

## THE IMPACT OF DELAYING MIE GACOAN'S HALAL CERTIFICATION ON CONSUMER LOYALTY

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**Abstract:** This study aims to evaluate the impact of the delay in Mie Gacoan's halal certification on consumer loyalty. The delay in halal certification can influence consumer perception and loyalty, yet there is limited research exploring its impact on the food industry in Indonesia. This study employs field research methods, using direct observation and a descriptive qualitative approach to collect and analyze data. The results indicate that most Mie Gacoan consumers know about the delay in halal certification. Despite this, consumers remain highly interested in visiting and purchasing Mie Gacoan products, as they trust that 100% of the raw materials used are safe and have been certified halal. These findings suggest that the delay in halal certification does not significantly affect purchase intentions and consumer loyalty. This research provides new insights into consumer responses to the delay in halal certification, demonstrating that consumer trust in the quality and safety of raw materials can mitigate concerns related to the delay, thus maintaining consumer loyalty to the product.

**Keywords:** *Halal Certification; Halal Industry; Halal Food; Gacoan*

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## Introduction

Food is a rapidly growing business.<sup>1</sup> Developing a food and beverage culinary business in Indonesia always has its innovations. Not surprisingly, many culinary entrepreneurs have ways to maintain their businesses, from developing to creating innovations.<sup>2</sup> Business actors make their businesses attractive to consumers and pay attention to business feasibility studies.<sup>3</sup>

The success or failure of a business can be seen from the business feasibility study plan, which shows how a business can provide benefits or profits to measure whether the business is feasible or not in the long term.<sup>4</sup> In doing business, several important things must be considered, namely the need to know the aspects of business feasibility, namely aspects of human resources, production, marketing, technical, financial, benefits of goods, employment opportunities, management, environment, social, and politics.<sup>5</sup>

Indonesia is a country where most of the population is Muslim, so it is mandatory to consume halal and tayyib food and drinks.<sup>6</sup> Furthermore, according to Islamic law, halal products or food is a must. Therefore, not only must consumers pay attention to halal food, but producers must also produce halal products so that Indonesian people can consume them, especially Muslim ones.<sup>7</sup>

Allah does not forbid halal food and is permissible according to Islamic law. Halal by obtaining it and its substances, while tayyib has a good meaning which can include the elements it contains, its presentation, its taste, and the way it is processed. It is not disgusting, and it is not dangerous. Then, it was concluded that tayyib is food that benefits health and does not cause harm.<sup>8</sup>

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<sup>1</sup> Irvina Safitri, Darmawan Salman, and Rahmadani, "STRATEGI PENGEMBANGAN USAHA KULINER: Studi Kasus Warung Lemang Di Jenepono, Sulawesi Selatan," *Jurnal Sosial Ekonomi Pertanian* 14, no. 2 (2018): 183–94.

<sup>2</sup> Qurata Ayuni, Hafied Cangara, and Arianto Arianto, "The Influence of Digital Media Use on Sales Level of Culinary Package Product Among Female Entrepreneur," *Jurnal Penelitian Komunikasi Dan Opini Publik* 23, no. 2 (2019), <https://doi.org/10.33299/jpkop.23.2.2382>.

<sup>3</sup> Abdul Aziz et al., "Evaluasi Kelayakan Bisnis Pada Perencanaan Usaha (Studi Kasus Kedai Kopi Robusta Di Kota Surabaya)," *Jurnal Ekonomika* '45 5, no. 1 (2018): 67–77.

<sup>4</sup> P.Adiyes Putra Nurnasrina, "Scanned by CamScanner ٢٠١٨," *A Psicanalise Dos Contos de Fadas. Tradução Arlene Caetano*, 2013, 466.

<sup>5</sup> (Gunawan, 2019)

<sup>6</sup> Asep Syarifuddin Hidayat and Mustolih Siradj, "Legal Arguments of Halal Product Guarantee (Argumentasi Hukum Jaminan Produk Halal)," *Jurnal Bimas Islam* 8, no. 1 (2015): 31–66.

