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UTAUT Model: Approach to the use and Acceptance of Halal Information System (SIHALAL) in Small and Medium Food Businesses in the Solo Raya Area

Wagiyem[1]
Sudarmadi[2]
Rani Cahyaning Putri[3]

[1,2,3]Manajemen, Sekolah Tinggi Ilmu Ekonomi Atma Bhakti, Indonesia
[1]Author's correspondence: wagiyem@stie-atmabhakti.ac.id

Abstract. The study aims to empirically investigate the UTAUT model, which encompasses performance expectations, effort expectations, social influence, facilitating conditions, interest in using a system, and its impact on the use of information systems. All food sector SMEs in Solo Raya are the population in this study. The sampling method used in this study is convenience sampling, a non-random sampling technique. Primary data was used and collected through distributing questionnaires to 120 SMEs. The findings of this study are that the UTAUT Model, namely performance expectations, effort expectations, and social influences, has an influence on interest in using an information system. The facilitating conditions and SMEs' interest in using information systems will ultimately influence them to accept and use information systems to support their business activities.

Keywords: Performance expectations; Effort expectations; Social influence; Facilitating conditions; Behavioral intention to use system; Acceptance of information system use.

Abstrak. *Penelitian ini memiliki tujuan untuk mengkaji secara empiris model UTAUT yang meliputi ekspektasi kinerja, ekspektasi usaha, pengaruh sosial, kondisi yang memfasilitasi, minat menggunakan sistem, dan dampaknya terhadap penggunaan sistem informasi. Seluruh UKM makanan di Solo Raya termasuk dalam populasi penelitian ini. Metode pengambilan sampel dengan non-random sampling yaitu melalui teknik* convenience sampling. *Data primer digunakan dan dikumpulkan melalui penyebaran kuesioner kepada 120 UKM. Hasil penelitian ini adalah Model UTAUT yaitu ekspektasi kinerja, ekspektasi usaha dan pengaruh sosial memiliki pengaruh terhadap minat menggunakan sistem informasi. Kondisi yang memfasilitasi dan minat UKM dalam menggunakan sistem informasi pada akhirnya akan mempengaruhi mereka untuk menerima dan menggunakan sistem informasi guna mendukung kegiatan usahanya.*

Kata kunci: *Ekspektasi kinerja; Ekspektasi usaha; Pengaruh sosial; Kondisi yang memfasilitasi; Minat penggunaan sistem; Penerimaan penggunaan sistem informasi.*

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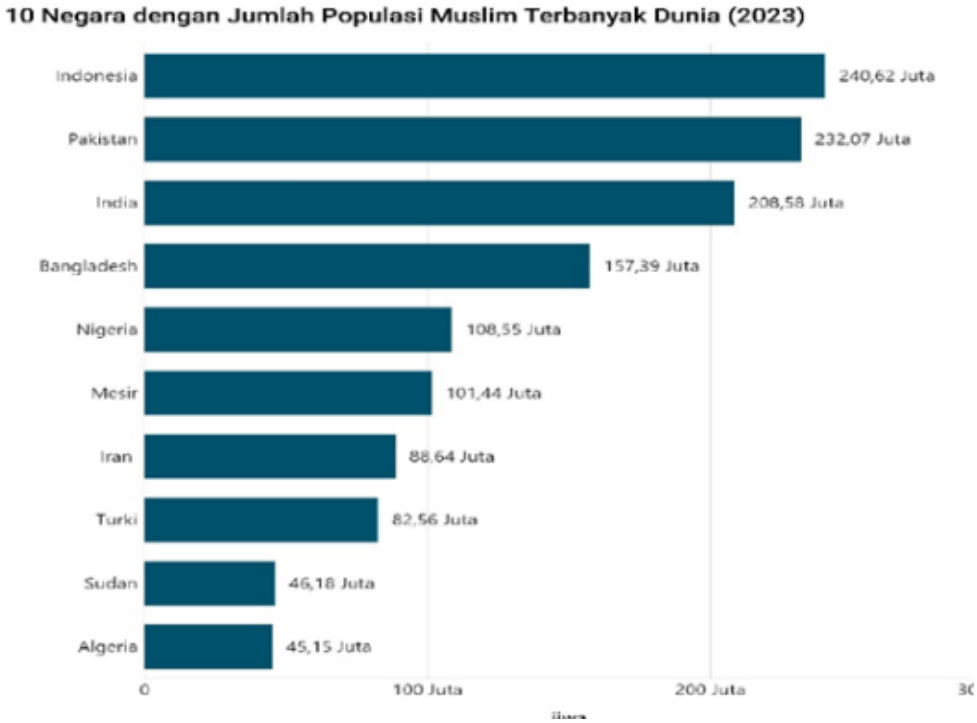
BACKGROUND

