

## Customer satisfaction rate of the quality halal certification services in Yogyakarta

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**Abstract.** One of the efforts in meeting the basic needs and rights of every citizen of goods, services, and administrative services that was provided public services by the state. One of the public services in the field of halal was carried out by the Food, Medicine and Cosmetics Institute of the Indonesian Ulema Council Special Region of Yogyakarta. This institute is an institution formed by Ulema Council and was tasked with auditing companies that want Halal certificates from Ulema Council. In this regard, a study of the level of customer satisfaction with the process of issuing halal certificates from this institution of halal certification Yogyakarta Special Region needs to be done. This study aims to determine the level of customer satisfaction with the process of issuing halal certificates. This study used a survey method, while the method of taking respondents by purposive random sampling. Respondents were customers who submitted halal certification in Food, Medicine and Cosmetics Institute of the Indonesian Ulema Council Special Region of Yogyakarta, totaling 272 respondents. Based on the results of the analysis and interpretation of the calculation results of this institution services for Yogyakarta and 2016 and 2017, it could be concluded that the performance of this institution in 2017 is better compared to 2016. It was based on the value of Community Satisfaction Index (CSI) to the service in 2016 it was 77.2 with service quality B and good performance, while in 2017 the value of the CSI services was 96.31 with service quality A and excellent performance. One of the improvements in the quality of services was supported by the existence of halal auditor's advancing training annually. Evaluation of overall service criteria, the greatest value is in the category of auditor having honest nature, while the smallest value of service criteria was in the category of speed and accuracy of work of Food, Medicine and Cosmetics Institute of Yogyakarta officers.

### 1. Introduction

The delivery of public services is the effort of the state in meeting the basic needs and rights of the people of each country, services and administrative services provided by the public service providers. The 1945 constitution has mandated the state to meet the basic needs of each state for the sake of welfare, thus improving the government system which is determined by the poor administration of public administration (Ministry of Communication and Information of the Republic of Indonesia, 2018). One of the public

service providers is the Institute for Food, Medicine and Cosmetics Institute of the Indonesian Ulema Council Special Region of Yogyakarta.

Institute for Food, Medicine and Cosmetics Study of the Indonesian Ulema Council Yogyakarta Special Region was first established and approved since 2001. Institute for Food, Medicine and Cosmetics of the Indonesian Ulema Council is an institution formed by Indonesian Ulema Council and audits companies that want halal certificates from Indonesian Ulema Council. The vision of this institution is to become a trustworthy halal certification body for food products, medicines, and cosmetics in order to support the communication and peace of society in consuming and using food products, medicines, and cosmetics. One of the missions of this institution is to provide halal certification to companies that promote (Food, Medicine and Cosmetics Institute of the Indonesian Ulema Council Special Region of Yogyakarta, 2019).

In carrying out this mission, Institute for Food, Medicine and Cosmetics Study of the Indonesian Ulema Council of Yogyakarta needs to improve the quality of its services to companies or customers who apply for halal certification. Decree of the Minister of Administrative Reform (2004) states that one of the efforts to improve the quality of public services, we need a tool to measure the service index. Customer satisfaction can be defined as the customer's response to the evaluation of perceived discrepancies between previous expectations (Kaihatu et al., 2015). The results of the community satisfaction index data are expected to be a material consideration for services that need improvement and become a driving force to improve the quality of their services. Therefore, a study on customer satisfaction with the certificate certification process from Institute for Food, Medicine and Cosmetics Study of the Indonesian Ulema Council Yogyakarta Special Region needs to be done.

The purpose of this study was to determine the level of customer satisfaction with the process of issuing Halal Certificates from Institute for Food, Medicine and Cosmetics Study of the Indonesian Ulema Council of Yogyakarta. The benefit of this research is that it can be taken into consideration by this institution in determining attitudes and services to customers.

