

# The Effect of Halal Certification and Entrepreneurial Marketing on the Successful Small and Medium Enterprises of Food Products

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# The Effect of Halal Certification and Entrepreneurial Marketing on the Successful Small and Medium Enterprises of Food Products

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## ABSTRACT

This research aims to examine the effect of halal certification and entrepreneurial marketing on the successful small and medium enterprises of processed food products and investigate the dominant factors affecting the successful business of food products. A quantitative method supported by Structural Equation Modeling Partial Least Square (SEM-PLS) was employed to carry out this research. 71 respondents who were small and medium entrepreneurs of food products registered in the LPPOM MUI of Riau Province and had the halal certification, were involved as the participants in this research. They were selected by using a purposive sampling technique. The results of this research revealed that the halal certification had a positive effect on the successful enterprise while entrepreneurial marketing, directly and indirectly, had a positive effect on the successful business. In addition, entrepreneurial marketing had a positive effect on halal certification. It interprets that halal certification and entrepreneurial marketing are the significant factors determining the successful enterprise of food products. Furthermore, the dominant factors affecting the successful business of processed food products were the certainty of material quality based on the halal concept and consumer preference (halal certification), the level of ability in weaving the relation with government (entrepreneurial marketing), and marketing performance (successful business). So, halal certification and entrepreneurial marketing are the important factors that have to be considered by entrepreneurs to achieve a successful enterprise of food products.

**Keywords:** *entrepreneurial marketing, food product, halal certification, SEM-PLS, small and medium enterprise*

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh dari sertifikasi halal dan *entrepreneurial marketing* terhadap usaha kecil dan menengah (UKM) dari produk makanan olahan yang sukses dan menginvestigasi faktor-faktor dominan yang mempengaruhi bisnis yang sukses dari produk makanan. Metode kuantitatif yang didukung oleh *Structural Equation Modelling Partial Least Square* (SEM-PLS) digunakan untuk melakukan penelitian ini. 71 responden yang merupakan pelaku UKM dari produk makanan yang terdaftar di LPPOM MUI provinsi Riau dan memiliki sertifikat halal diikutkan sebagai partisipan dalam penelitian ini. Mereka dipilih dengan menggunakan teknik sampel purposif. Hasil-hasil dari penelitian ini mengungkapkan bahwa sertifikasi halal memiliki efek yang positif terhadap kesuksesan usaha sedangkan *entrepreneurial marketing* secara langsung dan tidak langsung memiliki efek yang positif terhadap bisnis yang sukses. Selain itu, *entrepreneurial marketing* memiliki efek yang positif terhadap sertifikasi halal. Hal itu menginterpretasikan bahwa sertifikasi halal dan *entrepreneurial marketing* adalah faktor-faktor dominan yang menentukan kesuksesan usaha dari produk makanan. Selanjutnya, faktor-faktor dominan yang menentukan kesuksesan bisnis dari produk makanan olahan adalah kepastian dari kualitas bahan yang berdasarkan konsep halal dan pilihan konsumen (sertifikasi halal), tingkat kemampuan dalam menjaga hubungan dengan pemerintah (*entrepreneurial marketing*), dan performa pasar (bisnis yang sukses). Jadi, sertifikasi halal dan *entrepreneurial marketing* adalah faktor-faktor penting yang harus dipertimbangkan oleh pelaku usaha untuk mencapai kesuksesan usaha produk makanan olahan.

**Kata kunci:** *entrepreneurial marketing, produk makanan, SEM-PLS, sertifikasi halal, usaha kecil dan menengah*

## INTRODUCTION

Indonesia is the country with the most Islamic population in the world. The awareness to consume the halal product becomes a high market potential for producers to produce their halal products. Currently, the halal concept is not only related to religion but also business and trading. Halal product refers to products requiring Islamic law to prevent the forbidden products, either based on their substance or other than their substance (Burhanuddin, 2011). Al-Ghazali (2017) stated that something causing the food to be forbidden is kind of things such as wine and pig. Halal food is extremely important to qualify the Islamic principle regarding the quality of halal food. The quality of halal food consists of hygienic, safe, healthy, and pure (Bakhri, 2020), in which the halal certification is one of the legal proofs to ensure the quality of halal food.

