

Analysis Of The Difference In Broiler Chicken Sales Volume Before And After Halal Certification (Case Study of Alhijrah Chicken Slaughterhouse in Kendari)

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Abstract

This study aims to analyze the difference in the volume of broiler chicken sales before and after halal certification at the Alhijrah Kendari Chicken Slaughterhouse (RPA). Halal certification is a crucial factor that influences consumer trust and purchasing decisions, especially in a predominantly Muslim community. The research employs a quantitative approach using paired t-test analysis to compare the sales data of broiler chickens before and after certification was obtained. The findings indicate a significant increase in the sales volume of broiler chickens following the halal certification, with a notable surge of 2-3 times during major religious holidays, such as Eid. This increase highlights the positive impact of halal certification on consumer behavior, as it assures them of the product's quality and compliance with religious standards. The results of this study provide valuable insights for business owners and stakeholders in the poultry industry, emphasizing the potential benefits of obtaining halal certification to boost sales and consumer trust in the market.

Keywords: Halal certification, broiler chicken sales, RPA Alhijrah, paired t-test, agribusiness

INTRODUCTION

The food industry is one of the most important sectors in the national economy, as it plays a role in meeting the basic needs of the community for healthy, nutritious, and safe food.



This sector encompasses activities ranging from production and processing to distribution of food ingredients, with the primary goal of providing high-quality food products to consumers. In Indonesia, the food industry continues to grow in line with population growth and increasing public awareness of the importance of consuming healthy food that complies with halal principles. One subsector that contributes significantly to the supply of animal protein is the broiler chicken farming industry.

Broiler chickens have become a leading commodity due to their affordable price, ease of processing, and stable market demand. However, amid this increase in demand, businesses are also faced with new challenges, such as demands for quality standards and product halal certification. Halal certification has now become an important aspect that is not only related to religious obligations, but also to consumer trust and preferences, especially in countries with a Muslim majority such as Indonesia.

Based on data from the Kendari City Central Statistics Agency (BPS) in 2024, the population of Kendari City reached around 400,000, with around 90% of them being Muslim. This condition shows that halal aspects are a major factor in people's purchasing decisions. Products with halal certification have added value because they are considered safer and more in line with Islamic principles. Therefore, broiler chicken producers who want to expand their market in Kendari City must ensure that their products meet halal standards in order to be accepted by consumers.

Halal certification is carried out by authorized institutions, such as the Indonesian Ulema Council (MUI) through the Halal Product Guarantee Agency (BPJPH), with the aim of ensuring that all food production processes comply with Islamic principles. This certification process covers the selection of raw materials, slaughtering methods, processing, and distribution. According to Hudrasyah and Nurcahyo (2017), halal certification not only increases consumer confidence but also serves as an effective marketing strategy to strengthen the position of products in the domestic market.

One example of the application of halal certification in the broiler chicken industry can be seen at the Alhijrah Chicken Slaughterhouse (RPA) located in Baruga District, Kendari City. This RPA has been certified halal by the Indonesian Ulema Council (MUI) since 2023 and has JULEHA-certified slaughterers. Before obtaining halal certification, RPA Alhijrah's sales volume ranged from 320 to 350 chickens per day, or around 576–630 kg/day, with total annual sales of around 200,000 kg in 2021. However, after obtaining halal certification, sales increased significantly to 650–700 heads per day (approximately 1,170– 1,260 kg/day), or nearly 400,000 kg per year. This increase indicates a rise in consumer confidence, especially among Islamic





educational institutions, halal restaurants, and sharia catering services.

Although the implementation of halal certification requires additional costs and stricter supervision, the benefits in terms of increased sales and consumer loyalty are considered to be worth it. These findings are in line with the research by Simanjuntak and Lubis (2023), which states that halal certification has a positive effect on the selling value and market expansion of products. Similarly, Rozan (2021) also states that the turnover of food service businesses can increase by up to 30% after obtaining halal certification.

Based on the above description, this study was conducted to analyze the difference in broiler chicken sales volume before and after halal certification, with a case study at RPA Alhijrah in Kendari City. This study is expected to provide an empirical description of the impact of halal certification on sales performance, as well as serve as a reference for other business actors in making strategic decisions related to the implementation of halal certification.

METHOD

This study was conducted at the Alhijrah Kendari Chicken Slaughterhouse (RPA), located on Brigjen Katamso Street, Kendari City, Southeast Sulawesi Province. The research location was selected purposively, considering that RPA Alhijrah is one of the chicken slaughtering businesses in Kendari City that has obtained official halal certification from the Indonesian Ulema Council (MUI) and has JULEHA-certified slaughterers.