<sup>7</sup> (Siregar & Alam, 2018)

<sup>8</sup> Fitriani, "Konsep Makanan Halalan Thayyiban Perspektif," *Journal of Islamic Interdisciplinary Studies* 1, no. 1 (2022): 53–66.

In the Qur'an there is an order for Muslims to always consume halal food, this is stated in Al Baqarah 168:<sup>9</sup>

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: *"O people! Eat from (food) that is lawful and good that is on earth and do not follow the steps of the devil. In fact, the devil is a real enemy for you".*

There are halal food standards that are included in the halal classification, namely:

- It does not contain pork or any products whose raw materials still contain pork.
- Using halal meat accompanied by slaughter with the provisions and procedures of Islamic law.
- All food and beverages do not contain alcohol.
- Pay attention to the cleanliness of the storage, processing, and sales areas.<sup>10</sup>

Conditions like this must be considered by food business actors who establish food businesses that are focused on attracting consumers to try a product and what food business actors should do. The most important thing is to fulfill all food business procedures. Food business actors have responsibility for food production, which is managed so that it does not cause harm to the people who consume it. One of the forms of attention given by the government to business actors in Indonesia is applying halal labels and halal certification for all business actors to provide more confidence for consumers in buying products that already have a halal label or halal certification.<sup>11</sup>

Communities must be observant in choosing each food product before buying related to raw materials, nutritional content, quality, and halal. The high need for food products that guarantee a sense of safety and halal has made the Indonesian government pay attention to food safety by issuing halal guarantees. A product can be realized in the form of halal certification.<sup>12</sup> The purpose of establishing halal regulations is to reduce the

<sup>9</sup> Kasmawati, "Makanan Halal Dan Tayyib Perspektif Al-Qur'an," *Repositori.Uin-Alauddin.Ac.Id* 3, no. 2 (2014): 1–46.

<sup>10</sup> Endang Irawan Supriyadi and Dianing Banyu Asih, "Maka Makanlah Makanan Yang Halal Lagi Baik Dari Rizki Yang Telah Allah Berikan Kepadamu, Dan Syukurilah Nikmat Allah Jika Kamu Hanya Menyembah Kepada- NYA' (An-Nahl:114)," 2, no. 1 (2020): 18–28.

<sup>11</sup> Lukmanul Hakim and Aisyah Karnila Nady Putri, "Implementation of the Halal Product Guarantee Law in Indonesia by the Department of Industry and Trade Cooperatives of Bima City," *Nurani: Jurnal Kajian Syari'ah Dan Masyarakat* 22, no. 1 (2022): 133–44, <https://doi.org/10.19109/nurani.v22i1.11099>.

<sup>12</sup> Nidya Waras Sayekti, "Jaminan Produk Halal Dalam Perspektif Kelembagaan," *Jurnal Ekonomi Dan Kebijakan Publik* Vol. 5 No., no. November (2014): 193–209, <http://id.portalgaruda.org/?ref=author&mod=profile&id=583667>.

process of a food product that has already been marketed that does not meet the terms and conditions of halal food so that Muslim communities can sort out foods that meet the requirements of halal.<sup>13</sup>

Laws and regulations relating to halal products in food include Law No. 33 of 2014 concerning Guaranteed Halal Products, Minister of Religion Regulation No. 26 of 2019 concerning Implementation of Halal Product Guarantees, Government Regulation (PP) No. 31 of 2019 concerning Regulations for Implementing Law No. 33 of 2014 (JPH Law), Halal Assurance System (SJH) 23000 concerning management systems that are compiled, implemented, in ensuring the continuity of the halal production process according to the provisions, SK46/Dir/LPPOM MUI/XII/14 concerning products that cannot be certified due to aspects naming that contains things that cause disbelief and evil.

