



Motivation for Implementing Halal Standards of Food and Beverage MSMEs in DKI Jakarta

Retno Titisari ¹⁾

¹⁾Master of Management Faculty of Economic & Business University of Indonesia, Indonesia

Email: ¹⁾ retno.titisari@ui.ac.id

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ABSTRACT

The MSME industrial sector is a vital economic driver and the primary pillar of Indonesia's economic structure. In 2019, Indonesia's GDP totaled IDR 15.83 trillion, with MSMEs accounting for IDR 9.48 trillion. Halal certification for MSMEs has become a strategic priority for the government as it seeks to strengthen the MSME industry and increase global competitiveness. Despite the fact that this halal certification is being regarded as a critical instrument for MSMEs' comeback, the bulk of them still lack it. As a result, this study focuses on the variables that encourage MSMEs (reputation enhancement, religiosity, process improvement, product quality improvement, and market share) to accelerate the adoption of halal standards among halal food and beverage producers in DKI Jakarta. To do this, the researchers used a quantitative research methodology. Primary data were acquired by surveys and processed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that all five criteria have a considerable beneficial impact on driving MSMEs to apply halal standards, with market share being the most effective factor. Finally, internal motivation is crucial to the adoption of halal standards among halal food and beverage MSMEs in DKI Jakarta.

INTRODUCTION

The halal food sector is recognised as one of the fastest growing industries globally (Iranmanesh, Senali, Ghobakhloo, Nikbin, & Abbasi, 2021). In Muslim-majority countries, the halal food sector plays a relatively important role as it provides a large portion of the country's food needs. In Indonesia, for example, which holds the title of the country with the largest Muslim population, the availability of the halal food sector is a necessity for 268 million Muslims who live and need halal food every day (Wijaya, et al., 2023). According to the 2021/2022 IHMR report,

Indonesia has the potential to increase revenue by USD 5.1 billion or around IDR 72.9 trillion Gross Domestic Product (GDP) through sectors related to the halal industry (KNEKS, Sharia Economics, & Ministry of PPN, 2023). KNEKS, Sharia Economics, & Ministry of PPN (2023) considers that one of the solutions to overcome the challenges of finding new sustainable economic potential in advancing industrialisation in Indonesia at this time is the development of the halal industry.

Based on the Halal Law, all products traded, distributed, and imported into Indonesia must obtain halal certification. The enactment of this law is beneficial because it makes products more attractive to exporters looking for halal food products and halal food is currently the largest segment in the Islamic economy in Indonesia (Nawi, Ahmad, & Ibrahim, 2023). The Indonesian government's awareness of the importance of implementing halal standards has emerged since 1989, when the Indonesian Ulema Council's Institute for Food, Drug, and Cosmetics Assessment (LPPOM MUI) was established. During that period, halal certification in Indonesia was still voluntary. However, since Law Number 33 of 2014 concerning Halal Product Guarantee (JPH) was enacted, all products circulating and traded in Indonesia must have halal certification as a mandatory requirement (Halal Product Guarantee Organising Agency, 2024). 2017 was an important moment when the Ministry of Religious Affairs established the Halal Guarantee Organisation Agency (BPJPH) with the aim of providing a more integrated halal system, ensuring the halalness of products circulating in Indonesia. The presence of BPJPH strengthens the halal certification system previously managed by LPPOM MUI for decades. In addition, halal certification is no longer voluntary, but mandatory, and the administrative authority for issuing halal certificates is transferred to BPJPH. This obligation applies to all business actors, including micro, small and medium enterprises (MSMEs) (Halal Product Guarantee Agency, 2020).

