

Research Article

Performance Analysis of Halal Product Process Accompanying Services for the Islamic Economic Community

Abdul Wahab^{1*}, Ilma Mahdiya², Zakiyah³ and Yunisa Fitriana⁴

¹ Islamic University of Kalimantan Muhammad Arsyad Al Banjari; Indonesia, e-mail : 11abd.wahab@gmail.com

² State Islamic University Antasari Banjarmasin, Indonesia

³ Islamic University of Kalimantan Muhammad Arsyad Al Banjari, Indonesia

⁴ Islamic University of Kalimantan Muhammad Arsyad Al Banjari, Indonesia

* Corresponding Author : **Abdul Wahab**

Abstract: This study aims to analyze the performance of halal product process assistance services by the Islamic Economic Community (Masyarakat Ekonomi Syariah/MES) in South Kalimantan. The success of LP3H (Lembaga Pendamping Proses Produk Halal) in assisting the halal product process is crucial to ensuring compliance with halal principles within the Islamic economy. This research adopts a field study design using a quantitative descriptive approach. The sampling technique applied was purposive sampling, involving 96 respondents from Micro, Small, and Medium Enterprises (MSMEs) that had received assistance in the halal certification process. Data were gathered through structured questionnaires and analyzed using the Importance Performance Analysis (IPA) method. The study examines six Islamic service quality dimensions: tangible, reliability, responsiveness, assurance, empathy, and compliance. The findings indicate that the overall quality of assistance services provided by the Halal Product Process Assistants under MES has not yet achieved the level of excellent service. This is evidenced by the gap between the average values of performance and importance across several service indicators. The Cartesian diagram analysis reveals three indicators that require priority improvement: (1) trust in the MES P3H (Halal Product Process Assistant), (2) the neat and professional appearance of the assistants, and (3) the honesty and transparency of the assistants in explaining the halal certification application process. These results suggest the need for MES to improve the competence, appearance, and integrity of its assistants in order to meet the expectations of MSMEs and support the sustainability of halal product development in Indonesia. This study contributes to the evaluation of service quality in halal certification assistance, especially within the Islamic economic framework.

Keywords: Compliance, Halal certification, Islamic economy, MSMEs, Service quality.

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1. Introduction

The existence of government policies regarding Halal Product Assurance encourages the Halal Product Assurance Organizing Agency (BPJPH) to strive to increase the number of halal certificates, especially in the food and beverage sector. As part of this effort, the PPH Companion profession was formed. PPH Companions are responsible for assisting business actors in the process of submitting halal certificates and verifying and validating the submissions. In carrying out their duties, the performance of PPH Companions is influenced by various factors, both external (extrinsic) and internal (intrinsic).

To ensure the halalness of a product, the government issued Law of the Republic of Indonesia Number 33 of 2014 concerning Halal Product Assurance, which was later amended by Law Number 11 of 2020 concerning Job Creation, and established the Halal Product Assurance Organizing Agency (BPJPH). BPJPH is tasked with issuing halal certificates based on fatwas issued by the Indonesian Ulema Council (MUI). In carrying out its duties, BPJPH

requires support from the Halal Inspection Agency and community participation. To accelerate the halal certification process, BPJPH launched a self-declare program that allows Micro and Small Business Actors to apply for halal certification independently. This halal certification program with a self-declare scheme is known as SEHATI.

In the process of applying for halal certification with a self-declare scheme, Business Actors will be assisted by Halal Product Process (PPH) assistants. According to the Regulation of the Minister of Religion of the Republic of Indonesia Number 20 of 2021 concerning Halal Certification for Micro and Small Business Actors, PPH assistance is an activity that aims to assist micro and small business actors in meeting the requirements for product halal statements (Article 1 paragraph 12). This activity is carried out by Islamic community organizations, Islamic religious institutions with legal entities, and/or universities (Article 5 paragraph 1). PPH assistants are under the auspices of the Halal Product Process Assistance Institution (LP3H), which is tasked with channeling information between BPJPH and PPH assistants, as well as acting as a liaison between the two parties.

There has been rapid growth in the halal industry, both locally and globally, in response to the increasing demand for products that meet halal principles [1]. The performance of LP3H assistants is crucial to ensure the quality and integrity of halal products in the market.

Changes in halal product regulations and standards [2] require a fast and efficient response from LP3H. The performance of the assistants must continue to be improved to meet new standards and growing consumer demands.

Consumer trust is a key factor in the success of halal products [3]. The performance of LP3H assistants directly affects the level of consumer trust in halal products in the market, so services must continue to be improved [4]. PPH assistants have a very important role in the halal certification process for business actors. Before the existence of PPH assistants, no business actors registered their products to obtain halal certification. The presence of PPH assistants not only provides the necessary insight and understanding, but also acts as a mentor who accompanies business actors throughout the registration process until halal certification is issued [5].

The dynamic Sharia Economic Community demands LP3H to adapt to changes and update its mentoring strategy to remain relevant in supporting the growth of the halal industry [6].

To create a sustainable halal ecosystem, LP3H needs to continue to improve its mentoring performance in order to provide positive encouragement for business actor participation, as well as meet the increasingly diverse needs of consumers.

