
EVALUATION OF THE COST AND BENEFITS OF HALAL CERTIFICATES FOR MANUFACTURING MSMES: A LITERATURE STUDY



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Abstract

Awareness of the importance of halal in a product, not only in the raw materials and production process, but also in the underlying financial aspects of the product. This research is about changes in the cost structure experienced by producers before and after obtaining halal certificates, as well as identifying the factors that affect it. This research is based on the literature Review approach, by analyzing previous research data and data obtained from BPJPH. The results of the study show that halal certificates are able to significantly change the company's cost structure, including preparation, implementation, and maintenance costs. Factors influencing such changes in the cost structure include the scale of operations, product complexity, internal readiness, state regulations, and market competition. This research provides insights for producers and stakeholders in understanding the economic implications of halal certification.

Keywords: Halal Certificate, SMEs, Finance, Cost structure

INTRODUCTION

Along with the growth of the global Muslim population, the demand for halal products has increased significantly. According to the State of the Global Islamic Economy 2023 report, the halal market is estimated to reach more than 3 trillion USD, covering a wide range of sectors, including food, cosmetics, and finance. The Muslim community is increasingly aware of the importance of halal, not only in the raw materials and production process, but also in the financial aspects underlying the product (Mahliza, 2022; Sungkawaningrum & Nasrullah, 2019).

At the national level, Indonesia—as the country with the largest Muslim population—has strengthened its halal ecosystem through Law No. 33 of 2014 on Halal Product Assurance. This regulation mandates halal certification for products circulating in Indonesia. The establishment of the Halal Product Assurance Agency (BPJPH) institutionalizes the certification process and increases regulatory enforcement (Aryasa et al., 2023). While this regulation enhances consumer protection and market confidence, it also introduces additional compliance costs, particularly for Micro, Small, and Medium Enterprises (SMEs) (Muntholip et al., 2025),

At the local level, Soloraya represents a strategic industrial cluster consisting of Surakarta, Boyolali, Karanganyar, Sukoharjo, Sragen, Klaten, and Wonogiri. In 2024, 902 SMEs in Soloraya received halal certificates under government programs. However, despite this support, limited financial capacity remains a major barrier for manufacturing SMEs in fulfilling halal certification requirements.

Although prior studies confirm that halal certification improves market access, consumer trust, and revenue growth (Khairunnisa et al., 2020; Syaifudin & Fahma, 2022), the cost implications—especially changes in cost structure before and after certification—remain underexplored at the regional SMEs level. Existing literature largely focuses on national-level impact or large-scale manufacturers (Saputri & Astutik, 2024).

Research Gap and Originality This study fills three main gaps: Lack of regional-level cost-benefit analysis focused on Soloraya manufacturing SMEs, Limited examination of cost structure transformation (pre- and post-certification) and Insufficient theoretical integration linking halal certification costs to innovation and transaction cost theories. Unlike previous studies that focus on profitability impact, this research specifically analyzes cost structure dynamics and the financial burden borne by manufacturing SMEs.

Theoretical Framework Integration, This research integrates: Schumpeter's Theory of Innovation (Schumpeter, 1934), which explains how innovation drives economic transformation. Halal certification can be considered a strategic innovation; however, financial constraints may limit SMEs' ability to adopt it. Transaction Cost Economics (TCE), which views certification as a transaction cost required to access broader markets. Resource-Based View (RBV), suggesting that halal certification may serve as a strategic intangible resource enhancing competitiveness. Thus, halal certification may function both as, An innovation opportunity, A market-entry barrier, A competitive advantage mechanism.

The consumer goods manufacturing industry in Indonesia faces significant challenges in meeting increasingly complex market demands. One of the important aspects that consumers are particularly concerned about, especially in countries with the largest Muslim population in the world, is the halalness of products. Halal certification is not only a legal obligation, but also a crucial marketing strategy to gain consumer trust and expand market

share (Mavi et al., 2024). The halal food industry is very important for Muslims around the world because it ensures that the food they consume every day is Sharia-compliant. Therefore, the industry is growing rapidly, especially since Islam is the fastest-growing religion in the world. This means that the market share for halal food is huge (Al-Shami & Abdullah, 2023).

