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# Paper 2

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## Halal Certification Training as an Effort to Increase Customer Satisfaction in the Start-Up Business of UNUSA Students

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### Abstract

Many Students in Nahdlatul Ulama Surabaya who has Startup businesses did not understand certified halal and its advantages. This community service activity aims to increase customer satisfaction in the Unusa Student Start-Up business with an empowerment approach. This community service activity targeted 26 students of Nahdlatul Ulama University Surabaya who have start-up businesses. The methods to use the empowerment approach by lectures, and training. Meanwhile, the evaluation of activities is carried out by pre and post-test questionnaires to know knowledge about halal certification and customer satisfaction and analysis test to use one Paired Sample Test. The result obtained is a significant increase in knowledge with a p-value =0.000. This is evidenced by the average value of knowledge pre and post-training of 3.83 to 5.. After this training, students hope to get further assistance related to halal certification in startups.

**Keywords:** *Start-Up*; Halal Certification; Satisfaction

### Abstrak

Banyak Mahasiswa di Nahdlatul Ulama Surabaya yang memiliki bisnis Startup tidak memahami halal bersertifikat dan kelebihannya. Kegiatan pengabdian kepada masyarakatnya bertujuan untuk meningkatkan kepuasan pelanggan dalam bisnis Start-Up Mahasiswa Unusa dengan pendekatan pemberdayaan. Kegiatan pengabdian kepada masyarakat ini menasar 26 mahasiswa Universitas Nahdlatul Ulama Surabaya yang memiliki bisnis start up. Metode untuk menggunakan pendekatan empowerment dengan kuliah, pelatihan. Sedangkan evaluasi kegiatan dilakukan dengan kuesioner pra dan pasca tes untuk mengetahui pengetahuan sertifikasi halal dan uji kepuasan dan analisis pelanggan untuk menggunakan satu Paired Sample Test. Hasil yang diperoleh adalah peningkatan pengetahuan yang signifikan dengan p-value =0,000. Hal ini dibuktikan dengan nilai rata-rata pengetahuan sebelum dan sesudah pelatihan sebesar 3,83 hingga 5,. Setelah pelatihan ini, mahasiswa berharap mendapatkan pendampingan lebih lanjut terkait sertifikasi halal di startup.

**Kata Kunci:** *Start-Up*; Sertifikasi Halal; Kepuasan

### INTRODUCTION

Currently, the Indonesian economy is driven by various new business ideas and innovations that have emerged in the community. One of the drivers of the economy in creating business innovations that can develop is the existence of new businesses created by students. Students' great creative ideas created by students in encourage economic growth and provide solutions to the needs experienced by the surrounding community. This is evidenced by the various start-up businesses that have emerged in today's digital era. This is certainly in line with Hardianto (2019) who explained that currently, many students are interested in the field of digital entrepreneur start-ups because currently there are many university programs that support students to create creative ideas.

It is known that Indonesia is currently in fifth place with the largest number of start-ups globally with 2,305 companies. At the same time, the United States (USA) reached first place with 69, 565 companies. India followed them with 11,819 companies, the UK with 6,025, and Canada with a total

of 3,145 start-ups (<http://katadata.co.id>). Eric Ries (2011) explained that the definition of a start-up itself is a forum or institution that produces innovative new products or services with a fairly high risk of uncertainty.

### 3 GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS AND TARGET SOLUTIONS

#### General description

When viewed widely, the enthusiasm of Indonesian youth in establishing start-ups is very visible, especially among students. Participants were very enthusiastic about several coaching activities, business plan competitions, and several awards in the start-up industry, including students at Nahdlatul Ulama University Surabaya.

Nahdlatul Ulama University is an Islamic-based university that prioritizes the noble value of halal products, one of which is start-up products based on digital technology. Even if you look at it more broadly, start-up companies in Southeast Asia are also targeting the Muslim community. Meziame Lefer, Professor of the Department of Finance, City University Business School, emphasized that all Islamic start-ups that provide services to Muslim consumers have the same opportunities as sharia law.

This proves that with the growth of various new businesses, especially start-up businesses among universities, the halalness of a product is highly prioritized. This could be a new point of view. It is important for start-ups, especially start-ups made by Nahdlatul Ulama University Surabaya students, to have a trusted halal certification label.

#### Problem

The problem happened to the student who has Startup are did not understand the importance of halal labels and so also do not have halal certification yet in their small businesses.

In fact, when viewed from the perspective of Muslims, the halal label itself is part of everyday beliefs and morality. The presence of halal products that are responded to positively will affect purchasing decisions and customer satisfaction. Products with halal labels will be considered to have high quality for Muslim consumers (Al Farisi, 2020). Octane et al. (2020) also explain the same thing that the halal logo contained in a product will have a direct impact on customer satisfaction, especially for Muslims. It is also known that the halal logo greatly affects customer satisfaction (Kurniawati, 2018).

