Implementation of Halal Product Assurance Through Halal Certification as Service Quality in Food and Beverage Products

Implementasi Jaminan Produk Halal Melalui Sertifikasi Halal sebagai Service Quality pada Produk Makanan dan Minuman

Dara Riska Alifia, Aslikha, Mohammad Dayat, Sukamto

ABSTRACT

Implementing halal product guarantees through halal certification as service quality is a necessary process that involves the agency administering halal product guarantees. Halal certification as a service quality aims to ensure that the products or services provided by business actors meet the halal standards and requirements stipulated in the Islamic religion. This research examines whether halal certification is used as service quality for food and beverage products for Micro, Small, and Medium Enterprises in the Sekar Association, Purwosari District, Pasuruan Regency. The type of research used by researchers is qualitative research using a descriptive approach. At the same time, the research instruments used in this study were observation, interviews, and documentation. From the study results, it was found that business actors have fulfilled the requirements set out in Islam, which in turn can increase consumer confidence and business reputation. Halal certification as a service quality can be necessary in building good business relationships with consumers who want products or services that comply with halal principles.

Keywords: halal certification, service quality, business players

ABSTRAK

Implementasi jaminan produk halal melalui sertifikasi halal sebagai service quality *adalah proses penting yang melibatkan badan penyelenggaraan jaminan produk halal. Sertifikasi halal sebagai* service quality *bertujuan untuk memastikan bahwa produk atau layanan yang diberikan oleh pelaku usaha memenuhi standar dan persyaratan halal yang ditetapkan dalam agama Islam. Tujuan dilakukan penelitian ini yang pertama yaitu untuk mengetahui sertifikasi halal dijadikan sebagai* service quality *pada produk makanan dan minuman Usaha, Mikro, Kecil dan Menengah di Paguyuban Sekar Kecamatan Purwosari Kabupaten Pasuruan. Jenis penelitian yang digunakan peneliti adalah penelitian kualitatif dengan menggunakan pendekatan deskriptif. Sedangkan instrumen penelitian yang digunakan oleh peneliti dalam penelitian ini adalah observasi, wawancara, dan dokumentasi. Dari hasil penelitian didapatkan bahwa pelaku usaha telah memenuhi persyaratan yang ditetapkan dalam Islam, yang pada gilirannya dapat meningkatkan kepercayaan konsumen dan reputasi usahanya. Sertifikasi halal* sebagai service quality *dapat menjadi faktor penting dalam membangun hubungan bisnis yang baik dengan konsumen yang menginginkan produk atau layanan yang sesuai dengan prinsip-prinsip halal.*

Kata Kunci: *sertifikasi halal, kualitas pelayanan, pelaku usaha*

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1. Introduction

Indonesia is a country whose population is predominantly Muslim. Hence, the guarantee of product halalness is essential because knowledge and technology are increasing, giving rise to various methods used to make a product, especially food products. The label is part of the packaging. Labelling consists of two purposes, namely persuading, or it can be said as a promotional tool, and labels that provide information to assist consumers in obtaining information on a product to give consumers confidence that the product meets their expectations. This also applies to the halal label, which makes it easier for Muslim consumers to choose food that is good for themselves, follows the rules of their religion, and meets standards in safety and cleanliness. Islam teaches us to consume halal food and leave unlawful things, with basic knowledge of halal awareness and halal certification, which has been socialized frequently by the MUI (Indonesian Ulama Council) and Law No. 33 of 2014 concerning halal product guarantees.

Halal certification is a process of clarifying products whose halal status is vague by tracing them from the raw material preparation stage, the production stage, to the storage stage, and how to control it so it is consistently halal. So, halal certification is applied to products that still contain ambiguous halal aspects, so it needs to be confirmed. The purpose of halal certification is to provide certainty about the halal status of a product as a form of fulfilling consumer rights. Consumer confidence in the halalness of a product will affect the number of consumer purchases of the product.

Halal certification helps eliminate consumer doubts about the halalness of these food products. The number of consumers who doubt the halalness of food and beverage products makes consumers feel very doubtful. It can also negatively impact producers because it will reduce or even kill sales. On the other hand, it is difficult for producers to mitigate this issue, considering that producers still need proof of halal certification issued by the MUI (Yuli et al., 2019).