Based on Law Number 33 of 2014 concerning JPH Article 67 regarding halal certification obligations, which is then confirmed in more detail in Government Regulation of the Republic of Indonesia Number 39 of 2021 concerning the Implementation of the Halal Product Guarantee Field Article 140, namely 'The staging of halal-certified obligations for food products, beverages, slaughter products, and slaughter services as referred to in article 139 paragraph (2) letter a and letter c starts from 17 October 2019 to 17 October 2024'. Therefore, BPJPH introduced various initiatives to facilitate the halal certification process for MSMEs, including steps such as reducing certification registration fees and launching the Free Halal Certification (Sehati) programme for MSME players throughout Indonesia (Halal Center LPPOM MUI, 2023). In addition to efforts in providing certification services, BPJPH also makes improvements in supervision and guidance to ensure product halalness Ministry of Religious Affairs of the Republic of Indonesia, 22). Until now, based on data taken from the official BPJPH website (bpjph.halal.go.id), it is known that BPJPH has established partnerships with 237 Halal Product Process Assistance Institutions (LP3H), including Islamic community organisations and higher education institutions. BPJPH has also completed certification for 4,462 halal supervisors and 81,641 Halal Product Process Assistants (PPH). In an effort to ensure the level of compliance with halal product guarantee standards, BPJPH collaborates with around 906 halal auditors who have received certification (Halal Product Guarantee Organisation Agency, 2024).

The enactment of the JPH Law actually provides opportunities for the development of Indonesia's halal industry (Halal Product Guarantee Organisation Agency, 2024). The Government of Indonesia's commitment to the development of the halal food industry is also reflected in the Indonesian Halal Industry Master Plan (MPIHI) 2023 - 2029, which is a detail of the halal industry sector development plan in the Indonesian Sharia Economic and Financial Master Plan (MEKSI) 2019 - 2024. The aim is to align the direction of the National Medium-Term Development Plan (RPJMN) and the National Long-Term Development Plan (RPJPN) with a focus on increasing productivity and competitiveness, implementing and strengthening policies and regulations, strengthening finance and infrastructure, and increasing awareness and halal brand image. One of the targets of the main programme is the strengthening of entrepreneurship and

MSMEs (KNEKS, Sharia Economy, & Ministry of PPN, 2023). However, there are still a number of MSMEs that have not obtained halal certificates (Hawari, 2024).

Related to this, various studies on halal certification have been conducted, both from the perspective of consumers and producers. Increased consumer awareness of halal-labelled products, especially among the younger generation, is reflected in their positive response to halal-labelled products (Wibowo et al., 2021). The findings of Millatina et al. (2022) confirmed that the adoption of the halal label has a positive relationship with consumer attitudes and can be a driver for making purchases. The halal label plays an important role in strengthening consumer purchase intentions by providing a sense of security and comfort in consuming products (Firdaus, Ikhsan, & Fernando, 2023). The findings of this study indicate that a positive attitude towards the halal label has the potential to encourage purchasing behaviour which is expected to be a motivation for businesses to adopt halal certification.

Previous research studies have revealed that corporate image and reputation, social responsibility, and halal integrity have a significant positive influence on halal implementation, and for external factors, the results show that customer demand or pressure, government support, and competitive pressure also have a positive and significant influence on halal implementation (Susanty, 2022). The same thing was revealed by Silalahi et al. (2022) where religiosity factors, government support, and higher income expectations positively and significantly affect MSMEs' intention to adopt halal practices, but consumer demand and competition intensity have no significant effect (Silalahi, Fachrurazi, & Fahham, 2022). Then research conducted by Giyanti et al., (2021) classified the application of halal standards in food manufacturing MSMEs as influenced by internal motivation and organisational commitment, while external pressure does not directly affect, but this external pressure affects the depth of application of halal standards through internal motivation as a mediating variable, and the depth of application contributes to improving operational performance, which in turn can lead to improved market performance and financial performance (Giyanti, Indrasari, Sutopo, & Liquiddanu, 2021).

In this context, given the increasing focus of the Government in encouraging the development of the halal food and beverage MSME industry, as reflected in the *Sehati* programme and efforts to accelerate the issuance of halal certificates for 10 million products until 2024 (Ministry of Religious Affairs of the Republic of Indonesia, 2022), this study aims to investigate the factors that motivate halal food and beverage MSMEs on the implementation of halal standards. The focus of this research is Halal Food and Beverage MSMEs in DKI Jakarta. As mentioned in the Strategic Study of the Formal Sector of MSME Investment Strengthening the Pillars of National Economic Resilience in 2023 by the Ministry of Investment, DKI Jakarta is included in the Top 5 category as the province with the largest economic contribution from MSMEs (Ministry of Investment, 2023). However, media data shows that MSMEs in Jakarta that have obtained halal certification are still very limited, only 11,587 out of more than 300 thousand MSMEs, and around 180 thousand of them are engaged in the culinary sector, especially food and beverages (Andika, 2024).