The market potential of the halal food industry is growing today. The Royal Islamic Strategic Studies Centre (RISSC) reports that with 240.62 million Muslims, Indonesia is the country with the greatest number of Muslims worldwide. This equates to 86.7 per cent of Indonesia's 277.53 million people (Fig.1).



Source: Annur (2023).

Figure 1. World Population

Indonesia prioritises universal access to places of worship and religion. Law No. 33/2014, which deals with Halal Product Guarantee, reflects evidence of state protection for Muslim Indonesians. Chairunnisyah (2017) argues that a sense of comfort and calm in society will be formed if the products used have a halal guarantee. In addition, Halal products are closely related to the lives of Muslims, this will correspond with the growing market for Halal goods. Hamdani et al. (2021) stated that when choosing a product to eat, halal is a crucial aspect that must be considered.

Products produced by SMEs The food sector must maintain its halalness to remain competitive (Peristiwo, 2019). Faridah (2019) assesses that the halal certification provided by the company for its products guarantees halal for customers and reflects the company's business ethics. Apart from assuring customers that the product is halal, the halal label also provides non-financial benefits for producers, including (1) guaranteed

product halalness, (2) boosting consumer confidence, (3) a USP (Unique Selling Point), (4) can enter the halal market in the world, (5) can influence expanding the attractiveness of products, and (6) low risk level when compared to potential revenue growth (Ramlan & Nahrowi, 2014).

The vast market potential for halal food products provides opportunities for small and medium enterprise (SMEs). Based on Government Regulation No. 39 (2021) Article 149, halal certificates for SMEs are mandatory. The web-based halal information system (SIHALAL) is the latest innovation provided by the government, namely the LPPOM MUI, which points to speed up and encourage the halal certification handle.

However, as SMEs view halal certification as a complicated process, the government cannot maximise the opportunity of the growing halal market to drive Indonesia's economic growth (Giyanti & Indriastiningsih, 2019; Sigit, 2021). The complex bureaucratic certification procedures and the low level of awareness of halal assurance among SMEs for the products they produce make SMEs not make a halal certification for the products they produce (Kusumastuti & Rachmawati, 2017; Maryati et al., 2016; Prabowo et al., 2015). In addition, SMEs are less familiar with and need to understand the use of SIHALAL, so they find it difficult and make mistakes in using the system (Rahayu & Fathoni, 2023). The limited technological knowledge of business actors and the lack of socialisation are also obstacles to the use of SIHALAL for producers (Faizal & Saly, 2022).

In order to improve the acceptance and utilization of SIHALAL in food SMEs located in Solo Raya, this research aims to fill the existing gap in the literature by applying the Unified Theory of Acceptance and Use of Technology (UTAUT) Model. The UTAUT model is frequently utilized as a theoretical framework to understand how technology is adopted. It assesses various elements, including performance expectacions, effort expectations, social influence, and favorable circumstances that impact the willingness of manufacturers to use and accept SIHALAL as a means of obtaining halal certification.

This research seeks to evaluate performance expectations, effort expectations, social influence, facilitating conditions, and interest in using the HALAL information system [SIHALAL]. This study is necessary because it should give Solo Raya's food SMEs more knowledge and encourage them to use SIHALAL to get halal certification for their products. Halal certification is part of product quality that will increase customer confidence in the products produced.