However, products that have been certified halal will also significantly affect the quality of service (service quality). Quality of service should be noticed in any company, whether small or large (Mundir, 2022). Consumers are always satisfied by looking at the product or product price. Islam also explains the provision of services based on the type of business being run, both in the form of products and types of services provided by the business. The quality of service includes several things, namely concreteness, reliability, responsibility, security, and empathy. As an entrepreneur, the five points above must be implemented to provide positive added value to consumers.

Consumers have long understood matters relating to poor service quality, which will cause much harm to businesses. What is provided to consumers is also strongly and directly related to the development of UMKM products. Where service quality is one of the sources to influence customer expectations, business actors must find out how services that need to be increased in value to service quality by implementing halal certification. Pasuruan Regency will focus on one of the Purwosari Districts because, in Pasuruan Regency itself, the number of MSMEs (UMKM) in Pasuruan Regency in 2017 was 240 UMKM. Likewise, in Purwosari District, there is an association of UMKM called the Sekar UMKM Association; there are as many as two associations, namely the Sekar Association, which covers all UMKM in the Purwosari sub-district and the HBS Kemado Association consisting only in the Sumberejo Village area, Purwosari

District. Also, looking at the UMKM/IKM data for food and beverage products in 2017-now, there are 298 IKM (D. P. dan P. Kab. Pasuruan, 2017). Likewise, data for SMEs in Pasuruan Regency 2022 is approximately 4,000 SMEs/Districts (Dinas Koperasi dan Usaha Kecil Menengah Kabupaten Pasuruan, 2022). Meanwhile, in Purwosari District, there is an MSME Association named Sekar, which also has data on 200 UMKM in Purwosari District from various villages in Purwosari District.

The role of MSMEs in the Pasuruan Regency in the food and beverage sector is to improve the regional economic welfare and the quality of service for these MSME products. According to Sampoerna, they were reported on liputan6.com Pasuruan Regency is one of the business locations. Therefore, the company is highly committed to contributing to increasing MSMEs so that they can transmit a positive effect on Indonesia's economic growth.

Several researchers have studied halal certification as Service Quality for UMKM products as their research theme, one of which is the research conducted by Alfi Hasanah, Billy Boiazteir Sebastian Siregar, et al. Entitled "Improving the Quality of UMKM in Pati Regency through the Introduction of Halal Certification," the study explained that the development of the micro, small, and medium enterprise industry (UMKM) in Indonesia had made a significant contribution to the national economy starting from production output, employment, to foreign exchange-earners. (Hasanah, et al., 2021).

Research conducted by Ranti Anjelica, Asfia Fitri Aras, and Corry Handayani entitled "Implementation of Service Quality (Servqual) on customer satisfaction at PT. Bank Sinarmas Tbk" in the study explained that to determine service quality on customer satisfaction, namely reliability, responsiveness, assurance and empathy (Ranti Anjelica & Handayani, 2021).

Based on previous research focused more on the influence of the presence or absence of halal certification on the products of business actors or UMKM (Micro, Small, and Medium Enterprises), and many different theories are used. While this research focuses not only on the development of UMKM but also on how much influence halal certification has as a Service Quality in guaranteeing halal products for UMKM products.

This research was conducted to analyse the implementation of Halal Product Assurance through halal certification as a service quality for UMKM food and beverage products in the Sekar Association, Purwosari District, Pasuruan Regency. To find out consumer perceptions of the implementation of halal certification, which impacts the service quality of food and beverage products in the Sekar UMKM Association, Purwosari District, Pasuruan Regency.

2. Literature Review

2.1 Micro Small and Medium Enterprises (MSMEs/ UMKM)

In accordance with Article 1 of Law number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs), MSMEs are defined as follows:

1. Micro businesses are productive businesses owned by individuals or individual business entities that meet the criteria for micro businesses.

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2. Small business is a productive economic enterprise that stands alone, carried out by individuals or business entities that are not subsidiaries or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part directly or indirectly of a medium-sized business or small business.
3. Medium business is a productive economic business that stands alone, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly or indirectly of small businesses or large businesses with a total net worth or annual sales proceeds as stipulated in the Act.

