

# Analysis of the Effect of Halal Certification, Product Quality, and Price on Increasing Sales of Pontianak City MSMEs

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## Article History

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**Abstract:** This study aims to explain the effect of price, product quality, and halal certification on increasing sales of Pontianak City MSMEs. Using a quantitative approach and a sample of 100 MSME respondents who have implemented halal certification in Pontianak City. Sampling using saturated samples (census samples). Data analysis techniques involve classical assumption testing, multiple linear regression analysis, hypothesis testing, and descriptive analysis. The findings of the study show that both separately and simultaneously, the variables of price, product quality, and halal certification have a positive and significant effect on the variable of increasing sales.

**Keywords:** Halal Certification, Price, Product Quality, Sales Increase.

## 1. INTRODUCTION

According to the Central Statistics Agency (BPS) and a report from the Ministry of Religious Affairs, as of June 2021, Indonesia has the largest Muslim population in the world, which is around 236.53 million people or around 86.88% of the total population of 272.23 million people, providing great opportunities for the development of the halal industry, especially in the halal beverage and halal food sectors. The concept of halal drinks and food, as explained in the Islamic Finance Master Plan, refers to production products that have obtained halal certification with the halal logo printed on the packaging. For Muslims, the halal logo indicates that the product meets sharia standards and can be consumed safely. Meanwhile, for non-Muslims, the halal logo also guarantees the hygiene, quality, authenticity, and safety of the product. (Muhammad Rezi, 2023).

In Islam, every Muslim must consume halal drinks and food. This is not only considered an obligation, but also a form of worship to Allah SWT. The drinks and food consumed must meet two important requirements, namely that they must be "halal" and "thayib", as explained in the words of Allah SWT, "O people, eat what is halal and good from what is on earth, and do not follow the steps of the devil; for surely the devil is a real enemy to you," (Q.S al-baqarah [2]: 168).

The word "halal" or "halla" comes from the Arabic language, which means free or unbound. In the context of fiqh, "halal" is defined as something that is permitted or permissible. The term "halal" is commonly used especially in the context of drinks and food. Knowing the difference between halal and haram is an obligation because it is highly emphasized in religion. This is very much related to the threat of very severe punishment for those who consume food or drink that is forbidden. (Desy Kristiane, 2021).

Law No. 20/2008 on MSMEs in Chapter 1 Article 1 explains that micro enterprises refer to productive activities owned by individuals or individual business entities that meet certain criteria to be categorized as micro enterprises. On the other hand, small businesses are productive activities that stand alone, either as an independent entity or as part of a parent entity, that meet certain criteria to be classified as small businesses, without any indirect or direct relationship with large or medium-sized businesses. Medium-sized enterprises, on the other hand, include productive economic activities

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that stand alone, run by individuals or business entities that are not part of a branch or subsidiary of a company that is owned, controlled, or part of a large or small business, with a quantity of sales results or annual net worth that meets certain requirements. (Hidayat *et al.*, 2022).

According to statistics from the Pontianak City Central Statistics Agency (BPS), the Muslim population in Pontianak city reached 518,952 people in 2022, (77.44%) of the total 669,795 population of Pontianak City. As for the number of Pontianak City MSMEs that have implemented halal certification according to data from LPPOM MUI West Kalimantan in 2022, there are 100 companies and MSMEs that have recorded their products in the MUI halal label from a total of 32,400 MSMEs in Pontianak.

**Table 1.1: Data on MSMEs per sub-district of Pontianak City Year 2018-2022**

No	Kecamatan	Type	Year				
			2018	2019	2020	2021	2022
1	West Pontianak	Unit	1255	5138	6052	5001	2166
2	South Pontianak	Unit	2838	7205	7541	4988	2177
3	North Pontianak	Unit	1713	3366	3631	5002	799
4	East Pontianak	Unit	907	2804	2343	5005	1113
5	Pontianak City	Unit	1203	8361	8782	5000	3102
6	Southeast Pontianak	Unit	668	1832	2157	4979	1156

**Source:** Department of Trade, Cooperatives, and Microenterprises of Pontianak City

Based on this data, we can see that MSMEs in Pontianak City that have implemented halal certification are not proportional to the total number of MSMEs in Pontianak City. Meanwhile, Muslims themselves need halal certification, because it is an obligation not to consume haram drinks and food.

