Motivating Factors Analysis for Halal Certification on the Catering and Restaurant Services in Banyumas Regency

Astrid Lastani Sukmana Putri, Hety Handayani Hidayat*****, Siswantoro Siswantoro, Nur Wijayanti

Faculty of Agriculture, University of Jenderal Soedirman Purwokerto, Indonesia

*Email: hety.handayani.hidayat@gmail.com

Abstract. Halal certification guarantees that a product is halal for consumption or use, especially for Muslim consumers. However, the number of halal-certified restaurants and catering services in Banyumas Regency, with its predominantly Muslim population, is still minimal. Therefore, this study analyzes the motivational factors for Halal certification in the hospitality industry. The method used is a multiple linear analysis with 9 motivational factors obtained from an in-depth literature study. The regression model formed has an R square value of 48.1%, meaning that 48.1% of the nine factors studied can explain the existing motivation. From the t-test, it is known that 7 factors significantly affect the motivation of restaurant and catering business owners in halal certification, namely customer awareness, religion, the role of halal certificates, increased turnover, halal producer awareness, globalization, and the environment. Based on these results, it is hoped that it can be used by related parties to increase motivation so that there is an acceleration of halal certification to support the food and beverage obligation program in Indonesia in 2024.

Keywords: Hospitality industry, Muslim, Obligation

1. Introduction

Indonesia is a country of diverse tribes, cultures, and religions [1]. According to BPS data in 2018, the Indonesian population majority is Muslim. Specifically, the Banyumas district also has up to 1,760,950 inhabitants or more than 95%. Halal has become a significant issue concerning the many Muslim and Islamic communities that regulate Halal and Haram in the Quran [2]. Therefore, the halal guarantee becomes an important thing. The Quran provides a lot of information about good and healthy Halal food (Halalan Thayyiban). According to Islamic Sharia, the legal basis for halal products is included in QS. Al-Baqarah: 168 means, O people, eat of the lawful and good (food) found on the earth and do not follow in the devil's footsteps; indeed, the devil is a natural enemy to you. Those who believe[2]. From the letter, verse 168, there is a call to all humanity to enjoy all that is right.

The Halal Product Guarantee Act constitutes the state's responsibility, especially towards Muslims, to protect the consumption/use of Sharia-compliant products (halal and thoyib) and give them a sense of peace[3]. According to [4], the halal certificate is a written fatwa issued by the Indonesian Ulema Council stating the halal of a product. Halal certification is defined as a recognition of the halal of a product, given by BPJPH, based on a written fatwa issued by the Indonesian Ulema Counci l [7]. In the case of food, the label or logo on the packaging describes the product's halal status [2]. When determining the halalness of products of animal origin, hygiene aspects in the workplace are also considered during product handling. The production process must use clean and hygienic tools and places, which in practice in the Halal certification process have different requirements for certification documents such as Good Agriculture Practice (GAP), Good Manufacturing Practice (GMP), and Good

Handling Practice (GHP). , Food Processing Methods that Correct (CPPB), Correct Method of Drug Processing (CPOB), Home Industry Food/Home Industry Food (IRTP/PIRT), and others that provide security guarantees in the field of hygiene and hygiene[5].

The global development of the halal trend can be seen in the State of Japan, which is developing halal tourism. The halal food business, seen in 2017 through the website www.halalgourmet.jp (a site to help find restaurants with halal menus in Japan), listed as many as 788 restaurants that provide food that Muslims can consume, but only 161 places that have a halal certificate [9]. In 2019, according to LPPOM MUI, only 0.11% of MSMEs included restaurants and catering that were already certified halal. The gap between the needs of the Muslim market for halal food and the minimal availability of halal food houses is interesting to study. What is the motivation for food service producers to certify their products? Is the Muslim market share not the critical thing to motivate them? The purpose of this study is to identify the motivational factors of restaurant and catering producers in Banyumas

2. Methodology

This study looked at the restaurant and catering population in Banyumas Regency, including both already had and not yet halal certified. There were 100 respondents that involved in this study . Hence at least 50 samples must be utilized in the sample. [6] also fulfilled the number of samples finding that the multivariate analysis requires at least five times as many respondents as the variables being studied. Given that there are nine independent variables and one dependent variable in this situation, the required minimum sample size is 10 x 5, or 50 respondents. The questionnaires' distribution and processing will take place for three months, from June to September 2022. they are receiving surveys from respondents who operate businesses or are in charge of catering services in the Banyumas district, whether offline or online.