LITERATURE REVIEW

In the literature review, you can expand on previous studies that discuss the factors influencing the implementation of halal standards in MSMEs (Micro, Small, and Medium Enterprises). Some points you can include are:

1. Halal Certification and Business Performance: Cite studies like Ab Talib and Fischer (2017), which explore how halal certification impacts business performance. You can further explain that certification can enhance business credibility, improve access to halal-conscious markets, and strengthen brand image.

2. Religiosity and Consumer Behavior: Highlight how consumer religiosity drives purchasing behavior, as demonstrated in studies like Millatina et al. (2022) and how the presence of halal labels boosts consumer confidence.
3. Government Support and Regulations: Mention the regulatory framework, such as Indonesia's Halal Product Guarantee Law, and its significance in enforcing mandatory halal certification, as well as its impact on business operations for MSMEs (Halal Product Guarantee Agency, 2024).

METHODS

According to Malhotra et al. (2020), research design is a series of steps that must be taken in a research project. This design focuses on detailing the procedures needed to obtain the information needed to plan or solve problems related to marketing research (Malhotra, Nunan, & Birks, 2020). In this study, a descriptive conclusive research design is used by sampling through distributing questionnaires to a sample of the population in a Single Cross-Sectional Design, where only one sample of respondents is taken from the target population and information is obtained from the sample only once. The purpose of the conclusive research design with a descriptive approach is to measure and test hypotheses and determine the effect of the variables involved (Malhotra, Nunan, & Birks, 2020).

This research flow framework explains the stages or procedures of research designed to achieve predetermined objectives. The first stage is to identify the problem to be studied, especially related to halal implementation and its transformation, which then becomes the basis for research ideas to be developed further. After that, the preparation of the background and basis of research is carried out to provide an overview of the research implementation. A literature review is conducted to strengthen research arguments and understand the variables to be tested.

Next, the development of an appropriate research model was conducted, which was then modified to answer the formulated research questions. The next step was the preparation and development of the survey questionnaire, followed by validity and reliability testing as an initial test of the questionnaire with a limited number of respondents to ensure the questionnaire could be understood by the respondents. The primary data obtained from the survey was then analysed, and once tested for validity and reliability, the questionnaire could be distributed to a larger number of respondents. Data collection and processing of survey results were done in tabulated form. Descriptive analysis and model analysis were conducted to validate the model used in answering the research questions, followed by a discussion of the results which involved drawing conclusions and recommendations for managerial implications of the research conducted.

RESULTS

Development Of Halal Food And Beverage MSMEs In Indonesia

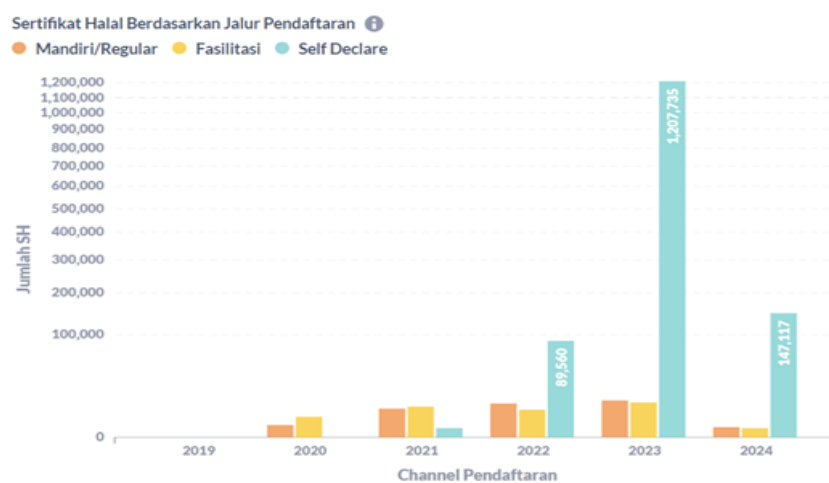
Based on Regulation of the Minister of Religion Number 20 of 2021 concerning Halal Certification for Micro and Small Business Actors Chapter II Part One Article 2 Paragraphs (1) and (2), it states that 'Products produced by Micro and Small Business Actors must be halal certified. The obligation to be halal certified for Micro and Small Business Actors as referred to in paragraph (1) is based on the Micro and Small Business Statement'.