## 2. LITERATURE REVIEW

### 2.1 Sales Increase

Sales increase refers to an increase in the amount of net sales recorded in the company's profit statement over a certain period of time with the increase occurring (Muhtarom *et al.*, 2022) (Muhtarom *et al.*, 2022).

Increasing sales is a social and managerial process in which meeting consumer expectations for product quality and quantity is a crucial factor in increasing sales. The company's main focus in increasing sales is to achieve maximum profit, which allows continuous growth and becomes a source of funds to maintain the company's business continuity in both short and long periods of time (Abbas *et al.*, 2022).

### 2.2 Halal Certification

The halal certification process involves several stages to obtain a halal certificate, which shows if the production process, ingredients, and also the SJH (Halal Assurance System) have met the standards set by LPPOM MUI in 2008. With the enactment of the Halal Product Guarantee Law Number 33 of 2014, halal certification is now defined as an official recognition of the halalness of a product issued by BPJPH according to a written fatwa issued by MUI (Warto & Samsuri, 2020).

Halal Certificate (SH) or Halal Decree (KH) MUI is a document given according to a written fatwa from MUI, which states if a product complies with the provisions of Islamic law (halalmui.org).

MUI Halal Certificate is a prerequisite that must be met in order to obtain permission to place a halal label on product packaging by the competent government authority. The MUI Halal certification process for various types of products such as food, cosmetics, medicines, and others is intended to provide confidence regarding their halal status to consumers, so they can feel confident and safe when using these products (halalmui.org).

### 2.3 Product Quality

Product quality is the totality of attributes possessed by a product or service, which enables it to fulfill needs that may not be explicitly expressed. This includes everything that producers offer, can be noticed, bought, used, and consumed by consumers or producers according to the specific needs they have. (Maryati & Khoiri.M, 2021).

Product quality improvement is a strategy implemented by companies to face competition in the market by creating a striking difference between the products or services they offer and the products offered by competitors. This allows consumers to see or believe that products that have superior quality provide added value according to their expectations. (Nurfauzi., 2023).

Product quality encompasses efforts to meet or exceed customer expectations, involving various aspects such as product characteristics, services, employee skills, production processes, and environmental impact. Quality is a dynamic condition; current perceptions of quality may change over time. What is considered a quality standard today may no longer be adequate in the future. (Sambara *et al.*, 2021).

#### 2.4 Price

Price refers to an exchange value that can be measured in goods or money or other objects, which provides certain benefits to individuals or groups at a certain place and time. The concept of price is used in assigning financial value to a service or good. Prices include the amount of money set by a company in exchange for the services or goods offered, as well as compensation for the company's efforts to meet consumer needs. (Rokhmawati *et al.*, 2022).

Product pricing is the total value of all components in the offering, including the value of raw materials and services used in its manufacture. While the price of services considers all the elements involved in providing the service as a whole (Selvia *et al.*, 2022).

Price includes the amount of money paid by customers in exchange for a particular offer that is intended to meet their needs and expectations. In simple terms, price is the value judgment given by customers when they purchase an offer. The role of price includes functioning as an economic mechanism that regulates the distribution of offers among customers in the market. In addition, price also acts as an indicator to assess how much demand there is for an offer and the extent to which the offer is available. (Setyawati *et al.*, 2022).

Pricing is a key strategy in managing a business. Whether a good or service is considered expensive or not depends on the relative context. Companies must understand and conduct research on the prices set by their competitors. The goal is for the company to set competitive prices so that it can remain competitive in the long run. Price is the most important factor in determining the market share and profitability of a company. (Diana Faradisa *et al.*, 2021).