THEORETICAL REVIEW

UTAUT Model (Unified Theory of Acceptance and Use of Technology)

The UTAUT model enabled the creation of a framework for identifying and utilizing technology (Venkatesh et al., 2003). Gunawan et al. (2019) stated that the original purpose of the UTAUT Model was to determine and analyse the acceptance factors of computer technology. A model that describes how users behave towards information technology is called the UTAUT model technology as a result of the research and consolidation of Venkatesh et al. (2003) technology acceptance models that have previously existed and were developed by several experts. The UTAUT model contains fundamental theories about the acceptance and behaviour of using current technology.

Furthermore, this model combines the best properties of eight technology acceptance theories.

Understanding user behaviour in response to new technology is the primary goal of research that applies the UTAUT Model to help organisations. Handayani and Sudiana (2015) state that initially, the Technology Acceptance Model (TAM) in 2003 served as the foundation for the UTAUT Model, which included four factors that could influence a person's intention to use technology in their behavior. The factors that determine this are performance expectation, effort expectation, social influence, and facilitating conditions. Venkatesh et al. (2003) claim that an individual's confidence in utilizing the system to get the most out of his work is reflected in his performance expectations. A person's performance expectations of using a system enabling them to perform better at work are known as performance expectations (Onibala et al., 2021). Therefore, since performance standards are based on the desire to use something, someone who believes that using information systems helps them in their work is likely to use it more.

Venkatesh et al. (2003) explain effort expectation as a means to simplify the system so that less time and labour will be required to complete the task. Effort expectancy is the amount of work needed to produce the best outcomes (Samartha et al., 2022). When information technology is easy to use, people may think the system can help their work. However, if a system that is designed turns out to be challenging to use, when the technology or system will not make you feel comfortable using it, which could lead to a decrease in your intention to use it (Onibala et al., 2021). Users' level of trust or belief that those around them should use the new system is measured by social influence (Awanto et al., 2020). This illustrates how social influence is associated with external pressure from those who have a significant influence on a person, including friends, connected family, and colleagues.

The term "favourable conditions" refers to someone's perception of having the required technical know-how or infrastructure to use the system. The framework that supports the conditions incorporates elements from the technical and organizational environments that try to remove obstacles to use (Keong et al., 2012). According to Awanto et al. (2020), conditions that can support are forms of organisational support and technical support in the form of infrastructure that makes it easy to use the system. Because of this convenience, IT usage will increase, and usage habits that can support better performance will emerge.

Information technology usage behaviour is the level and frequency of IT usage by users. Triandis (1979) suggests that social factors, feelings, and perceived impacts influence people's behaviour when communicating their desires or interests. Users' assessment of a system, regardless of its success or failure, significantly influences how they utilise information technology. Thompson et al. (1991) Make a claim that the desire to use information technology and its actual use are positively correlated. Enthusiasm for use will increase with the confidence of everyone who uses information technology within the workplace. Venkatesh et al. (2003) states that knowledge about information technology has a close and meaningful relationship with its application.

Hypothesis Development

1. The Effect of Performance Expectations on Behavioral Intention to Use System SIHALAL

Technology utilisation is based on the fact that someone feels the convenience of using a system and will continuously influence their use of the technology. A newly used information system or technology can provide positive things when it offers convenience to its users and improves performance. Performance expectations are crucial in influencing interest in using new information technology. Performance expectations are the claims that a person's productivity at work will dramatically increase if they consider implementing a particular technology (Samartha et al., 2022). Positive views of the technology used by individuals or organizations can lead to increased productivity and efficiency as well as higher-quality output, so they will be more encouraged to adopt and be interested in using information technology.

Research conducted by Lutfi (2022) explains that financial staff at SMEs in Jordan have a desire to keep using Accounting Information Systems (AIS) since, as the system's main users, their acceptance and utilization are essential to assessing how well the company implemented the current system. Research Shbail et al. (2022), and Kwarteng et al. (2024) explained that the expectation of better performance will foster the intention of SME owners to adopt digitalisation for their business. The first hypothesis formulation below is made based on the description described earlier:

H1: Performance expectations have a positive and significant effect on Behavioral Intention to Use System SIHALAL.