As for the halal certification scheme, it is explained in the Decree of the Head of the Halal Product Guarantee Agency Number 78 of 2023 concerning Guidelines for Halal Certification of Food and Beverages with the Management of Chapter II C (1), namely 'First Path, for Micro and Small Enterprises can carry out halal certification by fulfilling JPH Criteria and making a halal statement letter first (Self Declare), then Chapter II C (2), namely 'The second path, for Medium

and Large Enterprises, it is necessary to carry out halal certification directly (regularly) when the products sold, made, or produced are products that must be halal certified. Micro and Small Business actors can also use the regular route if they have sufficient resources’.

Referring to KNEKS, Sharia Economy, & Ministry of PPN (2023), the first point of the four main strategies in MPIH 2023 - 2029 is ‘Increasing productivity and competitiveness, through 4 main programmes, namely (i) Strengthening the halal value chain; (ii) Development of superior and competitive Human Resources (HR); (iii) Strengthening halal industry players which include Micro, Small and Medium Enterprises (MSMEs) and pesantren, as well as strengthening innovation and technology-based halal business startup incubation; and (iv) Increasing research and innovation.’. MSMEs are one of the indicators in the success of the halal industry development milestone in Indonesia. Based on the data in the dashboard compiled by BPJPH(<https://bpjph.halal.go.id/>), the halal certificate data is obtained in Figure 4.1.

Figure 1 Halal Certificate Issued



Source: BPJPH (2024)(<https://bpjph.halal.go.id/>)

Then for MSMEs in the DKI Jakarta area itself, the DKI Jakarta PPKUKM Office noted that to date, as many as 11,587 MSMEs in the capital have obtained halal certificates.

Wording Test

The wording test was carried out to improve the questionnaire formulation before distributing it to the actual research sample. In this test, the researcher asked respondents whether there were parts of the questionnaire that they did not understand, and asked for suggestions and recommendations to improve the questionnaire formulation. This test involved five respondents from various MSMEs. The results showed that two respondents raised questions related to the coverage of MSME categories in Screening 3, while one respondent asked about the position of Operations Manager in Screening 4. The other two respondents felt that the questionnaire was clear and did not provide further input. In response to these questions, the researcher explained that the coverage of MSME categories is in accordance with the applicable regulations, and for the position of Operations Manager, the title does not have to be manager to make it easier to understand, so the questionnaire was changed to ‘Operations Section.’

Questionnaire Pre-Test

Before continuing the research on the actual sample, a pre-test was conducted using a small sample. The purpose was to evaluate the accuracy of each indicator in the questionnaire by identifying and addressing potential problems that may arise. This pre-test was conducted by

distributing the questionnaire online using Google Form, and after collecting 30 samples, the response results were tested for validity and reliability.

Validity testing was conducted by comparing the r_{count} and r_{table} values, where a statement is considered valid if r_{count} is greater than r_{table} and the significance value (P-Value) is less than 0.05. The validity test results show that all research indicators are valid, with a significant correlation between the statement items and the total score, indicating that the items effectively describe the concept to be conveyed.

Furthermore, reliability is tested by paying attention to the Cronbach's Alpha value. A variable is considered reliable if the Cronbach's Alpha value is greater than 0.60. The reliability test results show that all variables in the study have Cronbach's Alpha values that exceed 0.6, indicating an adequate level of reliability. Thus, it can be concluded that the questionnaire used has strong and consistent reliability in measurement.