In this study, there are nine independent or independent variables (X) and the dependent variable (Y) as follows: the customer awareness factor (X_1), business reputation factor (X_2), religious factor (X_3), the factor of halal certification (X_4), income increase factor (X_5), government factor (X_6), Islamic business concept and supporting resources factor (X_7), globalization factor (X_8), environmental factor (X_9) and motivating factors for restaurant and catering business owners in Banyuma's halal certification (Y).

2.1. Data Analyses

a) Multiple linear regression analysis

The data analysis used is multiple linear regression analysis, a regression with one variable and two or more independent variables (y)[7]. Analisis regresi linier berganda

$$Yi = \beta_0 + \beta_1 x1 + \cdots + \beta_9 x9 + \varepsilon$$

Here, Y is the dependent variable, while the independent variables are $X_1,...,X_n$. Regression analysis ensures that the dependent variable may be predicted as accurately as possible from the set of independent variables when calculating the weights, β_0, β_1,..., β_n. Most often, least squares estimation is used for this.

b) Classical Assumption Test

1) Multicollinearity test

The multicollinearity test aims to test whether there is an association between independent or independent variables. A good regression model has a model where there is no correlation between the independent variables (Nanincova 2019). In this multicollinearity test, if VIF < 10 and Tolerance > 0.1, it means there is no multicollinearity[8].

2) Normality Test

According to[8], the normality test aims to test whether the independent and dependent variables are normally distributed in the regression model or not. The test criterion for the Kolmogorov-Smirnov test is the probability value (sig) > 0.05, then the data are normally distributed or vice versa.

3) Heteroscedasticity Test

The Glejser test can be used to determine if heteroscedasticity exists or not, according to Ghozali [8]. According to the Glejser test, the residual's absolute value should be regressed

on the independent variable. In this test, it may be concluded that there is no heteroscedasticity problem if the significant value is 0.05; however, if the significance value is less than 0.05, it can be assumed that there is a heteroscedasticity issue.

c) F and T test

1) F test (stimulant)

The F-test is used to see whether or not the existing regression model is feasible.

If F count > F table or sig value < 0.05, then H_0 is rejected and Ha accepted. It means that all independent variables (X) significantly impact the dependent variable (Y).

If F count < Ftable or sig value > 0.05, then H_0 is accepted, and Ha is rejected. It means that all independent variables (X) have no significant impact on the dependent variable (Y).

Where :

H_0 : There is no significant influence of the independent variable (X) on business owners' motivation in Banyumas for Halal certification (Y).

H_a: There is a significant joint effect of the independent variables (X) on business owners' motivation in Banyumas for Halal certification (Y).

2) T test

The t-test is used to determine each independent variable on the dependent variable.

If t count > t table or the significance value of t-test < 0.05, it is concluded that the independent variable individually has a significant impact on the dependent variable.

If T count < T table or Sig value > 0.05, then H_0 is rejected and H_a accepted. This means that all independent variables (X) have a significant impact on the dependent variable (Y).

Where :

H_0 : There is no significant influence of the independent variable (X) on the motivation of business owners in Banyumas for Halal certification (Y).

H_a: There is a significant effect of the independent variable (X) on the motivation of business owners in Banyumas for Halal certification (Y).

3. Result and Discussion

3.1. Sosio demografi

The results of the research on respondents, namely business owners or managers of catering services, revealed a total of 58 men (58%) and 42 women people (42%).The owner's age in this study are around 31-40 years. This is different from almost SME research that shown majority of enterpreuner was more than 40 yeras old. Likewise, the majority of respondents' last education is undergraduate, while the data for MSME actors in general according to BPS (2021) are high school education. The average catering service business that is run is around 3-10 years old (57%) indicating that the business is quite stable and constant. The monthly turnover of the business ranges from 5-15 million rupiah.

