READINESS FOR HALAL CERTIFICATION SUBMISSION IN COFFEE SMALL AND MEDIUM ENTERPRISES (SMES): A CASE STUDY OF HOUSE OF COFFEE BY SPEEDTERIA, CIMAHI.

(Kesiapan Pengajuan Sertifikasi Halal pada UMKM Kopi: Studi Kasus *House of Coffee by Speedteria* Kota Cimahi)

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Received: 14 February 2025 Accepted: 21 February 2025

ABSTRACT

The implementation of halal certification for MSMEs in Indonesia is regulated by Law No. 33 of 2014, which mandates that MSMEs obtain halal certification. House of Coffee by Speedteria, a coffee shop located in Cimahi, has not yet obtained halal certification. This study aims to analyze consumer characteristics, their perceptions of halal products, the company's readiness to apply for halal certification, identify the criteria considered in preparing for certification, and determine alternative actions that can support the process. This research uses a quantitative approach with a case study technique and AHP analysis tools, focusing on consumer characteristics, perceptions of halal products, key criteria for halal certification readiness, and relevant alternative strategies. Respondents were selected using convenience sampling, based on ease of access and willingness to participate in interviews. The results show that the majority of consumers are teenagers who consider the halal label important to be clearly displayed and express a desire for halal certification on coffee beverage products. House of Coffee by Speedteria is assessed to have a fairly good level of readiness for the halal certification process. Information is identified as the main criterion in preparation, while the prioritized alternative actions include hiring a legal officer and improving quality control standards in accordance with the halal system.

Keywords: AHP, Certification Readiness, Halal Certification, SMES

The halal industry is experiencing rapid growth globally and is one of the fastest-expanding business sectors (Yusuf & Yajid, 2016). According to the State of the Global Islamic Report (2019), the world's Muslim population reached approximately 1.8 billion, making it a key market for halal products (Adamsah et al., 2022). Halal products are also sought after by non-Muslim consumers because they are perceived to reflect high standards of safety, ethics, and quality (Pramintasari & Fatmawati, 2017). The Muslim population is projected to grow twice as fast as the global average and will become the largest religious group by 2060, with nearly 3 billion people (Hackett & Lipka, 2018).

Indonesia is the country with the largest Muslim population, with approximately 229 million people, or 87.2% of the total population (Ministry of Religious Affairs of the Republic of Indonesia, 2020). Indonesia is also the world's largest consumer of halal food products, with consumption reaching USD 144 billion (Adinugraha et al., 2022). This indicates that halal certification is a primary consideration in Muslim consumers' purchasing decisions.

The Indonesian government has implemented Law No. 33 of 2014 concerning Halal Product Assurance (JPH), which requires all products in circulation to be halal certified. However, implementation remains low among MSMEs, with only around 10% certified, far below the figure of over 60% for large industries (Pujiono et al., 2018). Through the 2020 Job Creation Law, the government provides facilities for MSMEs, including subsidizing halal certification costs.

West Java is the province with the largest number of MSMEs in Indonesia, with 7,055,660 units in 2023 (Open Data Jabar, 2023). In Cimahi City, there are 7,095 MSMEs, with 29% of them operating in the food and beverage sector (Tumija, 2022). However, according to the Cimahi City Chamber of Commerce and Industry (Kadin), only around 500 business units (7.04%) had obtained halal certification by 2023 (Limawaktu.id, 2023). This figure lags behind other cities in West Java, such as Bekasi (43.19%) and Purwakarta Regency (31%).

The number of coffee shops in Cimahi has also shown rapid growth, from fewer than 45 units in 2015 to 114 units in 2020 (Valerina & Adysholihah, 2022). The increasing trend of coffee consumption, both locally and globally, is driving the growth of coffee shops as a potential MSME. Indonesia is now the fifth largest coffee consumer in the world (Sihombing & Tobing, 2023).

Although coffee is considered halal, the production process and additional ingredients such as milk, creamer, and sweeteners can be critical points for halal certification (Hasan, 2014; LPPOM MUI, 2020). Production facilities must also be free from contamination by impure materials (Stephanie & Rahmawati, 2020). Therefore, halal certification is crucial to guarantee the overall halal status of a product.

Halal certification is not only a regulatory obligation but also offers various benefits for MSMEs. The halal label increases consumer trust, expands the market, and contributes to increased revenue (Khairunnisa et al., 2020). However, many MSME coffee shop owners remain unaware of this urgency and lack halal certification (Pastika et al., 2023).