Respondent Profile

In this study, data were obtained from 225 respondents. The profile of respondents who have filled out the questionnaire shows interesting variations. Based on gender, the majority of respondents were female, as many as 64.89%, while male respondents totalled 35.11%. In terms of age, the largest age group is in the 25-34 year range with a percentage of 30.67%, followed by the 35-44 year age group at 28.89%, 45-54 years of age at 21.33%, less than 25 years of age at 16.44%, and 55-64 years of age at 2.67%.

Based on domicile, respondents were spread across various areas of Jakarta, with the most respondents coming from South Jakarta at 30.22%, followed by East Jakarta at 29.33%. Respondents from Central Jakarta and West Jakarta each totalled 13.78%, while those from North Jakarta were 7.56% and Kepulauan Seribu were 5.33%. Regarding job titles, the majority of respondents are Business Owners with a percentage of 70.22%, followed by Operators with 22.22% and Halal Supervisors with 7.56%. In the MSME category, the largest business type is Micro Business with 47.11%, followed by Small Business with 44.00%, and Medium Business with 8.89%. Based on the age of the business, most respondents have businesses that are less than 3 years old, namely 41.33%, followed by businesses aged 3-5 years as much as 32.89%, 6-10 years as much as 19.11%, 11-15 years by 3.11%, 16-20 years by 1.33%, and more than 20 years by 2.22%. This data shows that the majority of respondents come from micro businesses and are still in the early stages of business development.

Descriptive Analysis Of Research

Before discussing further and processing data with PLS-SEM, descriptive analysis is carried out to get an overview of the answers from respondents. This analysis includes the minimum (Min), maximum (Max), average of each indicator (Mean), standard deviation (SD), and variable average (Mean Variable).

Based on the results of descriptive analysis, for the variables of MSME Reputation Improvement, Religiosity, Process Improvement, Product Quality Improvement and Market Share, the minimum value is 1 and the maximum is 6. From the average of the variables listed, it is known that all variables have an average value above 5. This shows that respondents tend to agree with the statements in these variables. In addition, the standard deviation data also shows the variation in respondents' answers to each indicator.

In the MSME Reputation Improvement variable, the standard deviation is more than 1, indicating a significant diversity of responses to the three indicators. Meanwhile, other indicators have standard deviations that vary but are still below 1, indicating that respondents' answers are relatively consistent on these indicators. Overall, this descriptive analysis provides an initial picture of the tendency and variation of answers from respondents, which is very important for further analysis steps with PLS-SEM.

Measurement Model Analysis (Outer Model)

Based on the SmartPLS data that has been processed, the outer loading analysis shows the relationship between latent variables and their indicators. The theory followed states that indicators with a loading value below 0.4 should be eliminated, while indicators with a loading value above 0.7 are acceptable. Based on the processing results, all indicators in this study have factor loading above 0.5, which indicates that all indicators can be used to explain their variables with sufficient validity.

Composite Reliability (CR)

Composite reliability measurement is used to assess indicator reliability. A composite reliability value above 0.7 is considered acceptable, while a value between 0.6-0.7 is still acceptable in exploratory research. The calculation results show that all variables in this study have a composite reliability value above 0.7, which means that all variables are acceptable and declared reliable.

Average Variance Extracted (AVE)

AVE assesses the extent to which the latent construct explains the variation in its indicators. The acceptable AVE value is 0.50 or higher. The results of the AVE calculation show that all variables have a value above 0.5, which means that all variables are able to explain the variation of their indicators well and meet the validity criteria.

Discriminant Validity

Discriminant validity is measured to explain the extent to which a construct variable differs from one another. The Fornell-Larcker approach shows that a latent variable has sufficient discriminant validity if the AVE square root value is greater than the correlation value between these variables and other variables. The calculation results show that all variables have good discriminant validity according to the Fornell-Larcker criteria. The Heterotrait-Monotrait approach (HTMT) was also used, with the results showing that all variables have a value smaller than 1, which means that the variables can be distinguished well from each other and meet the criteria for discriminant validity.

