

## Analysis of Inhibiting Factors in the Implementation of the Halal Certification Program for Culinary MSMEs in Cianjur Regency, 2025

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### ABSTRACT

This study aims to analyze the inhibiting factors in the implementation of the halal certification program for culinary MSMEs in Cianjur Regency. A quantitative descriptive approach was used with 100 respondents selected through simple random sampling. Data were collected using questionnaires, interviews, and observations, and analyzed using the Weighted Mean Score (WMS). The results show that the overall effectiveness is in the "Good" category with an average score of 3.44. However, the measurement accuracy dimension has the lowest score (3.37), indicating difficulties in understanding certification procedures. Other inhibiting factors include additional costs, time inefficiency, and uneven program socialization.

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## **INTRODUCTION**

The development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia continues to play a significant role in supporting economic growth and employment. In the culinary sector, the assurance of product halalness has become increasingly important, particularly in regions with a predominantly Muslim population. Halal certification is not only a form of consumer protection but also serves as a strategic instrument to enhance product competitiveness and market access. In this context, the government has implemented halal certification programs aimed at facilitating MSMEs in obtaining halal labels for their products.

However, despite the existence of such programs, the level of participation among MSMEs remains uneven. In Cianjur Regency, many culinary MSMEs have not yet obtained halal certification, indicating a gap between policy implementation and actual outcomes in the field. This condition suggests that there are underlying issues that hinder the effectiveness of the program. Previous studies have generally focused on measuring program effectiveness or policy implementation, but limited attention has been given to identifying the specific inhibiting factors experienced by MSMEs during the certification process.

Understanding these inhibiting factors is crucial, as program success is not only determined by its design, but also by how it is experienced by its target beneficiaries. According to Makmur (2015), program effectiveness can be assessed through several dimensions, including time, cost, measurement, and target accuracy. When one or more of these dimensions do not function optimally, it may indicate the presence of barriers that affect the overall implementation of the program. Therefore, identifying these barriers becomes an important step in improving policy outcomes.

Based on these considerations, this study aims to analyze the inhibiting factors in the implementation of the halal certification program for culinary MSMEs in Cianjur Regency. By focusing on the experiences of MSME actors, this study is expected to provide a more in-depth understanding of the challenges faced in the field, as well as contribute to the improvement of future policy implementation.

## **LITERATURE REVIEW**

### **Program Effectiveness**

Program effectiveness refers to the extent to which a program achieves its intended objectives. According to Makmur (2015), effectiveness can be measured through several dimensions, including time accuracy, cost accuracy, measurement accuracy, choice accuracy, thinking accuracy, command accuracy, and target accuracy. These dimensions are used to assess whether a program is implemented in accordance with its goals and whether it provides optimal benefits to its target group. When one or more of these dimensions do not function properly, it may indicate weaknesses or obstacles in program implementation.

## Inhibiting Factors in Program Implementation

In relation to program effectiveness, identifying inhibiting factors becomes essential in understanding the limitations of program implementation. In the context of public administration, inhibiting factors are conditions that limit the achievement of program objectives. These factors may arise from internal aspects, such as administrative complexity and limited resources, or from external aspects, such as the characteristics of program beneficiaries. According to public management theory, ineffective communication, lack of coordination, and limited accessibility often become key barriers in policy implementation. Therefore, identifying inhibiting factors is essential to improve the effectiveness and sustainability of public programs.

## MSMEs and Halal Certification

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in economic development, particularly in the culinary sector. Halal certification serves as an important instrument to ensure product compliance with religious standards and to increase consumer trust. However, in practice, MSMEs often face challenges in obtaining halal certification, such as limited knowledge, financial constraints, and procedural difficulties. These challenges indicate that despite the availability of certification programs, various barriers still affect the participation of MSMEs.

Based on the theoretical foundation, this study adopts a conceptual framework that focuses on measuring program effectiveness through several dimensions. The results of these measurements are then used to identify the inhibiting factors in the implementation of the halal certification program. This framework does not examine causal relationships but emphasizes descriptive analysis to understand the main barriers experienced by MSMEs. Therefore, the conceptual framework serves as a guide in linking effectiveness measurement with the identification of program constraints.