2. The Effect of Effort Expectations on Behavioral Intention to Use System SIHALAL

How one evaluates the effort necessary to become familiar with and operate the technology is one aspect of effort expectations. Low effort expectations can increase users' confidence in their ability to adopt new technology. Conversely, high effort expectations can lead to anxiety or even stress, which in turn can reduce users' interest in adopting the new technology.

Research by Gunawan et al. (2019) shows support for the hypothesis that the effort expectation variable influences interest in using e-money, as previously stated. On the other hand, several studies have previously existed, such as research conducted by Abbad (2021), which shows a relationship between interest in utilising e-learning and the effort expectation variable, which is positive and significant. Research by Venkatesh et al. (2003) supports these findings, who assert that if an information system is simple and easy to use, people will find it helpful and convenient.

Research Wismantoro et al. (2021) and Kwarteng et al. (2024) show the interest of SME owners in carrying out digital systems in their business as long as the effort spent is small. The assertion made by Razak et al.(2017) that SME owners are highly concerned about the usability of digital tools for their business operations serves to support this., including accounting programs (Shbail et al., 2022). The second hypothesis formulation can be made in light of the previously described material:

H2: Effort expectancy has a positive and significant effect on Behavioral Intention to Use System SIHALAL.

3. Social Influence on Behavioral Intention to Use System SIHALAL

The greater the confidence given by others towards him, such as motivation sourced from colleagues or superiors in the organisation, the greater the positive influence

that will influence a person to use technology. Social influence can positively and significantly impact interest in using technology in a particular population if individuals are inspired and encouraged to use information technology when they see others in their environment succeed in using the latest technology. A person's confidence in their capacity to use the same technology can rise as a result of such success, which in turn can raise their interest in using it.

Individual interest in using technology can also be influenced by social pressure from close friends, family, and coworkers; when someone feels that using technology is considered a necessity in their environment, then interest in using the technology will increase Wismantoro et al. (2021) and Kwarteng et al. (2024), show the interest of SME owners to carry out digital systems in their business as long as the effort spent is not significant. Razak et al. (2017) stated that SME owners are highly concerned about the usability of digital tools for their business operations, including accounting programs (Shbail et al., 2022). This statement supports the viewpoint expressed by the authors. The third hypothesis formulation below is made based on the description described previously:

H3: Social influence has a positive and significant effect on Behavioral Intention to Use System.

4. Effect of Behavioral Intention to Use System on Acceptance of Using SIHALAL

The adoption and application of technology in society is greatly influenced by interest in utilizing the newest information technology. Perceptions of technology use can be influenced by interest in using it, attitudes, social influences, and how ready people are to use technology. By understanding and increasing interest in the use of technology, organisations or individuals can be more effective in adopting and utilising new technology, which will affect their acceptance of technology use.

Individuals or organisations highly interested in new information technology will understand the benefits and advantages of the technology more quickly. This understanding will increase their perception of the usefulness of the technology, which will ultimately encourage acceptance of the technology. Suppose users can see that using the new technology can increase their efficiency and productivity. In that scenario, curiosity about the technology will grow, leading to a rise in its adoption and application. According to Thompson et al. (1991), a person's confidence in a system's benefits can affect his interest in using it in his activities. In other words, belief in the benefits that will be obtained in the future is a factor that influences interest in using it.

Numerous studies influence behaviorists' intentions to use a system and their acceptance of it namely Suyanto et al. (2024); Tatasari and Sridadi (2023); Tomic et al., (2021). The fourth hypothesis formulation below is made based on the description described previously:

H4: Behavioral Intention to Use System has a positive and significant effect on acceptance of using SIHALAL.

5. The Effect of Facilitating Conditions on Acceptance of the Use of SIHALAL

Conditions that facilitate users in using and accepting new technology are related. Conditions facilitating users refer to external factors that can encourage individuals or organisations to use the latest technology. These external factors can include the

availability of resources such as smartphones or computers to use the technology. Other external factors are support from organisations or people closest to them, and the social and cultural environment can also be a condition factor in the process of accepting new information technology. Resistant behaviour to a technology occurs if the objective conditions in the environment do not support it (Triandis, 1979). Numerous studies attest to the importance of factors that make it easier for SMEs to use information systems, namely research conducted by Bayaga and Pelssis (2024); Jameel and Alheety (2022), Kwarteng et al. (2024), and Mansour et al. (2021). The fifth hypothesis formulation below is made based on the description described previously:

H5: Facilitating conditions affect the acceptance of the use of SIHALAL.