In order for Indonesia to compete in the halal market, halal certification is one of the tools that must be considered by the government. This is due to the idea that every food product produced in the country is halal, so there is no need for halal certification (Hameeda et al., 2016). In addition, there is a difference of opinion between the government and the Institute for the Assessment of Food, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM MUI) regarding halal certification, which causes the current halal certification process to be less effective.

The halal certification process involves a series of companies, companies need to conduct internal audits, prepare documentation, conduct employee training, and maybe even make modifications to the production line (Santosa et al., 2022). In addition, the cost of applying for certification to the authorized institution also needs to be taken into account. These companies face different challenges in implementing halal certification, especially related to the complexity of the supply chain and the variety of products produced.

According to FMA Akbar, (2020) reveals that companies of different scales experience challenges and derive varying benefits from their halal certification investments. These challenges, such as costs and procedures, require a deep understanding of the relevant regulations. Therefore, SMEs are needed to properly explore procedures, the acquisition of raw materials and halal production systems (Aditi, 2017), and Employee Training in supporting the halal certification process (Camelia et al., 2024).

Although the benefits of halal certificates have many benefits, halal certificates are able to encourage an increase in the production of SMEs (Rohim, 2021), which can open up wider market opportunities (Khairunnisa et al., 2020; Zed et al., 2024), increased access to a wider market that is able to increase the income of SMEs actors (Syaifudin & Fahma, 2022) can ultimately offset the costs incurred for the certification process (Putra & Ambariyanto, 2024). Therefore, greater measures are needed in dealing with the complexity of market competition (Prasetyawati et al., 2021). However, the economic impact of halal certification on company performance is still a debated topic and requires further research (Saputri & Astutik, 2024). With a better understanding of the company in making strategic decisions (Soon et al., 2017), optimizing the production process, and increasing competitiveness in the market (Khan et al., 2018)

In his 1911 Theory of Economic Development, Schumpeter stated that innovation drives economic change by allowing the introduction of new products and production techniques, which upset the current economic balance and create new prospects for sustainable economic expansion (Schumpeter, 1934). While innovation is recognized as important, the existing literature shows that SMEs often struggle to secure funding to support their innovative initiatives. These challenges include a lack of customized financial products, risks perceived as higher by lenders, and limited access to financial markets (Romero Alvarez et al., 2025).

However, in its implementation, there are still limited funds as the biggest obstacle in the halal certification process for SMEs actors. This shows the need for an analysis to explore

the financial implications of halal certification to provide a more comprehensive picture to business actors. This phenomenon raises the question of how the financial implications of halal certification are for the consumer manufacturing industry in Soloraya. Based on this background, this study aims to analyze the costs and benefits of halal certificates in the consumer manufacturing industry in Soloraya. By analyzing the cost structure before and after having a halal certificate, identify the factors that affect the cost structure.

REVIEW OF LITERATURE

Halal Certificate

Halal is a mandatory requirement for every product and service consumed by Muslims, and is currently considered as a product quality standard, halal from an economic perspective has undergone a transformation from a mere religious issue to a global quality standard that includes aspects of safety, cleanliness, and production ethics (Khairil Anwar et al., 2025). Azmi et al., (2018), introduced the concept of "halalan thoyyiban" which emphasizes that the product does not have to be in substance but also must be good in terms of quality and benefits. Halal certificates are now experiencing increased development with the awareness gained by the public about the halalness of a product, be it for food-beverages, cosmetics and medicines (Durrotul et al., 2019). For SMEs, halal certification involves: Registration fees, Audit costs, Laboratory testing, Employee training, Documentation preparation, Halal Assurance System (HAS) implementation, Periodic renewal costs. Indirect costs include administrative burden, time allocation, and production adjustments.

The purpose of Law Number 33 of 2014 is to provide comfort, security, safety, and certainty of the availability of halal products for the public and to increase profits for companies that produce halal products. Law No. 33 of 2014 establishes the Halal Product Organizing Agency under the auspices of the Ministry of Religion of the Republic of Indonesia. From a halal juridical perspective, BPJPH is responsible for the implementation of Halal Certification certification by the Halal Product Assurance Agency (BPJPH). In carrying out its duties, BPJPH collaborates with various official institutions such as the Halal Inspection Institute (LPH), the Halal Product Process Assistance Institute (LP3H), the Indonesian Ulema Council (MUI), and the Halal Product Fatwa Committee.