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Indonesian Religious Leader (MUI) (2019) argued that the halal certification is one of the tools for small and medium micro-enterprise (UMKM) to increase the value of the resulting product. The halal certification of products represents the halal status of those products so that it provides serenity for consumers, mainly Islamic consumers (Hidayat & Siradj, 2015). In addition, by using the halal certification, UMKM is challenged to apply the halal guarantee system. As a consequence, it supports and improves the product quality of the business unit to become good products on consumer perception. Indonesia state law number 33 in 2014 regarding the halal product guarantee organizes the products that are goods or services related to food, drink, drugs, cosmetics, chemical, biological and genetically engineered products, and goods used or utilized by people. It interprets that the law regarding the guarantee of halal products manages each incoming product that enters and circulates in Indonesian countries in which the products such as goods and services must have the halal certification, except they are forbidden products. It indicates that the halal certification can be a determinant of the entrepreneur's successful enterprise.

The marketing of small and medium enterprises (UKM) has a unique characteristic that is different from the conventional marketing generally applied by large companies in which it consists of limited resources, special skills, and limited markets. Stokes (2000) defined entrepreneurial marketing as a proactive manner in modifying and exploiting various opportunities to get and maintain the profitable consumer using an innovative approach in managing the risk, optimizing the resource, and creating value. It indicates that entrepreneurial marketing is important to develop contemporary businesses in unpredictable conditions because entrepreneurship and marketing have the potency to complement each other. Vijaya and Irwansyah (2017) argued that to obtain a successful business, entrepreneurial marketing is one of the predictable factors that have to be considered by the entrepreneur.

Several types of research related to halal certification, entrepreneurial marketing, and small and medium enterprise have been conducted by some researchers. Some pieces of literature studied the impact of halal certification on market performance, business growth, and social responsibility (Salindal, 2018; Secinaro et al., 2021; Yusuf et al., 2016). Meanwhile, Giyanti and Indriastiningsih (2019) studied the effect of entrepreneur knowledge of small and medium enterprise food. On the other hand, Fard and Amiri (2018) studied the entrepreneurial marketing impact on small and medium enterprise performance of halal food. However, the studies focusing on halal certification and entrepreneurial marketing as the predictor factors to achieve the successful enterprise of food product's small and medium micro enterprises have not seen much research yet. Therefore, this current research aims to examine the effect of halal certification and entrepreneurial marketing on successfully small and medium enterprises of food products.

## **THEORETICAL FRAMEWORK AND HYPOTHESIS**

### **Halal Certification**

The food business has a responsibility on the distribute food, mainly if the produced food causes disadvantages, either health problems or the death of people who consume it. People also need to get clear information related to each food product packed before they buy and consume the food. As a consequence, they need food certification which explains that the food product is eligible to be consumed and it is the halal certification. Hidayat and Siradj (2015) stated that halal certification is the official certification published by the government to justify that the food product is halal to be consumed. In addition, Chairunnisyah (2018) argued that halal certification is the written fatwa of the Indonesian Religious Leader (MUI) stating the halal of products which is suitable to Islamic law. In the assessment process on food products to publish the halal certification, there are four factors considered by MUI that are raw material, production process, market function, and distribution and logistics (Bakhri, 2020; Khairunnisa et al., 2020). As a consequence, these factors are measured in this study as indicators representing the halal certification.

### **Entrepreneurial Marketing**

The food product which has the halal certification is eligible to be distributed to the consumer. In distributing to the consumer, entrepreneurial marketing is one of the efforts that entrepreneur has to carry out. Elwisam and Lestari (2019) argued that marketing strategy is one factor that has to be

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considered in entrepreneurial marketing. The concept and method are also factors of entrepreneurial marketing (Dewanti, 2022). In addition, Vijaya and Irwansyah (2017) stated that marketing intelligence and risk tasking are the essential factors that the entrepreneur must understand in entrepreneurial marketing. This shows that some factors such as strategy, concept, method, intelligence, and risk tasking are important in entrepreneurial marketing.

### Successful Enterprise

Business success is a positive achievement of business entrepreneurship. Ratnasari (2017) argued that business success represents a condition in which it is more than others. Tupamahu et al. (2021) revealed that there are some performances that an entrepreneur has to have such as innovation and marketing. In addition, Sarwoko (2008) stated that operational performance is one of the factors of business success. Meanwhile, Secinara et al. (2021) argued that finance is an important factor that an entrepreneur has to prepare in achieving a successful business. So, several factors such as innovative performance, market performance, operational performance, and financial performance must be had by the entrepreneur to achieve a successful enterprise.

### Hypothesis

The following research hypotheses are proposed to provide a temporary answer to this research problem.