#### 2.5 Previous Research

Study conducted Astuti & Hakim, (2021) analyzed the impact of product availability and halal labels on consumer purchasing decisions at 212 Mart in Medan City. The research findings show that simultaneously, these two factors have a significant influence on purchasing decisions at 212 Mart in Medan City.

Study conducted Destiarni & Qomariyah, (2023) evaluates the views of the actors regarding the urgency of having halal certification as an effort to increase the competitiveness of Madurese MSME products. With the results of the study, MSME owners in the beverage and food sectors in Bangkalan and Pamekasan Regencies have a good perception of halal certification. Factors such as awareness of the urgency of halal certification, improving product quality, and the desire to increase product competitiveness influence the perceptions of MSME players. Therefore, it can be said that these factors have a significant influence on the perception of MSME owners towards halal certification.

Research Imamuddin *et al.*, (2020) analyzed the impact of the halal label which is influenced by the level of religiosity on purchasing decisions for packaged products among PTKIN students in the West Sumatra region. The research findings show a significant correlation between purchasing decisions for packaged products and halal labels among PTKIN students in the West Sumatra region.

Research Ismail *et al.*, (2023) analyzed efforts to empower Micro and Small Enterprises (MSEs) actors in the halal product certification process in Pandeglang Regency. From the results of the study, there was an increase in participants' understanding of the halal certification process and products. This can be seen from the improvement in scores on pre- and post-training trials related to simulations and educational materials presented. MSE actors in Pandeglang Regency now have a better understanding of the urgency of halal products in the products they produce and sell.

Research Muhammad Rezi, (2023) analyzed the effect of halal labeling on the revenue of Barokah Bakery in Jambi City. From the results of the study, it can be concluded that: 1. Halal labeling has no significant impact on Barokah bread sales. 2. The decline in sales was caused by market competition offering similar products, as well as a decrease in the number of customers as a result of the impact of the COVID-19 pandemic.

Research Rahim *et al.*, (2023) analyzed the impact of halal certificates on increasing revenue from business sales in the beverage and food sectors in Makassar City. The research findings show that halal certificates have a positive and meaningful effect on increasing revenue from business sales in the beverage and food sectors.

Research Shofiyah & Qadariyah, (2022) analyzes the interpretation and urgency of halal certification for MSME players in the food sector who have obtained halal certification in Bangkalan Regency. With the results of interviews with

five informants of MSME actors, it shows that halal certification is able to increase revenue and cause positive responses from customers, especially Muslim consumers who pay attention to the halalness of products. Therefore, it is concluded that halal certification has a positive influence on food sector MSME players in increasing income and consumer confidence.

Research Sucipto *et al.*, (2021) analyzed the impact of halal logo certification and the quality of tempeh chips on consumer purchasing decisions. Based on the research, it is concluded that the presence of a halal logo and product quality influences consumer choices in buying tempeh chips that have or have not been halal certified.

Research Syaifudin & Fahma, (2022) analyzed the effect of halal certificate ownership on the income of Mendoan Ngapak MSMEs. With the results of the study showing that halal certification has a positive impact on the income and growth potential of MSMEs in the Medoan Ngapak MSME industry.

Research Alinca & Hayati, (2023) analyzed the impact of price, product quality, and halal certification on increasing MSE sales after obtaining a halal certificate through a self-declaration scheme. From the study results, both separately and simultaneously, product quality certification, price, and halal certification have a positive and significant impact on increasing sales.

## **2.6 Effect of X on Y**

### **1. The Effect of Halal Certification on Increasing MSME Sales**

Halal certification can have a positive impact on MSME sales in Pontianak City. This is based on the assumption that the availability of halal products can attract more consumers, especially in markets where most people pay attention to the halal aspect of the product. Therefore, the research hypothesis can be proposed as follows:

**H<sub>0</sub>**: There is no positive correlation between halal certification and increased sales of MSMEs in Pontianak City.