Satisfaction is a level of feeling where a person compares the performance of a product/service received and that expected and can state the results of this comparison [7].

The Importance Performance Analysis method is a method where respondents are asked to rank various elements of an offer based on the degree of importance of each attribute or element of how well a company performs. The level of customer interest (customer expectation) is measured in relation to what the company should do to produce high-quality products or services [8]. In this concept, the term expectation is replaced with importance or level of importance according to customers [9]. From these various perceptions, we can later formulate the most dominant level of importance. Furthermore, we can relate this interest variable to the reality felt by customers in other terms, performance [10].

There are five types of service performance determinants used in the study, namely: Responsiveness, Reliability, Assurance, Empathy and Tangibles [11]. Meanwhile, in the study [12] added one indicator, namely sharia compliance. Based on the above, in this study, service performance for MSME actors is by adding sharia compliance indicators so that there are six indicators. Borrowing the term Wahab et al. these six indicators are referred to as Islamic service performance, namely tangible evidence, reliability, responsiveness, assurance, empathy and sharia compliance.

With this background, the Importance Performance Analysis (IPA) research is expected to provide a deeper understanding of the extent to which LP3H is able to meet the expectations and needs of stakeholders, as well as offer recommendations for continuous performance improvement. This research also has the potential to provide important contributions in understanding the dynamics of the halal industry in the context of the Islamic Economic Community.

2. Literature Review

Halal Product Process Companion (PPH)

Halal Product Process Companion (PPH) is an individual who is tasked with assisting and assisting MSME actors in the process of submitting halal certificates. This PPH assistance activity aims to assist Micro and Small Business Actors in fulfilling various requirements related to the halal statement of their products. With this assistance, Business Actors can apply for halal certification independently or self-declare without experiencing difficulties.

In Kepkaban Number 122 of 2022 concerning Technical Instructions for Free Halal Certificate Facilitation for Micro and Small Business Actors, it is explained that the Halal Product Process (PPH) assistant has the following duties and functions:

1. Carrying out data curation of business actors before submitting a halal certification application
2. Carrying out verification and validation of product halal statements by business actors
3. Checking the conformity of the SJPH manual made by MSME actors
4. Assisting MSME actors in fulfilling legal requirements in submitting halal certification if required by business actors, such as NIB, PIRT and/or distribution permits and other legal documents
5. Providing recommendations to BPJPH on product halal statements that have met product halal standards.

Service Performance

Performance is a work result or level of success achieved by workers in their field of work which can be directly reflected from the output produced, both in terms of quantity and quality, according to the criteria applied to the job. Which can be measured through 1) Technical ability; 2) Conceptual ability; 3) Responsibility; 4) Initiative; and 5) Interpersonal relationship ability [13].

Meanwhile, according to [14] performance indicators include:

1. Level of neatness of work, namely being able to do work neatly. This will have a good influence on employees who complete it.
2. Punctuality in completing work, namely being able to complete work according to the time given and will add more value to the employee.
3. Quality of work, namely being able to be responsible for their work with good quality.
4. Quantity of work, namely being able to complete work according to the specified target.
5. Work knowledge, namely being able to analyze and understand the work given well.

According to Parasuraman, Zeithaml, and Berry in Lovelock, et al., service performance indicators are divided into five, namely tangible evidence, reliability, responsiveness, assurance, and empathy [15]. Meanwhile, in the study [12] added one indicator, namely sharia compliance.

Based on the above, in this study the service performance for P3H MES is by adding sharia compliance indicators to become six indicators. Thus, in this study the author took 6 indicators of Islamic service performance, as follows:

- a. Reliability, namely the ability to provide services as promised quickly, accurately, and satisfactorily is very important. Performance must meet the expectations of MSMEs, which includes employee reliability in conveying service information with honesty and politeness, as well as in providing good and polite service to MSMEs.
- b. Responsiveness, namely the ability of employees to help MSMEs and provide services quickly and responsively is very important. This includes the ability of employees to provide clear and detailed information to MSMEs, provide services immediately, and always be ready with enthusiasm to help MSMEs.
- c. Assurance, namely the ability, politeness, and trustworthiness of staff or employees are very important, free from danger, risk, and doubt. This includes a sense of security given to MSMEs, the company's ability to protect the confidentiality of MSME data, employee social skills, and employee knowledge in answering every question from MSMEs.
- d. Empathy, which is giving sincere and personal attention to customers by trying to understand the needs of MSMEs is very important. This includes employee attention to MSMEs, employee concern and friendliness, patience and humility, and providing solutions to every problem faced by MSMEs.

- e. Tangibles, which is the company's ability to show its existence to outsiders can be seen from its appearance and physical facilities. Real evidence of service quality includes the provision of a comfortable waiting room, modern equipment and supplies, and employees who are neatly dressed and wear uniforms. In the context of Islamic banking, the dimensions of service quality consist of five interrelated characteristics.
- f. Sharia Compliance, which is the application of Islamic principles, sharia and its traditions in financial transactions and other related businesses [16]. Meanwhile, according to Sutedi, the operational meaning of sharia compliance is compliance with the Fatwa of the National Sharia Council (DSN) because the DSN Fatwa is a manifestation of sharia principles and rules that must be obeyed [17].