## 2. Materials and methods

The material in this study were entrepreneurs who registered halal certificates at Food, Medicine and Cosmetics Institute of the Indonesian Ulema Council Special Region of Yogyakarta in 2016 and 2017. The method used is a survey, while the method of taking respondents by purposive random sampling. Respondents in this study were customers who submitted Halal certificates in 2016 and 2017. Total respondents is 272 customers were divided into two: 110 customers in 2016 and 162 customers in 2017. Data collection method used is a survey method with a questionnaire. The survey method was conducted by giving questionnaires to respondents.

Data analysis the level of customer satisfaction with the Food, Medicine and Cosmetics Institute of the Indonesian Ulema Council Special Region of Yogyakarta service in Yogyakarta is measured using the formula of the Community Satisfaction Index. The scale of the instrument was assessed using a scale of 1 to 4 which was converted to a scale of 100 which can be seen in Table 1.

**Table 1.** Interpretation of Community Satisfaction Index

Perception value	CSI Interval Value	Conversion Value of CSI	Quality of Service	Performance Service Unit
1	1,00 - 1,75	25 – 43,75	D	Bad
2	1,76 - 2,50	43,76 – 62,50	C	Enough
3	2,51 - 3,25	62,51 – 81,25	B	Good
4	3,26 - 4,00	81,26-100,00	A	Very good

### 3. Results and discussion

Based on the results of research conducted on the satisfaction of Food, Medicine and Cosmetics Institute of the Indonesian Ulema Council Special Region of Yogyakarta customers in the Special Region of Yogyakarta to the quality of service for submitting halal certificates based on the community satisfaction index, the results of the community satisfaction index are obtained per criteria. The value of the community satisfaction index of the service indicator shows the community's evaluation of the service criteria. The results of the study can be seen in Table 2.

**Table 2.** Community Satisfaction Index Results

No	Service criteria	CSI Value		CSI Conversion Value		Quality of service	
		2016	2017	2016	2017	2016	2017
1	Clarity of form information	3	3,84	75	96,00	B	A
2	Hospitality institution	2,96	3,86	74	96,50	B	A
3	Auditor appearance when auditing	2,7	3,86	67,5	96,50	B	A
4	Auditors can be trusted	3,06	3,88	76,5	97,00	B	A
5	Honest auditors	3,14	3,92	78,5	98,00	B	A
6	The auditors are professional	3,08	3,90	77	97,50	B	A
7	The auditor gave good advice	3	3,85	75	96,25	B	A
8	Speed and accuracy institution	2,67	3,71	66,75	92,75	B	A
	Avarage	2,95	3,85	73,78	96,31	B	A

In general, the quality of service in 2016 is included in both categories. This is supported by the attitude of the Food, Medicine and Cosmetics Institute of the Indonesian Ulema Council Special Region of Yogyakarta employees to be friendly in providing servants to customers. There are two types of services needed by humans, namely physical services that are personal as human beings and administrative services provided by others as members of organizations, both mass organizations or the state (Tangkilisan, 2005). Services to customers in the form of explanations regarding filling out forms are also clear so that customers can understand the halal guarantee system form provided by Food, Medicine and Cosmetics Study of the Indonesian Ulema Council Special Region of Yogyakarta, in addition to that, the speed and accuracy in carrying out the service for halal certificate submission are also factors that influence customer satisfaction.

The auditor's appearance when auditing data is good, can be trusted. The customer fully believes in the auditor. This is supported by the assumption of customers that are honest, professional auditors, giving good advice to customers. Customer satisfied with the performance of halal auditors. A good auditor's appearance according to customers influences the level of customer's satisfaction with the performance and services of auditors to customers who apply for halal certification.

The same thing was felt by customers in the halal certification process in 2017. Customers were very satisfied with the services provided and the excellent service performance. Quality service will play a role in shaping customer satisfaction, where the more quality of service provided by the company, the higher customer perceived satisfaction and also provide benefits for the company (Panjaitan, 2016). This is also shown by the many responses of satisfaction by customers.

Employee services have excellent quality in terms of friendliness to customers both at the initial registration and until the halal certification process. Employees always try to provide a complete explanation of the form so that customers receive and understand by filling in the halal guarantee system form. This is in accordance with the opinion (Putro, *et al*, 2014) where the quality of service can be known