Collinearity Testing

Collinearity testing is done by looking at the Variance Inflation Factors (VIF) value. A VIF value of less than 5.0 meets the requirements of good feasibility. The calculation results show that the VIF value on each construct variable is smaller than 5.0, so it can be concluded that there are no symptoms of multicollinearity and the analysis can be continued.

Testing the Coefficient of Determination (R²)

The coefficient of determination (R²) is used to predict the accuracy of a construct in a structural model. Based on Hair et. al. (2011), the values can be classified as follows: 0.75 (significant), 0.50 (moderate), and 0.25 (weak). The calculation results show a weak but moderate R² value of 41.3%.

Effect Size (f²) Testing

The f² effect size is used to evaluate the substantive impact of exogenous constructs on endogenous constructs. An f² value of more than 0.35 indicates a large effect, a value of more than 0.15 indicates a moderate effect, and a value of more than 0.02 indicates a small effect. The calculation results show that each has a weak influence, but close to a moderate influence on ISJPH.

Q² (Cross-Validated Redundancy) Testing

Q² testing is carried out to assess the predictive relevance of the inner model. Q² values above 0.50 indicate great predictive relevance, while values above 0.25 indicate moderate predictive relevance. The measurement results show that the model has moderate predictive relevance.

Path Coefficient Analysis

Significance tests were conducted to evaluate the direct relationship between variables. The results are tested based on the t-statistics value greater than 1.65 and the p-value less than 0.05. Based on the measurements, it is known that each variable fulfils the significance test.

Hypothesis Analysis

Based on model testing, all research hypotheses are supported by data, so that Market Share, Quality Improvement, Process Improvement, Religiosity and Corporate Reputation Improvement have a positive and significant impact on SJPH implementation. These results are consistent with previous research, which shows that factors in the company's internal motivation have a positive and significant effect on the implementation of the halal product assurance system.

DISCUSSION

In the discussion section, interpret the findings of your research in light of the literature review. Some potential points include:

1. Internal vs. External Motivations: Analyze how internal motivations like process improvement and product quality enhancement are often stronger drivers for halal certification adoption in MSMEs than external pressures (Giyanti et al., 2021). Discuss why market share has emerged as the strongest motivator, possibly due to increased consumer demand for halal products in Jakarta.
2. Impact of Government Initiatives: Assess the effectiveness of government programs like the Sehati initiative in accelerating halal certification, and link this to the findings of your research on MSMEs in DKI Jakarta.
3. Challenges in Implementation: Address some challenges that MSMEs face, such as limited financial and human resources, that can hinder the swift adoption of halal standards despite the benefits of certification.

CONCLUSION

This study focuses on the company's internal motivational factors, such as increasing the reputation of MSMEs, religiosity, improving processes, improving product quality and market share in implementing the halal product assurance system (SJPH) in DKI Jakarta Halal Food and Beverage MSMEs.

The results show that increasing the reputation of MSMEs, religiosity, improving processes, improving product quality and market share has a significant positive effect in encouraging the implementation of SJPH. This research confirms previous research (Giyanti et al., 2021; Silalahi et al., 2022; Susanty et al., 2022). Market Share is known to have a greater influence than other factors. This shows that in the context of MSMEs, the implementation of SJPH can help them expand their marketing.

In line with this, UKMINDONESIA.ID (2024) revealed that halal certification is one of the requirements for MSMEs who want to market their products to modern markets (ukmindonesia.id, 2024).

SUGGESTION

Provide actionable recommendations based on your findings:

1. For MSMEs: Encourage businesses to prioritize halal certification as a means to access wider markets, including modern retail channels, and highlight the importance of improving internal processes and product quality to meet halal standards.
2. For Government and Policymakers: Recommend that the government continues to streamline the certification process and provide more financial support or incentives for small businesses. The role of technology in simplifying certification procedures could also be explored.
3. For Future Research: Suggest future studies that could examine halal certification in other sectors beyond food and beverages, or in other regions of Indonesia, to see if similar motivational factors apply.

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