**H<sub>1</sub>**: There is a positive correlation between halal certification and increased sales of MSMEs in Pontianak City.

### **2. Effect of Product Quality on increasing MSME Sales**

Product quality is a significant element in influencing consumer preferences and purchasing decisions. If MSMEs in Pontianak City are able to present products with superior quality, it is expected that they will experience an increase in sales. Therefore, the hypothesis of this study can be formulated as follows:

**H<sub>0</sub>**: There is no positive correlation between product quality and the increase in sales of MSMEs in Pontianak City.

**H<sub>2</sub>**: There is a positive correlation between product quality and the increase in sales of MSMEs in Pontianak City.

### **3. The Effect of Price on Increasing MSME Sales**

Price is also a significant factor in consumer purchasing decisions. The right pricing can affect the attractiveness of the product to the intended market segment. In this context, the research hypothesis can be proposed as follows:

**H<sub>0</sub>**: There is no positive relationship between price and increase in sales of MSMEs in Pontianak City.

**H<sub>3</sub>**: There is a positive relationship between price and the increase in sales of MSMEs in Pontianak City.

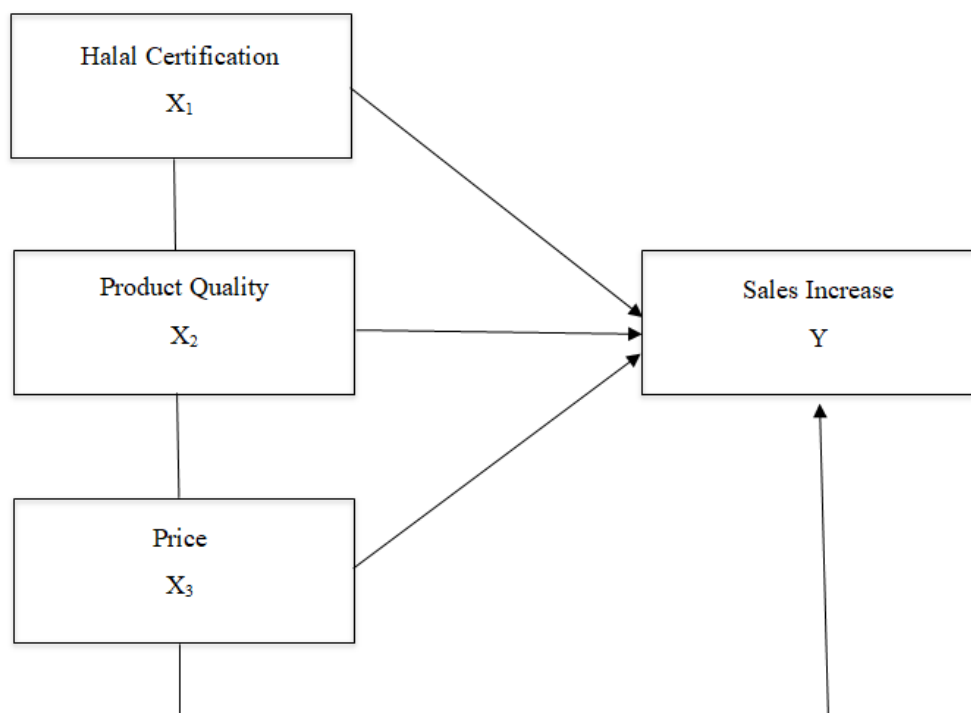
### **4. The Effect of Price, Product Quality, and Halal Certification on Increasing Sales of MSMEs**

Halal certification increases consumer trust, good product quality attracts buyers, and competitive prices increase the attractiveness of products in the market. The combination of these three factors contributes to increased sales of MSMEs, as they complement each other in increasing consumer trust and satisfaction. Therefore, the hypothesis of this study can be formulated as follows:

**H<sub>0</sub>**: There is no positive relationship between halal certification, product quality and price simultaneously on increasing sales of Pontianak City MSMEs.

