	,526	,601
	Certification Procedures	-,077	,065	-,282	-	,241
					1,184	

Source: Primary Data, processed using SPSS 27 (2023)

The significance values for X1, X2, X3, and X4 were 0.852, 0.814, 0.601, and 0.241, respectively. If the significance value was > 0.05 , it can be concluded that the research data did not experience heteroscedasticity Table 9.

Table 10. Autokorelasi Test

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,824 ^a	,678	,656	2,667	1,632

Source: Primary Data, processed using SPSS 27 (2023)

The value of d obtained was 1.632 (Table 10). Based on the criteria in the Durbin-Watson test, if the dU value $< d < 4-dU$, then there are no autocorrelation symptoms in the research data. Referring to Durbin Watson's table with $\alpha = 10\%$, with the number of independent variables 4 and the number of respondents 62, the values dL = 1.28 and dU = 1.56.

If included in the equation = $dU < d < 4-dU$,
 $= 1.56 < 1.632 < 4 - 1.56$
 $= 1.56 < 1.632 < 2.44$

Thus, it can be concluded that there were no autocorrelation symptoms in the data of this study.

3. Hypothesis testing

a. Partial Hypothesis Test (t-test)

Table 11. t Test

Coefficients ^a					
		Unstandardized Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	t
1	(Constant)	3,665	3,929		,933
	Understanding	-,034	,130	-,037	-,262
	Religiosity	,216	,047	,531	4,560
	Certification Fees	,143	,136	,149	1,054
	Certification Procedures	,222	,113	,275	1,968

a. Dependent Variable: Interest

Source: Primary Data, processed using SPSS 27 (2023)

Based on the results of the t-test (Table 11), the following conclusions can be drawn:

- 1) Understanding Variable
 The significance value is $0.794 > 0.1$, indicating that the understanding variable has no significant effect on interest. The regression coefficient is -0.034 , suggesting that an increase in understanding by one unit decreases interest by 0.034 units. However, since this result is not statistically significant, it can be concluded that understanding does not exert a meaningful influence on interest.
- 2) Religiosity Variable
 The significance value is $0.000 < 0.1$, indicating that religiosity significantly affects interest. The regression coefficient is 0.216 , which means that a one-unit increase in religiosity leads to a 0.216 -unit increase in interest. Therefore, it can be concluded that religiosity has a significant positive influence on interest: the more religious an individual is, the higher their interest in obtaining halal certification.
- 3) Certification Cost Variable
 The significance value is $0.297 > 0.1$, indicating that certification cost does not significantly affect interest. The regression coefficient is 0.143 , which shows that a one-unit increase in certification cost is associated with a

0.143 unit increase in interest. Nonetheless, since the result is not statistically significant, certification cost cannot be considered to have a substantial effect on interest.

4) Certification Procedure Variable

The significance value is $0.054 < 0.1$, meaning that the certification procedure significantly influences interest. The regression coefficient is 0.222, suggesting that an improvement in certification procedures by one unit leads to a 0.222 unit increase in interest. Thus, the easier and clearer the certification procedure, the greater the interest in obtaining halal certification.

b. Simultaneous Hypothesis Testing (F Test)

Table 12. F-Test

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F Sig.
1	Regression	855,026	4	213,756	30,051 ,000 ^b
	Residual	405,442	57	7,113	
	Total	1260,468	61		
a. Dependent Variable: minat					
b. Predictors: (Constant), Understanding, Religiosity, Certification Fees, Certification Procedures					

Source: Primary Data, processed using SPSS 27 (2023)

When the significance value was $0.00 < 0.1$, then the hypothesis was rejected. Thus, the meaning of pemahaman (X1), religiosity (X2), cost of certification (X3), and the simultaneous certification process affect the interest of the manufacturing industry in halal certification products simultaneously (Table 12).

c. Coefficient of Determination

Table 13. Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,824 ^a	,678	,656	2,667
a. Predictors: (Constant), Understanding, Religiosity, Certification Fees, Certification Procedures				

Source: Primary Data, processed using SPSS 27 (2023)

The true R-squared value is 0.656. This value indicates that 65.6% of the variability in the dependent variable could be explained by the independent variable in the regression model. In other words, approximately 65.6% of the variation in the dependent variable could be explained by the independent variables used in the model. However, keep in mind that the remaining 34.4%

of the variance of the dependent variable was not explained by the independent variable in the model. This could be due to factors other than the independent variables that were not included in the model, or other factors that were not measurable.

2. Results and Discussion

a. The Influence of Understanding on the Interest of the Processing Industry in Managing Halal Certificate

Based on Bloom's taxonomy, understanding includes the level of mastery of the mind and the application in life, which is the C2 stage. However, the results of the data analysis showed that the significance value of the comprehension variable was 0.794, which was greater than 0.1. Thus, it can be concluded that understanding does not have a significant influence on the processing industry's interest in taking care of halal certification. A coefficient of understanding of -0.034 indicates that an increase in the understanding of one unit leads to a decrease in interest of 0.034 units. However, this coefficient is not statistically significant; therefore, it cannot be concluded that there is a negative relationship between understanding and interest. The results of this study also contradict some theories, such as the MUIS Academy (Majelis Ugama Islam Singapore) or the Islamic Religious Council of Singapore, which states that understanding or carrying out halal certification requires an understanding of halal products.

Several factors may explain the results of the present study. First, a high understanding of halal certification does not always guarantee a high interest in taking care of the certification. Second, the processing industry may already have a sufficient understanding of halal certification, so there is no need to improve that understanding. Third, the processing industry may have other considerations that are more important in making decisions to take care of halal certification, such as certification costs and competition.

b. The Influence of Religiosity on the Interest of the Processing Industry in Managing Halal Certificates

Based on the results of the data analysis, the significance value of religiosity was 0.000, which is smaller than 0.1. Therefore, it can be concluded that religiosity has a significant influence on the processing industry's interest in taking care of halal certification. The coefficient of religiosity is 0.216, indicating that an increase in religiosity by one unit leads to an increase in interest of 0.216 units. This coefficient is positive and statistically significant; therefore, it can be concluded that there is a positive relationship between religiosity and interest.