Importance Performance Analysis Method

The Importance Performance Analysis technique was first proposed by Martilla and James, which was also introduced by Magal and Levenburg. In this technique, respondents are asked to rate the level of importance of various relevant attributes and the level of company performance (perceived performance) on each of these attributes. Then the average value of the level of importance of the attributes and company performance will be analyzed in Importance Performance [18].

Importance Performance Analysis (IPA) can also be interpreted as a tool to help analyze or is used to compare the extent to which performance/service can be felt by consumers compared to the desired level of satisfaction. The level of conformity is the result of a comparison between the performance score of the implementation and the importance score, so that this level of conformity will determine the priority scale that will be used in handling factors that influence consumer satisfaction [19].

IPA combines the measurement of performance level factors which are then described in a two-dimensional diagram, namely the importance performance diagram to obtain practical suggestions and facilitate data explanation. At the performance level, measurement is carried out by measuring the level of customer satisfaction with the service that has been felt. Measuring customer satisfaction according to Kotler and Keller in knowing whether customers are satisfied or not can be done through this method [7].

Importance Performance Analysis is depicted through a Cartesian diagram, which is a graph divided into four quadrants by two perpendicular lines at the point (X, Y). Here, X represents the average score of perceived service performance assessment, while Y represents the average score of importance or expectation assessment that affects customer satisfaction. This diagram is used to determine the position of each attribute or measure of service quality based on its level of importance. This diagram is divided into four quadrants: Quadrant I (Top Priority), Quadrant II (Maintain Achievement), Quadrant III (Low Priority), and Quadrant IV (Excessive). The Cartesian diagram of Importance Performance Analysis (IPA) can be seen in the following image:

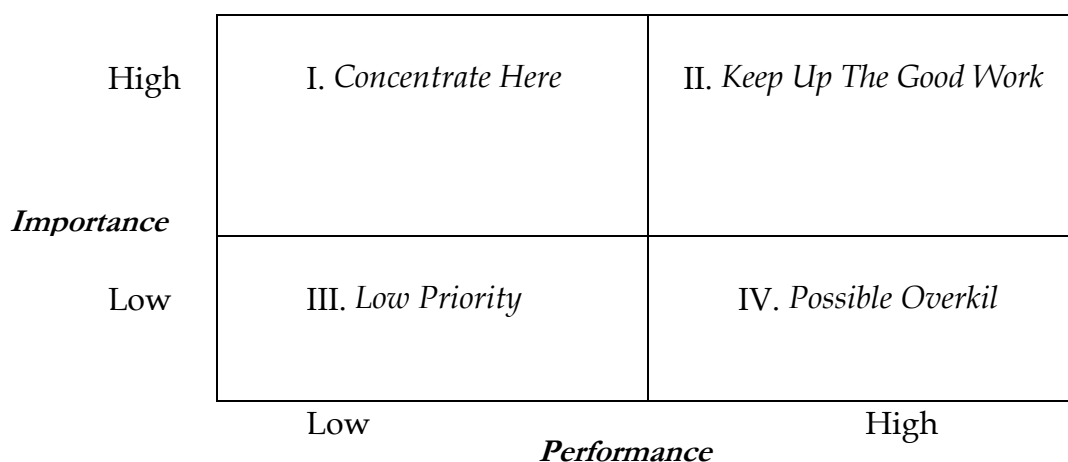


Figure 1. Importance Performance Analysis

Source: John A. Martilla and John C. James, Importance Performance Analysis, Journal of Marketing, 1977.

Furthermore, Lupiyoadi and Bramulya provide information on the division of the Cartesian diagram of Importance Performance analysis below:

- a. Quadrant I (Concentrate These)
This is an area that contains factors that are considered important by customers, but in reality these factors are not yet in accordance with what customers expect (the level of satisfaction obtained is still low). The variables that enter this quadrant must be improved. The method is for the organization to make continuous improvements so that the performance of the variables in this quadrant will increase.
- b. Quadrant II (Keep Up The Good Work)
This is an area that contains factors that are considered important by customers and factors that are considered by customers to be in accordance with what they feel so that their level of satisfaction is relatively higher. The variables that enter this quadrant must be maintained because all of these variables make the product/service superior in the eyes of customers.
- c. Quadrant III (Low Priority)
This is an area that contains factors that are considered less important and in fact their performance is not very special. Increasing the variables included in this quadrant can be reconsidered because their influence on the benefits felt by customers is very small.
- d. Quadrant IV (Possible Overkill)
This is the area that contains factors that are considered less important by customers and are felt to be excessive. The variables included in this quadrant can be reduced so that the company can save costs.

3. Research Method

In this section, you need to describe the proposed method step by step. Explanations accompanied by equations and flow diagrams as illustrations will make it easier for readers to understand your research.

This type of research is field research by going directly to the field to obtain the necessary data. This study uses a quantitative descriptive approach, namely emphasizing the explanation of the analysis of the assessment and expectations of MSME actors regarding the performance of the P3H MES services provided [20]. This study uses Micro, Small and Medium Enterprises (MSMEs) who have received halal certification assistance by the Halal Product Process Assistant (P3H) of the Islamic Economic Community (MES) in South Kalimantan as the object of research.