**H<sub>4</sub>**: There is a positive relationship between halal certification, product quality and price simultaneously on increasing sales of Pontianak City MSMEs.

### 2.7 Conceptual Framework



Conceptual Framework Picture

### 3. RESEARCH METHODS

The research method applied is a quantitative approach. This quantitative approach uses data in the form of numbers and concrete information, intended to analyze in a population or sample. The process of collecting data uses research instruments, and data analysis is carried out through statistical methods to test the hypothesis that has been formulated. (Waruwu, 2023). Quantitative methods are applied in this study to evaluate how much impact price, product quality, and halal certification have on increasing sales of MSMEs in Pontianak City.

This study uses primary data and collects questionnaires as data collection instruments. The population in this study is MSME business actors in Pontianak City who have implemented halal certification, namely a total of 100 people. According to Arikunto (2016: 104) in research (Adi *et al.*, 2022) if the population is below 100 people or equal to 100 people, then all individuals in the population will be included as samples. However, if the population is above 100 people, about 10% to 15% or 20% to 25% of the total population can be selected as a sample. Based on this study, the population size was 100, so the entire population, i.e. 100 respondents, was taken as the sample. Therefore, in this study, a saturated sample or census sampling method was used. The data analysis process includes classical assumption testing, descriptive analysis, hypothesis testing, and multiple linear regression analysis.

The multiple linear regression equation model is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

$Y$  = Variabel dependen

$\alpha$  = Koefisien Regresi

$\beta$  = Parameter Koefisien Regresi  $X_1$  = variabel independen

$X_2$  = Variabel independen

$X_3$  = Variabel independen

$\varepsilon$  = Error

Then the multiple regression equation can be obtained, namely:

$$P = \alpha + \beta_1 SH_{al} + \beta_2 KP_{ro} + \beta_3 H + \varepsilon$$

$P$  = Peningkatan Penjualan

$\alpha$  = Koefisien Regresi

$\beta$  = Parameter Koefisien Regresi

$SH_{al}$  = Sertifikasi Halal

$KP_{ro}$  = Kualitas Produk  
 $H$  = Harga  
 $\varepsilon$  = Error

#### 4. RESEARCH RESULTS AND DISCUSSION

##### Classical Assumption Test

**Table 4.1: Normality Test Results One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	1.11576762
Most Extreme Differences	Absolute	.191
	Positive	.113
	Negative	-.191
Test Statistic		.191
Asymp. Sig. (2-tailed)		.180 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction		

The normality test results in Table 4.1 show the Asymp. Sig (2-tailed) value of 0.180, which exceeds the significance level of 0.05. Therefore, the conclusion is that the data is normally distributed.

**Table 4.2: Multicollinearity Test Results Coefficients<sup>a</sup>**

Model	Collinearity Statistics		Description
	Tolerance	VIF	
X1 Halal Certification	0,519	1,929	Multicollinearity Free
X2 Product Quality	0,523	1,912	Multicollinearity Free
X3 Price	0,541	1,848	Multicollinearity Free

a. Dependent Variable: Y Sales Increase

Source: SPSS 27

According to table 4.2, it shows that all independent variables have a tolerance value > 0.10 and the VIF value of all independent variables has a value < 10, therefore it can be concluded that there is no multicollinearity.

##### Multiple Linear Regression Analysis

**Table 4.3: Multiple Linear Regression Analysis Results Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Stdd.Error			
(Constant)	1,916	1,416		1,353	0,179
X1 Halal Certification	0,270	0,083	0,293	3,242	0,002
X2 Product Quality	0,308	0,089	0,311	3,448	0,001
X3 Price	0,308	0,095	0,288	3,247	0,002

• Dependent Variable: Y Sales Increase

Source: SPSS 27

According to table 4.3, it can be seen in the *Unstandardized Coefficients* Beta column, the regression equation model is obtained as follows:

$$Y = 1.916 + 0.270X_1 + 0.308X_2 + 0.308X_3 + e$$

The interpretation of the multiple linear regression equation above is as follows:

- 1) The constant value of 1.916 shows that if halal certification (X1), product quality (X2), and price (X3) are all zero, then the increase in sales (Y) will be worth 1.916 according to the constant value.

