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Research Article

The Influence of Halal Certification and Standardization on Product Innovation of Food and Beverage MSMEs in the Sharia Tourism Park of Pamah Semelir, Langkat Regency, North Sumatra

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Abstract: In the face of growing global competition and changing consumer preferences, product innovation has become essential for success and growth in the food and beverage sector. Halal certification and standardization can play significant roles in driving innovation by motivating micro, small, and medium enterprises (MSMEs). Halal certification encourages MSMEs to develop products that adhere to halal standards, while standardization offers a regulatory framework that can influence creativity and flexibility in the innovation process. This research explores the impact of halal certification and standardization on product innovation within food and beverage MSMEs located in the Sharia Tourism Park of Langkat Regency. Using a quantitative approach with a positivist paradigm, the study employs purposive sampling to collect data through questionnaires. The study population consists of 89 MSMEs in the food and beverage sector operating within the Sharia Tourism Park, all meeting specific criteria. The data was processed and analyzed using SPSS software. The study's findings reveal that the hypothesis regarding halal certification (X1) was rejected, as the t-calculated value was smaller than the t-table value, indicating that other factors may influence product innovation. Conversely, the hypothesis for halal standardization (X2) was accepted, as the t-calculated value exceeded the t-table value, demonstrating a significant effect of halal standardization on product innovation. Additionally, the F-test results show that both halal certification and standardization together significantly affect product innovation in the MSMEs of Langkat Regency's Sharia Tourism Park.

Keywords: Food Beverage MSMEs; Halal Certification; Halal Standardization; Product Innovation; Sharia Tourism Park.

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1. Introduction

The Micro, Small, and Medium Enterprises (MSME) sector is one of the industrial sectors that continues to grow and develop. This sector expands in line with the increasing population of Indonesia, which has consequently led to a rising demand for food and beverages. Additionally, the normalization of ready-to-eat consumption among Indonesian society has given rise to the proliferation of food industries, both on a large scale (limited liability companies) and small-scale MSMEs.

Along with the advancement of time, the development of the halal industry in Indonesia has continued to accelerate. Many people have become increasingly interested in the concept of a halal lifestyle, halal food, and various other related aspects. This movement is also supported by the Indonesian government through the formulation of laws related to halal products. As stated in Law No. 33 of 2014 on Halal Product Assurance, which was later amended by Law No. 11 of 2020 on Job Creation, micro, small, and medium enterprises (MSMEs) are required to obtain halal certification for the products they produce and market.

This regulation has significant implications for both consumers and producers. Consequently, almost all regions in Indonesia have begun issuing halal certifications, including Langkat Regency. Langkat is one of the regencies located in the province of Bengkulu, with a total population of 281,223 in 2022 (BPS Kabupaten Langkat, 2020–2022).

Based on observations of food and beverage MSMEs in Curup Tengah District, there has been noticeable improvement in both service quality and product variety (Raharja & Rachmawati, 2020). According to Van de Ven, Andrew H., product innovation refers to the development and implementation of new ideas within a specific timeframe and through various transactional activities within an organization. Similarly, Sa'ud defines product innovation as a creative selection, arrangement, and combination of human and material resources using unique approaches to enhance previous achievements (Hadi & Firmansyah, 2021). In Islam, Allah SWT encourages His servants to seek change for the betterment of life (Shihab, 2020; Qudsy, 2021).

From the above definitions, the researcher concludes that product innovation refers to the activities undertaken by MSMEs or companies to create products that are relevant and aligned with market preferences, with the goal of achieving specific organizational objectives. This characteristic indicates that product innovation has indeed been carried out by these MSMEs. Therefore, this study aims to examine the influence of halal certification and standardization on product innovation among MSME entrepreneurs.

From an Islamic perspective, the concept of halal is essential for Muslims. In Islam, halal refers to "everything that can be done or used without incurring sin." The halal status of a product consumed or used by individuals brings great benefit (maslahah) to them, as every food consumed becomes part of one's body and influences one's character and morality.

Halal certification and standardization have become mandatory for entrepreneurs, particularly in the food and beverage sector, as these elements greatly enhance consumer trust and competitiveness.

2. Literature Review

2.1 Halal Certification

Halal certification serves as a form of assurance for Muslims to safely consume products in accordance with Islamic teachings (Maisyarah Rahmi, 2021).