2.1.1 UMKM (MSMEs) Criteria

The new UMKM (MSMEs) criteria are regulated in Articles 35 to Article 36 of PP UMKM. Based on this article, UMKM are grouped based on business capital criteria or annual sales results. Business capital criteria are used for the establishment or registration of business activities that are established after the PP UMKM applies. The aforementioned capital criteria consist of:

1. Micro businesses have business capital up to a maximum of IDR 1,000,000,000.00 (one billion rupiah) excluding land and buildings where the business is located.
2. Small businesses have business capital of more than Rp 1,000,000,000.00 (one billion rupiah) up to a maximum of Rp 5,000,000,000.00 (five billion rupiah) excluding land and buildings where the business is located.
3. Medium Enterprises have a business capital of more than Rp 5,000,000,000.00 (five billion rupiah) up to a maximum of Rp 10,000,000,000.00 (ten billion rupiah) excluding land and buildings where the business is located.

The nominal value of the criteria above can be changed according to the peer-to-peer balance. In addition to the criteria for business capital and annual sales results, the ministry/national agency may use other criteria such as business capital, clean assets, investment value, number of workers, incentives and incentives, local content, and application of environmentally friendly technology according to the criteria of each sector for keipe teirteintu's mind (Article 36 PP UMKM). BPS formulates MSME criteria based on the number of similar workers: (B. Kab.Pasuruan, 2020).

Table 1 UMKM Criteria According to BPS

No	UMKM Group	Total Manpower
1	Micro business	Less than 4 people
2	Small Business	5 to 19 people
3	Medium Business	20 to 99 people

2.1.2 Principles and Objectives of UMKM

The principle of UMKM is regulated in Article 2 of Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises, which in essence, UMKM are based on kinship, economic democracy, togetherness, efficiency with justice, sustainability, environmental insight, independence, balance of progress and national economic unity. The purpose of MSMEs is explained in Article 3 of Law Number 20 of 2008 concerning Micro, Small and Medium

Enterprises, which reads that micro, small and medium enterprises aim to grow and develop their businesses to build a national economy based on just economic democracy.

2.2 Halal Certification

2.2.1 Legal Basis for Halal Certification

The legal basis for implementing halal certification is that it only originates from the provisions of the *Shari'a* (*al-hukm as-syar'i*). In order to guarantee the implementation of the provisions of this sharia related to the law of halal and haram, procedural regulation *(al-hukm al-ijrai*) is implemented (Burhanuddin, 2011). The legal basis for the application of halal certification is contained in the Al-Qur'an and hadith as follows:

فَكُلُوْا مِمَّا رَزَقَكُمُ حَلاَلاً طَيِّبًا وَا شْكُرُوْا نِعْمَتَ اللهِ إِنْ كُنْتُمْ إِيَّاهُ تَعْبُدُوْنَ

Meaning:

So, eat what is lawful for you from the sustenance that Allah has given you, and be thankful for Allah's favours, if you really worship Him alone.
(Q.S. An-Nahl [16]:114) in (Fakhruddin, 2020).

أَيُّهَا الَّذِيْنَ أَمَنُوْا كُلُوْا مِنْ طَيِّبَتِ مَا رَزَقْنَكُمْ وَاشْكُرُوْالِلّٰهِ إِنْ كُنْتُمْ إِيَّاهُ تَعْبُدُوْنَ

Meaning:

O you who believe, eat among the good sustenance that we have given you and give thanks to Allah, if it is really Him you worship.
(Q.S. Al-Baqarah [2]:172).

These verses are the reasons that become the legal basis for the implementation of halal certification for products (goods and services) that will be issued to consuming. The provision of halal certification for companies that produce goods and services, its provisions need to be regulated in the form of formal regulatory implementation so that it has binding legal force (Fakhruddin, 2020).

2.2.2 Definition of Halal Certification

Halal certification is the process of obtaining a halal certificate by going through several stages of inspection to prove that the company's raw materials, production process and product halal guarantee system have complied with the standards set by LPPOM MUI in 2008. Certification is carried out by conducting a series of checks by a competent auditor. In their field, to determine their halal status, create a written fatwa explaining the halalness of the product in the form of a halal certificate. Halal certificates are valid for four years. Then it can be extended. Business actors must provide halal guarantees by always maintaining the halalness of their products (Faridah, n.d.).

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2.2.3 Halal Certification Purposes

The purpose of halal certification is not only beneficial for business actors, but can also be a protection for consumers. Among them:

1. Increasing consumer awareness, ability and independence to protect themselves.
2. Raise the dignity of consumers by preventing them from negative access to the use of goods or services.
3. Improving consumer empowerment in choosing, determining, and demanding their rights as consumers.
4. Creating a consumer protection system that contains elements of legal certainty and information disclosure as well as access to information.
5. Growing awareness of business actors regarding the importance of consumer protection so that honest and responsible attitude grows in business.
6. Improving the quality of goods or services that ensure the continuity of the business of producing goods or services, health, comfort, security and safety.