Cost Structure of Micro, Small and Medium Enterprises (SMEs)

Dalam menciptakan nilai tambah bagi industri, struktur biaya memainkan peran yang sangat penting. Nilai tambah, yang merupakan perbedaan antara biaya produksi dan nilai jual produk, terkait erat bagaimana perusahaan mengelola dan membagi setiap komponen biaya produksinya. Efektivitas dalam mengelola struktur biaya meningkatkan margin keuntungan dan daya saing produk di pasar global. Dalam jangka panjang, struktur biaya yang terorganisir dan efisien akan membantu bisnis tetap kuat dan bertahan dalam pasar global (Anom Pancawati & Rieka Yulita Widaswara, 2023).

The industry's cost structure includes a variety of costs associated with the production process, such as overhead, electricity, and water, as well as administration and depreciation. The cost of raw materials is a major component that affects the quality and price of the final product, while labor costs include the cost of paying employees involved in production. It is essential to manage these three costs correctly, as it can reduce waste and improve operational efficiency. Companies can produce products with better quality and competitive prices when cost management is done well. Ultimately, this increases the competitiveness of the product

in the market. As a result, businesses that can effectively manage cost structures have the opportunity to offer high-quality products at more competitive prices, as well as be able to compete better in an increasingly competitive and dynamic market (Kotler & Killer, 2016).

RESEARCH METHOD

This research is quantitative. The research method used is purposive sampling and a literature review of various previous studies. This research method utilizes secondary data obtained from journals, book documentation, and the internet. Sampling Criteria, Purposive sampling was applied with the following inclusion criteria: Peer-reviewed journal articles (2015–2025), Indonesian and English publications, Studies discussing halal certification costs or MSME financial impact, Official reports from BPJPH and MUI.

Descriptive analysis was used to analyze the data collected in this study. This method involves compiling and analyzing data to provide information that helps solve problems. The research location is the Soloraya region. The variables in this study include the cost structure of MSMEs, as measured by cost components relative to total operational costs, including raw materials, labor, overhead, administration, marketing, and special costs related to halal certification. Halal certification costs are measured by four cost categories (preparation, certification process, implementation, and maintenance).

RESULTS AND DISCUSSION

Cost Structure of Halal Certification for Manufacturing SMEs

In the process of obtaining a halal certificate, the cost structure is an important concern. There are several standard components in the operating process. Which includes the cost of raw materials. Labor, overhead, administration, marketing and halal certification costs. Table 1 shows a comparison of the cost structure before and after certification.

Tabel 1

Changes in the Cost Structure of MSMEs Before and After Halal Certification

| Cost Component | Before Certification (%) | After Certification (%) | Change (%) |
|-----------------------|---------------------------------|--------------------------------|-------------------|
| Raw Material | 47,3 | 49,1 | 1,8 |
| Workforce | 23,4 | 22,8 | -0,6 |
| Overhead | 12,8 | 11,9 | -0,9 |
| Administration | 6,5 | 5,7 | -0,8 |
| Marketing | 10 | 8,2 | -1,8 |
| Halal certification | 0 | 2,3 | 2,3 |

Source: Author Data Processing, 2025

The results of the analysis showed significant changes in the cost structure of SMEs after halal certification. The cost of raw materials increased by 1.8%, mainly due to the replacement of materials that do not meet halal standards with halal-certified materials which are generally more expensive. The emergence of new cost components related to halal certification accounted for 2.3% of the total operational costs, including registration, audit, certificate issuance, and maintenance of the halal assurance system. To compensate for the increase in costs, SMEs are making efficiencies in other cost components, especially marketing (-1.8%) and overhead (-0.9%).

Cost of Raw Materials.

Recent studies have begun to turn attention to the cost-benefit analysis of halal certification. (Kurniawati & Savitri, 2020) developed an analytical framework to evaluate the financial feasibility of halal certification investments, taking into account the company's internal factors such as cost structure, production scale, and target market. Their research found that the return on investment of halal certification varies significantly based on industry sector and scale of operation.

In line with these findings, (Zaenuddin et al., n.d.) analyze the impact of halal certification on the financial performance of SMEs in West Java. Using a sample of 120 SMEs from various sectors, this study found a positive correlation between halal certification and increased business turnover, although the impact varied by industry type. Food and beverage SMEs showed higher sales increases than other sectors, with an average increase of 17.8% in one year after obtaining halal certification. This research highlights that MSMEs often face challenges in optimizing the benefits of halal certification due to limited marketing capacity and distribution networks.