RESEARCH METHODS

In this study, the goal of descriptive research is to address and resolve current issues. The research population is all food SMEs in Solo Raya (Surakarta, Sukoharjo, Boyolali, Karanganyar, Klaten, Sragen, Wonogiri, and Klaten). The increasing food business has caused the number of food sector SMEs to be unlimited, making it difficult to determine the exact number. Finally, 120 SMEs were determined as the minimum sample size based on the 5 x 24 indicator calculation. For each parameter, the analysis process requires a minimum sample size of five to ten respondents (Ghozali, 2008).

Convenience sampling is the non-random sampling technique used in this case. Primary data is collected through questionnaires in the form of closed statements. With the aid of Smart PLS, the data will be analyzed using partial least squares (PLS). Each construct will be measured with four indicators adopted from Handayani and Sudiana (2015), and Mensah and Khan (2024). Here is the operational definition of this research (Table 1):

Tabel 1. Operational Definition of Research

Variables	Definition
Performance Expectations	To what extent someone thinks that utilizing the system will benefit him at work (Andreas, 2012; Venkatesh et al., 2003).
Effort Expectancy	The level of ease or not a system or technology is used by users (Awanto et al., 2020; Chang, 2012).
Social Influence	The degree to which an individual thinks a technology or system best meets their requirements (Chang, 2012; Venkatesh et al., 2003).
Facilitating Conditions	Conviction that technological or system use is facilitated by organizational methods and structures (Chang, 2012; Rachmawati et al., 2020; Venkatesh et al., 2003).
Behavioral Intention to Use System	Behavioural intention refers to the user's effective intention to use the system offered (Chang, 2012; Venkatesh et al., 2003).
Acceptance of System Usage	A real condition for using an existing system (Rachmawati et al., 2020).

RESULTS AND DISCUSSIONS

Questionnaires were distributed to 120 food SMEs in the Greater Solo area. Respondents who participated were primarily female, namely 67 people (55.8%). At the same time, male respondents were 53 (44.2%). The majority of respondents were 31-40 years (38.3%), with the age of the SME business being the most respondents > 20 years,

as many as 56 SMEs, or 46.7%. The number of staff the food SMEs use is 6–10 people, as many as 58 SMEs (48.3%). Respondents are dominated by SMEs from Surakarta city, with as many as 28 (23.3%).

Two examples of the properties of the study's variables that are summed up by descriptive statistics are the standard deviation and the average (mean). In the five existing constructs, both the average value and the standard deviation are greater than 4. This information about standar deviation shows that the respondents answers are relatively diverse and tend to the right, namely those who agree with the statements on the indicators.

Data Quality Testing Results

1. Validity Test

Convergent validity and discriminant validity are the two methods used to test the validity of data. According to Ghozali (2015), If the loading factor is more than 0.70, the indicator score will be considered reliable. For research done on a development scale, a loading factor of 0.50 to 0.60 is still appropriate (Ghozali, 2015). Table 2 presents the findings from the indicators' discriminant validity test.