In terms of business legality, only a minority (7%) of businesses do not yet have an NIB (NO Parent Business). Even though this NIB is an absolute requirement for halal certification. However, apart from having NIB, some already also have SLHS as one of the additional requirements for submitting halal applications for a catering and restaurant industry. The main segmentation of consumers from all walks of life (general) became the largest with 46 respondents, then for the segmentation of students or students, employees and families by 21 respondents, the main segmentation of family consumers by 14 respondents and 12 respondents for the segmentation to students or students. The more detail information about respondent's sosciodemografy are shown at Table 1.

Table 1. Respondent's Sosciodemografy

Profil	Category	Number of Responden	
		Frequency	Proportion (%)
Gender	**Male**	**58**	**58%**
	Female	42	42%
Age	< 25 years old	12	12%
	26-30 years old	15	15%
	31-40 years old	**44**	**44%**
	41-50 years old	21	21%
	51-66 years old	8	8%

Profil	Category	Number of Responden	
		Frequency	Proportion (%)
Education	Junior High School	7	7%
	High School	40	40%
	Diplome	8	8%
	Undergradute	**42**	**42%**
	Graduate and Postgradute	3	3%
Company Age	<3 years old	31	31%
	3-10 years old	**57**	**57%**
	>10 years old	12	12%
Omzet Sales	<5 million/month	20	20%
	5 -15 million/month	**54**	**54%**
	>15 million/month	26	26%
Legality	NIB	73	31%
	NPWP	**90**	**38%**
	HO	19	8%
	SLHS	22	9%
	Halal Certificate	26	11%
	No one	7	3%
Costumer Segmentation	Student	34	27%
	Worker	5	4%
	Family	40	32%
	Intitution	1	1%
	All people	**46**	**36%**

3.2. Validity Test

The results of the validity test in this study were that all 24 questions were declared valid as seen from the value of R count > R table, the value of r table seen from table r with N = 100, resulting in r table = 0.195. The following is table 2 of the results of the validity

Table 2. Validity Result

Variabel	R calculate> R table (0.195)	Desciptions
$X_{1.1}$	0.401 > 0.195	Valid
$X_{1.2}$	0.518 > 0.195	Valid
$X_{1.3}$	0.271 > 0.195	Valid
$X_{2.1}$	0.366 > 0.195	Valid
$X_{2.2}$	0.561 > 0.195	Valid
$X_{2.3}$	0.615 > 0.195	Valid
$X_{3.1}$	0.444 > 0.195	Valid
$X_{3.2}$	0.493 > 0.195	Valid
$X_{3.3}$	0.320 > 0.195	Valid
$X_{4.1}$	0.503 > 0.195	Valid
$X_{4.2}$	0.544 > 0.195	Valid
$X_{5.1}$	0.590 > 0.195	Valid
$X_{6.1}$	0.278 > 0.195	Valid
$X_{7.1}$	0.615 > 0.195	Valid
$X_{7.2}$	0.604 > 0.195	Valid
$X_{7.3}$	0.646 > 0.195	Valid
$X_{8.1}$	0.707 > 0.195	Valid
$X_{8.2}$	0.574 > 0.195	Valid
$X_{9.1}$	0.495 > 0.195	Valid
$X_{9.2}$	0.596 > 0.195	Valid
$Y_{1.1}$	0.555 > 0.195	Valid
$Y_{1.2}$	0.619 > 0.195	Valid
$Y_{1.3}$	0.490 > 0.195	Valid
$Y_{1.4}$	0.523 > 0.195	Valid

3.3. Realiability test

The statistical test was used to determine the reliability of each question to measure a variable in the study. An indicator of a variable is declared reliable if the value of Cronbach Alpha is more significant than 0.60. The result is Cronbach's alpha value of 0.868 > 0.6, then the variables used in this study are declared reliable.