- 2) The regression coefficient X1 (halal certification) from multiple linear calculations obtained a coefficient value (b1) worth 0.270, which means that each increase in halal certification (X1) worth 1% will cause an increase in sales (Y) worth 0.270 according to the value of X1.
- 3) The regression coefficient X2 (product quality) from multiple linear calculations obtained a coefficient value (b2) worth 0.308, which means that each increase in product quality (X2) worth 1% will cause an increase in sales (Y) worth 0.308 according to the value of X2.
- 4) The regression coefficient X3 (price) from multiple linear calculations obtained a coefficient value (b3) of 0.308, which means that each increase in price (X3) worth 1% will cause an increase in sales (Y) worth 0.308 according to the value of X3.

**Hypothesis Test**

**Table 4.4: Partial Test Results (t Test)  
Coefficients<sup>a</sup>**

Variables	T	Sig.	Description
(Constant)	1,353	0,179	
X1 Halal Certification	3,242	0,002	Significant
X2 Product Quality	3,448	0,001	Significant
X3 Price	3,247	0,002	Significant

• Dependent Variable: Y Sales Increase  
**Source: SPSS 27**

From the test results above, it is known that if the sig. value of halal certification is 0.002 where  $0.002 < 0.05$ , it means that the hypothesis ( $H_1$ ) is accepted while the hypothesis ( $H_0$ ) is rejected. Therefore, halal certification (X1) has a positive and significant effect on increasing sales (Y).

From the test results above, it is known that if the sig. product quality is 0.001 where  $0.001 < 0.05$ , it means that the hypothesis ( $H_2$ ) is accepted while Hypothesis ( $H_0$ ) is rejected. Therefore, product quality (X2) has a significant positive impact on increasing sales (Y).

From the test results above, it is known that if the sig. price is 0.002 where  $0.002 < 0.05$ , it means that the hypothesis ( $H_3$ ) is accepted and the Hypothesis ( $H_0$ ) is rejected. So that price (X3) has a positive and significant effect on increasing sales (Y).

**Table 4.5: Simultaneous Test Results (F Test)  
ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	179,191	3	59,730	46,525	0,000 <sup>b</sup>
	Residuals	123,249	96	1,284		
	Total	302,440	99			
a. Dependent Variable: Y Sales Increase						
b. Predictors: (Constant), X3 Price, X2 Product Quality, X1 Halal Certification						

**Source: SPSS 27**

It can be seen in Table 4.5 that the Sig. value is  $0.000 < 0.05$ , which means that the price variable, product quality, and halal certification simultaneously have a significant effect on increasing sales of Pontianak City MSMEs. And the calculated F value is  $46.525 > 2.699$  F table. Therefore, it can be concluded that H4 is accepted, which means that price, product quality, and halal certification simultaneously have a positive and significant impact on increasing MSME sales in Pontianak City.

**Table 4.6: Test Results of the Coefficient of Determination  
Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,770 <sup>a</sup>	0,592	0,580	1,13307
a. Predictors: (Constant), X3 Price, X2 Product Quality, X1 Halal Certification				

**Source: SPSS 27**

According to table 4.6, the *R Square* result is 0.592 which shows the coefficient of determination ( $R^2$ ) so that it can be interpreted that all independent variables, namely halal certification (X1), product quality (X2), and price (X3)

contribute together worth 59.2% to increasing MSME sales. While the remaining 40.8% comes from other variables not included in this study.