Data collection was carried out using three main techniques, namely observation, interviews, and documentation. Observations were conducted directly at the research site to obtain factual data on chicken slaughtering, distribution, and sales activities. Interviews were used to obtain more in-depth information from key informants, while documentation was used to collect written evidence in the form of sales reports and other official documents to support the research analysis.

The data obtained was then analyzed using two approaches, namely qualitative descriptive and quantitative analysis. The qualitative descriptive approach was used to explain the reasons and considerations of RPA Alhijrah in implementing halal certification based on the results of interviews and field observations. Meanwhile, quantitative analysis was used to test the difference in broiler chicken sales volume before and after halal certification using a paired sample t-test. This analysis aimed to determine whether halal certification had a significant effect on increasing broiler chicken sales at RPA Alhijrah Kendari. The formula for the *paired sample t-test* is:



$$t_{hit} = \frac{d}{\left(\frac{sd}{\sqrt{N}}\right)}$$

The standard deviation value can be calculated using the following formula:

$$sd = \sqrt{\frac{\sum d^2 - \frac{(\sum d)^2}{n}}{n-1}}$$

Explanation:

t hit: statistical value

t-count: average value of the difference between paired observations

sd: standard deviation of the differences between paired observations

n: number of paired observations

d: difference between paired data

d: average difference

RESULTS AND DISCUSSION

The owner of RPA Alhijrah Kendari had several considerations in making the decision to obtain halal certification. Based on in-depth interviews with the owner of RPA Alhijrah Kendari, Mr. Dedem Sutopo, it was found that the main motivation for obtaining halal certification was based on a combination of spiritual encouragement, economic strategy, and managerial improvement.

Table 1. Reasons for RPA Alhijrah Kendari to Conduct Halal Certification

No	Reason	Description/Indicator
1	Spiritualism	The moral and religious responsibility of the owner to ensure the halal status of the product.
2.	Economy	Strategies to expand the market, overcome location limitations, and increase consumer confidence.
3.	Management	Efforts to improve production systems, hygiene, and adaptation to the pandemic.

Broiler Chicken Sales Volume Before and After Halal Certification

One important aspect in measuring the performance of a chicken slaughtering business is product sales volume, as this indicator reflects the level of consumer demand for the products offered. In the context of the Alhijrah Kendari Chicken Slaughterhouse (RPA), broiler chicken sales volume is the main parameter for determining the development of the business over time. Halal certification, as a form of quality assurance and consumer trust, is believed to have a significant influence on increasing sales volume, especially in markets where the majority of the population is Muslim, such as in the city of Kendari. In this case, the existence of halal certification is not only a fulfillment of sharia obligations, but also a strategic instrument in efforts to build a positive business image and expand market share.

Before obtaining halal certification, RPA Alhijrah faced a number of challenges in marketing its products widely. Consumer confidence was still limited due to the absence of official guarantees regarding sharia-compliant slaughtering processes, as well as limitations in location and marketing networks. However, after the halal certification process was successfully completed, significant changes began to be seen, both in terms of customer demand and distribution coverage. Therefore, this discussion will outline the difference in broiler chicken sales volume at RPA Alhijrah Kendari before and after obtaining halal certification. The following is the broiler chicken sales data at RPA Alhijrah Kendari before and after halal certification:

Table 2 Broiler Chicken Sales Volume Data Before and After Halal Certification at RPA Alhijrah Kendari

Month	Before Certification			After Certification		
	2021	2022	2023	2023	2024	2025
January	19,250	19,346	28,080		42,300	42,300
February	14,000	14,070	25,200		30,450	29,400
March	15,500	15,578	27,900		32,550	42,300
April	22,500	22,613	27,360		41,250	31,500
May	19,250	19,346	28,080		32,550	
June	15,000	15,075	27,000		41,250	
July	19,250	19,346	28,080		32,550	
August	15,500	15,578		32,550	32,550	
September	15,000	15,075		31,500	31,500	
October	15,500	15,578		32,550	32,550	
November	15,000	15,075		31,500	31,500	

December	15,500	15,578		40,425	32,550	
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After presenting the data in tabular form, the following graph shows broiler chicken sales during the research period.