The operational definition of the variables used in this study is as follows:

- a. Importance
This variable describes the expectations of MSMEs regarding service performance factors that are considered important and are expected to be service performance priorities that must be possessed by P3H MES.

- b. Performance
This variable is to measure the assessment of MSMEs on the performance of P3H MES services.

- c. Servqual Dimension

The concept used to measure the level of importance and performance of P3H MES services is seen from six dimensions of servqual, namely tangible (physical evidence), reliability, responsiveness, assurance, empathy and sharia compliance. The scores obtained from the performance and importance variables are compared to see the level of suitability of service performance. The sampling technique in this study used a non-probability technique, namely the incidental sampling technique, namely a sampling determination technique based on coincidence, namely anyone who accidentally meets the researcher can be used as a sample, if the person who was met by chance is considered suitable as a data source [21].

The number of samples taken in this study used the Lemeshow formula, this is because the population size is unknown or infinite [22]. The following is the Lemeshow formula, namely:

$$n = \frac{z^2_{1-\alpha/2} P(1-P)}{d^2}$$

Information :

n = Number of samples

$z = z \text{ score on trust } 95 \% = 1,96$

$p = \text{maximum estimate} = 0,5$

$d = \text{alpha } (0,10) \text{ or sampling error} = 10 \%$

Using the formula above, the number of samples to be taken is:

$$n = \frac{z^2_{1-\alpha/2} P(1-P)}{d^2}$$

$$n = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = 96,04 = 96$$

So if based on the formula then the n obtained is $96.04 = 96$ people so that in this study at least the author must take data from a sample of at least 96 people.

Data testing using quadrant analysis or Importance Performance Analysis (IPA) to test whether there is a gap between Expectations and assessments in the variables analyzed. The test is carried out by differentiating the mean value between expectations and perceptions and the difference occurs in the same sample group (same customers, filling out the same questionnaire).

If the perception of MSME actors is in accordance with or exceeds the expected standard, it means there is no gap. Conversely, if the perception of MSME actors is smaller than the expected standard, it means there is a gap.

In this IPA technique, respondents are asked to assess the level of importance of service performance attributes and the level of performance on each MSME service performance attribute. IPA analysis is carried out using SPSS 25.0 which provides scatter/dot graph analysis facilities, the results of which are in the form of a Cartesian diagram image. A Cartesian diagram is a square shape divided into four parts with two lines that intersect perpendicularly at points (X and Y), and X is the average of the performance assessment level scores while Y is the average of the importance level scores. The purpose of this IPA analysis is to identify the service performance importance attributes in quadrants A, B, C, or D in the Cartesian diagram.

4. Results and Discussion

Descriptive Analysis of Respondents

Descriptive Analysis is used to provide an overview of the respondents in this study. Based on the answers given by 96 respondents who are Micro, Small and Medium Enterprises (MSMEs) who have received halal certification assistance from the Halal Product Process Assistant (P3H) of the Islamic Economic Community (MES) in South Kalimantan through a questionnaire that has been distributed consisting of various characteristics, a descriptive analysis of the respondents was carried out. The following presents the respondent data that has been collected based on the characteristics of the respondents as follows:

a. Based on Gender

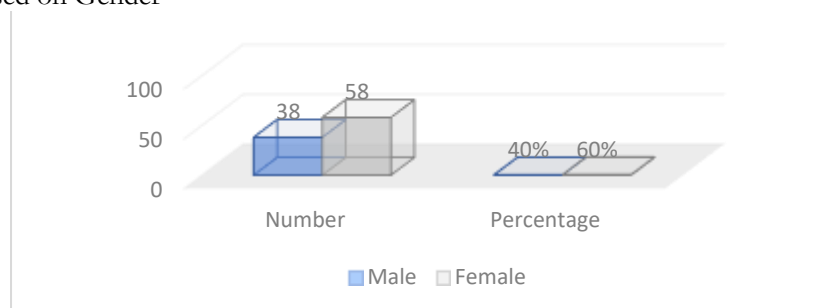
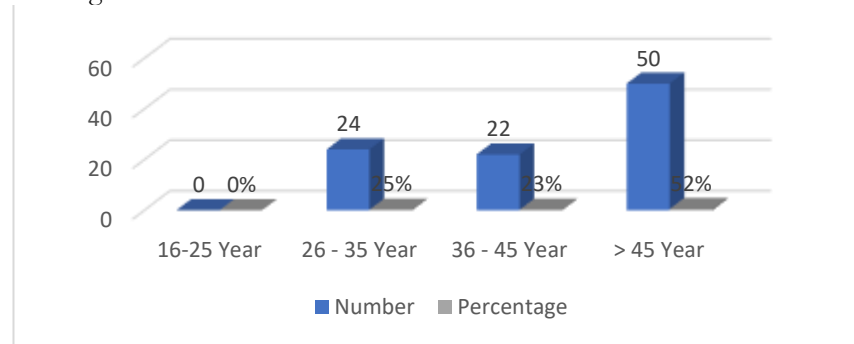