2.2.4 Sanctions Related to Halal Certification

Basically, products that enter, circulate, and are traded in the territory of Indonesia must be halal certified. So, if the product being sold is halal, it must be halal certified. Based on Article 24 of Law Number 33 of 2014 concerning Halal Product Guarantee, there are several obligations for business actors who apply for a halal certificate and after obtaining the certificate. Business actors applying for a halal certificate must:

1. Provide correct, clear and honest information;
2. Separating locations, places and tools for slaughtering, processing, selling, storing, packaging, distributing, selling, and presenting halal and non-halal products;
3. Have a halal supervisor; And
4. Report changes in material composition to BPJPH.

2.3 Service Quality

Service Quality is the level of service related to the expectations and needs of local MSME business customers. According to Parasuraman et al. (1988) the determinants of service quality consist of 5 factors, namely reliability, responsiveness, assurance, empathy, and tangible or better known as Seroquel. The explanation is as follows (Saibudin et al., 2022) :

1. Reliability includes the ability to provide the promised service reliably and accurately. Reliability, broadly defined, means that a company keeps its promises regarding delivery, problem solving and pricing. In MSMEs, it can be seen when MSME owners and employees provide the promised services and help solve any problems that arise.
2. Responsiveness includes the ability to help customers and provide services quickly. It can be seen from the ability of MSME owners and employees when providing services, handling customer requests, questions and complaints quickly.

3. Assurance includes employee knowledge, courtesy, and ability to inspire confidence and trust in customers. It can be seen from the ability of MSME owners and employees to provide information about MSME products politely and honestly.
4. Empathy includes personal care and attention given to customers. For example, MSME owners can understand the shape of the product that customers want.
5. Tangibles include physical facilities, equipment, personnel, and views that consumers receive. Examples include the facilities at MSMEs, the cleanliness and comfort of the product display space and the appearance of MSME owners and employees.

Every UMKM business actor or company requires good service quality because of its very important role for business continuity. These roles include:

1. Provide customer satisfaction to consumers
2. Building customer loyalty
3. Increase sales
4. Building Brand Awareness

3. Methodology

This research uses qualitative research methods. Qualitative research is research to understand phenomena related to people and socio-cultural backgrounds. This study did not perform numerical analysis and can report research results in detail (Weganofa & Hanum, 2015).

In the qualitative method, proper knowledge can be received by reason and is based on facts that occur for its acquisition to follow ways that can be captured by logic and conveyed through reasoning. The reasoning is done through deduction and induction procedures. This knowledge can be used to develop knowledge and technology, plan development, and solve human life problems (Gunawan, 2013a).

The location of research was carried out at the Sekar Micro, Small and Medium Enterprises Association in Purwosari District, Pasuruan Regency, located at Jl. Raya Surabaya – Malang No. 12, Purwosari, Kecamatan. Purwosari, Kabupaten. Pasuruan, East Java 67162.

The data source is the subject from which the researcher's data was obtained, from the data source using data collection techniques that can be grouped into two categories, namely interactive and non-interactive methods. Based on the source, this research is divided into primary and second data (Gunawan, 2013).

Data collection for this study was carried out through interviews, observation, and documentation. At the same time, the data analysis method used in this study is descriptive analysis. This analysis is defined as a problem-solving procedure that is investigated by describing or describing the current state of the research object based on the facts that appear or as they are.

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4. Results and Discussion

4.1 Result

Based on data from the results of the Population Census carried out by the latest 2021 Central Bureau of Statistics, the percentage of the population of Pasuruan Regency is 1. 619,035 people, consisting of 808,305 men and 810,730 women, with a male-to-female sex ratio of 100,19. Pasuruan Regency is in a demographic bonus period because 71.43 per cent of the population is still of productive age (15 - 64 years).