(Hasan, 2021) Halal Certificate is an official acknowledgment of a product's halal status issued by the Halal Product Assurance Organizing Agency (BPJPH), based on a written halal fatwa issued by the Indonesian Ulema Council (MUI).

This certificate is a prerequisite for including the halal label on product packaging. Its primary objective is to provide certainty regarding the halal status of food, medicines, and cosmetics, thereby offering peace of mind to consumers who use or consume such products (Pratikto et al., 2023).

2.2 Halal Standardization

According to (Farhan, 2023), halal standardization refers to the establishment and development of a set of standards designed to ensure that products and services fully comply with Islamic law (sharia). These standards encompass several key components, including raw materials, production processes, additives and auxiliary materials, the Halal Assurance System (HAS/SJH), and authorized halal certification bodies that are credible and independent in conducting audits and determining halal status.

2.3 Product Innovation

According to (Diharto, 2022), product innovation can be defined as follows:

"In simple terms, innovation can be interpreted as the practical implementation of an idea into a new product or process. Innovation may originate from individuals, companies, research conducted in universities, government laboratories and incubators, as well as private non-profit organizations."

In Islam, Allah states that He will change the condition of His servants only if they are willing to make changes themselves. As stated in the verse of Surah Ar-Ra'd [13]:11 (Fadli Al-Khanif et al., 2019) "For each person there are angels in succession before and behind him who guard him by the command of Allah. Indeed, Allah will not change the condition of a

people until they change what is within themselves. And when Allah intends harm for a people, there is no repelling it; and there is not for them any protector besides Him."

According to (Prasetyo et al., 2018), product innovation is defined as a new and appealing inspiration that can be further developed. Innovation is intentionally created for the purpose of development and as an engaging strategic approach. In order to remain competitive with other companies, innovation must be continuously carried out and improved.

3. Materials and Method

3.1 Type and Research Approach

This study employs a quantitative approach using an associative method, which analyzes the relationship and influence among variables. According to (Sugiyono., 2021), associative research aims to test the effect between variables through numerical data and hypothesis testing. In this research, the independent variables are Halal Certification (X_1) and Halal Standardization (X_2), while the dependent variable is Product Innovation (Y).

The quantitative approach was chosen because it allows the researcher to obtain objective results based on statistical measurement of data collected from respondents (Sudaryana & Agusiady, 2022).

3.2 Population and Sample

The population of this study includes all food and beverage MSME owners operating within the Sharia Tourism Park Pamah Semelir, Langkat Regency. The sampling technique used is non-probability sampling with a purposive sampling approach, in which respondents are selected based on specific characteristics relevant to the research namely, active MSMEs that produce and sell products with halal certification or standardized halal practices. Based on calculations using the Cochran formula, the total sample consists of 89 respondents, considered sufficient to represent the study population.

3.3 Validity and Reliability Tests

Prior to analysis, the research instrument (questionnaire) was tested for validity and reliability:

a. Validity Test: Conducted to ensure that each questionnaire item accurately measures the intended variable. Items are considered valid when the item-total correlation (r-count) exceeds the r-table value at a significance level of $\alpha = 0.05$.
b. Reliability Test: Conducted using the Cronbach's Alpha coefficient, where a variable is considered reliable if $\alpha \geq 0.60$, as recommended by several quantitative research method experts (Ardiawan et al., 2022).

3.4 Classical Assumption Tests

Before conducting multiple regression analysis, the data model was tested for compliance with the classical assumptions, as follows:

a. Normality Test: Performed to determine whether residual data are normally distributed using the Kolmogorov–Smirnov.
b. Multicollinearity Test: Conducted to detect correlation between independent variables using Variance Inflation Factor (VIF) and Tolerance values. The model is considered free from multicollinearity if VIF < 10 and Tolerance > 0.10.
c. Heteroscedasticity Test: Conducted to test the equality of residual variances, using a scatterplot analysis between predicted values and residuals or the Glejser test.
d. If all these assumptions are met, the regression model can be interpreted as statistically valid and unbiased (Hamzah, 2020; Sugiyono., 2021).