Figure 2. Respondent Data Based on Gender

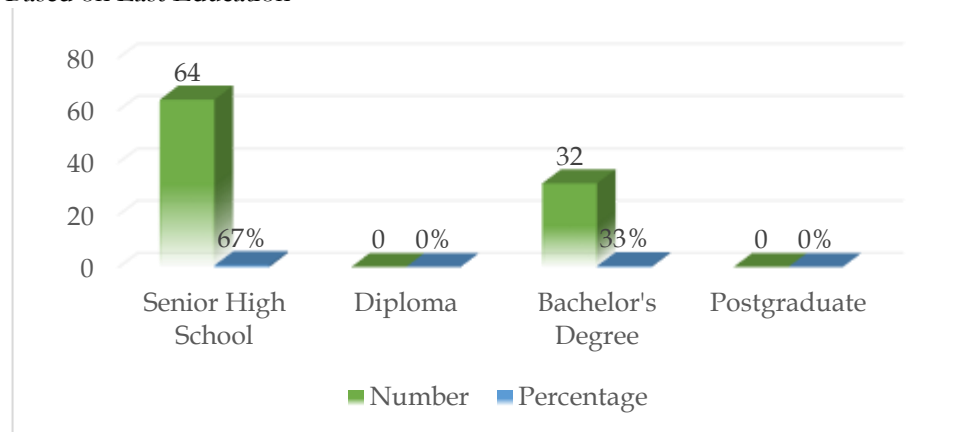
In Figure 2, based on the gender of the 96 respondents who were the research sample, it can be seen that the respondents in this study were predominantly female, namely 58 people (60%), while the respondents were male, namely 38 people (40%).

b. Based on Age

**Figure 3.** Respondent Data Based on Age

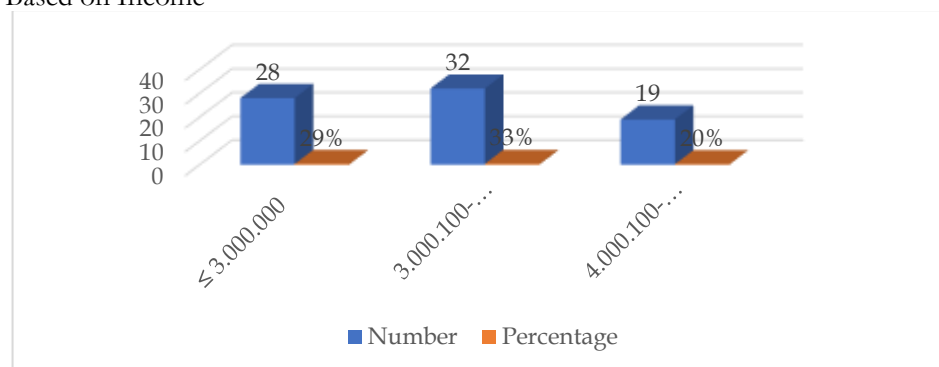
In Figure 3, based on the age of the 96 respondents who were the research sample, it can be seen that the respondents in this study were predominantly over 45 years old, namely 50 people (52%), while the second largest were 26-35 years old, namely 24 people (25%). Next, followed by the third order aged 36-45 years, namely 22 people (23%) and finally aged 16-25 years were not included in this study.

c. Based on Last Education

**Figure 4.** Respondent Data Based on Last Education

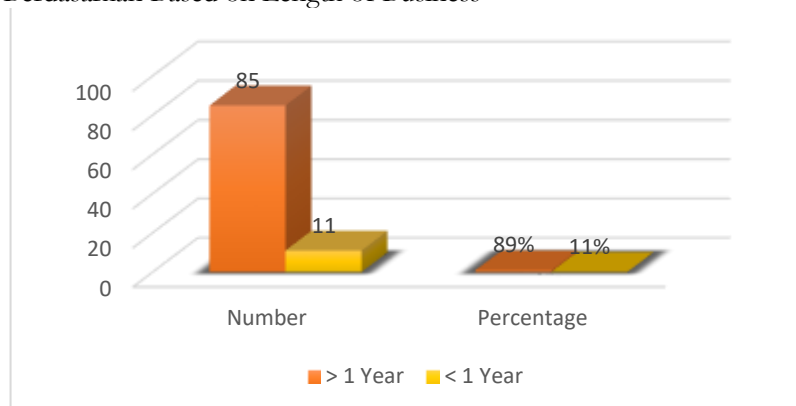
In Figure 4, based on the last education of the 96 respondents who were the research sample, it can be seen that the respondents in this study were more dominant in having a last education of high school, namely 64 people (67%), while the second largest had a last education of bachelor's degree, namely 32 people (33%). Then those who had junior high school/high school education were 8 people (8%) and diploma and postgraduate education were not found in this study.

d. Based on Income

**Figure 5.** Respondent Data Based on Income

In Figure 5, based on the income of 96 respondents who were the research sample, it can be seen that the respondents in this study were more dominant in having an income of 3,000,100-4,000,000, which was 32 people (33%), while the second largest income was ≤ 3,000,000, which was 28 people (29%). Furthermore, those with an income of 4,000,100-5,000,000 were 19 people (20%) and income ≥ 5,000,100 were 17 people (18%).

e. Berdasarkan Based on Length of Business

**Figure 6.** Respondent Data Based on Length of Business

In Figure 6, based on the length of business of the 96 respondents who were the research sample, it can be seen that the respondents in this study were more dominant in having a business running for > 1 year, namely 85 people (89%), while the second largest number had a business running for > 1 year, namely 11 people (11%).