House of Coffee by Speedteria is a coffee shop in Cimahi that is quite popular among students and teenagers due to its affordable prices, guaranteed product quality, and comfortable and unique atmosphere. Despite its significant market potential, this coffee shop has yet to receive halal certification. This situation provides important background for examining the readiness of coffee shop MSMEs to meet halal certification standards. To provide a broader overview of the potential and competition of similar businesses in the surrounding area, below is a list of coffee shops in Cipageran District, Cimahi City, complete with their customer numbers for evaluation and comparison.

Nama Kedai Kopi	**Jumlah Pengunjung pada Pukul 4–5 sore (orang)**
House of Coffee by Speedteria	6
Mura	4
Polaris	4
Airmen	8
Landy	4
372 Kabuci	12
Kopiologie	3
Damai Kopi	3
Eltabo	2
Kalaras	8
Hirup Kopi	4
Tentang Kita Kopi	2
After Six	0

Source: Primary Data (2025)

This study aims to provide a comprehensive overview of the readiness of MSMEs in facing the obligation of halal certification, especially at the House of Coffee by Speedteria coffee shop in Cimahi City. The specific objectives of this study are: (1) to determine the characteristics of consumers and their responses to halal certification on MSME products; (2) to analyze the level of halal readiness of coffee shops based on the Assessment of the Halal System Criteria; (3) to identify important criteria to be

considered in the halal certification preparation process; and (4) to formulate alternative actions that can be taken to support the implementation of halal certification effectively using the AHP method.

METHODOLOGY

This research uses a quantitative approach with a case study method focused on House of Coffee by Speedteria, a coffee shop MSME in Cimahi City. This approach was chosen because it was deemed most appropriate for describing the phenomenon in a measurable and objective manner, particularly in examining consumer characteristics, business readiness for halal certification, and potential alternative strategies. The case study allows for an in-depth exploration of the specific context of one unit of analysis, namely House of Coffee by Speedteria. Although not yet halal certified, it has demonstrated an intention and readiness to apply for it.

Primary data were obtained through direct observation, structured interviews, and questionnaires distributed to two groups of informants: producers and consumers. Interviews were conducted with the owner and seven employees using a purposive sampling technique because they have direct understanding of the shop's operational activities. Meanwhile, consumer data was collected through convenience sampling, interviewing 32 respondents who happened to be on-site and willing to participate. This technique was chosen for its efficiency in time and resources, while still ensuring data relevance. Secondary data were obtained from books, scientific journals, government reports, and official websites to strengthen the theoretical and policy foundations.

Data analysis was conducted in three main stages. First, descriptive statistics were used to describe the characteristics of respondents based on age, gender, education level, and their understanding of the halal label, which were displayed in the form of frequency distributions, bar charts, and pie charts. Second, the level of business readiness was measured using the Halal Readiness Index (HRI) based on six main indicators of the Halal Assurance System (HAS): management commitment to halal, raw materials and processes, halal team, training, documentation, and internal audit. Each indicator was scored on a scale of 1–5 and converted to a score of 0–100, then classified into the categories of "not ready," "less ready," "quite ready," or "very ready."

Third, the selection of alternative strategies was carried out using the Analytical Hierarchy Process (AHP) method with the assistance of the Expert Choice application. Eight key informants—owner, financial manager, head barista, and barista—were purposively selected to answer six comparative questions, both between criteria (cost, information, human resources, time, and consumers) and between alternatives within each criterion. The alternative strategies analyzed included: (1) providing job expansion (A1), namely adding tasks within the scope of employee positions to increase work variety and effectiveness (Nadira & Wardani, 2023); (2) hiring a special consultant (A2), namely involving external professionals as companions for MSMEs in the halal certification process (Ilham, 2022); (3) recruiting a legal officer (A3), namely an employee who handles legal aspects and document legality and can be appointed as a halal supervisor if they have attended training and are certified (Hulwanullah, 2022); and (4) raising quality control standards (A4), namely adjusting quality control standards in accordance with halal provisions in order to maintain the halalness of materials, products, and processes (Suprihatin, 2019). The interview data is then converted into numerical values according to the AHP scale and processed using Expert Choice, which will produce priority weights between criteria and alternatives. Data validity is measured through the Consistency Ratio (CR) value, which must be below 10% ($CR < 0.1$).