3.5 Data Analysis Techniques

a. Multiple Linear Regression Analysis to examine the simultaneous influence of independent variables (Halal Certification and Halal Standardization) on the dependent variable (Product Innovation).
b. Partial Test (t-test) to measure the effect of each independent variable individually on the dependent variable. The t-calculated value is compared with the t-table value at $\alpha = 0.05$.

c. Simultaneous Test (F-test) to evaluate the combined effect of both independent variables on the dependent variable. The F-calculated value is compared with the F-table value.
d. Coefficient of Determination (R^2 / Adjusted R^2) to determine the extent to which independent variables explain the variation in the dependent variable.

This analytical framework follows the principles outlined by (Sugiyono., 2021) in their quantitative research methodology.

4. Results and Discussion

4.1 Results

Validity Test

Table 1. Validity Test Results of Halal Certification.

Item	rcount	rtable	Description
X1.1	0,449	0,208	Valid
X1.2	0,504	0,208	Valid
X1.3	0,508	0,208	Valid
X1.4	0,215	0,208	Valid
X1.5	0,470	0,208	Valid
X1.6	0,383	0,208	Valid
X1.7	0,344	0,208	Valid
X1.8	0,461	0,208	Valid
X1.9	0,413	0,208	Valid
X1.10	0,633	0,208	Valid
X1.11	0,593	0,208	Valid
X1.12	0,239	0,208	Valid
X1.13	0,045	0,208	Invalid
X1.14	0,304	0,208	Valid
X1.15	0,295	0,208	Valid
X1.16	0,221	0,208	Valid

Source: Processed data using SPSS version 26 (2025)

The results of the validity test for the Halal Certification (X1) variable from the questionnaire items are presented in Table 1 Out of 11 statements, each item was declared valid, with a significance level below 0.05 and an rtable value of 0.208 for 89 respondents. Since all rcount values were greater than rtable, the items were considered valid.

Table 2. Validity Test Results Halal Standardization.

Item	rcount	rtable	Description
X2.1	0,314	0,208	Valid
X2.2	0,434	0,208	Valid
X2.3	0,402	0,208	Valid
X2.4	0,350	0,208	Valid
X2.5	0,447	0,208	Valid
X2.6	0,368	0,208	Valid
X2.7	0,361	0,208	Valid
X2.8	0,399	0,208	Valid
X2.9	0,534	0,208	Valid

X2.10	0,325	0,208	Valid
X2.11	0,215	0,208	Valid
X2.12	0,627	0,208	Valid
X2.13	0,627	0,208	Valid
X2.14	0,627	0,208	Valid
X2.15	0,627	0,208	Valid

Source: Processed data using SPSS version 26 (2025)

Based on the validity test conducted for the independent variable Halal Standardization (X2), the questionnaire items indicate that all statements are valid, as the calculated r-value (rcount) is greater than the r-table value (rcount > rtable).

Table 3. Validity Test Results Product Innovation.

Item	rcount	rtable	Description
Y.1	0,536	0,208	Valid
Y.2	0,196	0,208	Invalid
Y.3	0,121	0,208	Invalid
Y.4	0,627	0,208	Valid
Y.5	0,215	0,208	Valid
Y.6	0,455	0,208	Valid
Y.7	0,648	0,208	Valid
Y.8	0,704	0,208	Valid
Y.9	0,781	0,208	Valid
Y.10	0,758	0,208	Valid
Y.11	0,862	0,208	Valid
Y.12	0,654	0,208	Valid
Y.13	0,758	0,208	Valid
Y.14	0,862	0,208	Valid
Y.15	0,654	0,208	Valid
Y.16	0,862	0,208	Valid
Y.17	0,654	0,208	Valid

Source: Processed data using SPSS version 26 (2025)

The results of the validity test for the Product Innovation (Y) variable from the questionnaire items are presented in Table 3 Out of 17 statements, 2 items have an rcount value lower than 0.208, indicating that rtable > rcount, and therefore, these items are invalid. Meanwhile, the remaining 15 statements are declared valid, with a significance level below 0.05 and an rtable value of 0.208 for 89 respondents, where rcount > rtable.

Reliability Test

Table 4. Reliability Test.

Variabel	Nilai Hitung Cronbach's Alpha	Description
Halal Certification	0,629 > 0,60	Reliabel
Halal Standardization	0,690 > 0,60	Reliabel
Product Innovation	0,904 > 0,60	Reliabel

Source: Processed data using SPSS version 26 (2025)

The Cronbach's Alpha values for the three variables are greater than 0.60, indicating that all three variables can be considered reliable, as shown in Table 4.

