

Culinary MSMEs with Halal Certification: Resilience Factors During the Covid-19 Pandemic

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Article History

Received : 09/04/2023

Revised : 02/05/2023

Accepted : 25/05/2023

Published: 30/05/2023

Keywords:

*Covid-19, Halal Certification,
Resilience, MSME*

DOI:

10.54045/jeksyah.v3i01.637

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Paper type:

Research paper

Abstract

The presence of COVID-19 has implications on the global economy, including Indonesia. Economic downturns are not only experienced by large multinational and national companies but also impact micro, small, and medium enterprises (UMKM). This study aims to investigate the resilience factors of UMKM during the COVID-19 pandemic, with the intention of deriving survival strategies specifically tailored to UMKM in this challenging period. Research data was gathered through interviews with 100 UMKM owners in the food and beverage sector, comprising both those with halal certification and those without in Palu City. Subsequently, the UMKM were categorized into resilient and non-resilient groups for further analysis. The research methodology applied for this study involved descriptive analysis and logistic regression analysis. Based on the research findings, the factors that positively and significantly influence UMKM resilience during the COVID-19 pandemic are entrepreneurial characteristics and government support.

Introduction

As a result of COVID-19, micro, small, and medium enterprises (UMKM) are facing several serious challenges, such as declining sales, difficulties in obtaining capital, product distribution barriers, and raw material shortages (Shafi et al., 2020; Setiawan, 2020). The pandemic's duration is unpredictable, given the continuous increase in the number of positive COVID-19 cases. Business owners or UMKM actors must promptly devise innovations to ensure their business's resilience. UMKM resilience is crucial to prevent losses and, importantly, to contribute to the nation's economy during a crisis (Hidayat et al., 2020).

Resilience refers to a business's ability to withstand disruptions from disasters and/or its capability to adapt to significant changes in the business and economic environment (Acquaah et al., 2011).

Several indicators can be used to observe or predict a business's resilience, such as business continuity, profits earned, and debt repayment ability (Astuti et al., 2016). Business resilience is influenced by various factors, including:

First, entrepreneurial characteristics serve as fundamental assets for business owners during a pandemic to overcome challenges and stay resilient. Business resilience heavily relies on the entrepreneurial spirit reflected in individual characteristics. Entrepreneurial characteristics form the foundation of resilience that leads to an entrepreneur's success (Kozubikova et al., 2015; Barazandeh et al., 2015; Fisher et al., 2016).

Second, digital marketing. One effective way to reach a broader customer base and provide convenience to clients is through technology utilization (Kim et al., 2010). Utilizing technology for digital marketing becomes a viable solution in the COVID-19 pandemic. Since the advent of COVID-19, internet usage, including social media, has increased, presenting significant opportunities for businesses, whether small, medium, or large, to survive during the pandemic by enhancing sales through digital marketing (Hidayat et al., 2020).

Third, government support. The government's presence in crisis management is crucial for businesses to survive. The government needs to create a conducive environment for businesses, such as tax relief, streamlined permits, financial assistance, and more (Alfrian and Pitaloka, 2020).

Fourth, halal certification. Halal certification can become a factor in UMKM resilience in facing COVID-19. This aligns with the statement made by the Minister of Cooperatives and SMEs, Teten Masduki, during the signing of an MoU related to halal product certification facilitation for UMKM actors with the goal of enhancing business resilience, particularly during the COVID-19 pandemic. The MoU, conducted on Thursday, August 13, 2020, stated, "This collaboration or MoU can strengthen UMKM business resilience in facing reduced purchasing power due to the COVID-19 pandemic. With this program, there is an efficiency in terms of risk regarding halal guarantees, quality, health, safety, and security" (KemenkopUKM, 2020).

In Salindal et al.'s research (2018), it was found that halal certification has a positive and significant effect on business performance and revenue increase, thereby enhancing business resilience. Considering the research results showing that halal-certified businesses perform better, along with the statement by the Minister of Cooperatives and SMEs emphasizing halal certification as a factor in UMKM resilience during the COVID-19 pandemic, further investigation on the influence of halal certification on business resilience during the pandemic is warranted.

Based on previous studies, it is evident that the impact of COVID-19 on UMKM resilience has been negative, affecting profits, demand, supply chains, and more. However, some UMKM managed to withstand the crisis situation. Nevertheless, most of these studies focused on the perceived impact of COVID-19 on UMKM, and only a small portion analyzed UMKM resilience. Previous research on UMKM resilience during the COVID-19 pandemic mainly analyzed UMKM in general, without specific focus on certain UMKM sectors.