Table 1. Paired Comparison Scale

Skala Tingkat Kepentingan	Definisi	Keterangan
1	Sama pentingnya (*equal importance*)	Kedua elemen menyumbang kepentingan yang sama besar
3	Sedikit lebih penting (*moderate more importance*)	Penilaian sedikit lebih cenderung pada satu elemen
5	Lebih penting (*essential, strong more importance*)	Penilaian menunjukkan secara kuat memihak satu elemen
7	Sangat jelas jebih penting (*demonstrated importace*)	Secara kuat disukai dan mendominasi dibandingkan salah satu elemen
9	Mutlak lebih penting (*absolutely more importance*)	Menunjukkan satu elemen mutlah sangat lebih penting
2,4,6,8	Ragu-ragu antara dua nilai yang berdekatan (*grey area*)	Nilai diberikan apabila ragu antara memilih salah satu elemen
Kebalikan	$A_{ij} = 1/A_{ji}$	Nilai pasangan akan terbalik dengan satu elemen yang telah dinilai

Source: Saaty (1994)

To assist in the calculation and processing of AHP data, this study utilized Expert Choice software. This software generates priority weights for each criterion and alternative and calculates the Consistency Ratio (CR) to measure the consistency of informants' assessments. A CR value below 0.1 indicates that the assessments are consistently acceptable. This software aims to improve efficiency and accuracy in data processing and facilitate the presentation of results in graphs and tables that support visual interpretation.

RESULTS AND DISCUSSION

General Overview of House of Coffee by Speedteria Coffee Shop

House of Coffee by Speedteria is a coffee shop MSME established in 2021 and demonstrating its commitment to sustainable business development. Despite being family-run and micro-scale, the shop has experienced significant development in various aspects, such as improvements to facilities and infrastructure, product innovation, and the owner's ongoing medium-term planning. This development is an early indicator that the shop is oriented towards long-term growth, including addressing consumer needs and adapting to the increasingly competitive coffee shop market, particularly in Cimahi City. With a primary consumer segment of young people, this development strategy serves as an important foundation for assessing the business's readiness to face the challenges of halal certification.

One concrete manifestation of this business development is the completeness of the operational facilities and equipment that support the presentation of high-quality coffee products. House of Coffee by Speedteria is equipped with various equipment such as a coffee grinder, drip coffee maker, moka pot, espresso machine, and coffee roaster. Furthermore, manual brewing tools such as the V60 and French press, as well as other supporting equipment such as a milk frother, blender, and cup sealer, are also available to meet the need for product variety. Storage facilities for raw materials and serving are also quite complete, including refrigerators, storage containers, and serving glasses and packaging. The availability of this infrastructure is an important initial capital in assessing the shop's internal capacity to meet halal process standards, including aspects of cleanliness, ingredient traceability, and product processing.

Characteristics of House of Coffee by Speedteria Coffee Shop Consumers

To support the business readiness analysis, this study also examined the characteristics of House of Coffee by Speedteria consumers as part of the external considerations in the halal certification process. Interviews were conducted with 32 consumers selected using a convenience sampling technique. This number refers

to Sugiyono's (2015) opinion, which states that in quantitative research, 30 respondents is considered sufficient to produce representative data. From the data collection process, information was obtained regarding the respondents' demographics, including age, gender, and education level. Based on age distribution, the most dominant respondents were in the 18-year-old age group (14), with the youngest being 16 and the oldest being 40. Referring to the age classification according to BAPPENAS (2021), the majority of respondents fell into the young (15–24) and early productive age groups (25–34). This finding supports the research by Valerina & Adysholihah (2022), which stated that coffee shop consumers in Cimahi City are generally young, who tend to be highly interested in hangout trends and coffee consumption. This is an important market potential for coffee shop MSMEs, including in the context of marketing halal-certified products.

In terms of gender, male respondents dominated the number of visitors, with 25 people, while female respondents only numbered 6 people. This indicates that House of Coffee by Speedteria is more popular among men, possibly influenced by social preferences, consumption habits, and the existence of more active communities among men. Nevertheless, the presence of female consumers still indicates a broader market potential. Meanwhile, based on the last educational level, the majority of respondents were high school/vocational high school graduates (11 people), followed by junior high school graduates (7 people), and only a small number had completed higher education up to a diploma or bachelor's degree. This indicates that the main consumer segment of House of Coffee by Speedteria comes from young people with a secondary education background, which is also in line with previous findings that coffee shop consumers in Cimahi are generally young and have secondary education (Valerina & Adysholihah, 2022). These demographic characteristics provide important information in developing a halal communication strategy and tailoring an educational approach relevant to the shop's primary consumer profile.