Table 2. *Cross Loading of* Indicators between Constructs

	Performance Expectation	Effort Expectation	Social Influence	Facilitating Conditions	Behavioral Intention to Use System	Acceptance Of System Usage
PE 1	0.777	0.546	0.625	0.401	0.583	0.510
PE 2	0.865	0.546	0.567	0.541	0.599	0.526
PE 3	0.834	0.448	0.519	0.365	0.518	0.463
PE 4	0.836	0.535	0.560	0.584	0.643	0.601
EE 1	0.467	0.722	0.450	0.367	0.456	0.454
EE 2	0.544	0.688	0.518	0.413	0.461	0.590
EE 3	0.491	0.838	0.553	0.415	0.617	0.492
EE 4	0.443	0.782	0.572	0.739	0.716	0.650
SI 1	0.535	0.452	0.713	0.309	0.521	0.363
SI 2	0.526	0.576	0.868	0.495	0.608	0.656
SI 3	0.584	0.561	0.845	0.476	0.614	0.694
SI 4	0.558	0.635	0.764	0.431	0.497	0.740
FC 1	0.461	0.529	0.345	0.763	0.459	0.689
FC 2	0.555	0.587	0.576	0.872	0.722	0.626
FC 4	0.382	0.499	0,398	0.817	0.569	0.502
BIUS 1	0.617	0.744	0.589	0.432	0.815	0.548
BIUS 2	0.522	0.666	0.578	0.701	0.866	0.648
BIUS 3	0.550	0.368	0.591	0.292	0.620	0.386
BIUS 4	0.556	0.559	0.469	0.764	0.813	0.576
ASU 1	0.559	0.628	0.775	0.520	0.639	0.843
ASU 2	0.681	0.616	0.726	0.563	0.602	0.839
ASU 3	0.441	0.601	0.512	0.688	0.528	0.816
ASU 4	0.261	0.361	0.332	0.550	0.362	0.558

Source : Primary data, processed 2024

The test results show that the loading factor value of the FC3 indicator is 0.477. Therefore, the facilitating conditions indicator 3 (FC3) is invalid, so it must be removed

and not used for data testing. With the elimination of FC3, the facilitating conditions construct will be measured by 3 indicators, namely FC1, FC2, and KM4. After FC3 is removed, all indicators have a loading factor value above 0.500.

2. Reliability Test

A construct's value is considered reliable if its composite reliability value is above 0.60 and its Cronbach alpha is above 0.60 (Ghozali et al., 2018). The reliability tests for all constructs with values greater than 0.6 or very good Cronbach Alpha and Composite Reliability are displayed in Table 3. As a result, the construct can be employed in research, and it is feasible to draw the conclusion that the instrument has a high level of consistency and stability.

Table 3. Reliability Testing Results

Konstruk	*Composite Reliability*	*Cronbach Alpha*
Performance Expectations	0.898	0.848
Effort expectancy	0.844	0.760
Social Influence	0.876	0.810
Facilitating Conditions	0.859	0.755
Behavioral Intention to Use System	0.863	0.786
Acceptance Of System Usage	0.853	0.764

Source: Primary data, processed 2024

Structural Model Test Results (Inner Model)

By testing the structural model (inner model), the relationship between constructs, significant values, and R^2 (R square) values can be observed. To determine if the independent variables have a significant impact on the dependent variable, the R^2 value is calculated. The R-square value shows a value of 0.685 on the construct of interest in using the system and 0.622 on the construct of acceptance of using the system. The R Square value means that performance expectations, effort expectations and social influence can explain the construct of interest in using the system by 68.5%. In comparison, 31.5% can be explained by other factors besides the three constructs in question. The construct of acceptance of using the system can later be explained by the construct of interest in using the system and facilitating conditions by 62.2%, while the remaining 37.8% can be explained by other factors besides the construct of acceptance of using the system and facilitating conditions.

Besides using R^2 as an inner model test, this study uses Q^2 Predictive Relevance. Q^2 Predictive Relevance to see the goodness of fit model. If the Q^2 value is greater than 0 and the model has predictive relevance, the model is considered good (Ghozali, 2015). This study has a good observation value, as shown by the Predictive Relevance Q^2 value calculation of 0.675. The following formula shows the calculation of the Predictive Relevance Q value:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$$

$= 1 - (1 - 0.685^2)\ (1 - 0.622^2)$
$= 1 - (1 - 0.469)\ (1 - 0.387)$
$= 1 - (0.531)\ (0.613)$
$= 1 - 0.325$
$= 0.675$

The SmartPLS programme assists in hypothesis testing within the Partial Least Square (PLS) analysis method. The following Fig. 2 displays the test results. Table 4 provides information regarding the relationship between constructs from the data processing that has been carried out. In other words, for every unit increase in performance expectationsthe estimated coefficient of performance expectations regarding system interest is 0.304, interest in using the system will rise by a corresponding 0.304 units. Based on the estimated coefficient of 0.439 on the construct of effort expectation on interest in using the system, it will increase interest in using the system by 0.439 for each unit increase in the coefficient of effort expectation. According to the construct of social influence on interest in using the system, which has a coefficient estimate value of 0.191, each unit increase in social influence will cause an increase in interest in using the system by 0.191 units.