Tabel 3. Result of realiability test

Reliability Statistics	
Cronbach's Alpha	N of Items
.868	24

3.4. Classical Assumption Test

a) Normality test

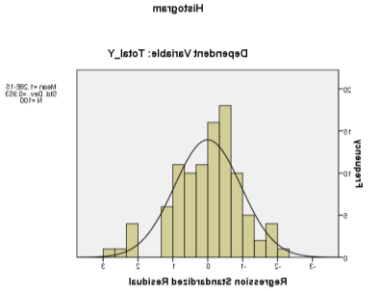

Fig. 1 Histogram of normality test

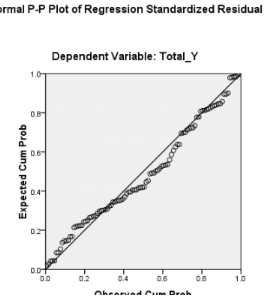

Fig. 2 p-plot of normality test

The results of the histogram normality test in Figure 1 look like a mountain, and the P-plot graph in Figure 2 shows that the dots spread out and follow the direction around the diagonal line. Then the regression model meets the assumption of data normality. In addition, the One-Sample Kolmogorov-Smirnov Test technique can be used to test for normality in other ways. The data is said to be expected if Asymp. Sig. (2-tailed) < 0.05. The normality test results using the Sig Asymp value of 0.359 < 0.05 were declared normally distributed residues.

Table 4. One-Sample Kolmogorov-Smirnov Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	1.23605030
Most Extreme Differences	Absolute	.092
	Positive	.092
	Negative	-.063
Kolmogorov-Smirnov Z		.925
Asymp. Sig. (2-tailed)		.359

b) Multicollinearity test

Based on Table 5 and 6 below is obtained where the VIF value of all independent variables is less than ten, and it can be concluded that there is no multicollinearity among all the independent variables tested in this study.

Table 5. Result of Multicollinearity test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.914	1.945		4.582	.000		
	X_1	-.254	.119	-.183	-2.140	.035	.694	1.441
	X_2	-.422	.153	-.281	-2.754	.007	.487	2.055
	X_3	.382	.106	.290	3.608	.001	.784	1.275
	X_4	-.266	.173	-.137	-1.535	.128	.638	1.568
	X_5	.751	.304	.221	2.472	.015	.633	1.579
	X_6	.257	.182	.122	1.417	.160	.685	1.460
	X_7	.464	.122	.410	3.808	.000	.437	2.291
	X_8	.305	.139	.219	2.193	.031	.509	1.966
	X_9	.258	.123	.188	2.099	.039	.634	1.578

Table 6. Tolerance and VIF value

Variabel	Tolerance > 0.1	Multicollinearity symptom	VIF < 10.00	Multicollinearity symptom
X_1	0.694 > 0.1	No	1.441 < 10.00	No
X_2	0.487 > 0.1	No	2.055 < 10.00	No
X_3	0.784 > 0.1	No	1.275 < 10.00	No
X_4	0.638 > 0.1	No	1.568 < 10.00	No
X_5	0.633 > 0.1	No	1.579 < 10.00	No
X_6	0.685 > 0.1	No	1.460 < 10.00	No
X_7	0.437 > 0.1	No	2.291 < 10.00	No
X_8	0.509 > 0.1	No	1.966 < 10.00	No
X_9	0.634 > 0.1	No	1.578 < 10.00	No

c) Heteroscedasticity Test

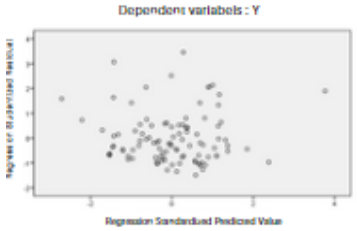

Fig. 3 Scatter Plot of Heteroscedasticity Result

Based on Figure 10, above, it can be seen that the points spread randomly do not form a specific, clear pattern and are spread above or below the number 0 on the Y-axis. So there is no heteroscedasticity in the regression model used in this study.