Knowledge and Perceptions of House of Coffee by Speedteria Consumers Regarding Halal Certification

According to interviews with 32 House of Coffee by Speedteria consumers, their knowledge of halal certification remains relatively low. The majority were unaware of Law No. 33 of 2014 or the role of BPJPH as the official institution issuing halal certificates. Most respondents still considered the Indonesian Ulema Council (MUI) to be the party issuing halal certificates and did not understand the differences between the roles of MUI and BPJPH. This indicates that halal literacy among coffee shop consumers still needs to be improved, particularly regarding the actors and processes within the halal product assurance system. This finding is consistent with the findings of Sari & Sulistyowati (2020) and contradicts the study by Anas et al. (2023), which stated that most respondents were aware of the role of BPJPH.

While most respondents recognized the importance of checking raw materials as part of the halal certification process, few were aware that production facilities and halal assurance systems are also integral components. This indicates that respondents' knowledge of halal certification is still limited, with a focus on ingredients rather than the process. Despite this, the majority of respondents understood that the halal label should only be used by certified businesses and considered the presence of a halal label important, not only as a guarantee of halal certification but also as a representation of the quality, cleanliness, and transparency of the producer. This finding is supported by Samad (2019), who emphasized that the halal label has added value in the eyes of consumers, including in terms of perceived quality.

When asked about the availability of halal certification in coffee shops, 22 of the 32 respondents were unaware that the majority of coffee shops in Indonesia are not yet certified. However, after being informed, most expressed their hope that coffee shops would soon apply for halal certification. Reasons cited included trust, caution regarding additional ingredients such as syrups or toppings, and family preference for halal-certified products. Although a small number of respondents were still willing to visit shops without certification, the majority still supported the importance of certification as a form of assurance and consumer trust.

Furthermore, all respondents agreed that halal principles must be applied throughout the entire processing process, including serving. They emphasized the importance of separating equipment,

cleanliness of the premises, and ensuring the safety of additional ingredients. The halal label is also associated with inner peace and spiritual comfort when consuming products, and is considered to have universal value even for non-Muslim consumers. This aligns with the findings of Djunaidi et al. (2021) and Bishri & Muhibah (2023), who emphasized the importance of halal certification as a symbol of trust and business responsibility.

Finally, all respondents stated that House of Coffee by Speedteria should pursue halal certification, although they differed on its urgency. Some urged it to be done immediately due to the growing number of customers, while others acknowledged that the process is challenging and time-consuming and expensive. However, the general consensus among consumers remains the importance of halal certification as part of business development and efforts to build public trust. This reflects the strategic potential of the halal label as a differentiating factor in business competition, particularly in Muslim markets like Indonesia.

House of Coffee by Speedteria's Halal Readiness Level

Based on the Halal Readiness Index (HRI), House of Coffee by Speedteria earned a total score of 124 out of a maximum of 205, which, when converted to a scale of 100, equals 60.49%. This score places the business in the moderately prepared category for the halal certification process. The assessment was conducted using nine key indicators, each scored on a scale of 1 to 5 (1 = Not Ready, 5 = Very Ready), and then classified into four readiness categories: not ready (0–25), not ready (26–50), quite ready (51–75), and very ready (76–100). These results indicate that although the initial foundation has been established, several aspects still require improvement to achieve optimal readiness, there are still several aspects that require improvement to achieve more optimal readiness.

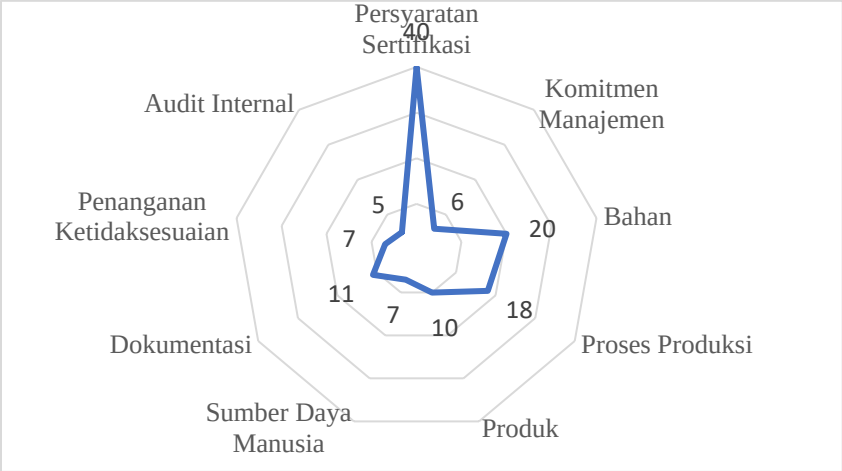


Figure 1. Kite Chart of House of Coffee by Speedteria's Halal Certification Readiness