4.2 Classical Assumption Test

Data Normality Test

Table 5. Results of the Kolmogorov Smirnov Normality Test.

			Unstandardized Residual
N			89
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		7.63402691
Most Extreme Differences	Absolute		.127
	Positive		.055
	Negative		-.127
Test Statistic			.127
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.249
	99% Confidence Interval	Lower Bound	.238
		Upper Bound	.260

Source: Processed data using SPSS version 26 (2025)

Based on the results of the data normality test conducted using the Kolmogorov Smirnov statistic in SPSS version 26, as shown in Table 4.7, the Monte Carlo significance (exact) value was 0.249. Since the significance value is greater than 0.05 (0.249 > 0.05), it can be concluded that the data from the Kolmogorov Smirnov test are normally distributed.

Multicollinearity Test

Table 6. Results of the Multicollinearity Test.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	53.202	18.414		2.889	.069		
	Halal Certification	.085	.172	.053	.885	.716	.990	1.010
	Halal Standardization	.718	.208	.464	7.771	0,00	.990	1.010

Source: Processed data using SPSS version 26 (2025)

Based on the multicollinearity analysis in this study, the variables Halal Certification and Halal Standardization show VIF values of 1.010 and tolerance values of 0.990, as presented in Table 6. These results indicate that there is no multicollinearity problem among the independent variables.

Heteroscedasticity Test

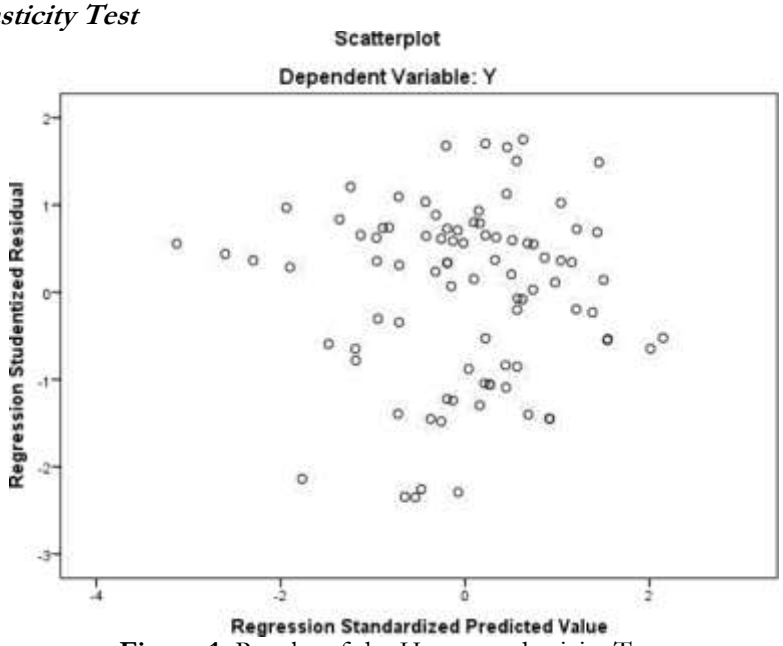

Figure 1. Results of the Heteroscedasticity Test.
Source: Processed data using SPSS version 26 (2025)

Based on Figure 1, the results of the heteroscedasticity test indicate that no heteroscedasticity problem is present. This is evidenced by the scatterplot pattern that meets the three main criteria:

(1) the points are spread above and below the zero line,
(2) the points do not form a specific or systematic pattern, and
(3) the points are not clustered either above or below the zero line.

Multiple Linear Regression Test

Table 7. Results of the Multiple Linear Regression Test (Coefficientsa).