H<sub>1</sub>: Halal certification has a positive effect on the successful enterprise.

H<sub>2</sub>: Entrepreneurial marketing has a positive effect on a successful enterprise.

H<sub>3</sub>: Entrepreneurial marketing has a positive effect on halal certification.

The hypotheses above can be illustrated in the SEM presented in Figure 1.

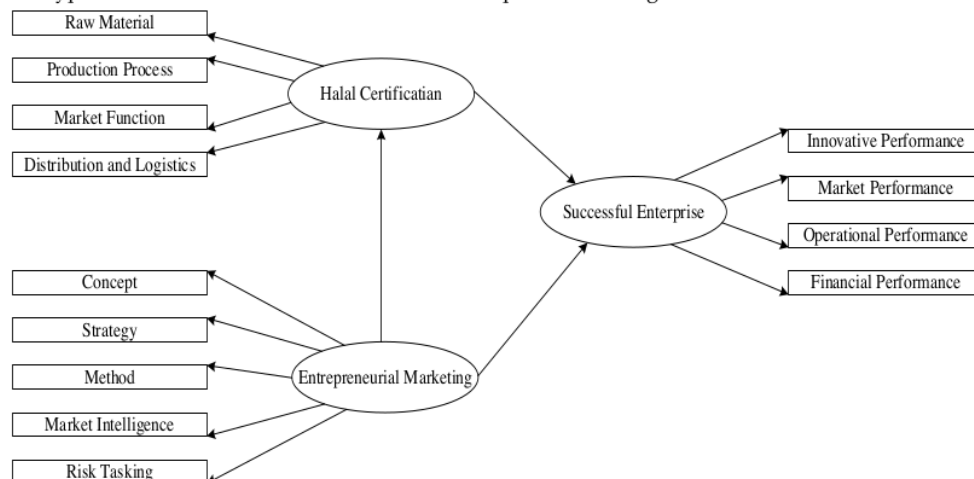


Figure 1. The Research's SEM

### METHOD

This research examines the effect of halal certification and entrepreneurial marketing on the successful small and medium enterprises of food products and investigates the dominant factors of those latent variables. A quantitative method was employed to carry out this research (Gall et al., 1984). Overall, there were three steps to conduct this study that were: (1) designing and validating the instrument, (2) administering the instrument to respondents, and (3) analyzing the data. Firstly, we designed and validated the instrument. The instruments containing some statements that represented the variables such as halal certification, entrepreneurial marketing, and successful enterprise had been designed and validated theoretically by two experts in the field of Islamic economics. Secondly, we administered the instrument to the respondent. This research involved 71 entrepreneurs' small and medium micro enterprises of food products who had the halal certification in the Riau Province in which they were

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selected by using purposive sampling technique because they are cooperative and easy to be accessed as the respondents. The valid questionnaire was administrated to the selected entrepreneurs and held from 2021 to 2022 supported by the Google form application. Thirdly, we analyzed the data. Likert's scale was used to measure the response of respondents in which each statement can be measured on a scale from 1 (very disagree) to 5 (very agree) (Boone & Boone, 2012; Brown, 2011). Structural Equation Model-Partial Least Square (SEM-PLS) was performed as the tool for analyzing the data (Mike & Cheung, 2015). Lipsey and Wilson (2001) argued that the minimal sample size recommended in analyzing the data using SEM-PLS was from 30 to 100 respondents. It interpreted that SEM-PLS was suitable to utilize in this research. The normal data was required to analyze the data using SEM-PLS (de Gois et al., 2020; Rasch et al., 2011). As a consequence, the t-test was carried out to examine the effect of halal certification and entrepreneurial marketing on the successful small and medium enterprises of food products (Fay & Proschan, 2010; McElduff et al., 2010). All calculations and analyses of the data employed the smart-PLS software.

## RESULTS

### Assumption Test of SEM-PLS

The results of the normality test using the Shapiro-Wilk test shows that the significant value of each statement of indicator's latent variables was more than 0,05. It interprets that the data of every statement of indicator's latent variables were distributed normally. As a consequence, the multicollinearity test was conducted by Regression test considering tolerance value and VIF (Gall et al., 1984). The results of multicollinearity using the Regression test are presented in Table 1.

Table 1. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Halal Certification	0,872	1,147
Entrepreneurial Marketing	0,923	1,084
Successful Enterprise	0,810	1,235

de Gois et al. (2020) revealed that if the tolerance value is more than 0,10 and the value of VIF was less than 10, there is no multicollinearity among variables. Table 1 shows that the tolerance value of every latent variable was more than 0,10 and the value of VIF of every latent variable was less than 10. This indicates that there is no multicollinearity among latent variables.