3.5. R^2 test

The results of the determinant test resulted in an adjusted R square value of 0.498. This value means that the influence of 9 independent variables (X) on business owners' motivation for halal certification is 49.8%, while the rest is influenced by other factors not examined.

Tabel 7. R^2 result

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.737[a]	.544	.498	1.296	2.081

3.6. Multiple linear regression analysis

Tabel 8. Multiple linear regression result

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.914	1.945		4.582	.000
	X_1	-.254	.119	-.183	-2.140	.035
	X_2	-.422	.153	-.281	-2.754	.007
	X_3	.382	.106	.290	3.608	.001
	X_4	-.266	.173	-.137	-1.535	.128
	X_5	.751	.304	.221	2.472	.015
	X_6	.257	.182	.122	1.417	.160
	X_7	.464	.122	.410	3.808	.000
	X_8	.305	.139	.219	2.193	.031
	X_9	.258	.123	.188	2.099	.039

$$Yi = \beta_0 + \beta_1 X_1 + \cdots + \beta_9 X_9 + \varepsilon$$

$$= 8.914 - 0.254\,X_1 - 0.422 X_2 + 0.382\,X_3 - 0.266\,X_4 + 0.751\,X_5 + 0.257 X_6 + 0.464\,X_7 + 0.305\,X_8 + 0.258 X_9$$

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

1) The constant/intercept value of 8.914 mathematically states that if the value of the independent variable is equal to 0, then the Y value is 8.914; in other words, the customer awareness factor (X_1), business reputation factor (X_2), religious factor (X_3), the factor of halal certification (X_4), income increase factor (X_5), government factor (X_6), Islamic business concept and supporting resources factor (X_7), globalization factor (X_8), environmental factor (X_9) is 8,914
2) The value of the regression coefficient X_1 (customer awareness factor) has a negative value of 0.254, meaning that an increase in one unit of the constant customer awareness factor variable will cause a decrease in the motivation of restaurant and catering business owners for halal certification by 0.254.
3) The value of the regression coefficient X_2 (business reputation factor) has a negative value of 0.422, meaning that an increase of one unit of the variable business reputation factor is constant, it will cause a decrease in the motivation of restaurant and catering business owners for halal certification of 0.422.
4) he regression coefficient value X_3 (religious factor)) has a positive value of 0.382, meaning that an increase of one unit variable for a constant religious factor will cause an increase in the motivation of restaurant and catering business owners for halal certification of 0.382.
5) The regression coefficient value X_4 (the existence of halal certification) has a negative value of 0.266, meaning that an increase in one unit variable factor for the presence of constant halal certification will cause a decrease in the motivation of restaurant and catering business owners for halal certification by 0.266
6) The value of the regression coefficient X_5 (income increase factor) has a positive value of 0.751, meaning that an increase in one unit variable factor of constant income increase will cause an increase in the motivation of restaurant and catering business owners for halal certification of 0.751.
7) The value of the regression coefficient X_6 (government factor) has a positive value of 0.257, meaning that an increase in one unit variable for a constant government factor will cause an increase in the motivation of restaurant and catering business owners for halal certification of 0.257.
8) The value of the regression coefficient X_7 (the factor of the existence of an Islamic business concept and supporting resources) has a positive value of 0.464, meaning that an increase in one unit variable factor of the existence of an Islamic business concept and constant supporting resources will cause an increase in the motivation of home business owners food and catering for halal certification of 0.464.
9) The value of the regression coefficient X_8 (globalization factor) has a positive value of 0.305, meaning that an increase in one unit variable of the globalization factor is constant, it will cause an increase in the motivation of restaurant and catering business owners for halal certification of 0.305.
10) The value of the regression coefficient X_9 (environmental factors) has a positive value of 0.258, meaning that an increase of one unit variable for constant environmental factors will cause an increase in the motivation of restaurant and catering business owners for halal certification of 0.258.