The population structure according to religion based on the available information (Pasuruan Regency in figures for 2020) shows that the majority of the population of Pasuruan Regency is Muslim, with 1,551,439 people. The development of the Muslim community is more significant in this regard creating a significant demand for halal food and drinks. Therefore, business actors must be able to seize opportunities by identifying the factors that create demand for halal products. The following is data on the number of UMKM in Pasuruan Regency based on the Purwosari District Region in 2023, including:

Table 2 Number of UMKM/IKM in Pasuruan Regency

No.	Subdistrict	UMKM/IKM
1.	Purwodadi	4.562
2.	Tutur	918
3.	Puspo	1.583
4.	Toisar	2.184
5.	Lumbang	2.013
6.	Pasrepan	2.476
7.	Kejayan	4.057
8.	Wonorejo	3.732
9.	Purwosari	4.916
10.	Prigen	3.095
11.	Sukorejo	3.762
12.	Pandaan	4.072
13.	Gempol	7.016
14.	Beji	3.813
15.	Bangil	5.091
16.	Rembang	3.112
17.	Kraton	3.799
18.	Pohjentrek	1.984
19.	Gondang Wetan	2.709
20.	Rejoso	2.209
21.	Winongan	2.474
22.	Grati	4.839
23.	Lekok	2.918
24	Nguling	1.459

Based on the table above, it can be seen that Pasuruan Regency has many UMKM spread across several sub-districts of Pasuruan Regency. Only now, there are still UMKM actors in Pasuruan Regency who have yet to obtain halal certification, but there are also those who have; this is

due to a lack of awareness and knowledge regarding halal certification. Even though UMKM have played a role in the regional economy, halal certification also dramatically influences the Service Quality of UMKM products to face obstacles and obstacles.

Based on the results of observations made by researchers, during the enactment of Law Number 33 of 2014 concerning Guarantees for Halal Products, the BPJPH or Halal Companion continues to play a role in coaching and socialization regarding Guaranteed Halal Products for micro, small and medium businesses. In this regard, the government expects maximum legal protection for products that are circulating or traded in the territory of Indonesia. This can be seen from the results of researchers' observations which are reinforced by the explanation from the Halal Assistant in the Pasuruan Regency area; he explained that business actors must take care of halal certification for micro, small and medium enterprises. This is because it has been stated in Law No. 33 of 2014 concerning Halal Product Guarantees for micro business actors.

In addition to the data obtained through observation activities, the researcher also conducted data mining through interviews with several business actors who were members of the Sekar UMKM Association in Purwosari District to strengthen the information carried out by business actors who were members of the Sekar UMKM Association in Purwosari District when their business was already established. Having a halal certificate can affect the quality of service (service quality) in the business being run. The data for business actors, when researchers conducted interviews, were as follows:

Table 3 Data from Interviews with Sekar UMKM Entrepreneurs, Purwosari District

No.	Business Actor	Business Address	Business Name	No. Halal Certificate
1.	Mrs. Narisah	Dsn. Manggihan Rt.09 Rw.05 Ds. Sumberejo Purwosari	Keiripik 86	ID35110000211331221
2.	Mrs. Krisdiyana Ririn	Dsn. Kucur Rt.02 Rw.06 Ds. Sumberejo Purwosari	Coffe Kutjur “UD. Sampun Slamet”	ID35110000217391221
3.	Mrs. Reisty Mardiayu	Dsn.Pandansari Rt.016 Rw.003 Ds.Sumberejo Purwosari	Putri Oil-el	ID35110000594270922
4.	Mrs. Afiah Fitrianti	Dusun Buluagung Ds. Sengonagung Purwosari	Dapoor Chiwa	ID35110001488060223
5.	Mrs. Diah Agustin	Jln. Arjuno Kelurahan Purwosari	Dapoer Kuker	ID35110001874220323
6.	Mrs. Nur Khalimatus S.	Jln. Arjuno Kelurahan Purwosari	Jajan jaduel	ID35110001672021222
7.	Mrs. Rita	Jln. Indrokilo Kel.Purwosari	Rita’s Kitchen	ID35110001874240323
8.	Mrs. Suwaidah Khoiiriyah	Jln. Dewantoro Kel. Purwosari	Mumtaz	ID35110000211491221

Concluded the data from interviews with business actors, when dealing with halal certification it can improve product quality and get guarantees from halal products, so business actors are more able to support increased sales in accordance with buyer requests. Because it is guaranteed by halal certification, the products of business actors only use natural ingredients in order to have a good taste and guarantee buyers to come and buy the product again.