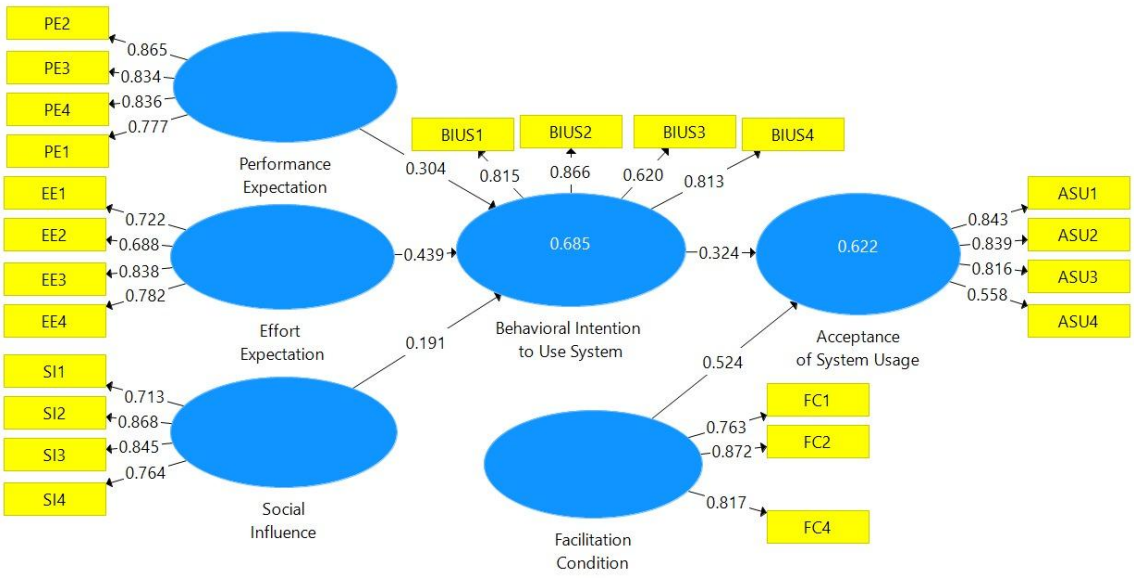


Figure 2. Full Research Model

In addition, based on the construct of facilitating conditions for system use with an estimated coefficient value of 0.524, each increase in facilitating conditions by 1 unit will also increase acceptance of system use by 0.524. The construct of Behavioral Intention to Use System on acceptance of system use has an estimated coefficient of 0.324, indicating that there will be a 0.324 increase in system use acceptance for every unit increase in behavioral intention to use the system. The study's analysis of 120 SMEs in the food industry in the Greater Solo area shows that all causal relationships have a t-value larger than 1.96 and a p-value less than 0.05. This means that all five proposed hypotheses are acceptable.

Table 4. Inner Model Statistical Results

Causality of Constructs	Estimation Coefficient	t-Statistic	*P Value*
Performance Expectation -> Behavioral Intention to Use System	0.304	3.162	0.002
Effort Expectation -> Behavioral Intention to Use System	0.439	4.701	0.000
Social Influence -> Behavioral Intention to Use System	0.191	2.639	0.009
Facilitating Conditions -> Acceptance Of System Usage	0.524	5.306	0.000
Behavioral Intention to Use System -> Acceptance Of System Usage	0.324	3.455	0.001

Discussion

In the first hypothesis, respondents responded positively and significantly to performance expectations regarding interest in using SIHALAL. On average, respondents agreed that performance expectations would increase their interest in using SIHALAL. SIHALAL is considered a system that helps obtain halal certification, increasing product sales value and profits. Research that is in line is research from Gunawan et al. (2019), Puspitasari et al. (2019), Lutfi (2022), Shbail et al. (2022), Kwarteng et al. (2024)