Therefore, this study aims to delve further into the factors influencing UMKM resilience during the COVID-19 pandemic, focusing on UMKM in the food and beverage sector with and without halal certification. This research is expected to reveal the condition of UMKM resilience during the pandemic, the pandemic's impact on UMKM resilience, and the factors influencing UMKM resilience. Consequently, the findings can contribute to formulating resilience strategies for UMKM to face crises effectively.

Research Methods

This research was conducted in Palu City from April to June 2023. The choice of Palu City as a research location was based on several considerations: it is the most populous city in Central Sulawesi Province, the majority of the population is Muslim, and has the highest number of COVID-19 cases. Compared to other regions in Central Sulawesi Province, and is home to the highest number of MSMEs compared to other regions in the province, both those with and without halal certification. The data source for this research is primary data obtained through interviews with MSME owners using questionnaires and secondary data to complete general information.

The sampling method used in this research is non-probability sampling with purposive sampling technique. The number of respondents in this research was 100 people, consisting of 50 MSME owners in the food and beverage sector who had MUI Halal Certification and 50 MSME owners who did not have MUI Halal Certification. MSME owners are selected based on certain criteria, including having a minimum of 2 years of business experience, a minimum of 2 years of halal certification, and having an offline shop. Data collected from interviews were processed and analyzed using Microsoft Excel 2010 and Statistical Package for the Social Sciences (SPSS) 22.

The analytical method used in this research is descriptive analysis which is used to describe or report the characteristics of MSMEs, and inferential analysis using logistic regression to analyze factors that influence the resilience of MSMEs during the COVID-19 pandemic. The data obtained is tabulated and presented based on the number of respondents. Statements related to research in the questionnaire were measured using a Likert scale. The Likert scale statements in this questionnaire are grouped into four variables: entrepreneurial characteristics, digital marketing, government support, and halal certification. The Likert scale formulation used is 5 (Strongly Agree), 4 (Agree), 3 (Neutral), 2 (Disagree), 1 (Strongly Disagree). Respondents chose one of the available Likert scale options for each statement in the questionnaire.

Logistic regression is a nonlinear regression where the determined model follows a linear curve pattern. Logistic regression will form a predictor/response variable that is a linear combination of independent variables. The values of these predictor variables are then transformed into probabilities using the logit function (Varamita, 2017). Logistic regression analysis can examine the relationship between the explanatory variables (X) and the response variable (Y) through a specific mathematical model (Firdaus, et al., 2011). The logistic regression model used in this study was employed to measure the factors influencing UMKM resilience during the COVID-19 pandemic and is formulated in the following equation:

$$\begin{aligned} \text{Logit}_{(p_i)} &= \text{Log}_e \left(\frac{P_i}{1 - P_i} \right) \\ &= \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon \end{aligned}$$

Explanation:

Pi = UMKM resilience during the COVID-19 pandemic (takes a value of 1 if it "influences resilience" and a value of 0 if it "does not influence resilience")

β_0 = Intercept

β_i = Parameter of variable Xi

X1 = Entrepreneurial characteristics (score)

X2 = Digital marketing (score)

X3 = Government support (score)

X4 = Halal certification (score)

Results and Discussion

Validity testing is used to demonstrate the extent to which a measurement tool accurately measures a set of data. In this context, the measurement tool refers to the questionnaire's question items (Amanda et al., 2019). According to Basuki (2017), if the Pearson correlation value is ≥ 0.25 for each question item, the question is considered valid. Table 1 demonstrates that the questionnaire's questions are valid, as indicated by Pearson correlation values ≥ 0.25 .

Table 1. Validity test

Variabel	Question	Pearson correlation	Sig. (2-tailed)	N
Entrepreneurial Characteristics	1	.837**	.000	30
	2	.715**	.000	30
	3	.874**	.000	30
	4	.797**	.000	30
	5	.797**	.000	30
Digital marketing	1	.848**	.000	30
	2	.848**	.000	30
	3	.880**	.000	30
	4	.822**	.000	30
	5	.853**	.000	30
Government Support	1	.722**	.000	30
	2	.926**	.000	30
	3	.926**	.000	30
	4	.926**	.000	30
Halal Certification	1	.620**	.000	30
	2	.849**	.000	30
	3	.678**	.000	30

Source: Primary data (processed)

Reliability testing is employed to measure the consistency of a measurement tool or questionnaire. In this context, the reference used for reliability testing is the value of Cronbach's alpha. A questionnaire is considered reliable if the Cronbach's alpha value is ≥ 0.70 (Basuki, 2017). Table 2 presents a Cronbach's alpha value of 0.710 (≥ 0.70), indicating that the utilized questionnaire is reliable.