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In qualitative research, there is no minimum sample size, qualitative research usually uses a small sample size. So, researchers dig consumer data to find information which is the primary data to be interviewed in order to complement the findings of researchers. The following is consumer data interviewed by researchers:

Table 4 Consumer Data

No.	Name	Address	Job
1.	Mr. Zainur	Cendono, Purwosari	Self-employee
2.	Mrs. Fatimatuz	Kelurahan Purwosari	Private sector employee
3.	Mrs. Sulikha	Bakalan Purwosari	Private sector employee
4.	Mrs. Romlah	Bakalan Purwosari	Housewife
5.	Mrs. Nurania	Sumberejo, Purwosari	Housewife

From the results of the interview above, the researcher said that the service quality of the Sekar UMKM Association in Purwosari District received a positive response from customers, because service quality is very important for the community. To create satisfaction for its customers so that when consuming the products traded by the Sekar UMKM Association, Purwosari District, they don't disappoint.

4.2 Discussion

4.2.1 Implementation of Halal Product Assurance through Halal Certification as Service Quality for Food and Beverage Products in the Sekar UMKM Association, Purwosari District, Pasuruan Regency

Based on research carried out by researchers in the Sekar UMKM Association, Purwosari District, related to halal certification is a process of assessing and certifying that a product or service meets the standards and requirements set out in the Islamic religion. Halal certification generally applies to food, beverages, and products used in daily life. Halal certification is related explicitly to fulfilling the requirements stipulated in Islamic law regarding the halalness of materials, production processes, cleanliness, and processing. In this case, for MSME business practitioners in the Purwosari Sub-District, halal certification is a religious responsibility. It ensures that the product or service is by Islamic principles. However, when talking about halal certification, it means service quality (quality of service). Based on research carried out by researchers in the Sekar UMKM Association, Purwosari District, related to halal certification is a process of assessing and certifying that a product or service meets the standards and requirements set out in the Islamic religion. Halal certification generally applies to food, beverages, and products used in daily life. Halal certification is related explicitly to fulfilling the requirements stipulated in Islamic law regarding the halalness of materials, production processes, cleanliness, and processing. In this case, for MSME business practitioners in the Purwosari Sub-District, halal certification is a religious responsibility. It ensures that the product or service follows Islamic principles. However, when talking about halal certification, it means service quality.

By obtaining halal certification, service providers can demonstrate to consumers that business actors have met the requirements stipulated in Islam, which can increase consumer confidence and business reputation. Halal certification as a service quality can be necessary for building

good business relationships with consumers who want products or services that comply with halal principles.

Thus, the Law on Halal Product Assurance, which requires halal certification, is intended for benefits that as many people as possible must feel. Halal certification benefits business actors, such as service quality in food and beverage products; it also dramatically benefits Muslim consumers because it can avoid non-halal products and provides legal certainty to Muslim consumers that the food and beverage products are truly halal according to what is prescribed and prescribed by Islam. Consumers will not hesitate to buy food and beverage products because the food and beverage product packaging contains the halal logo. The Muslim community in Purwosari District, Pasuruan Regency, urgently needs the obligation of halal certification.

From the results of research conducted by researchers on business actors who are members of the Sekar UMKM Association, Purwosari District, halal certification is very beneficial for service quality in the implementation of halal products, not only protecting the rights of Muslim consumers to halal products but also protecting the interests of business actors. Increased sales of business actors' products provide benefits to improve the economy of business actors, increasing the nation's and state's economic development. The following are some of the benefits of having a halal certification that affects the service quality of business actors' products and also for business actors, especially UMKM:

1. Can Increase Consumer Confidence because Halal Guaranteed

   Halal certification increases consumer confidence because it is guaranteed halal, Muslim communities will also be more comfortable buying and consuming products labelled halal. Halal certified products will be loved and appreciated by consumers to increase sales. In addition to existing commercial rights to obtain certification, commercial participants must also strive to meet Halal criteria, including materials, facilities and traceability to prove Halal.

2. Halal Certification Provides Protection for Domestic Products from Global Competition

   Entering the free market era, Indonesia is certain to be the most promising market. The population and geographical area that stretches from Sabang to Merauke will certainly require various consumption needs. This market becomes an extraordinary strength if it can be filled with local products. However, if local products cannot guarantee quality, similar foreign products will soon dominate the market.

3. Improving Market Competitiveness

   UMKM in Purwosari District are able to compete with products produced by large companies. Business actors whose products already have halal certificates can easily market their products to supermarkets or to souvenir centres and can also go directly to the Department of Industry and Trade. This halal certification policy provides encouragement so that business actors can take advantage of the existing atmosphere to compete and develop their business.

