

THE INFLUENCE OF HALAL CERTIFICATION AND ISLAMIC BUSINESS ETHICS ON CONSUMER SATISFACTION (Case Study: Consumers of Pekalongan Mie Gacoan)

Moh Anwaril Hasan¹, Hendri Hermawan Adinugraha²

^{1,2} UIN K.H. Abdurrahman Wahid Pekalongan

Email: mohanwarilhasan@mhs.uingusdur.ac.id¹, hendri.hermawan@uingusdur.ac.id²

ABSTRAK: Kondisi Indonesia 13 tahun kebelakang mencatat perkembangan ekonomi, dimana pertumbuhan tersebut terbilang positif hal itu didukung hasil dimana pertumbuhan ekonomi di Indonesia tercatat stabil. Berkaitan dengan masalah tersebut tujuan dari penelitian ini adalah untuk mengetahui pengaruh sertifikasi halal dan etika bisnis Islam terhadap kepuasan konsumen, pengaruh sertifikasi halal dan etika bisnis Islam terhadap keputusan pembelian, pengaruh keputusan pembelian terhadap kepuasan konsumen, serta pengaruh sertifikasi halal dan etika bisnis Islam melalui keputusan pembelian terhadap kepuasan konsumen. Penelitian ini termasuk jenis penelitian kuantitatif. Metode pengumpulan data yang dipakai yaitu metode kuesioner dengan sampel 30 responden. Teknik pengambilan sampel dengan metode accidental sampling. Penelitian ini memakai metode analisis jalur dengan bantuan aplikasi software SPSS versi 26.0 Hasil penelitian ini menunjukkan bahwa sertifikasi halal berpengaruh positif terhadap kepuasan konsumen, etika bisnis Islam secara parsial berpengaruh negatif dan tidak signifikan terhadap kepuasan konsumen Mie Gacoan Pekalongan. Sertifikasi halal berpengaruh positif terhadap keputusan pembelian di Mie Gacoan

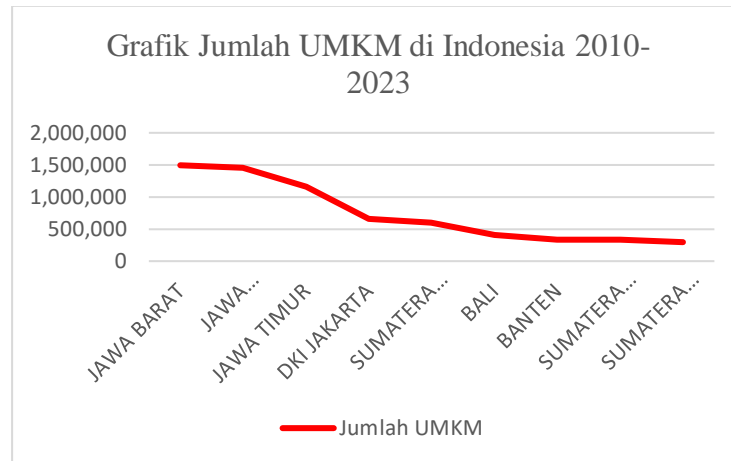
Kata kunci: Sertifikasi Halal, Etika Bisnis Islam, Kepuasan Konsumen, Keputusan Pembelian

ABSTRACT: Indonesia's conditions in the past 13 years have recorded economic development, where this growth is considered positive, this is supported by results where economic growth in Indonesia has been recorded as stable. In connection with this problem, the aim of this research is to determine the influence of halal certification and Islamic business ethics on consumer satisfaction, the influence of halal certification and Islamic business ethics on purchasing decisions, the influence of purchasing decisions on consumer satisfaction, as well as the influence of halal certification and Islamic business ethics through decisions. purchases on consumer satisfaction. This research is a type of quantitative research. The data collection method used was the questionnaire method with a sample of 30 respondents. The sampling technique uses the accidental sampling method. This research uses the path analysis method with the help of the SPSS version 26.0 software application. The results of this research show that halal certification has a positive effect on consumer satisfaction, Islamic business ethics partially has a negative and insignificant effect on consumer satisfaction with Mie Gacoan Pekalongan. Halal certification has a positive influence on purchasing decisions at Mie Gacoan