Halal certification can determine that a food product has followed the process and conditions so that its halal is decided. Halal certification can be used as a benchmark for a food product, and the existence of a halal label indicates that the food product is of good quality and suitable for consumption.<sup>14</sup>

Halal certification is an MUI fatwa that determines the halalness of a food product. Halal assurance is a marketing standard for a product that food business actors must carry out. Halal certification guarantees consumers that food products meet standards and criteria according to Islamic law, making them feasible to produce and market.<sup>15</sup>

Food products with a halal logo or label are located on their package so that it can be seen from the writing, images of the halal logo, or a combination of both. Halal labels also provide information about food products.<sup>16</sup>

Communities can sort out which food products can be consumed by having a halal label on the packaging. In addition, food products that already have halal certification

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<sup>13</sup> Supriyadi and Asih, “Maka Makanlah Makanan Yang Halal Lagi Baik Dari Rizki Yang Telah Alloh Berikan Kepadamu, Dan Syukurilah Nikmat Alloh Jika Kamu Hanya Menyembah Kepada- NYA’ (An-Nahl:114).”

<sup>14</sup> Syafrida, “Sertifikat Halal Pada Produk Makanan Dan Minuman Memberi Perlindungan Dan Kepastian Hukum Hak-Hak Konsumen Muslim,” *Hukum* 7, no. 3 (2018): 129–33.

<sup>15</sup> Hidayatul Husna and Sulastris Caniago, “Problematisasi Sertifikasi Halal Pada Produk Industri Kerupuk Di Surau Pinang,” *Jurnal Integrasi Ilmu Syari’ah* 3, no. 1 (2022): 1–11.

<sup>16</sup> Nurul Huda and Muchlisin, “Pengaruh Label Halal Pada Makanan Fakultas Agama Islam,” *Suhuf* 26, no. 1 (2014): 57–66.

provide a sense of security to consumers, making it easier for consumers, especially Muslims, to buy a food product with a halal label.<sup>17</sup>

Halal certification makes products with reasonable quality assurance. Therefore, an authorized institution needs to issue halal certification so that the production process is standardized and high-quality in raw materials.<sup>18</sup> Consumers' concern for halal food encourages producers to register their products at LPPOM MUI. If Muslim consumers are concerned about the halal aspects of a product, they can check the halal status provided by LPPOM MUI.<sup>19</sup>

However, in reality, many business actors still underestimate the provisions of halal guarantees in every product. For example, many products or brands have been marketed to the public, but not all have received halal certification and are still being studied by the MUI. Therefore, the need for outreach to business actors regarding the requirements for halal assurance certification is not only seen from the raw materials and production process, but business actors must meet 11 criteria for halal assurance determined by the MUI.<sup>20</sup>

The popularity of the Mie Gacoan brand has made the Mie Gacoan businesses develop a strategy to increase their turnover by opening many branches in various parts of Indonesia. MGacoan's efforts to obtain halal certification have been carried out by registering with the authorized government agency, namely the Halal MUI. However, the Mie Gacoan trademark still needs to receive a halal certification. Mie Gacoan has not received halal certification due to the naming of a brand and menu on Mie Gacoan, resulting in a delay in issuing a halal label on Mie Gacoan.<sup>21</sup>

## Method

This study uses a qualitative method, namely an event, by describing and analyzing social activities individually or in groups. The type of research conducted by

<sup>17</sup> Dwi Edi Wibowo and Benny Diah Madusari, "Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Oleh Konsumen Muslim Terhadap Produk Makanan Di Kota Pekalongan," *Indonesia Journal of Halal* 1, no. 1 (2018): 73, <https://doi.org/10.14710/halal.v1i1.3400>.

<sup>18</sup> Rini Kuswati et al., "Seminar Nasional Dan Call for Papers ' Safety & Halal 2019 ' Paper ID : 07-HHS Sabun Susu Bahagia Boyolali : Menuju Implementasi Produk Kosmetik Halal Indonesia," 2019, 1–12.

<sup>19</sup> Erni Suparti Ida Giyanti, "MODEL KONSEPTUAL PENERIMAAN TEKNOLOGI HALAL MUI BERBASIS TECHNOLOGY ACCEPTANCE MODEL Ida," *Seminar Nasional IENACO*, 2017, 637915.