4. Able to Penetrate the Global Halal Market

   Halal-certified products will have the ability to market their products in Muslim countries other than Indonesia, such as Malaysia, Brunei Darussalam and Saudi Arabia.

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Apart from competing with domestic products, Indonesian halal products can also compete with foreign products because not all foreign products have the halal logo. For example, chocolate or souvenirs from abroad.

Business actors who do not yet have a halal certificate are expected to immediately register for halal certification with BPJPH. And for business actors who have obtained a halal certificate, it is better to immediately include a halal label on the product packaging. Because having a halal certificate can provide many benefits to increasing sales of its products.

4.2.2 Consumer Perception of The Implementation of Halal Certification Which Has an Impact on The Service Quality of Food and Beverage Products in the Sekar UMKM Association

The application of halal certification to food and beverage products usually aims to ensure that the product complies with halal principles in the Islamic religion. Halal certification can give confidence to Muslim consumers that the products they consume meet recognized halal standards. The halal certification application is included in the service quality category of the Assurance class, where one of the Assurance attributes that is by the results of research on consumers is to foster a sense of customer trust. In this name, it is proven that there is a halal certificate on products traded at the Sekar UMKM Association, Purwosari District.

Consumer perceptions of implementing halal certification can vary, such as understanding and awareness of the importance of halal certification, trust in institutions or authorities that issue halal certificates, and their personal experiences using halal-certified products.

Regarding the impact on the service quality of food and beverage products, implementing halal certification can provide incentives for the MSME Association to improve the overall quality of their products. The halal certification process usually involves strict inspection of the ingredients, production methods, and cleanliness. By going through this process, MSMEs are expected to pay attention to hygiene standards and overall product quality.

However, it is also important to remember that product service quality is not only determined by halal certification status. Many other factors can still affect the quality of food and beverages, such as the raw materials used, the production process, the chef's skill, cleanliness, taste and other factors. Therefore, apart from considering halal certification, consumers must also look at other relevant aspects when assessing the quality of food and beverage products.

The quality of service in the Sekar UMKM Association in Purwosari District always appreciates and responds to customer complaints, such as providing the best service by providing easy access, safety factors, and always putting customers first. This is a service provided by the Sekar UMKM Association in Purwosari District to provide satisfaction with sales from business actors to consumers so that these consumers feel satisfied and continue to buy products at the Sekar UMKM Association in Purwosari District.

Therefore, the positive impact that occurs as a result of implementing halal certification as a Service Quality in the Sekar UMKM Association, Purwosari District, is that people can consume food and beverage products from Sekar UMKM, Purwosari District.

5. Conclusions and Recommendations

5.1 Conclusions

From the research results, by obtaining halal certification, service providers can demonstrate to consumers that business actors have met the requirements set out in Islam, which can increase consumer confidence and business reputation. Halal certification as a service quality can be necessary for building good business relationships with consumers who want products or services that comply with halal principles. Halal certification benefits business actors, such as service quality in food and beverage products; it also dramatically benefits Muslim consumers because it can avoid non-halal products and provides legal certainty to Muslim consumers that the food and beverage products are truly halal according to what is prescribed and prescribed by Islam.

The application of halal certification to food and beverage products usually aims to ensure that the product complies with halal principles in the Islamic religion. Halal certification can give confidence to Muslim consumers that the products they consume meet recognized halal standards. This turns out that the application of halal certification is included in the service quality category of the Assurance class, where one of the Assurance attributes, to the results of research on consumers, is to foster a sense of customer trust. In this name, it is proven that there is a halal certificate on products traded at the Sekar UMKM Association, Purwosari District. It is essential for the Sekar UMKM Association, Purwosari District, Pasuruan Regency, to understand consumer perceptions of implementing halal certification and ensure that the quality of their products continues to meet the standards expected by consumers. Business actors can involve consumers in surveys or research to understand their views and preferences on halal certification and improve and enhance product services.

5.2 Recommendations

For business actors who have not yet taken care of halal certification, they can consider the benefits and opportunities that exist in obtaining halal certification, both in terms of market and consumer confidence, as well as religious and ethical values , which are believed to be able to improve the service quality of products. Muslim consumers around everything and everywhere must first think about it on the internet or social networks to understand and know the criteria for halal food. Muslim consumers must do the same and think carefully about halal products that can be consumed.

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