In detail, the halal certification requirement document indicator scored 40 out of 55, indicating that most documents are in place, but some important documents, such as the SJPH Manual, still need to be completed. Management commitment scored 6 out of 30, indicating weak internal structures and policies related to halal certification. Raw materials scored a perfect score (20 out of 20), indicating that all materials meet halal standards. For the production process, the score was 18 out of 30, reflecting a relatively good initial effort, although not yet consistent across the board. The final product was rated very ready with a score of 10 out of 10, as it fully meets halal requirements.

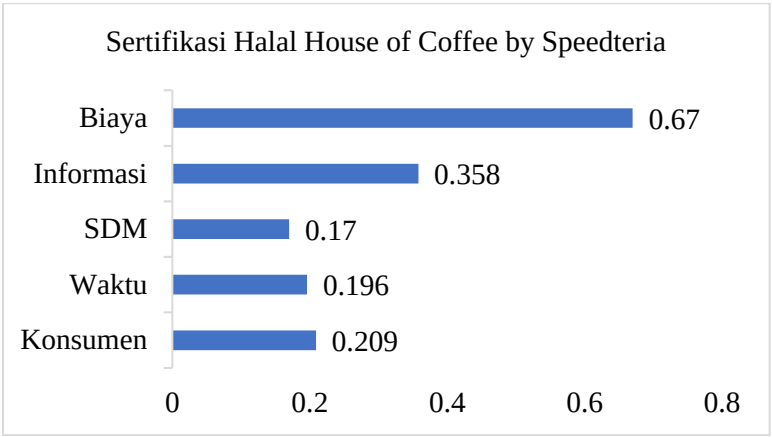
For the human resources aspect, the score was 7 out of 15, indicating that halal supervisor training still needs improvement. Documentation scored 11 out of 15, indicating that the recording system is in place but is not yet optimal in terms of order and accessibility. The non-conformity handling indicator scored 7

out of 15, indicating that initial action has been taken, although not yet supported by adequate written procedures. Finally, the internal audit aspect received the lowest score, namely 5 out of 15, indicating that evaluation activities have not been carried out routinely and systematically.

Overall, these results indicate that House of Coffee by Speedteria has a strong initial readiness, particularly in terms of ingredients and the final product. However, significant improvements are needed in management, auditing, and internal documentation to achieve the ideal readiness standard. This finding aligns with consumer aspirations for the shop to immediately implement halal certification as a guarantee of the halal nature, quality, and professionalism of the products offered.

Selecting Alternative Strategies for Preparing for Implementing Halal Certification at House of Coffee by Speedteria

The final results of this process provide a measurable picture of the most optimal strategy House of Coffee by Speedteria can adopt, based on input from internal stakeholders.



Coffee by Speedteria

Figure 2. Combined Criteria Weight

Selection of Alternative Strategies for Preparation of Implementation of Halal Certification for House of Coffee Shops

Based on the AHP Matrix calculation results processed using the Expert Choice application, the consistency ratio was 0.01, indicating an acceptable consistency score because the CR value was ≤ 0.1. Zero missing judgments indicate that no judgments were missing or omitted from the interviewees. This means that all interviewees provided complete assessments for all criteria and alternatives compared, with none missing.

The results obtained showed that the House of Coffee by Speedteria's top priority in implementing halal certification was the availability of information, with a weighting of 0.358. This indicates that in the halal certification process, clear, accurate, and complete information regarding products and procedures is crucial and is the highest priority factor. Furthermore, the Consumer criterion received a weighting of 0.209, followed by Time with a weighting of 0.196, and Human Resources with a weighting of 0.17. Cost was the criterion with the lowest weighting, at 0.067, indicating that although costs were taken into account, this factor was not a top priority in the halal certification of this coffee shop.