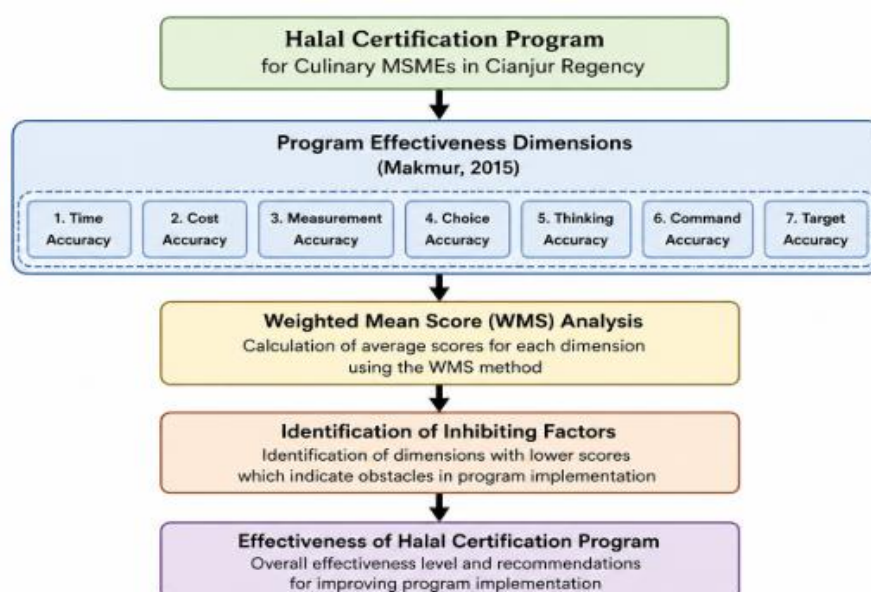


Figure 1. Conceptual Framework

## METHODOLOGY

This study employs a quantitative descriptive approach to analyze the inhibiting factors in the implementation of the halal certification program for culinary MSMEs in Cianjur Regency. The population of this study consists of MSME actors in the culinary sector who have participated in the halal certification program. A sample of 100 respondents was selected using probability sampling with a simple random sampling technique to ensure that each member of the population had an equal opportunity to be selected.

Data were collected through questionnaires, supported by interviews and field observations to strengthen the analysis. The questionnaire was designed using a Likert scale ranging from 1 to 5, representing respondents' perceptions of each indicator. The variables in this study were measured based on seven dimensions of program effectiveness according to Makmur (2015), namely time accuracy, cost accuracy, measurement accuracy, choice accuracy, thinking accuracy, command accuracy, and target accuracy.

The data analysis technique used in this study is the Weighted Mean Score (WMS), which is applied to determine the average value of each dimension and to classify the level of effectiveness. The results of the WMS calculation are then interpreted based on predetermined criteria to identify the dimensions that reflect the main inhibiting factors in the implementation of the halal certification program.

## RESEARCH RESULT

This study analyzes the inhibiting factors in the implementation of the halal certification program for culinary MSMEs in Cianjur Regency using the Weighted Mean Score (WMS) method. Data were obtained from 100 respondents and calculated based on seven dimensions of program effectiveness. The results show that the overall average score is 3.44, which falls into the "Good" category. This indicates that, in general, the program has been implemented effectively; however, several aspects still face obstacles that affect its optimal implementation.

To identify the main inhibiting factors, attention is focused on the dimensions with the lowest scores. Among the seven dimensions measured, the measurement accuracy dimension obtained the lowest average score of 3.37, categorized as "Fair." This finding indicates that many MSME actors still experience difficulties in understanding the requirements and procedures of halal certification. In addition, the dimensions of time accuracy (3.44) and cost accuracy (3.45), although categorized as "Good," still reflect practical challenges such as delays in the certification process and additional costs incurred by MSMEs.

The interpretation of the Weighted Mean Score (WMS) in this study is based on the following criteria:

Table 1. WMS Score Interpretation Criteria

Score Interval	Category
4.21 – 5.00	Very Good

3.41 – 4.20	Good
2.61 – 3.40	Fair
1.81 – 2.60	Poor
1.00 – 1.80	Very Poor

The results of the WMS calculation for each dimension are summarized in Table 2 as follows:

Table 2. Recapitulation of WMS Results

<b>Dimension</b>	<b>Average Score</b>	<b>Category</b>
Time Accuracy	3.44	Good
Cost Accuracy	3.45	Good
Measurement Accuracy	3.37	Fair
Choice Accuracy	3.47	Good
Thinking Accuracy	3.46	Good
Command Accuracy	3.47	Good
Target Accuracy	3.46	Good
<b>Overall Average</b>	<b>3.44</b>	<b>Good</b>

Based on Table 1, the measurement accuracy dimension becomes the primary concern, as it represents the lowest score among all dimensions. This suggests that the clarity of information and ease of understanding the certification procedures remain significant challenges for MSME actors. Furthermore, although the cost dimension is relatively well-rated, respondents indicated that additional indirect costs, such as document preparation and production adjustments, still pose a burden.