### **The Effect of Halal Certification on Increasing Sales of Pontianak City MSMEs**

The results of hypothesis testing show that partially halal certification has a positive effect on increasing sales of Pontianak City MSMEs. From the results of the t test, it shows that the sig value  $<0.05$ , therefore partially halal certification has a significant effect on increasing sales of Pontianak City MSMEs. The positive effect of halal certification on increasing sales of Pontianak City MSMEs is because by including a halal logo or halal certification, consumers can feel safe when consuming or using a product. Therefore, the research hypothesis which reveals that halal certification has a positive and significant effect on increasing sales of Pontianak City MSMEs is accepted. The same study results were found in research (Rahim *et al.*, 2023) which in their research halal certification has a significant impact on increasing business sales income in the *food and beverage* sector.

### **The Effect of Product Quality on Increasing Sales of Pontianak City MSMEs**

The results of hypothesis testing show that partially product quality has a positive impact on increasing sales of MSMEs in Pontianak City. From the t test results, the sig value is  $<0.05$ , which shows that partially product quality has a significant impact on increasing MSME sales in Pontianak City. The positive effect of product quality on increasing sales of Pontianak City MSMEs is because good product quality is a consumer expectation that must be met by MSMEs, because good quality is the key to increasing sales of these MSMEs. Therefore, the research hypothesis which states that if product quality has a significant positive impact on increasing MSME sales in Pontianak City is accepted. The same study results were found in research (Alinca & Hayati, 2023) which in its research product quality significantly has a positive impact on increasing sales.

### **The Effect of Price on Increasing Sales of Pontianak City MSMEs**

The results of hypothesis testing show that price partially has a positive influence on increasing MSME sales in Pontianak City. From the t test results, the sig value is  $<0.05$ , therefore it can be concluded that price partially has a significant effect on increasing MSME sales in Pontianak City. The positive effect of price on increasing sales of MSMEs in Pontianak City is due to the fact that price can influence consumer decisions to buy a product for various reasons. Therefore, the research hypothesis which states that price has a significant positive influence on increasing sales of MSMEs in Pontianak City is accepted. The same study results were found in research (Alinca & Hayati, 2023) which in their research price has a positive and significant effect on increasing sales.

### **The Effect of Price, Product Quality, and Halal Certification on Increasing Sales of Pontianak City MSMEs**

The results of hypothesis testing show that simultaneously, the F test results show a Sig. value of  $0.000 <0.05$ , which means that the price, product quality, and halal certification variables simultaneously have a significant effect on increasing sales of Pontianak City MSMEs. And the value of F count  $46.525 > 2.699$  F table, so that the hypothesis that price, product quality, and halal certification simultaneously have a positive and significant effect on increasing sales of Pontianak City MSMEs is accepted. The same study results were found in research (Alinca & Hayati, 2023) which in their research showed that both partially and simultaneously the price, product quality, and halal certification variables significantly had a positive influence on the sales increase variable.

## **5. CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 CONCLUSION**

From the results of the analysis and discussion, the following conclusions can be obtained:

1. Based on multiple linear regression analysis using SPSS 27, it is found that halal certification has a positive impact on increasing MSME sales in Pontianak City. This means that the higher the sales, the stronger the influence of halal certification.
2. Based on multiple linear regression analysis using SPSS 27, it was found that product quality has a positive influence on increasing sales of Pontianak City MSMEs. This means that the better the quality of a product, the greater the increase in sales of these MSMEs.
3. Based on multiple linear regression analysis using SPSS 27, it was found that price has a positive influence on increasing sales of Pontianak City MSMEs. This means that the more competitive or appropriate the price offered, the greater the increase in sales of these MSMEs.
4. Based on multiple multiple regression tests with their test, the variables of halal certification, product quality and price simultaneously have a significant direction on increasing sales of Pontianak City MSMEs. This means that the combination of price, product quality, and competitive halal certification simultaneously contributes significantly to the increase in sales of these MSMEs.



## 5.2 Recommendation

1. For academics, future research can expand the scope or add variables to achieve better study results.
2. For the Pontianak City Cooperative and MSME Office, launch an integrated program for halal certification, product quality improvement, and competitive pricing strategies. Include training, financing support, digital marketing, and periodic monitoring and evaluation to improve MSME competitiveness and sales.

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