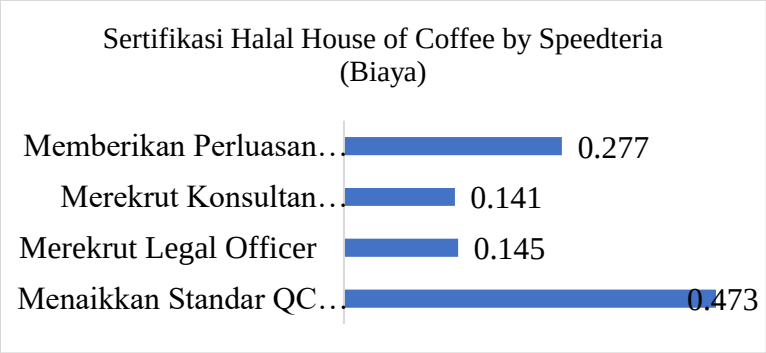


Figure 3. Alternative Weights in the Combined Cost Criteria

Based on the AHP Matrix calculation results processed using the Expert Choice application, the consistency ratio was 0.00528, indicating that the consistency value is acceptable because the CR value is ≤ 0.1.

The results obtained showed that House of Coffee by Speedteria's top priority in implementing halal certification for the cost criterion is Improving quality control (QC) standards in accordance with the halal system (A4) with a weighting of 0.437. This indicates that, in terms of costs, the primary step that must be taken is ensuring product quality meets halal standards.

The alternative "Providing job expansion" received a weighting of 0.277, indicating that, although important, it is still lower than improving QC standards. Meanwhile, the alternative "Hiring a specialized consultant" received a weighting of 0.141, and "Recruiting a legal officer" (A3) received a weighting of 0.145, indicating that although these two alternatives are still being considered, they are not a top priority in terms of costs for the halal certification process.

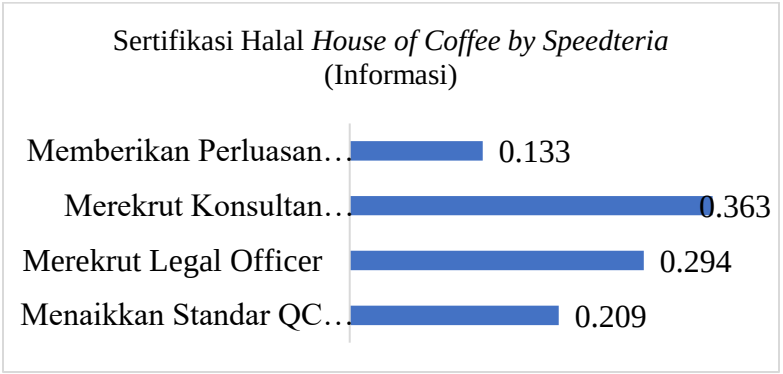


Figure 4. Alternative Weights in the Combined Information Criteria

Based on the AHP Matrix calculation results processed using the Expert Choice application, the consistency ratio was 0.01, indicating acceptable consistency because the CR value was ≤ 0.1.

House of Coffee by Speedteria's top priority for implementing halal certification for the Information criterion was "Hiring a specialized consultant," with a weighting of 0.364. This indicates that the primary step necessary to ensure accurate and clear information regarding halal certification is to hire a consultant with expertise in this area.

Furthermore, the "Recruiting a legal officer" alternative received a weighting of 0.294, indicating that legal factors and regulatory compliance are also important, although not as high a priority as hiring a consultant. The "Improving quality control (QC) standards in accordance with the halal system" alternative

received a weighting of 0.209, indicating that, although important, this step is not a top priority in providing the information needed for the halal certification process. Meanwhile, the "Providing job expansion" alternative received a weighting of 0.133, indicating that this step is less important than the other options in terms of information.

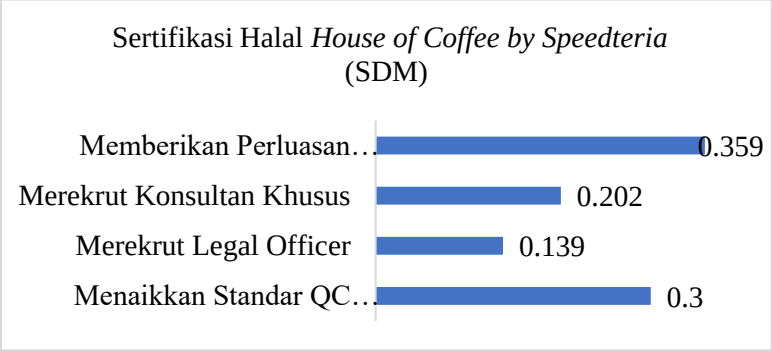


Figure 5. Alternative Weights in Combined HR Criteria

Based on the AHP Matrix calculation results processed using the Expert Choice application, the consistency ratio was 0.00913, indicating an acceptable consistency score because the CR value was ≤ 0.1. The main priority for House of Coffee by Speedteria in implementing halal certification for Human Resources (HR) criteria was "Providing job expansion," with a weighting of 0.359. This indicates that the primary step needed to improve human resources to support halal certification is to provide job expansion. Furthermore, the alternative "Improving quality control (QC) standards in accordance with the halal system" received a weighting of 0.300, indicating that improving quality control in accordance with the halal system is a crucial step to support halal certification.