### The Evaluation of Measurement Model (Outer Model)

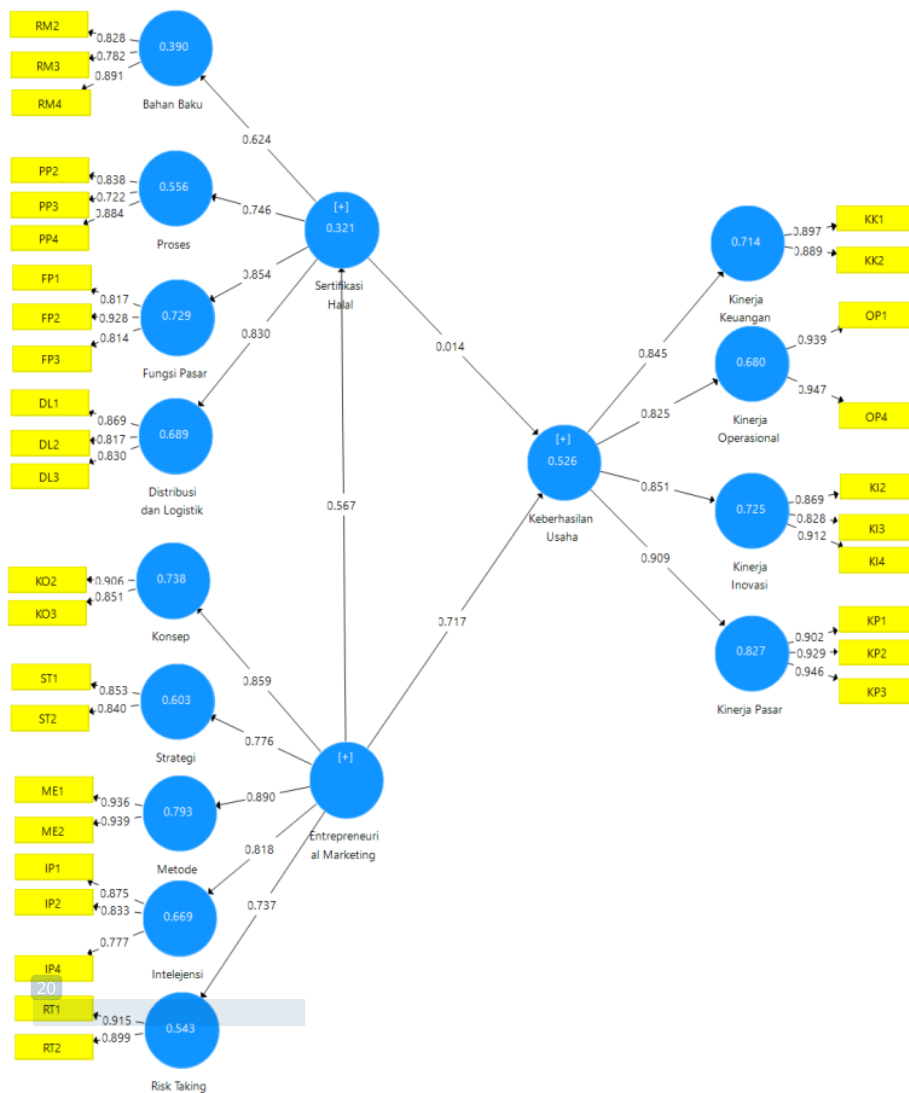
The analysis results of the research's SEM related to the effect of halal certification and entrepreneurial marketing on the successful enterprise are shown in Figure 2. Mike and Cheung (2015) revealed that if the value of the loading factor of every latent variable is more than 0,6 then the indicator is valid and eligible to be used. Figure 2 shows that the value of the loading factor of every statement and each indicator's latent variable was more than 0,6. It interprets that every statement and each indicator's latent variable were valid and eligible to be employed in this research. Furthermore, the reliability test on the model was used to prove the accuracy and consistency of the instrument in measuring the variable. The reliability test was conducted by measuring the composite reliability. The average variance extracted (AVE) and composite reliability (CR) of the measurement model are shown in Table 2.