Keywords: Halal Certification, Islamic Business Ethics, Consumer, Satisfaction, Purchasing Decisions

1. INTRODUCTION

Indonesia's conditions in the past 13 years have recorded economic development, where this growth is considered positive, this is supported by results where economic growth in Indonesia has been recorded as stable. In the period 2010-2023, it can be seen that the development of MSMEs (Micro, Small and Medium Enterprises) shows very rapid progress, this is shown in data from the Ministry of Cooperatives and MSMEs of the Republic of Indonesia where the largest number of MSMEs is in the province of West Java with 1,494,723, while Central Java province has 1,457,126 MSMEs. From this data, there is high potential for improving the economy in Indonesia (Kemenkopukm, 2023).



Gambar 1: Grafik Jumlah UMKM Indonesia 2010-2023

Sumber :Kemenkopukm.go.id

The country of Indonesia has a population of 263 million who adhere to Islam, with 87.2% being Muslim. This high number means that people must consume in accordance with the recommendations of Islamic law. This is because Islam itself recommends consuming everything (products) that are halal and good. This is in accordance with the Surah (Al-Maidah/5:87-88), it is explained that for believers, do not forbid things that are halal and do not go beyond these limits, Allah SWT orders to consume halal things from the sustenance that has been given. , and also orders believers to always be devoted to him. People who are Muslim are advised to understand the halal and haram of the products they will use, such as food, drinks, medicines and even cosmetics. If they don't pay attention, it could result in the product becoming haram for consumption (Nukha et al., 2021).

Feeling comfortable and safe when using products that are confirmed to be halal. A feeling of satisfaction will arise when the consumer feels comfortable within themselves. Consumer satisfaction itself can be interpreted as a view of an expected performance, if it is not appropriate then there will be a feeling of dissatisfaction, whereas if it is suitable then there will be a feeling of satisfaction. This can be supported by a business's performance, quality, aesthetics, service and price. According to Arina Zulfa Azizah, et al in Nurul Rahmah Kusuma (2021) stated that various kinds of products, good service, satisfactory facilities, place, price and the presence of a halal label are factors in consumer satisfaction. (Kusuma, 2021). According to Kotler and Keller, consumer satisfaction can be seen from the desire for an attractive product, quality of service, adequate facilities so that several of these methods can increase profits for a company. (Dahrani & Syahfitri, 2022). Consuming halal goods, from the way they are obtained, is not israf (waste) and tahzir (waste) is an important aspect that must be considered in achieving a level of satisfaction for every Muslim in Islamic teachings. This is contained in Qs. Al-Baqarah verse 168, is: "O people! Eat of the halal and good (food) found on earth, and do not follow the steps of Satan. Indeed, Satan is a real enemy for you."(Kusuma, 2021).

To get a sense of satisfaction among consumers, it can be measured using several points, including repurchase, word of mouth, creating a brand image and creating purchasing decisions at the same company. When there is a situation where a customer wants to buy a food product, before buying, he will definitely decide to check first whether the food is made from halal ingredients or not, and whether the place has a halal certificate, the facilities are adequate, and the employee service is good. These several

aspects become a reference for consumers in deciding to purchase *Pekalongan gacoan* noodles.

According to Islam, products that have been declared halal can be consumed. Halal certification is a fatwa issued by the MUI regarding the halalness of a product (Kurniawati, 2018). Halal certification is proposed from companies and business actors as a reference for the sale of food and beverages produced as clearly safe and suitable for consumption. In this case, the cleanliness and processing of the product's raw materials are maintained and paid attention to to maintain the quality and quantity of the product, this can provide a sense of satisfaction to consumers, therefore, halal certification is an important factor when making decisions. (Chuluq, 2019).