In the second hypothesis, respondents also responded positively and significantly to effort expectations regarding interest in using SIHALAL. Using SIHALAL is not complicated and easily affordable for respondents, so obtaining halal certification does not require much effort. Respondents agree and accept SIHALAL as part of the halal certification process, which eliminates worries due to the complexity of bureaucracy in obtaining halal certification. Apart from that, using this system will save time and minimize the complexity of requirements so that they can focus more on the production process to increase sales. Research that is in line is research from Razak et al. (2017), Wismantoro et al. (2021), Shbail et al. (2022), Kwarteng et al. (2024).

The interest in using SIHALAL is positively and significantly influenced by social influence, according to the third hypothesis. SMEs are encouraged emotionally and cognitively by those closest to them, for example, members of the association where they belong, their families or even their competitors, to use SIHALAL. Later, interest in adopting their system to add value to the goods they sell will be sparked by the confidence of the closest parties. This study is consistent with other studies conducted by Abdat (2020), Bharata & Widyaningrum (2020), Al Fajri et al. (2021), Shbail et al. (2022), Ghozali et al. (2018).

According to the fourth hypothesis, respondents are positively and significantly interested in using the system to promote SIHALAL's acceptance as a system for halal certification.. Individuals who have the intention or plan to use a system tend to do so. Research that aligns with this research is conducted by Suyanto et al. (2024), Tatasari and Sridadi (2023), Tomic et al. (2021), Tresnawan et al. (2020).

In the fifth hypothesis, respondents gave a positive and significant response to the facilitating conditions towards accepting the use of SIHALAL. Facilitating conditions are needed by SMEs because, in general, SMEs are faced with limitations such as minimal personal computers or technology resources, low education and limited communication infrastructure. Good facilitating conditions in SMEs will help SMEs to overcome complex infrastructure challenges. The research that has been conducted is consistent with the research conducted by Bayaga & Pelssis (2024), Jameel & Alheety (2022), Kwarteng et al. (2024).

CONCLUSIONS AND RECOMMENDATIONS

The application of existing information systems, especially the adoption of the SIHALAL (HALAL) information system, this study, which is backed by several parallel investigations, will be influenced by a variety of factors, including performance expectations, effort expectations, social influence, facilitating conditions, and interest in using information systems.

SMEs think that applying for halal certification will be more efficient when SIHALAL is used. SIHALAL is crucial in streamlining and expediting the submission process. Because SIHALAL is simple to use and doesn't require a lot of effort to learn, some food SMEs are interested in using it to obtain halal certification for their products. Furthermore, food SMIs that initially have a positive tendency to use the Halal information system will eventually use the system, as will other food SMEs.

Interest in using information systems will positively influence the behaviour of SMEs when using a system. This finding also illustrates the behaviour of SME owners, namely individuals who have plans to use the SIHALAL system and will eventually use it. The findings regarding facilitating conditions can provide good infrastructure and knowledge required for SMEs to successfully use the system, which will increase the use of SIHALAL. SMEs will benefit from the use of SIHALAL in securing the halal certification required to raise the added value of the products they manufacture. Some recommendations that can be given are:

1. The smooth operation of SIHALAL by SMEs will foster interest in using SIHALAL. Therefore, It needs to be balanced with related parties' provision of sufficient servers.
2. The socialisation of SIHALAL must be echoed frequently because of the rapid development of food SMEs and tourism today. The government or parties related to halal certification are important to build SMEs awareness with the SIHALAL service, which helps SMEs determine the legality of products produced according to Islamic law to support long-term business and be accepted by the world community.
3. Internet network availability in rural areas. Given that SMEs are sometimes established by small communities located in rural areas, all SMEs are facilitated in obtaining halal certification.
4. Research should be extended to food and beverage SMEs to get more generalizable results. One of the most well-liked industries at the moment is tourism, which is growing quickly along with the beverage industry.

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