The cost of raw materials is a major component in the production cost structure which includes all expenses to acquire materials that are used directly in the manufacture of products. According to research (Rounaghi et al., 2021) (Anom Pancawati & Rieka Yulita Widawara, 2023) the average cost of raw materials accounts for 40-60% of the total production cost in the manufacturing industry. The efficiency of raw material management is a crucial factor in determining the company's competitive advantage. The study conducted (Anang Arianto et al., 2023) identified that optimizing the supply chain of raw materials can reduce production costs by up to 15-20% with the implementation of an integrated inventory management system. Fluctuations in raw material prices in the global market also have a significant impact on the financial stability of companies, especially for industries that depend on imported commodities.

Administration Fees

Administrative costs include expenses related to the organization's overall management activities. According to (Aprilia & Handayani, 2018) concluded that administrative costs on average absorb 8-12% of the company's total operational costs. The main components of administrative costs include administrative staff salaries, information technology costs, office supplies, and facility maintenance costs. Digitizing administrative systems has been proven to lower administrative costs by up to 30% in the long run despite requiring significant initial investment. Research by (Anjarwati et al., 2023) shows that companies with efficient administrative systems have higher productivity levels than their competitors.

Factors Influencing Changes in Cost Structure

Changes in the cost structure due to halal certification are influenced by various factors, both internal and external. The influence of internal factors is the scale of the company, the limitation of resources and the readiness of the management system. As for external factors, including regulations, market demand, and industrial competition.

The scale of the company has a significant influence on changes in the cost structure of halal certification. According to a study conducted by (Syazwan Ab Talib et al., 2014) large companies tend to experience smaller cost proportional changes compared to small and medium-sized companies. This is due to the economic scale in the implementation of the halal management system. (Islam et al., 2025) found that the cost of halal certification per

unit of product for large companies is 30-40% lower compared to small companies. This phenomenon shows that halal certification can be an entry barrier for small and medium business actors, especially in industries with fierce competition.

The readiness of the management system, including the quality management system and food safety, affects the cost structure of halal certification, the implementation of the ISO quality system can affect the level of competitiveness (Yemen & Maulana, 2016). According to (Nazlifah et al., 2017), companies that have implemented a management system need synergy between central and regional stakeholders.

The availability of internal resources, both financial and non-financial, affects the cost structure of halal certification, According to (Haleem et al., 2019), companies with adequate internal resources can reduce their dependence on external consultants, thereby reducing the cost of halal certification. Companies operating in markets with high demand for halal products tend to be more willing to invest greater resources in halal certification (Abu Bakar et al., 2019). Industries with a high level of competition tend to have greater pressure to optimize the cost structure of halal certification. Companies in the industry strive to strike a balance between compliance with halal requirements and cost efficiency.

Regulations in the country where they operate have a significant influence on the cost structure of halal certification. According to a study conducted (Aziz & Chok, 2013) countries with strict halal regulations such as Malaysia and Indonesia tend to have more complex requirements, thus increasing compliance costs. (Law et al., 2025) found that the cost of halal regulatory compliance in Malaysia is 20-30% higher compared to countries with more relaxed regulations such as Thailand. This difference is due to additional requirements, such as more intensive audits and more detailed documentation.

CONCLUSION

Based on the literature review conducted, it can be concluded that halal certification causes significant changes in the company's cost structure. These changes include the addition of new cost components during the certification process, such as registration fees, audits, process and facility adjustments, employee training, and documentation and system development. After certification, the company's cost structure is also affected by the cost components of certification maintenance, periodic audits, halal assurance system operations, and continuing education.

Factors influencing changes in the cost structure of halal certification include internal factors (company scale, availability of internal resources, readiness of management systems) and external factors (regulations in the country where it operates, market demand, industry competition, availability of halal raw materials). These factors interact in a complex manner and vary depending on the context of the company. For future research, it can be added to the management of halal certificates with existing management systems such as ISO 9001 and ISO 22000. And can compare with research whose object is even broader.

For the future, companies in managing changes in cost structure due to the existence of halal certificates need to design more strategic planning, because this can be used as a timeline to compile according to the company's goals.

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