<sup>20</sup> Desiana Nuriza Putri, Livia Windiana, and Nadia Mardhiyah, "Pendampingan Penerapan Sistem Jaminan Halal Di Industri Kecil Menengah ( IKM ) UMM Bakery," *CARADDE: Jurnal Pengabdian Kepada Masyarakat* 4 (2021): 173–81.

<sup>21</sup> M Nurhadi, "No Title Alasan Mie Gacoan Tidak Memiliki Sertifikasi Halal," *Suara.Com*, 2022.

the author is *Field Research*, namely direct observation to obtain the necessary information.<sup>22</sup> This research will obtain information and data that the author will examine. The approach used is descriptive qualitative.

To support research, the authors determine the primary data. Primary data is the type and source of research data obtained directly from the first source.<sup>23</sup> Researchers obtained primary data from field surveys, observations, interviews, and documentation. The author obtained primary data from consumers of Gacoan Noodles, Makamhaji District, Sukoharjo Regency.

## Result and Discussion

This research was conducted on 16 informants who bought and consumed Mie Gacoan products. In research activities using this qualitative method, informant data is divided according to their characteristics. The informants of this research are consumers. Therefore, the researcher categorizes the characteristics of the respondents, namely gender and profession.

Table 1 Informant Data

No	Name	L/P	profession	Address
1	Iw	P	Student	Sukoharjo
2	Ice	P	Student	Nilasari
3	Rf	P	Student	Klaten
4	Fz	P	Student	Surakarta
5	st	P	Student	Poor
6	Apn	P	Student	Sukoharjo
7	A	P	Student	Colomadu
8	Naj	L	Student	Gonilan
9	Kfqa	P	Student	Sukoharjo
10	Mpwp	P	Student	Surakarta
11	Fh	L	Businessman	Pringsurat
12	Ynif	P	Student	Kartasura
13	Rn	P	Businessman	Sukoharjo
14	Ns	P	Student	Sukoharjo
15	Zn	P	Student	Sukoharjo
16	Ws	P	Student	Karanganyar

Source: Interview with Gacoan Mie Makamhaji Kartasura consumers

<sup>22</sup> Syardiansah Syardiansah, "Eksplorasi Kemanfaatan Field Study Bagi Peningkatan Kompetensi Mahasiswa (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Samudra)," *Jurnal Samudra Ekonomi Dan Bisnis* 9, no. 1 (2018): 11–20, <https://doi.org/10.33059/jseb.v9i1.457>.

<sup>23</sup> nuning Pratiwi, "Penggunaan Media Video Call Dalam Teknologi Komunikasi," *Jurnal Ilmiah DInamika Sosial* 1 (2017): 213–14.

Based on the information above, it can be broken down by category: gender and profession, where female consumers dominate more than male consumers.

Based on the table above, the average consumer of Mie Gacoan is millennials, who are categorized chiefly by students and supported by students and entrepreneurs. So, the majority of the 12 informants are students.

Based on the research results, the researcher obtained the results of the participants' answers so that they could be categorized as follows:

- a. The total frequency of purchases in a month

Table 2 Number of Consumer Frequency

No	Frequency In One Month	Amount
1	1-4 times	15
2	time	1

Source: Interview with Mie Gacoan Makamhaji Kartasura consumers

The data obtained by the researcher was based on the instrument, which asked how often consumers consume Mie Gacoan in a month and the reasons for this. It is known that as many as 16 informants stated that they consumed Mie Gacoan products at least once and at most eight times a month.

- b. Reasons to consume

Table 3 Consumer Categories in Consuming

No	Attractiveness	Amount
1	Flavor	11
2	An affordable price	4
3	Interested friend invite	1

Source: Interview with Gacoan Mie Makamhaji Kartasura consumers

The table above shows consumers' interest in Gacoan noodles, which varies in various categories. Consumers express their interest in consuming Mie Gacoan products because Mie Gacoan offers a taste different from other noodle products. Gacoan noodles have an advantage in taste, namely a spicy sensation that can be ordered according to the wishes of consumers, not only a spicy sensation and a different taste. Gacoan noodles have a taste that is no less delicious, so they are suitable for consumers of Gacoan noodles. Consumers also say that low and affordable prices are a distinct advantage and interest for Mie Gacoan consumers. So, it is suitable for Mie Gacoan's target market, namely millennials. Because most millennial consumers influence the rapid increase in consumers, millennials often tend to recommend new and different things to their friends,

likewise with this Gacoan Noodle consumer. Some were interested in buying Mie Gacoan products because a friend invited them.