Validity and Reliability Test

In a study, data has a very important position. This is because data is a depiction of the variables studied and functions as a tool for proving hypotheses. The validity or otherwise of the data greatly determines the quality or otherwise of the data. This depends on the instrument used, namely fulfilling the principles of validity and reliability.

a. Validity Test

Validity testing is carried out to determine whether a questionnaire is valid for each of these variables. The validity tests that have been carried out in this study are shown in the following table:

Table 1 Results of Validity Test of Variable Items on Importance

No	Variable	Indicator	r count	r table	Description
1	Reliability	Reliability_1	0,925	201	Valid
2		Reliability_2	0,769	201	Valid
3		Reliability_3	0,755	201	Valid
4	Responsive	Responsive_1	0,789	201	Valid
5		Responsive_2	0,856	201	Valid
6		Responsive_3	0,829	201	Valid
7	Assurance	Assurance_1	0,781	201	Valid
8		Assurance_2	0,533	201	Valid
9		Assurance_3	0,789	201	Valid
10	Empathy	Empathy_1	0,679	201	Valid
11		Empathy_2	0,861	201	Valid
12		Empathy_3	0,662	201	Valid
13	Tangibel	Tangibel_1	0,768	201	Valid
14		Tangibel_2	0,748	201	Valid
15	Compliance	Compliance_1	0,750	201	Valid
16		Compliance_2	0,730	201	Valid

Source: Processed Primary Data, 2024.

From the results of the validity test in the table above, the questionnaire containing 6 variables, there are 16 questionnaires that have been filled out by 96 respondents in this study. One way to find out which questionnaires are valid and invalid, we must first find the r table. The formula for the r table is $df = N - 2$ so $96 - 2 = 94$, so r table = 0.201. From the results of the validity calculation in the table above, it can be seen that r count > r table there are 16

questionnaires that are declared valid. All questionnaires are declared valid because r count is more than r table, which is 0.201.

Table 2. Results of Validity Test of Variable Items on Performance

No	Variable	Indicator	r count	r table	Description
1	Reliability	Reliability_1	0,784	201	Valid
2		Reliability_2	0,808	201	Valid
3		Reliability_3	0,913	201	Valid
4	Responsive	Responsive_1	0,931	201	Valid
5		Responsive_2	0,888	201	Valid
6		Responsive_3	0,853	201	Valid
7	Assurance	Assurance_1	0,889	201	Valid
8		Assurance_2	0,940	201	Valid
9		Assurance_3	0,871	201	Valid
10	Empathy	Empathy_1	0,982	201	Valid
11		Empathy_2	0,964	201	Valid
12		Empathy_3	0,946	201	Valid
13	Tangibel	Tangibel_1	0,959	201	Valid
14		Tangibel_2	0,938	201	Valid
15	Compliance	Compliance_1	0,956	201	Valid
16		Compliance_2	0,928	201	Valid

Source: Processed Primary Data, 2024.

From the results of the validity test in the table above, the questionnaire containing 6 variables, there are 16 questionnaires that have been filled out by 96 respondents in this study. One way to find out which questionnaires are valid and invalid, we must first find the r table. The formula for the r table is $df = N-2$ so $96-2 = 94$, so r table = 0.201. From the results of the validity calculation in the table above, it can be seen that r count $>$ r table there are 16 questionnaires that are declared valid. All questionnaires are declared valid because r count is more than r table, which is 0.201.

b. Reliability Test

This study must conduct a reliability test to measure the consistency or not of the questionnaire in the study used to measure the variables of Reliability, Responsive, Assurance, Empathy, Tangible, and Compliance as indicators of Importance Performance Analysis. Before conducting a reliability test, there must be a basis for decision making, namely an alpha of 0.60. Variables that are considered reliable, if the value of the variable is greater than > 0.60 if it is smaller then the variable being studied cannot be said to be reliable because it is < 0.60 . The results of the reliability test on the variables of Reliability, Responsive, Assurance, Empathy, Tangible, and Compliance can be seen that the Cronbach's alpha on this variable is higher than the basic value, namely > 0.60 . These results prove that all statements in the questionnaire variables are stated to be reliable.

Analysis of Importance Level and Performance Level

Analysis of importance and performance can be done by comparing the average value of each. If the average value of the performance level is in accordance with or exceeds the average value of the level of importance, it means there is no gap because the value is positive. Conversely, the average value of performance is smaller than the average value of the level of importance, it means there is a gap because the value is negative.