The alternative of hiring a specialized consultant received a weighting of 0.202, indicating that, although important, this step is lower in priority than improving QC in implementing halal certification. Meanwhile, the alternative of hiring a legal officer received a weighting of 0.139, indicating that legal and regulatory factors are a lower priority compared to other steps in the halal certification process.

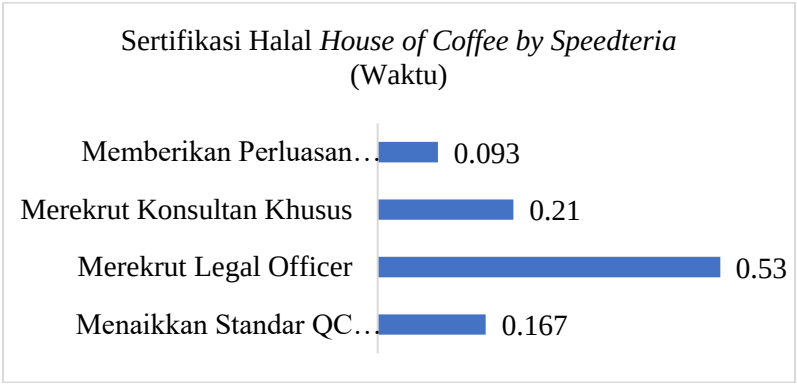


Figure 6. Alternative Weights on Combined Time Criteria

Based on the AHP Matrix calculation results processed using the Expert Choice application, the consistency ratio was 0.00719, indicating an acceptable consistency score because the CR value was ≤ 0.1.

House of Coffee by Speedteria's top priority for implementing halal certification under the Time criterion was "Recruiting a Legal Officer," with a weighting of 0.530. This indicates that the primary step

necessary to achieve halal certification is recruiting a competent legal officer to handle the crucial legal aspects of the process.

Furthermore, the "Hiring a Specialist Consultant" alternative received a weighting of 0.210, indicating that, although important, this step is lower in priority than recruiting a legal officer in terms of time. The "Improving Quality Control (QC) Standards in accordance with the halal system" alternative received a weighting of 0.167, indicating that, although important, this step is a lower priority than recruiting a legal officer. Meanwhile, the "Providing Job Expansion" alternative received a weighting of 0.093, indicating that this step is less important than the other options in terms of time for halal certification.

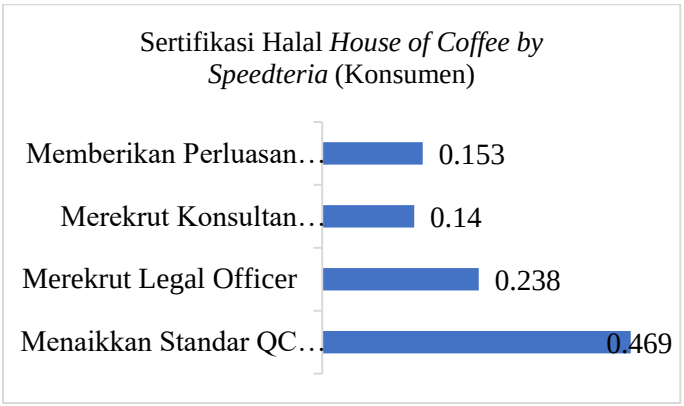


Figure 7. Alternative Weights in Combined Consumer Criteria

Based on the AHP Matrix calculation results processed using the Expert Choice application, the consistency ratio was 0.00823, indicating an acceptable consistency score because the CR value was ≤ 0.1.