Figure 1. Broiler Chicken Sales Graph Before and After Halal Certification at RPA Alhijrah Kendari

The graph illustrates the development of broiler chicken sales volume from January 2021 to March 2025, divided into two periods: before and after halal certification. In the period before halal certification, namely from January 2021 to July 2023, broiler chicken sales volume showed a fluctuating trend with relatively stable monthly sales figures in the range of 13,000 to 25,000 chickens. During this period, although there were several sharp increases in certain months, such as March 2021 and March 2022, these increases were temporary and were not followed by a sustained growth trend. Overall, sales volume tended to be stagnant and did not show any significant increase over time.

Entering the period after halal certification, which began in August 2023, there has been a noticeable increase in sales volume. Since then, broiler chicken sales figures have continued to increase consistently and steadily, with average sales above 30,000 heads per month. In fact, in several months, such as January , and April 2024, sales volume reached nearly 40,000 birds. Although there are still slight fluctuations from month to month, the overall trend shows a significant increase compared to the period before certification.

Thus, this graph clearly illustrates that halal certification has had a positive impact on the increase in broiler chicken sales volume, marked by a surge and more stable growth after August 2023.

To determine the difference in broiler chicken sales volume before and after halal certification at the Alhijrah Kendari Chicken Slaughterhouse (RPA), the researcher used a *Paired Sample T-Test* statistical analysis through the SPSS application.

Table 3. Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Before	15.681	24	2.557	0.52
After	34,750	24	4,560	0.93

The descriptive statistics table presents a comparison between broiler chicken sales volume before and after RPA Alhijrah obtained halal certification. One of the main indicators in this table is *the mean* or average, which is the value obtained by adding all the data and then dividing it by the number of data points. The *mean* value is used to show the median value that represents all observations. Based on the table, the average sales volume before halal certification was 15,681 units, while after certification it increased to 34,750 units. This increase shows that, in general, halal certification has a positive impact on increasing sales volume.

The amount of data or samples used in this calculation is indicated by the value N, which is 24 for each group (before and after). N or the number of samples describes the amount of data or observation periods analyzed. In this context, N = 24 means that there are 24 periods observed both before and after halal certification, and this balanced number is important in comparing the two data groups fairly.

Furthermore, the table also lists the *standard deviation* value, which is a statistical measure that shows the extent to which the data spreads or varies from its mean value. The greater the standard deviation value, the greater the variation or fluctuation in the data. In the period before certification, the standard deviation was 2.557, while after certification it increased to 4.560. This shows that even though sales increased after halal certification, the variation was also higher, which means that there were fluctuations in sales volume between periods after certification was implemented.

Finally, the table shows the standard error of the mean, which is a statistical measure that indicates how accurately the sample mean represents the true population mean. This value is calculated by dividing the standard deviation by the square root of the sample size. Before certification, the *standard error of the mean* was 0.52, while after certification it increased to 0.93. This increase indicates that the accuracy or precision of the mean estimate after

certification decreased slightly due to increased data variation. The smaller the *standard error* value, the more reliable the mean value is as a representation of the population.

Overall, this table shows that there was a significant increase in the average sales volume of broiler chickens after RPA Alhijrah obtained halal certification. However, this increase was also accompanied by an increase in sales variation and fluctuations between periods. Understanding *the mean*, *N*, *standard deviation*, and *standard error of the mean* is very important to assess not only the magnitude of the increase, but also the stability and accuracy of the data underlying these results.

Table 4 Paired Samples Correlations

Pair	N (Number of Samples)	Correlation (r)	Significance (Sig.)
Before and After	24	-0.46	0.023

Note: Sig at 95% confidence level

The table shows the results of a correlation analysis between broiler chicken sales volume before and after RPA Alhijrah obtained halal certification. In this table, the value of N is 24, indicating that the number of data pairs or samples analyzed is 24 pairs, i.e., 24 observation periods for each condition before and after. Furthermore, the correlation value (r) of -0.46 illustrates a negative and moderate relationship between sales volume before and after certification. Correlation is a statistical measure that shows the direction and strength of the relationship between two variables. The r value ranges from -1 to +1. If the value is negative, as in this case, it means that the higher the sales before certification, the lower the sales after certification, and vice versa. However, because the r value is not too close to -1, this relationship is not very strong, only moderate.

A significance value (Sig.) of 0.023 indicates that the correlation is statistically significant at a 95% confidence level (because $0.023 < 0.05$). This means that it is highly likely that the negative relationship between sales before and after certification did not occur by chance, but that there is a real relationship between the two conditions. In other words, the data shows that the change in sales volume after halal certification has a statistically significant relationship with the conditions before certification.