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	53.202	18.414		2.889	.069		
	Halal Certification	.085	.172	.053	.885	.716	.990	1.010
	Halal Standardization	.718	.208	.464	7.771	0,00	.990	1.010

Source: Processed data using SPSS version 26 (2025)

The constant (a) and regression coefficients (b) can be expressed through the following multiple linear regression equation, as shown in Table 7:

$$Y=15.965+0.085X1+0.718X2$$

From this regression model, the following conclusions can be drawn:

a. The constant (a) value of 15.965 indicates that if the Halal Certification (X1) and Halal Standardization (X2) variables are assumed to be constant (0), the Product Innovation (Y) variable will remain at 15.965.

b. The regression coefficient for Halal Certification (X1) is 0.085, meaning that an increase in X1 by one unit, assuming other independent variables remain constant, will increase Product Innovation (Y) by 0.085. Thus, the higher the Halal Certification variable, the higher the level of Product Innovation.
c. The regression coefficient for Halal Standardization (X2) is 0.718, meaning that an increase in X2 by one unit will increase Product Innovation (Y) by 0.718. Since the coefficient value is positive, it indicates a positive relationship between Halal Standardization and Product Innovation higher standardization leads to greater product innovation.

Hypothesis Testing

Table 8. Results of the Partial Significance Test (t-test).

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	53.202	18.414		2.889	.069		
	Halal Certification[d]	.085	.172	.053	.885	.716	.990	1.010
	Halal Standardization	.718	.208	.464	7.771	0,00	.990	1.010

a. Dependent Variable: Product Innovation

Source: Processed data using SPSS version 26 (2025)

Effect of Halal Certification on Product Innovation of Food and Beverage MSMEs at Sharia Tourism Park, Langkat

a. Hypothesis (Ha): Halal Certification partially has a significant effect on Product Innovation of Food and Beverage MSMEs in Langkat.
b. The results in Table 8 show that the significance value of the Halal Certification variable on Product Innovation is 0.885 > 0.05, and tcount = 0.716 < 1.662. Therefore, the hypothesis (Ha) is rejected, meaning that Halal Certification does not have a positive or significant partial effect on Product Innovation.

Effect of Halal Standardization on Product Innovation of Food and Beverage MSMEs in Langkat

a. Hypothesis (Ha): Halal Standardization partially has a significant effect on Product Innovation of Food and Beverage MSMEs in Langkat Regency.
b. The results in Table 8 show that the significance value for Halal Standardization on Product Innovation is 0.000 < 0.05, and tcount = 6.560 > 1.662. Therefore, the hypothesis (Ha) is accepted, indicating that Halal Standardization has a positive and significant partial effect on Product Innovation.

Simultaneous Significance Test (F-test)

Table 9. Results of the Simultaneous Significance Test (F-test).

ANOVA[a]

Model	Sum of Squares	Df	Mean Square	F	Sig.

1	Regression	659.945	2	233.973	15.926	000[b]
	Residual	2150.954	86	20.360		
	Total	2218.899	88			

a. Dependent Variable: Product Innovation

b. Predictors: (Constant), Halal Standardization, Halal Certification

Source: Processed data using SPSS version 26 (2025)

Based on the results in Table 9, the independent variables Halal Certification and Halal Standardization, when tested simultaneously, have a significant effect on Product Innovation.

Coefficient of Determination (R^2) Test

Table 10. Results of the Coefficient of Determination (R^2) Test – Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659[a]	.419	.415	4.512

_a. Predictors: (Constant), Halal Standardization, Halal Certification

_b. Dependent Variable: Product Innovation

Source: Processed data using SPSS version 26 (2025)

The results in Table 10 show a correlation coefficient (R) of 0.659, indicating a relationship between Product Innovation (Y) and the independent variables Halal Certification (X1) and Halal Standardization (X2). The Adjusted R Square value of 0.419 means that 41.9% of the variation in Product Innovation (Y) can be explained by Halal Certification (X1) and Halal Standardization (X2), while the remaining 58.1% is influenced by other variables not included in this study.

4.3 Discussion

This study aims to examine and determine the influence of halal certification and halal standardization on product innovation among food and beverage MSMEs in the Sharia Tourism Park (TWS), Langkat Regency. The discussion of each hypothesis is as follows:

The Effect of Halal Certification (X1) on Product Innovation (Y)

Halal certification refers to the procedures that business owners must undergo to obtain halal certification, including several stages such as inspection and verification processes conducted by competent halal auditors or advisors. A halal certificate is a mandatory requirement for MSMEs to display the halal logo on their products. This certification aims to facilitate consumers—particularly Muslims—in choosing products that comply with Islamic principles, ensuring public welfare. This requirement is in line with Article 4 of Law No. 33 of 2014 on Halal Product Assurance, which states that "every product that enters, circulates, and is traded in Indonesia must be halal certified."