Business ethics is related to consumer satisfaction, which is able to provide close relationships for businesses in establishing ties to provide encouragement to consumers. In the long term, relationships like this make it easier and easier to understand consumer wants and needs, thereby increasing the level of consumer satisfaction. The goal of a business is to create a sense of satisfaction both in terms of service so that it can grow a sense of satisfaction for consumers. It can consistently increase consumer satisfaction (Ahmad Syafiq, 2019). In Islam, every business activity needs to refer to the Al-Qur'an and the Sunnah of the Prophet. Apart from that, there are several ethics in trading and doing business, namely being honest, keeping promises, not cheating, not usury, cheating on scales and not badmouthing other sellers and causing harm to other people. Ethics comes from the word "Ethos" which means good living habits, life values that can be trusted by other people. Epistemologically, it is business behavior in a series of normative ethical principles.

Menurut pandangan Islam, ketentuan-ketentuan prinsip bisnis yang bersumber dari Al-Qur'an dan Hadits. Dapat juga diartikan sebagai sejumlah perilaku akhlak dengan prinsip-prinsip syari'ah yang mementingkan kehalalan dan menjauhi yang haram (Edi & Aristyanto, 2021). Islam views that ethics in business must be applied in business ventures so that consumers get a sense of satisfaction and can be held accountable in this world and the hereafter. This is supported by research from Huzaimah & Ibdalsyah in Labibatul Ulumiyah (2021), which states that aspects of Islamic business ethics, namely justice, free will, responsibility and truth, influence consumer satisfaction (Ulumiyah, 2021). Kotler and Armstrong stated the stages in making purchasing decisions, in which to determine whether to buy or not to buy and decide on previous activities (Pratiwi, 2021). Jadi aspek sertifikasi halal dan etika bisnis Islam menjadi faktor penting bagi konsumen untuk menjadi salah faktor dalam menentukan keputusan pembelian.

Based on the explanation above, it turns out that there are gaps in several previous studies, Pebriani Nasution, Syamsul Effendi, Eli Agustami (2022) explain that certification influences interest and purchasing decisions (Nasution et al., 2022). However, according to Siti Jamiatul Hasanah (2021), halal certification does not influence purchasing decisions. Apart from that, research from Ifa Nadhifatul Chuluq (2021) suggests that halal certification influences consumer satisfaction. Nurul Rahmah Kusuma said that halal certification directly affects and is not significant to consumer satisfaction (Chuluq, 2019). Isma Nursyamsiyah and Nila Nopianti (2021) suggest that Islamic business ethics influence consumer satisfaction (Nursyamsiyah & Nopianti, 2021). Meanwhile, from Dewi Pitriani, Ibdalsyah, Hilman Hakiem (2020) explained that Islamic business ethics does not affect consumer satisfaction (Pitriani et al., 2020).

2. METHOD

This type of research uses quantitative research with a field research approach. The data source for this research uses primary and secondary data. Primary data was obtained from interactions or direct interviews with sources, namely 30 respondents, and

secondary data was obtained through library data, namely journals, books, articles, theses and other sources.

The data collection technique uses a questionnaire, data collection uses a questionnaire which is accompanied by presenting several written and unwritten questions to the respondents. The data analysis method uses the path analysis method with the help of the SPSS version 26.0 software application.

3. RESULT AND DISCUSSION

1. Direct Effect of Halal Certification on Consumer Satisfaction

The findings after interviews with respondents can be explained that Islamic Halal Certification can have a direct influence on Consumer Satisfaction. The Halal certification obtained by Mie Gacoan Pekalongan has not been able to influence consumer satisfaction when making purchases at Mie Gacoan Pekalongan. Consumers at Mie Gacoan Pekalongan don't really care about the halal label on the product, they are more focused on the current trend of noodle food, the quality of the service, the taste is delicious and the price at which the product is sold is not too expensive and is suitable for all groups, because of this. It can be concluded that Halal Certification has a direct effect on Consumer Satisfaction.