Table 2. Reliability Test

Cronbach's Alpha	N of Items
.710	17

Source: Primary data (processed)

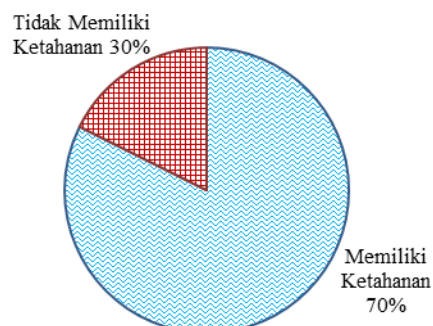
Business Resilience Status of Respondents

Businesses that demonstrate resilience are those that continue to operate and generate profits during the COVID-19 pandemic. If a business has debts, it should not encounter difficulties in repayment. Accordingly, respondents answered "yes" with a value of 1 for each indicator in these cases, resulting in a total score of 3. Conversely, for businesses that couldn't withstand the situation, respondents answered "no" with a value of 0 for each indicator, resulting in a total score of 0. This analysis aids in determining businesses with resilience and those without resilience. Below are businesses that exhibit resilience and those that lack resilience among UMKM with and without halal certification in Palu City City.

Business Resilience in Halal-Certified Food and Beverage UMKM

Based on the research results presented in Figure 2, out of 50 respondents from halal-certified food and beverage UMKM, the majority of these businesses were able to withstand the COVID-19 pandemic situation. Specifically, 35 businesses (70%) exhibited resilience, while 15 businesses (30%) were unable to withstand the COVID-19 pandemic situation.

Figure 2. Conditions of Resilience of Halal Certified MSMEs

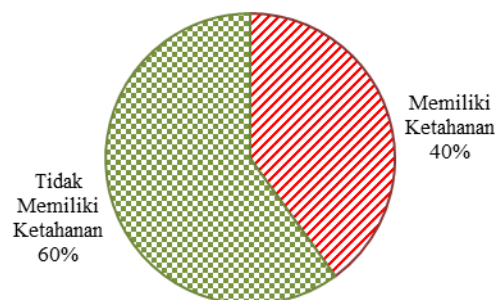


Source: Primary data (processed)

Business Resilience in Non-Halal Certified Food and Beverage UMKM

Based on Figure 3, out of 50 respondents from non-halal certified food and beverage UMKM, 20 businesses (40%) were able to exhibit resilience during the COVID-19 pandemic situation. Additionally, 30 businesses (60%) were unable to withstand the COVID-19 pandemic situation.

Figure 3. Conditions of Resilience of UMKM Not Halal Certified



Source: Primary data (processed)

Based on Figure 2 and Figure 3, it can be concluded that out of the 100 respondents, there are 55 respondents who were able to withstand the impact of COVID-19, while the remaining 45 respondents were unable to withstand the COVID-19 pandemic situation. Based on the obtained results, generally, businesses that were able to withstand the impact of COVID-19 were those with halal certification. On the other hand, non-halal certified businesses were predominantly among those that couldn't withstand the impact of COVID-19. Therefore, in the next stage, further analysis will be conducted regarding the factors influencing UMKM resilience during the COVID-19 pandemic to determine whether halal certification has an effect on UMKM resilience or if there are other factors influencing it. The subsequent analysis will involve the 55 respondents who were able to withstand the impact of COVID-19 and the 45 respondents who were unable to withstand the COVID-19 pandemic situation.

Factors Affecting Resilience of Food and Beverage UMKM During the COVID-19 Pandemic

Based on Table 3, there are two significant independent variables that influence UMKM resilience during the COVID-19 pandemic: entrepreneurial characteristics and government support. Meanwhile, two variables, digital marketing and halal certification, are not statistically significant in influencing resilience.

Table 3. Factors affecting the resilience of MSMEs during the COVID-19 pandemic

Variabel	B	Sig.	Exp (B) Odds Ratio
Characteristics of Entrepreneur_X1	2.104	.001*	8.201
Digital Marketing_X2	.195	.771	1.216
Government Support_X3	2.836	.000*	17.045
Halal Certification_X4	.520	.384	1.682
Constant	-3.283	.000	0.37

Source: Primary Data (processed),

Note: *significant at the 5% level

The entrepreneurial characteristics variable has a significant and positive influence on UMKM resilience during the COVID-19 pandemic. This variable has an odds ratio of 8.201. This implies that UMKM with good entrepreneurial characteristics are 8.201 times more likely to exhibit resilience compared to those without these characteristics. Entrepreneurial characteristics reflect how an entrepreneur takes actions in their business to cope with specific situations and believes in their own abilities (Purwanti, 2013). Additionally, according to Fisher et al. (2016) and Ahmed et al. (2018), an entrepreneur's characteristics are fundamental assets necessary for maintaining and developing a business in various situations they encounter.