3.7. F and T Test

a) F test

Table 9. Result of F test

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	180.306	9	20.034	11.921	.000[a]
	Residual	151.254	90	1.681		
	Total	331.560	99			

Simultaneous testing is carried out with the following conditions:
If Fcount > Ftable or sig value < 0.05, then H_0 is rejected and Ha is accepted. It means that simultaneously all independent variables (X) significantly affect the dependent variable (Y).

If F count < F table or sig value > 0.05, then H_0 is accepted, and Ha is rejected. It means that all independent variables (X) have no significant effect on the dependent variable (Y).
In the test, the calculated F value is 11,921, and F table

F tabel = f (k; n-k-1)
= f(9 ; 100 – 9-1)
= 1.99
F count = 4.880

F count > f table = 11.921 > 1.99, then H_0 is rejected, and Ha is accepted. It means that the customer awareness factor (X_1), business reputation factor (X_2), religious factor (X_3), the factor of halal certification (X_4), income increase factor (X_5), government factor (X_6), Islamic business concept and supporting resources factor (X_7), globalization factor (X_8), environmental factor (X_9) have a significant influence on the motivation of restaurant and catering business owners for halal certification ((Y).

b) T test

Table 10. Result of T test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.914	1.945		4.582	.000
X_1	-.254	.119	-.183	-2.140	.035
X_2	-.422	.153	-.281	-2.754	.007
X_3	.382	.106	.290	3.608	.001
X_4	-.266	.173	-.137	-1.535	.128
X_5	.751	.304	.221	2.472	.015
X_6	.257	.182	.122	1.417	.160
X_7	.464	.122	.410	3.808	.000
X_8	.305	.139	.219	2.193	.031
X_9	.258	.123	.188	2.099	.039

In the stimulant test, it is carried out with the following conditions:

a. If the value of sig < 0.05, then H_0 is rejected, and Ha is accepted. It means that partially all independent variables (X) significantly affect the dependent variable (Y).
b. If the sig value > 0.05, then H_0 is accepted, and Ha is rejected. It means that partially all independent variables (X) have no significant effect on the dependent variable (Y)

The T test has a significant effect, the value of Sig <0.05, and the resulting 7 variables significantly affect the motivation of restaurant and catering business owners for halal certification. The following are the results in table 11.

Table 11. The results of the sig value on the T test

Variabel	Sig <0.05	Description
X_1	0.035 < 0.05	Significant
X_2	0.007 < 0.05	Significant
X_3	0.001 < 0.05	Significant
X_4	0.128 < 0.05	No Significant
X_5	0.015 < 0.05	Significant
X_6	0.160 < 0.05	No Significant
X_7	0.000 < 0.05	Significant
X_8	0.031 < 0.05	Significant
X_9	0.039 < 0.05	Significant

From table 11, we concluded that there were several significant factors, i.e., customer awareness factor (X_1) (0.035), business reputation factor (X_2) (0.007), religion factor (X_3) (0.001), income increase factor (X_5) (0.015), Islamic factor (X_5) (0.015), support power (X_7) (0.000), globalization factor (X_8) (0.031), and environment factor (X_9) (0.039). The government factor (X_6) and the factor of having a Halal certification (X_4) then have less of an impact on the motivation of restaurant and catering establishment owners to obtain a Halal certification (Y).

4. Conclusion

From the discussion in the previous chapter, it can be concluded that the characteristics of restaurant and caterer entrepreneurs are primarily male, with an age range of 30 to 40 years, with Abitur or 3 to 10 years, graduted form a high school, and with a sales income per year, a month between Rp. 5,000,000 and Rp. 15,000,000, with the primary segmentation being all consumers. The following seven variables affect the motivation of catering and restaurant businesses to obtain Halal certification: the customer awareness factor (X_1), business reputation factor (X_2), religious factor (X_3),), income increase factor (X_5), Islamic business concept and supporting resources factor (X_7), globalization factor (X_8), environmental factor (X_9) are significant factors. Government factor (X_6) and Halal certification factor (X_4) have less of an effect on restaurant and catering industry owners' commitment to Halal.

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