House of Coffee by Speedteria's top priority in implementing halal certification for consumer criteria is "Improving quality control (QC) standards in accordance with the halal system," with a weighting of 0.469. This indicates that the primary step needed to ensure halal product quality meets standards is to improve quality control in accordance with the applicable halal system.
Furthermore, the alternative "Recruiting a legal officer" received a weighting of 0.238, indicating that this step remains crucial for ensuring legal and regulatory aspects related to halal certification. The alternative "Providing job expansion" received a weighting of 0.153, indicating that, although important, this step is lower in priority in terms of consumer satisfaction. Meanwhile, the alternative "Hiring a specialized consultant" received a weighting of 0.140, indicating that, although relevant, this step is a lower priority in relation to consumer demand for halal certification.

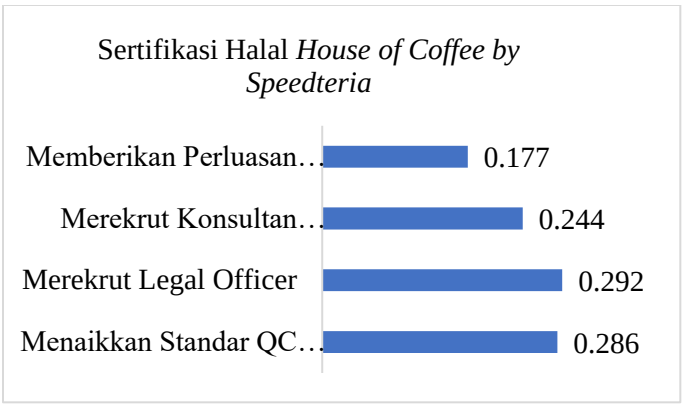


Figure 8. Alternative Weights in Combined Consumer Criteria

Based on the AHP Matrix calculation results processed using the Expert Choice application, with a consistency ratio of 0.00913, indicating acceptable consistency because the CR value is ≤ 0.1, the priorities for the halal certification preparation strategy at House of Coffee by Speedteria were determined. This prioritization was carried out by considering four main alternatives that must be taken to ensure smooth operations and compliance with halal standards.

First, the strategy of Recruiting a Legal Officer received the highest weighting of 0.292, making it the highest priority strategy. This step is crucial for ensuring smooth operations and regulatory compliance in the halal certification process. The legal officer will play a crucial role in managing the legal aspects related to halal certification, including ensuring that all procedures followed by the company comply with applicable laws. Therefore, this step receives increased attention in halal certification preparation, as legal and regulatory factors are key components that must be met.

Next, the strategy "Improving Quality Control (QC) Standards in Accordance with the Halal System" received a weighting of 0.286. Improving QC standards is crucial to ensuring that the products served meet established halal standards. With quality control in place that complies with the halal system, House of Coffee by Speedteria can guarantee the quality and safety of the products served to consumers. While not as high a priority as hiring a legal officer, this step is still vital to supporting the success of halal certification through strict quality control.

The next strategy is "Hiring a Special Consultant," which received a weighting of 0.244. Although ranked below the other two main strategies, hiring a consultant remains a crucial step. A special consultant is expected to provide direction, recommendations, and technical assistance in preparing all the documentation and requirements necessary for the halal certification process. With the consultant's expertise and experience, the halal certification process can run more efficiently and in accordance with the standards set by the halal certification body.

Finally, the "Providing Job Expansion" strategy received the lowest weighting, at 0.177. While improving the capacity and skills of human resources (HR) to support the halal certification process is crucial, this strategy is not a top priority. While job expansion may be necessary to support the implementation of other steps, in the context of halal certification preparation, it is considered a supplementary measure compared to more crucial steps such as hiring legal officers and improving quality control.

CONCLUSION

The results of this study indicate that House of Coffee by Speedteria's consumers are predominantly young men with secondary education. Halal literacy remains relatively low, particularly regarding regulations and the role of BPJPH (Indonesia's Food and Drug Authority), although most respondents understand the importance of halal labeling and support its implementation, including for beverage

products. This indicates that halal certification is both a need and an expectation from consumers for businesses. Based on the Halal Readiness Index, House of Coffee by Speedteria is categorized as moderately ready to undergo the certification process, although there are still aspects that need to be improved for optimal certification implementation.

Using the AHP approach, information criteria were the highest priority in determining halal certification strategies, followed by consumers, time, human resources, and costs. These findings emphasize the importance of understanding regulations and considering consumer responses in the decision-making process. In selecting alternative strategies, recruiting a legal officer as a halal supervisor was the top choice, followed by improving quality control standards, using consulting services, and expanding employment. These strategies demonstrate that strengthening legal and quality aspects is key to business readiness for halal certification.

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