Another important finding relates to the time dimension, where delays in certain certification stages were identified, particularly in verification processes involving multiple institutions. In addition, the distribution of program information has not been fully even, resulting in some MSMEs lacking adequate access to the certification process. These findings highlight that the main inhibiting factors are not limited to a single aspect but involve a combination of procedural complexity, cost burden, time inefficiency, and uneven socialization.

## DISCUSSION

The findings of this study indicate that although the halal certification program for culinary MSMEs in Cianjur Regency has been implemented effectively with an average score of 3.44, several inhibiting factors still affect its optimal implementation. These findings confirm that program effectiveness does not solely depend on overall performance, but also on the balance of each dimension involved. According to Makmur (2015), a program can be considered effective if all indicators function proportionally and support each other. Therefore, the existence of lower scores in certain dimensions reflects the presence of structural and technical constraints in program implementation.

The most prominent inhibiting factor is related to the measurement accuracy dimension, which obtained the lowest score of 3.37. This result indicates that many MSME actors still experience difficulties in understanding the procedures and requirements of halal certification. In practice, the complexity of administrative processes and the use of formal terminology often create confusion, particularly for small-scale business actors with limited administrative capacity. This condition shows that the problem does not lie in the availability of information, but rather in how the information is delivered and understood. From a public administration perspective, ineffective communication can reduce the accessibility of a program, even when the policy itself is well designed.

Another inhibiting factor is related to cost aspects, where respondents reported the existence of additional indirect costs, despite the overall cost dimension being categorized as "Good" (3.45). These additional costs include document preparation, adjustment of production processes, and compliance with halal standards. For MSMEs with limited financial capacity, these costs may become a significant burden and influence their willingness to participate in the program. This finding is consistent with the concept that program affordability is not only determined by official costs, but also by hidden or indirect expenses that arise during implementation.

Time inefficiency also emerges as an important inhibiting factor, particularly in the certification process that involves multiple institutions. Although the time accuracy dimension scored 3.44, delays were still identified in certain stages, especially in verification and approval processes. This indicates that coordination among institutions plays a crucial role in determining the efficiency of program implementation. In line with public management principles, effective coordination is essential to ensure that administrative processes can run smoothly and do not create unnecessary delays for program beneficiaries.

In addition, the uneven distribution of program socialization contributes to the persistence of these inhibiting factors. Some MSME actors still lack access to complete and clear information regarding halal certification, which limits their ability to participate effectively in the program. This condition reflects that the dissemination of information has not yet reached all target groups evenly. As a result, the benefits of the program are not fully experienced by all eligible MSMEs, indicating a gap between policy intention and implementation outcomes.

Overall, the inhibiting factors identified in this study are interconnected and form a complex challenge in program implementation. The combination of procedural complexity, additional costs, time inefficiency, and uneven socialization indicates that improving program effectiveness requires a comprehensive approach. Therefore, addressing these barriers is essential to ensure that the halal certification program can achieve its intended objectives and provide broader benefits for MSMEs in Cianjur Regency.

## CONCLUSIONS AND RECOMMENDATIONS

This study concludes that the halal certification program for culinary MSMEs in Cianjur Regency has generally been implemented effectively, as indicated by an average score of 3.44 categorized as "Good." However, several inhibiting factors still affect its optimal implementation, particularly in the measurement accuracy dimension, which obtained the lowest score (3.37). The main barriers identified include difficulties in understanding certification procedures, additional indirect costs, time inefficiency in the certification process, and uneven program socialization. These findings indicate that improving program effectiveness requires not only maintaining overall performance but also addressing specific constraints experienced by MSMEs.

To enhance the implementation of the halal certification program, it is recommended that efforts be directed toward simplifying procedures, improving the clarity of information delivery, strengthening coordination among institutions, and expanding the reach of program socialization. These steps are essential to ensure that the program can be more accessible and beneficial for MSMEs.

## ADVANCED RESEARCH

This study has several limitations that need to be considered. First, the research focuses only on culinary MSMEs in Cianjur Regency, which may limit the generalizability of the findings to other regions or sectors. Second, the study uses a quantitative descriptive approach, which provides an overview of inhibiting factors but does not explore the causal relationships between variables in depth. Third, the data are based on respondents' perceptions, which may be influenced by subjective experiences and conditions at the time of data collection.

Future research is recommended to expand the scope by including different regions or types of MSMEs to obtain more comprehensive insights. In addition, further studies can apply mixed methods or qualitative approaches to explore the inhibiting factors more deeply and to understand the underlying causes behind these barriers. Moreover, future research may examine the effectiveness of specific policy interventions aimed at reducing these inhibiting factors, so that more practical and targeted recommendations can be developed.

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