Several factors may explain the results of the present study. First, high religiosity encourages a person to follow the teachings of his religion, including the consumption of halal food and drinks. Second, halal

certification is a form of assurance that the products produced meet the halal standards set by an authorized institution. This is important for religious people, because they want to consume halal products. In the context of halal certification, religiosity encourages individuals to consume halal products. This is because halal products meet the halal standards set by authorized institutions, namely the Indonesian Ulema Council (MUI). For religious people, consuming halal products is obligatory. Therefore, it is important to increase people's religiosity so that they are more interested in participating in certifications, including halal certification. This can be accomplished through various means, such as socialization and education about the importance of religiosity, as well as programs that can encourage people to increase their religiosity.

c. The Effect of Certification Costs on the Interest of the Processing Industry in Managing Halal Certificates

The results of the data analysis show that the significance value of the certification cost variable is 0.297, which is greater than 0.1. This indicates that the cost of certification does not have a significant influence on the processing industry's interest in halal certification. A certification cost coefficient of 0.143 indicates that an increase in certification costs of one unit leads to an increase in interest of 0.143 units. However, this coefficient is not statistically significant; therefore, it cannot be concluded that there is a positive relationship between the cost of certification and interest. Several factors may explain the differences between the results of this study. First, the cost of halal certification in Indonesia is relatively affordable, so it is not a significant factor in making decisions regarding certification. Second, the processing industry may already have a budget prepared to take care of halal certification; therefore, the cost of certification is not a major consideration.

Based on the results of the study, it can be concluded that the cost of certification does not have a significant influence on interest in participating in certification, halal certification, and other certifications. This is because the cost of certification is the only factor that needs to be considered when making decisions to take care of certification. In the context of halal certification, the cost of certification may be a major consideration for processing industries with limited budgets. However, for processing industries with adequate budgets, the cost of certification is not a significant factor. Therefore, it is important to consider other factors in making decisions regarding certification, such as religiosity, competition, and market demand.

d. The Effect of Certification Procedures on the Interest of the Processing Industry in Administering Halal Certificates

Based on the results of the data analysis, the significance value of the certification procedure variable is $0.054 < 0.1$, so it can be concluded that the certification procedure has a significant influence on the interest of the processing industry in managing halal certification. The coefficient of the certification procedure is 0.222, which indicates that an increase in the certification procedure by one unit leads to an increase in interest of 0.222 units. This coefficient is positive and statistically significant, so it can be concluded that there is a positive relationship between certification procedure and interest.

Several factors may explain the results of this study. First, easy certification procedures make it easier for the processing industry to take care of certification. This will save time and cost, and the processing industry will be more interested in taking care of halal certification. Second, easy certification procedures increase the processing industry's trust in halal certification. This is because the processing industry feels that halal certification can be obtained easily and transparently.

Based on the results of this study, it can be concluded that certification procedures have a significant influence on the interest in participating in certification, halal certification, and other certifications. This is because the certification procedure is one of the factors that need to be considered when making decisions to take care of certification.

In the context of halal certification, an easy certification procedure will make it easier for the processing industry to meet the certification requirements. This will increase the chances of the processing industry obtaining halal certification, so that the interest of the processing industry taking care of halal certification will increase. Therefore, it is important to simplify the certification procedure to make it easier for the processing industry to understand and follow. This can be achieved by simplifying certification requirements, shortening the certification process time, and facilitating access to information about halal certification.

e. The Effect of Understanding, Religiosity, Certification Fees, and Certification Procedures on the Interest of the Processing Industry in Administering Halal Certificates

Based on the results of the F-test calculation, understanding, religiosity, certification costs, and certification procedures affect the processing industry's interest in managing halal certifications. This can be seen from the significance value of $0.00 < 0.1$. Thus, it can be concluded that understanding (X1), religiosity (X2), certification costs (X3), and certification procedures simultaneously affect the processing industry's interest in taking care of halal certification.

Several factors may explain the results of this study. First, a better understanding of halal certification will encourage the processing industry

to take care of this certification. This is because the processing industry understands the importance of halal certification to consumers. Second, high religiosity encourages the processing industry to take care of halal certifications. This is because the processing industry feels obliged to meet the needs of religious consumers. Third, easy and transparent certification procedures make it easier for the processing industry to take care of certification. This will increase the processing industry's trust in halal certifications. Fourth, affordable certification fees will reduce the cost burden that must be incurred by the processing industry to take care of this certification.

E. CONCLUSION

This study concludes that four main factors influence the processing industry's interest in obtaining halal certification: understanding, religiosity, cost, and certification procedures. The findings reveal that understanding and certification costs do not significantly affect industry interest, while religiosity and certification procedures play a decisive role. Specifically, religiosity emerges as a strong motivational driver, consistent with prior studies, whereas the ease and transparency of certification procedures significantly enhance industry interest.

The strength of this research lies in its holistic examination of multiple factors, offering deeper insights into the complex dynamics influencing halal certification decisions. However, a limitation exists in the scope of variables considered, which may not fully capture other potential determinants, such as market demand or institutional support.

Future research could expand on these findings by incorporating broader contextual factors, cross-industry comparisons, or longitudinal approaches to capture changes in industry behavior over time. Such developments would provide more comprehensive strategies for policymakers, certification bodies, and educational institutions to promote halal certification adoption and strengthen industry sustainability.

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