#### Target solution

This community service activity aims to provide literacy and training on halal certification to increase customer satisfaction in the start-up business of Unusa Students. With this activity, it is hoped that Unusa students who have a start-up business can improve product quality and customer satisfaction through halal certification.

### METHOD

This community service activity uses empowerment with lecturers and training. The community target is UNUSA students who have a start-up business with a total of 26 participants which was held on Tuesday-Wednesday, December 21-22, 2021 at the Grand Mercure Hotel, Jalan A. Yani No. 71, Margorejo, Wonocolo, Surabaya. The theme of the material presented was entitled "Halal certification training as an effort to increase customer satisfaction in the Unusa Student Start-Up business".



Figure 1: presentation of material on permission to a

## RESULTS AND DISCUSSION

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Based on the results of the pre-test, an average score of 3 was obtained. 83 and an average post-test score of 5.42 with and test results Paired Sample Tests obtained significant results, namely  $p\text{-value} = 0.000$  Table 1 paired t-test results

Indicator	N	Average $\pm$ Elementary School	p-value
Preliminary test	12	3.83 $\pm$ 1,337	
Posttest test	12	5.42 $\pm$ 1,621	0.000

In line with the research conducted by Tariqul and Putri (2021), the results obtained from these activities obtained significant results. The media they use through audio-visual education can increase their knowledge of halal products for Unusa students. Not only that, other studies have proven that education and socialization related to halal certification have increased significantly and need to continue to be developed in building awareness of halal product guarantees in the younger generation (Permanasari & Nugrahaeni, 2021).

Giving halal labels for each business product or service can be a marketing strategy to ensure the quality of our business to customers. This is supported by research from Linda (2018) in a company that includes a halal logo on its products, and its profit can increase by 20%. It can be clearly seen that the halal logo can influence consumers' buying behaviour. "In addition to evaluating participants' knowledge about halal certification and customer satisfaction, the community service team also evaluates the course of halal certification training activities. Evaluation is carried out by distributing questionnaires to participants when the activity has been completed. The indicator used is the assessment of event satisfaction.

Table 2: Event Rating Indicator

Event Rating Indicator	Mean
Useful events	4.20
The material provided is useful	4.10
The material is presented clearly and coherently	4.10
The speakers explained well	4.05
Speakers have credibility	4.00

Based on the average results of the event scoring indicators in Table 2, it is known that the average value that has the highest score is the usefulness of the event with an average value of 4.20 which shows that participants can benefit from halal certification training that has a start-up business at UNUSA. These benefits are felt because they add insight and knowledge about NIB, Marketing Permits and Halal Certification, as well as the Benefits of Halal Certification for customer satisfaction. In addition, useful and coherently described material has an average value of 4.10. It is proven that the material presented by the speakers can be well understood by the participants. The material provided by the resource persons is the latest regulation that has never been known by the participants so that the participants feel that the insights conveyed can be real knowledge to be applied to their business.

When compared to previous community service activities, the evaluation results obtained are in line with what has been done by Putri (2020) and Giyanti & Indriastiningsih (2019), where community service also raised the theme of halal certification for MSMEs through webinars. The results obtained were that webinar participants could understand well. Both the speakers and participants who were delivered were very satisfied with the activity.

Table 3: Satisfaction Indicators

Satisfaction Indicators	Mean
Satisfied with the event	4.37
Satisfied with the material presented	4.07
Satisfied with the whole material described	4.25
Satisfied with the presentation of the speakers	4.05
Satisfied with the clarity of the material presented by the speaker	4.26

Based on the table of satisfaction indicators on the average value, it can be seen that the highest score is on the indicator of satisfaction with events with a value of 4.37. The next highest indicator is obtained from the clarity of the material that has been presented by the speakers with a fairly high average score of 4.26. From these indicators, it can be seen that the participants were satisfied with the event held and satisfied with the clarity of the material from the speakers.

Furthermore, there are several pieces of feedback given by the participants of community service activities regarding the training carried out:

"This event is very useful for us UNUSA students. We just learned that halal certification can also be applied to the start-up business industry. This will be a breakthrough and be the beginning of the development of a halal product logo in the start-up business. In addition, as a student, I can also determine what regulations are related to halal certification. Thus, this will be a provision for other friends and me to increase awareness of our halal products. It is hoped that after attending this training, a special WA group will be held to help with the follow-up activities of today's activities. UNUSA students have one of the start-ups Meanwhile, another testimonial from the participants: "This event is very interesting and adds new insights regarding the guarantee of halal products".

Some trainees hope that further training and assistance will be held to obtain halal certification. The relationship between halal certification and customer satisfaction is also based on each of the variable indicators.

## CONCLUSION

Training activities to Increase Customer Satisfaction through halal certification are part of a new process or effort in increasing the knowledge of Unusa students regarding halal certification in the Start-Up business. The method used in this activity is to use the lecture and question and answer methods, which are done well. This activity can help increase student insight into the procedures for registering for halal product certification, product permits and the benefits of having a halal certificate from customer satisfaction. The average score can be shown from the original 3.83 to 5.42 after training (p-value 0.000).

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