Based on the results of the first hypothesis test, the influence of halal certification (X1) shows a significance value of 0.608 > 0.05, indicating that halal certification does not have a significant effect on product innovation (Y). Thus, H1 is rejected.

This finding aligns with research conducted by Komariah, who also found that halal certification does not significantly affect product innovation. Conversely, Dekar Urumsah and Ayu Puspita Sari, in their study titled "Influence of Halal Certification on Innovation and Financial Performance," found that halal certification positively influences innovation and financial performance. It encourages companies to develop new halal-compliant products and services, thereby enhancing competitiveness.

Similarly, Warto A.S. explained that halal certification positively impacts the business climate by providing significant consumer protection, which builds consumer trust and broadens market reach. However, a study by Ahmad Havid Jakiyudin and Alfarid Fedro showed different results, revealing challenges in understanding regulations and applying halal logos due to limited socialization and financial constraints, leading to uncertainty regarding product halalness.

From this analysis, it can be concluded that halal certification alone does not necessarily guarantee innovation among MSME products. Consistent with prior theories, halal certification is more directly related to consumer trust and sales levels rather than innovation itself. The differing results in this study may be attributed to the positivist research approach adopted, which prioritizes quantitative methods, measurable data, and hypothesis testing.

The Effect of Halal Standardization (X2) on Product Innovation (Y)

Halal standardization refers to the establishment and development of standards to ensure that products and services comply with Islamic law. It consists of several main components: raw materials, production processes, additives and auxiliary materials, the Halal Assurance System (HAS), and halal certification authorities.

Based on the results of the second hypothesis test, the effect of halal standardization (X2) shows a significance value of 0.000 < 0.05, indicating a significant influence of halal standardization on product innovation (Y). Thus, H2 is accepted.

According to Law No. 33 of 2014, halal products must not contain prohibited elements, either in the raw materials or in the production process. From an Islamic perspective, standardization represents a process of seeking and establishing guidance aimed at improving the quality of life. Halal standardization plays an essential role in ensuring that products and services meet halal requirements from production to distribution.

The results of this study indicate that halal standardization influences product innovation through its structured procedures, service quality, and increased awareness of halal principles. This finding is consistent with existing theory and aligns with real-world observations. The use of a positivist quantitative approach is appropriate in this study, as it emphasizes measurable facts and hypothesis verification.

The Combined Effect of Halal Certification (X1) and Halal Standardization (X2) on Product Innovation (Y)

Based on the F-test results, the calculated F-value (15.926) exceeds the critical F-table value (3.10) with a significance level of 0.001 < 0.05, indicating that both independent variables Halal Certification (X1) and Halal Standardization (X2)—jointly (simultaneously) influence Product Innovation (Y).

The regression analysis shows that Halal Certification (X1) and Halal Standardization (X2) together explain 41.9% of the variation in Product Innovation (Y) (Adjusted $R^2 = 0.419$), while the remaining 58.1% is influenced by other factors not examined in this study.

These results suggest that halal certification and standardization have a positive and significant combined effect on product innovation among food and beverage MSMEs in the Sharia Tourism Park, Langkat Regency. This implies that entrepreneurs' understanding and application of halal certification and standardization principles can effectively drive product innovation when implemented in accordance with Islamic law.

5. Conclusion

Based on the analysis results, it was found that Halal Certification (X1) does not have a significant effect on Product Innovation (Y). From this finding, it can be concluded that product innovation is not influenced by halal certification.

Based on the previous data analysis, it is found that Halal Standardization (X2) has a significant effect on Product Innovation (Y). This indicates that product innovation among food and beverage MSMEs is influenced by halal standardization. This finding illustrates that respondents in this study perceive halal standardization as a key factor driving product innovation.

Based on the results of the F-test and the Coefficient of Determination (R^2) test, it is evident that both Halal Certification (X1) and Halal Standardization (X2) jointly influence Product Innovation (Y). The calculated F-value (15.926) is greater than the F-table value (3.10), and the R Square value of 0.419 indicates that halal certification and standardization collectively explain 41.9% of the variation in product innovation, while the remaining 58.1% is explained by other factors outside this study.

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