Table 5 Paired Sample T-Test (*Paired Samples Test*)

	Before - After
Mean Difference (Mean)	-17.934

Standard Deviation	6.175
Standard Error of the Mean	1.260.46
95% Confidence Interval for the Difference	-20.542 to -15.327
t	-14.2
df	23
Sig (2-tailed)	0.00

The results of the Paired Sample T-Test show that the average difference between sales volume before and after halal certification is -17,934.04 kg, with a standard deviation of 6,174.97 and a standard error of 1,260.46. The 95% confidence interval for the difference ranges from -20,541.50 to -15,326.58, which does not include zero. The t-value is -14.23 with 23 degrees of freedom (df) and a significance value (p-value) of 0.000, indicating that the difference is statistically significant. Thus, it can be concluded that halal certification has a significant effect on increasing the sales volume of broiler chickens at RPA Alhijrah Kendari.

Based on the results of research conducted on the effect of halal certification on broiler chicken sales volume at the Alhijrah Kendari Chicken Slaughterhouse (RPA), it was concluded that halal certification has a significant positive impact on increasing sales volume. This finding is reinforced by a number of previous studies with similar contexts and results, which can be used as a scientific basis to strengthen this conclusion.

Research by Nur Septiani (2023) conducted in Banyumas Regency shows that halal certification plays an important role in increasing sales volume in chicken slaughterhouse businesses. Although its implementation is still relatively new, the data shows an increase in distribution and consumer confidence after the business obtained halal certification. This is in line with the results of research showing a significant increase in broiler chicken sales volume after halal certification was obtained at RPA Alhijrah Kendari. Furthermore, Putri's (2022) research results show that there is a significant influence between halal certificate ownership and an increase in fresh chicken sales. Halal certificates are considered capable of increasing consumer confidence, which ultimately has a direct impact on high purchase rates. This explanation is in line with the conditions at RPA Alhijrah, where halal certification helps build a positive image and increases public trust in the sharia-compliant slaughtering process.

Another study by Simanjuntak and Lubis (2023) also confirms that halal certification has a real impact on the sales of MSME products, including in the poultry farming and slaughtering sector. In this study, halal certification is mentioned as a strategic tool in expanding market share and increasing product distribution volume, which is also evident in the surge in broiler chicken



sales at RPA Alhijrah after certification. Furthermore, Ramdani and Wahyuni (2023) highlight that the *mandatory* implementation of halal certification in poultry slaughtering businesses drives increased sales and strengthens business competitiveness. Certification not only fulfills sharia compliance aspects but also adds value to product marketing. This is further supported by the results of research by Wulandari and Arifin (2022) that public perception of halal-certified products is very positive, and consumers are much more likely to choose halal-certified chicken products. This contributes to an increase in sales volume, as also found in this study.

Thus, all of these studies provide empirical evidence consistent with the results of this study, namely that halal certification has a significant effect on increasing broiler chicken sales volume. Consumer trust, market expansion, and strengthening the business image are the main keys to the successful implementation of halal certification in the chicken slaughtering sector.

CONCLUSION

The main reason RPA Alhijrah Kendari underwent halal certification was to increase consumer confidence, especially among Muslims, and to respond to market demand for halal products. This certification also aims to expand the marketing network to institutions that require halal products, such as Islamic schools and restaurants. Internally, certification encourages improvements in production management, hygiene, and chicken slaughtering procedures in accordance with sharia standards.

The results of the study show that halal certification plays an important role in increasing broiler chicken sales at RPA Alhijrah Kendari. The average sales volume increased from 15,681 kg before certification to 34,750 kg after certification. The Paired Sample T-Test showed a significant difference ($p = 0.000$), indicating that halal certification not only fulfills religious aspects but also increases consumer confidence and expands the market. This certification has proven to be an effective strategy in business development, especially in Muslim-majority areas such as Kendari City.

Based on these findings, it is recommended that RPA Alhijrah Kendari continue to maintain and improve the implementation of halal standards in every stage of its production process, as well as expand its partnership network with various parties such as restaurants, Islamic educational institutions, and supermarkets to strengthen its market position. In addition, increasing production capacity and operational efficiency needs to be a priority in order to meet growing demand. The government and certification agencies are also expected to play an active role in facilitating the halal certification process by providing information, cost subsidies, and ongoing technical assistance so that businesses, especially MSMEs, can easily obtain and



maintain halal certification. Meanwhile, for future researchers, it is recommended to expand the scope of research by adding variables such as consumer loyalty, customer satisfaction, and business profitability in order to provide a more comprehensive understanding of the impact of halal certification on business performance and sustainability.

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