Table 2. Average Variance Extracted (AVE) and Composite Reliability (CR)

Latent Variables	Composite Reliability	Average Variance Extracted
Halal Certification	0,880	0,785
Entrepreneurial Marketing	0,918	0,556
Successful Enterprise	0,919	0,656

Table 2 shows that the value of AVE for each latent variable was more than 0,05. It means that the variable of halal certification, entrepreneurial marketing, and successful enterprise can explain the variance of its indicators well (Mike & Cheung, 2015). In addition, Table 2 shows that the value of composite reliability for every latent variable was more than 0,7. It interprets that all latent variables have been consistent (Mike & Cheung, 2015).

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**Figure 2.** Loading Factor of Measurement Model

The evaluation of discriminant validity using the value of Fornell larcker is shown in Table 3.

**Table 3.** The Results of Discriminant Validity

Latent Variables	Halal Certification	Entrepreneurial Marketing	Successful Enterprise
Halal Certification	<b>0,886</b>		
Entrepreneurial Marketing	0,567	<b>0,746</b>	
Successful Enterprise	0,421	0,725	<b>0,810</b>

Table 3 shows that the outer loading from each latent variable was more than the cross-loading for every latent variable. It means that the discriminant validity of the research's SEM has qualified the requirement (Mike & Cheung, 2015). As a consequence, the research's SEM in Figure 2 has been fit and suitable.

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### 17 The Evaluation of Structural Model (Inner Model)

The inner model is the analysis describing and predicting the relationship among latent variables. Firstly, the structural model is measured by using the value of R-square, Q-square predictive relevance, and goodness of fit (Mike & Cheung, 2015). The results of measurement items are shown in Table 4.

Table 4. The First Measurement of Structural Model

Measurement Items	R-square	Q-square predictive relevance	Goodness of fit
Halal Certification	0,321		
Entrepreneurial Marketing	0,526	0,678	0,282

Table 4 shows that the value of R-square for the variable of halal certification was 0,321 which means that the variable of halal certification can be explained by the variable of entrepreneurial marketing as big as 32,10%. In addition, the value of R-square for the variable of the successful enterprise was 0,526 which interprets that the variable of successful enterprise can be explained by the variable of halal certification and entrepreneurial marketing as big as 52,60%. Furthermore, the value of predictive relevance Q-square was 0,678 and it means that the research's SEM can explain the studied phenomenon as big as 67,80%. Then, the value of goodness of fit was 0,282 and it interprets that the goodness of fit of this research's SEM categorizes as high.

Table 5. The Results of T Test

Effect	Path Coefficient	Coefficient	t-statistics	Conclusion
Direct Effect	HC → SE	0,567	5,561	Accepted H <sub>1</sub>
	EM → SE	0,717	4,778	Accepted H <sub>2</sub>
	EM → HC	0,014	1,719	Accepted H <sub>3</sub>
Indirect Effect	EM → SE	0,008	1,862	Accepted H <sub>2</sub>

Note: HC (halal certification); EM (entrepreneurial marketing); SE (successful enterprise)

The value of t-table with  $\alpha = 0,05$  was 1,667. Table 5 shows that each t-statistics for every hypothesis was more than the t-table. It means that the halal certification significantly has a positive effect on the successful enterprise. In addition, entrepreneurial marketing significantly has a positive effect on the successful enterprise. Entrepreneurial marketing also significantly has a positive effect on halal certification. Thus, halal certification and entrepreneurial marketing significantly have a positive effect on the successful enterprise.

## DISCUSSION

### Effect of Halal Certification and Entrepreneurial Marketing on Successful Enterprise

The results show that there is a positive effect of halal certification on successful enterprises. It means that the halal certification has a positive effect on the successful enterprise. This is due to some factors such as belief and religious commitment affecting the consumers' loyalty (Hidayat & Siradj, 2015). In addition, the food products certified by halal status become one of the requirements to enter the modern market such as hypermarkets and supermarkets. The halal certification is important to be applied in the food industry in it ensures that Islamic practices are included in safety and cleanliness in the process of the food product. It can help enterprise growth, mainly in the most Islamic country (Yusuf et al., 2016). Sigue and Biboum (2020) revealed that the halal label included in the food product can increase the profit obtained by the entrepreneur's small and medium micro-enterprise. In addition, Wahyuni et al. (2020) showed that the halal label marked on the packaging of food products positively affects an increase in sales turnover.