Based on the tabulation results of the data, the average value of each performance and importance was obtained as follows:

Tabel 3. Average Performance and Importance Per Item

No	Attribute Name	Importance	Performance	Gap
1.	The ability of the assistant to provide services according to the promise	4,72	4,50	-0,22
2.	Provide services according to the promised time	4,64	4,49	-0,15
3.	Keep records/documents of micro, small and medium enterprises without errors	4,71	4,49	-0,22
4.	Inform micro, small and medium enterprises about the certainty of service time	4,71	4,42	-0,29
5.	Fast service actions	4,83	4,53	-0,30
6.	Readiness of assistants in service	4,63	4,48	-0,15
7.	Trust in P3H MES	4,75	4,40	-0,35
8.	Employees who are consistently polite and friendly	4,71	4,48	-0,23
9.	The ability of assistants to communicate	4,46	4,39	-0,07
10.	Service to micro, small and medium enterprises with full attention regardless of social status	4,82	4,53	-0,29
11.	Assistant who understands the needs of micro, small and medium enterprises	4,92	4,53	-0,39
12.	Timeliness of service	4,79	4,47	-0,32
13.	Providing services using modern equipment	4,68	4,47	-0,21
14.	Assistant who looks neat	4,72	4,44	-0,28
15.	Assistant provides actual information on the SH submission process	4,73	4,44	-0,29
16.	Conducting direct assistance to carry out monitoring	4,71	4,36	-0,34

Source: Processed data, 2024

Based on the analysis calculations in the table above, the results of the average performance value are smaller than the average value of the expected level. This shows that there is a gap between the level of performance and the level of expectations.

The results of the IPA analysis obtained are then entered into a Cartesian diagram to determine the attributes that need to be improved and maintained.

Cartesian Diagram Analysis

To improve customer satisfaction, companies must be able to improve the performance of service attributes by improving the quality of existing services. However, improving attribute performance is not always comparable to increasing customer satisfaction. This causes wasted resources. Therefore, companies must know the attributes that must be prioritized first to be improved. So improving the performance of service attributes will be more effective and efficient by using the Cartesian diagram.

Based on the average value in the performance and importance table, a Cartesian diagram will be formed below, namely by connecting the performance value on the X axis and the importance value on the Y axis. While the average performance and importance values are used as boundaries to determine quadrants I, II, III and IV. The analysis result diagram along with its attributes can be seen in Figure 7 below.

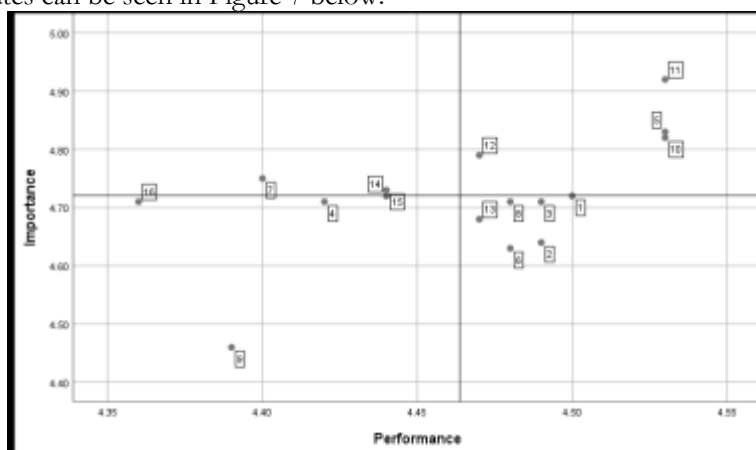


Figure 7. Cartesian Diagram

Source: Processed data, 2024.

This study uses Importance Performance Analysis (IPA) to analyze the performance of Halal Product Process Assistance (P3H) services of the Islamic Economic Community in South Kalimantan. IPA is a useful tool in evaluating service attributes based on two main dimensions: level of importance and performance according to customer perceptions [23]. By mapping these attributes into four quadrants, IPA helps identify areas that need improvement and areas that need to be maintained to increase customer satisfaction.

a. Quadrant I (Top Priorities for Improvement)

Quadrant I includes attributes that are very important to customers, but their performance is still below expectations. According to research [24], attributes in this quadrant should be a top priority for improvement because they greatly affect the level of customer satisfaction and loyalty. The three attributes included in this quadrant are:

1. Trust in P3H MES (7):
Trust is a key factor in service interactions, especially in the context of halal certification which relies heavily on customer trust in the authority that provides the certification. According to [25], increasing customer trust is essential to maintaining business sustainability in compliance-sensitive services such as halal certification.
2. Companion's neat appearance (14):
A neat companion appearance reflects professionalism and influences customer perception of service quality. As an element of the tangible dimension of service quality, staff appearance can have a direct impact on customer experience [26].
3. Accuracy of information in the Halal Certificate application process (15):
Accurate information is very important in the halal certification process, because inaccuracy can cause confusion and distrust. According to [27], the reliability of information is a key element in building customer trust and satisfaction in halal services.

b. Quadrant II (Attributes to Maintain)

Quadrant II contains attributes that are considered very important and whose performance satisfies customers. This is the main strength that must be maintained by P3H MES. The attributes in this quadrant indicate that the organization has succeeded in meeting customer expectations in critical areas and must continue to be maintained to maintain competitive advantage. In a study by [28], attributes related to reliability and attention to customers were found to be the main drivers of customer satisfaction. The attributes in this quadrant include:

1. The ability of the assistant to provide services according to promises (1):
Fulfilling promises is the essence of service reliability. According to [29], reliability is a key dimension in building customer loyalty, especially in the context of complex services such as halal certification.
2. Fast service action (5):
Speed in service is one of the factors that is highly valued by customers, especially in a fast-paced business environment. This is in line with the findings of [30] which states that speed and efficiency of service can significantly increase customer satisfaction.
3. Service to MSMEs with full attention regardless of social status (10):
Treating all customers with equal attention is an important value in Islamic service. Tegambwage & Kasoga (2023) showed that fair and non-discriminatory attitudes are important elements in maintaining customer loyalty in the service sector.
4. A companion who understands the needs of MSMEs (11):
A good understanding of customer needs allows service providers to provide more targeted solutions. According to research by [26], in-depth knowledge of customer needs is key to creating added value in services.
5. Timeliness of service (12):
Punctuality is an important indicator of service reliability. Haris (2023) emphasized that punctuality is one of the main dimensions that customers use to assess overall service quality.

c. Quadrant III (Attributes with Low Importance and Low Performance)

Attributes in this quadrant indicate that despite their unsatisfactory performance, customers do not consider these attributes to be very important. However, it is still important for management to evaluate these attributes because they still affect customer satisfaction levels. As stated by [33], attributes that are not considered important by customers should not be a top priority, but still need to be considered so as not to cause dissatisfaction

1. Informing micro, small and medium enterprises about the certainty of service times (4):
Although information about service times is important, customers may not pay much attention to this as long as they receive satisfactory service [24].
2. Companion's ability to communicate (9):
Communication skills are an important aspect of service, but in this context may not be considered a crucial attribute by customers [25].
3. Conduct direct assistance for monitoring (16):
Direct monitoring is important for quality, but may not be considered very important by SMEs if other aspects of the service are adequate [28].

d. Quadrant IV (Attributes with Low Importance, But Overperformance)

Attributes in this quadrant indicate that although not considered important by customers, performance in this area is excessive. In resource management, it is important to balance efforts so that truly important attributes receive greater attention [34]. Some attributes in this quadrant, such as the use of modern equipment (13) and consistency of politeness (8), may need to be allocated resources to more critical attributes.

1. Provide services according to the promised time (2):
Delivering on time as promised is important, but if it is given too much priority without considering other factors, it can reduce efficiency in other areas [30].
2. Keep records/documents of micro, small and medium enterprises without errors (3):
Accuracy in document storage is important, but customers may not consider this a top priority as long as other services are satisfactory. [33].
3. Readiness of companions in assisting micro, small and medium enterprises (6):
While readiness is important, excessive attention to this attribute can reduce focus on more critical attributes [35].

By utilizing this analysis, P3H MES management can focus more on improving attributes in Quadrant I, maintaining quality in Quadrant II, and reallocating resources from Quadrant IV to more critical attributes in Quadrants I and II. This will help ensure that overall service quality is improved and customer satisfaction and loyalty are maintained.

5. Conclusions

The conclusion of this study shows a gap between the performance of the Halal Product Process Assistant (P3H) service of the Islamic Economic Community (MES) in South Kalimantan and customer expectations. Overall, the average performance value is lower than the average value of the level of expectations, which indicates that the service provided has not fully met customer expectations. In Quadrant I, which has the characteristics of low performance but high importance, there are three variables that are the main priorities to be improved: trust in P3H MES, the neat appearance of the assistant, and the accuracy of the information provided during the Halal Certificate application process. These three aspects are very important to customers but have not yet reached the expected standard. Quadrant II, which shows high performance and importance, includes five variables that have met customer expectations. These variables include the ability of the assistant to fulfill service promises, speed of service, equal attention to all MSMEs regardless of social status, the assistant's understanding of MSME needs, and the timeliness of service. These aspects are the main strengths that must be maintained. In Quadrant III, which has low performance and importance, there are three variables that are not a priority for improvement. These include providing information about the certainty of service time, the communication skills of the assistant, and direct assistance for monitoring. Because they are not considered important by customers, these aspects do not require further attention. Finally, Quadrant IV shows variables with high performance but low importance. There are five variables that are considered excessive by customers, including punctuality according to promises, accuracy in storing documents, readiness of assistants to help MSMEs, consistency of polite and friendly attitudes, and use of modern equipment. Attention to these variables can be diverted to improving more important aspects in Quadrant I. Overall, the results of this study provide clear guidance on areas that require priority improvement and areas that need to be maintained to improve the quality of P3H MES services in South Kalimantan.

Based on the research results, it is recommended that the Halal Product Process Assistants (P3H) of the Islamic Economic Community (MES) in South Kalimantan focus more on improving the quality of service in the most critical areas. The main priority should be given to increasing the trust of MSMEs in P3H MES, ensuring that assistants always appear neat, and providing accurate information during the Halal Certificate application process. Improvements in these aspects will help meet MSME expectations and increase trust in the services provided.

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