Based on the results above, it is in line with the TRA theory (theory of reasoned action) which is related to halal certification, with halal certification it can guarantee that consumers buy food products that are guaranteed to be halal. This research is in line with research from Pebriani Nasution and Eli Agustami conducting research which found that halal certification has a positive impact on consumer satisfaction (Nasution et al., 2022). The results of this research contradict research from Nurul Rahmah Kusuma (2021) which shows that Halal Certification has no effect on Consumer Satisfaction (Kusuma, 2021). Then research from Farhan Firmansyah (2023), the results of this research say that the Halal Certificate variable influences Customer Satisfaction (Firmansyah, 2023).

2. The Direct Influence of Islamic Business Ethics on Consumer Satisfaction

According to the results of this research, it is known that in the t test that has been processed, the results of the Islamic Business Ethics variable (X2) show that the value of tcount (0.843) < ttable (1.661). The value of Path X2 to Y is 0.054. Meanwhile, the calculated significance value is 0.401 > 0.05 (Significance at delta 10%). With these results, it can be interpreted that the first hypothesis in this research is rejected. Or it could be stated that the variable Islamic Business Ethics has a negative and insignificant direct influence on Consumer Satisfaction.

Islamic Business Ethics has not been able to have a direct influence on Consumer Satisfaction. The business ethics provided by Mie Gacoan Pekalongan have not been able to influence consumer satisfaction when making purchases at Mie Gacoan Pekalongan. Based on indicators of Islamic Business Ethics, consumer satisfaction at Mie Gacoan Pekalongan arises from other factors such as fairness, namely service from the queue when purchasing, responsibility such as employees when delivering food is not late so consumers do not wait long, then in terms of truth or honesty like Mie Gacoan Pekalongan in terms of purchase transactions according to price. According to researchers, Mie Gacoan Pekalongan must look at the Islamic business ethics factors that are implemented to meet or fulfill sharia values and ensure that consumer satisfaction is better and continues to increase. So it can be concluded that the Islamic Business Ethics of Mie Gacoan Pekalongan has no direct influence on Consumer Satisfaction.

Based on the results above which do not support the TRA theory (theory of reasoned action) which relates to Islamic business ethics, it is explained that consumer satisfaction can be realized if the attitude given by Mie Gacoan Pekalongan employees in terms of Islamic business ethics meets consumer expectations. The results of this research contradict the research of Devi Nurmalasari (2023), the results of this research indicate that Islamic business ethics has a positive and significant influence on satisfaction (Nurmalasari, 2023). Then, research from Nurul Khoir Istiqomah and Mualida Nurhidayati (2022) stated that the application of Islamic business ethics does not have a significant influence on consumer satisfaction (Istiqomah & Nurhidayati, 2022).

This research also supports research from Isma Nursyamsiyah & Nila Nopianti (2021) where the results of their research say that Islamic Business Ethics influences Consumer Satisfaction (Nursyamsiyah & Nopianti, 2021). Dewi Pitriani et al., (2020) These results also state that the application of Islamic Business Ethics has a negative and insignificant influence on Consumer Satisfaction (Pitriani et al., 2020).

3. The Influence of Halal Certification and Islamic Business Ethics on Consumer Satisfaction

According to this research, halal certification itself has a positive and significant influence on consumer satisfaction. This influences consumer purchases of gacoan, because halal certification is important for food business owners, while Islamic Business Ethics has not been able to have a direct influence on consumer satisfaction. The business ethics provided by Mie Gacoan Pekalongan have not been able to influence consumer satisfaction when making purchases at Mie Gacoan Pekalongan.

4. CONCLUSION

Based on the results of the analysis and discussion carried out regarding the influence of halal certification and Islamic business ethics on consumer satisfaction through decisions as an intervention for Pekalongan Gacoan Noodle consumers, conclusions can be drawn as follows:

1. Halal Certification directly affects Consumer Satisfaction of Mie Gacoan Pekalongan.
2. Islamic Business Ethics does not directly affect Consumer Satisfaction of Mie Gacoan Pekalongan.

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