Furthermore, some pieces of the literature revealed that halal certification has a positive effect on the successful enterprise of halal-certified companies (Khoo et al., 2020; Mansur et al., 2022; Secinaro et al., 2021). Some relevant research also showed that halal certification has a significant positive relationship with operational performance (Haleem et al., 2019; Katuk et al., 2020; Nurani et al., 2022; Secim, 2022; Tseng et al., 2022). These proofs strengthen the fact that the halal certification is the certification type of food safety as the halal guarantee tool (Calder, 2020; Demirci et al., 2016; Latino et al., 2022; Muneeza & Mustapha, 2020; Russell & Wilson, 2022). Therefore, halal certification is one of the important factors to achieve a successful small and medium micro-enterprise.

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Hereinafter, another result shows that entrepreneurial marketing has a positive effect on successful enterprises. Several pieces of literature also stated that the entrepreneurial marketing strategy provides a positive effect to enhance enterprise performance because one of the successful enterprise factors is business performance (Becherer et al., 2012; Butarbutar et al., 2019; Reijonen, 2012; Arfably et al., 2016; Rusminah et al., 2019). The Covid-19 pandemic causes entrepreneurs to adapt to the change in customers' attitudes and most of them conduct the online activity. In addition, some indicators of a successful enterprise such as customer success, financial success, and strong company success are the marketing dimension which significantly affects each aspect of the successful enterprise (Alqahtani et al., 2022; Buccieri & Park, 2022; Buccieri et al., 2021; Dzogbenuku & Keelson, 2019; Morrish & Jones, 2020; Peterson, 2020; Rezyani & Fathollahzadeh, 2020; Sadiku-Dushi et al., 2019; Sigue & Biboum, 2020). These relevant researches provide strong evidence that entrepreneurial marketing is one of the important factors to get successful small and medium micro-enterprises.

This research also reveals that entrepreneurial marketing has a positive effect on halal certification. It means that the awareness of entrepreneurs distributing the halal product enhances the producers' awareness to mark the halal-certified food product. Alqahtani (2022) also revealed that the awareness of small and medium enterprises on the ownership of halal certification affects the competitive performance of the small and medium enterprises because the enterprise uses a marketing concept approach. The halal industry can soar the income and quality of people's life through trading and investing, and extend the market for the halal product with various marketing pieces of knowledge (Karim et al., 2018; Khoerunnisa, 2016; Quoquab, 2020). Therefore, small and medium enterprise has to take the chance to be proactive in producing halal product because it can be competitive for small and medium enterprise to the extent their business either locally or globally.

### The Dominant Factors Affecting the Successful Enterprise

The indicator reflecting the strongest interrelation of the variable of halal certification was the material quality based on the halal concept and consumer preference in which these indicators had the loading factor as many as 0,891. It shows that the material quality based on the halal concept and consumer preference are the most dominant indicator in describing the halal certification. It also can describe reflecting the variable of halal certification. As a consequence, it is applied well to enhance the successful small and medium micro-enterprise of food products. Furthermore, the indicator reflecting the strongest interrelation in describing entrepreneurial marketing was the level of ability in weaving the relation with the government in which it had the loading factor as many as 0,850. It can describe as reflecting entrepreneurial marketing if it is applied well to enhance the successful small and medium enterprises of food products. Hereinafter, the indicator of the variable of successful enterprise which has the strongest interrelation was the market performance in which it had the loading factor as many as 0,947. It can also describe reflecting the successful enterprise to enhance the successful small and medium micro-enterprise of food products.

## CONCLUSION AND SUGGESTION

### Conclusion

This research provides some information that the halal certification significantly has a positive effect on the successful enterprise. In addition, entrepreneurial marketing directly and partially has a positive effect on the successful enterprise. Furthermore, entrepreneurial marketing significantly has a positive effect on halal certification. Entrepreneurial marketing also has a positive effect on the successful enterprise mediated by the halal certification. Subsequently, the dominant indicator of the variable of halal certification is the material quality based on the halal concept and consumer preference while entrepreneurial marketing has the dominant factor which is the ability level in weaving the relation with the government. In addition, the dominant factor of a successful enterprise is market performance.

### Suggestion

This research has various scopes limiting the studied matter. For further relevant research, other researchers should deepen and add the reference related to the halal certification for another necessity. This is due to the halal certification not only representing halal-certified food products but also having the opportunity to be new marketing of food and drink product in which it can enhance the confidence

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interval of the Islamic consumers on the purchase of food products. The label of halal certification on the packaging provides the understanding for consumers that the product has been certified as halal published by MUI. In addition, the optimization of halal certification for entrepreneurs' small and medium enterprises aims to respond to the market needs and achieve a successful enterprise.

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