Government support has a significant and positive impact on UMKM resilience during the COVID-19 pandemic, at a significant level $\alpha = 5\%$, with a probability value of 0.000 (smaller than the $\alpha = 5\%$ level), and an odds ratio of 17.045. This means that UMKM receiving support from the government are 17.045 times more likely to have resilience compared to those without government support.

In response to the economic impact of the COVID-19 pandemic, the government prioritized support for UMKM with significant budget allocations reflected in the allocation of the National Economic Recovery Program (PEN) budget and the issued UMKM stimuli. The government allocated assistance for UMKM through PEN in 2020, reaching Rp123.46 trillion, while a budget of Rp48.80 trillion was allocated for 2021. Out of the targeted 12 million UMKM recipients of government aid, the productive ones received assistance, reaching 9.2 million UMKM (Kominfo, 2020). The business aid provided by the government during COVID-19 significantly boosted the growth of micro businesses (Serambi TV, 2020).

This aligns with the research findings that government support has a positive and significant impact on UMKM resilience, gradually contributing to national economic recovery. It can be concluded that the government aid is appropriately targeted. Furthermore, this study supports the findings of Marlinah (2020) and Pakpahan (2020), suggesting that government support enables UMKM to sustain and even expand their businesses during the COVID-19 pandemic.

Digital marketing does not have a significant impact on UMKM resilience during the COVID-19 pandemic due to its probability value of 0.771, which is larger than the $\alpha = 5\%$ significance level. While previous research, such as Papadopoulos et al. (2020) and Fitriasari (2020), stated that digital marketing has a significant impact on business resilience during the pandemic, this study's results differ. Field findings indicate that the majority of respondents only began exploring digital product marketing during the COVID-19 pandemic. However, this practice has not been actively carried out by business owners, leading to the lack of significant impact from digital marketing on their businesses.

The utilization of digital marketing for UMKM in Aceh was only planned by the Department of Cooperatives and UMKM Aceh to start exploring the digital market in 2020 (Serambi TV, 2020). By the end of 2020, the province of Aceh targeted to have 28 cooperatives and 3,000 UMKM implementing digital systems. This was divided into one cooperative per each of the 23 districts/cities, and an additional five cooperatives under provincial guidance (Serambi TV, 2020). This study is also in line with the research conducted by Hidayat et al. (2020) with a case study in South Sulawesi. The findings of that research indicated that the utilization of technology for digital marketing did not significantly impact business resilience.

The halal certification variable does not have a significant impact on UMKM resilience during the COVID-19 pandemic, as its probability value is 0.384, which is larger than the 5% significance level. This corresponds with the field findings that the majority of respondents disagreed with the statement that halal certification affects their sales and revenue during the pandemic. Although the descriptive analysis in this study indicated that, in general, UMKM with resilience tend to have halal certification, the further logistic regression analysis on factors influencing UMKM resilience during the COVID-19 pandemic showed that halal certification itself is not a significant factor. This suggests that there are other contributing factors to UMKM resilience during the pandemic, and it is not solely due to halal certification.

Conclusion

The results of this study indicate that out of the 100 respondents, comprising UMKM in the food and beverage sector with and without halal certification in Kota Palu City, there are 55 respondents who were able to withstand the challenges of the COVID-19 pandemic, while 45 respondents were not able to do so. The majority of UMKM that were unable to withstand the pandemic were those without halal certification. On the other hand, most of the UMKM that managed to survive during the pandemic had halal certification. COVID-19 has posed challenges to the resilience of both halal-certified and non-halal-certified UMKM in the food and beverage sector in Kota Palu City. The study found that UMKM that were unable to endure the pandemic faced decreased profits, operational instability (business continuity), and the inability to pay off business debts due to the impact of COVID-19.

The logistic regression analysis revealed that two independent variables have a positive and significant impact on the resilience of halal-certified and non-halal-certified UMKM in the food and beverage sector during the COVID-19 pandemic in Kota Palu City. These two independent variables are entrepreneurial characteristics and government support.

Appropriate entrepreneurial characteristics are crucial for UMKM owners as fundamental assets that enable them to sustain their businesses during crises. Entrepreneurial characteristics encompass qualities such as hard work, innovation, creativity, and customer orientation possessed by business owners. Government support, whether in the form of financial assistance, tax relief, ease of business permits, streamlined business identification number (NIB) processes, and others, significantly influence business resilience during the COVID-19 pandemic. Therefore, it's important to consider continuing the government support provided to UMKM and ensuring equitable distribution of support to those UMKM that have not yet received assistance during the pandemic.

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