c. Gacoan name meaning

Table 4 Number of informants who know the meaning of the name Gacoan

No	Informant answer	Amount	Informant answer categories
1	Yes	4	The bet, the gamble, the Darling
2	No	12	-

Source: Interview with Gacoan Mie Makamhaji Kartasura consumers

From the research instruments above, it is known that most consumers need to learn the meaning of the names used in Mie Gacoan. Some consumers who know the meaning of the name "Gacoan" interpret it as "Betting", "Champion" and "Darling". While the names "Gacoa" and menu names such as "Mie Setan", "Mie Iblis", "Es Tuyul", "Es Sundel Bolong", "Es Genderuwo" are considered to violate the provisions of the MUI's halal certification.

According to SK46/Dir/LPPOM MUI/XII/14, it states that in terms of naming, products that cannot be certified are product names that contain the names of pigs and dogs and their derivatives, contain the name of the devil, which leads to on things that cause disbelief and evil.

According to HAS23000, a brand or product name may not use a name that refers to something forbidden or worship that does not follow.

d. News of the delay in the halal label

Table 5 Knowledge of informants regarding delays in MieGacoan's halal label

No	Informant answer	Amount	Resources	
			Social media	Friend
1	Yes	13	10	3
2	No	3	-	-

Source: Interview with Gacoan Mie Makamhaji Kartasura consumers

The data obtained later from researchers based on questions related to consumer knowledge about the news of the delay in the halal label on Gacoan Noodles was from 16 informants, most of whom knew about the news. The informants learned about the news of the delay from social media, namely Instagram, TikTok, and Friends.

Even though the informants knew about the delay in the halal label news, they did not know the essence of the news. The point of the news spread is that until this research was conducted, Mie Gacoan had not received a halal label from the MUI. Even Mie



Gacoan has applied for halal certification. This is due to problems related to brand names and menu names that do not pass MUI halal certification.

- e. Influence on buying interest and the reasons.

Table 6 Influence on Consumer Purchase Interest

No	Informant Answer	Category
1	Yes	There is a emergence of doubts about the halal guarantee of Mie Gacoan because of religious teachings that consumers believe.
2	No	There is a guarantee of 100% halal raw materials, and the production process is protected from unclean materials.

Source: Interview with Gacoan Mie Makamhaji Kartasura consumers

According to this study, the news of the postponement of Mie Gacoan's halal label did not impact consumer buying interest. According to the informant's answers, even though they knew about the delay in Mie Gacoan's halal label, they were still interested in coming and buying food and drinks along with the side dishes offered. Mie Gacoan because they still believe that 100% of the raw materials used come from safe, halal-certified raw materials. Consumers also believe that the entire production process uses facilities free from unclean contamination, pork, and their derivatives, so they fully believe that the Gacoan Noodle production process is guaranteed to be halal. Therefore, there was little impact on consumers with the existence of the news, which raised doubts, which ultimately influenced buying interest because the informant thought that "halal food is not only made from raw materials."

## Conclusion

Based on the results of interviews with 16 consumers of Gacoan Noodles, Makamhaji District, Sukoharjo Regency, regarding the Impact of Postponing Halal Labeling of Gacoan Noodles on Consumer Loyalty, researchers can conclude that:

Most of the consumers of Mie Gacoan are already aware of the news of the postponement of Mie Gacoan's halal label. However, even though they already knew the news, they were still interested in coming and buying food and drinks along with the side dishes offered by Mie Gacoan. Because they still believe that 100% of the raw materials come from safe and halal-certified raw materials. It shows that the delay in the halal label has little impact on purchase intention and consumer loyalty.

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