

## THE RELATIONSHIP BETWEEN RAW MATERIAL QUALITY AND PROCESSED SOYBEAN PRODUCTS IN THE HIDAYAT SOYBEAN MILK SMEs IN WATUKEBO VILLAGE, BANYUWANGI

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### ABSTRACT

*Health is a state of complete physical, mental, and social well-being that enables a person to lead a productive and happy life. Therefore, maintaining good health is crucial for everyone. Daily nutritional intake, including consuming nutrient-rich foods and beverages like soy milk, is crucial. Soy milk production also requires careful attention at every stage, with the selection of quality raw materials being a top priority. The purpose of this study was to increase consumer interest in soy milk by selecting quality raw materials that meet consumer standards in Watukebo Village. Observations in Watukebo Village revealed a problem related to low consumer interest in soy milk. Many consumers considered soy milk to have an unpleasant taste and complained of discomfort such as coughing and digestive problems. This was caused by the use of poor-quality raw materials and a manufacturing process that did not comply with regulations. Therefore, it is important to pay attention to every stage of soy milk production to produce a delicious and attractive product. This study used a qualitative descriptive method. Data were collected through interviews, observations, and document collection.*

## INTRODUCTION

The current development of globalization causes the development of MSMEs to be increasingly rapid in various fields. The tight competition among MSMEs cannot be avoided, so these MSMEs must be able to survive and compete amidst the currents of globalization occurring in the industrial and service sectors. Therefore, each MSME is required to have a higher competitive edge compared to other similar MSMEs.

In MSMEs engaged in the industrial sector, the availability of raw materials is a crucial part that is very much needed in the production process. Raw materials that have not been processed and will be processed into finished goods are the main results of the respective MSMEs. The success of a company depends on the efforts to search for and select raw materials that will be used in the production process carefully. Therefore, the presence of high-quality raw materials that are free from materials that do not meet standards will provide good product quality. In order to achieve satisfactory results in accordance with the plans that have been set, there needs to be a selection of the quality of raw materials and product quality, so that a product that meets the expected quality standards is obtained. The process of creating high-quality products is inseparable from having a good and precise production process. The selection of quality raw materials is one of the efforts to meet customer requirements and create processed products that are of high quality and also meet standards.

A production process that can run well and smoothly is something that is expected of all MSMEs, especially in the industrial sector, because the good or bad implementation of production and the selection of raw materials will affect the quality of the products to be produced. The Hidayat soy milk MSME must also continue to maintain and improve the quality of its products in order to compete with competing MSMEs in the same industry. The Hidayat soy milk MSME always strives to meet consumer needs, especially in product quality.

The Hidayat soy milk MSME always pays attention to the advantages of its products over those of competitors. Quality control is carried out very carefully to check the qualifications and quality of the products, the level of conformity of the products with the specified product specifications. The quality of raw materials also needs to be considered to ensure that the products resulting from the production process are of high quality. Based on the data obtained, where the data shows that the use of raw materials, the production process, and the quality of the products carried out by the Hidayat soy milk MSME indicate the use of raw materials that do not meet standards, such as large and watery soybeans and also white sugar, greatly affect the production process. The use of these raw materials can create products that can be said to be failures and do not meet standards. Based on initial interviews, it is known that the product quality of the soy milk MSME has experienced a decline in turnover caused by factors such as a lack of concentration in the soy milk flavor and many complaints from consumers experiencing digestive disturbances.

Based on the background above, the objectives of this research are as follows:

1. To determine how much the quality of raw materials affects the quality of the product.
2. To determine how much the production process affects the quality of the product.

## LITERATURE REVIEW

### Quality of Raw Materials

Quality is a way to determine whether a product or service has achieved the expected goals. In other words, a product or service is said to be of good quality if it can work or meet the desired objectives. According to Assauri (in the Journal of Muhammad Yasman Suudi, 2021), "Raw materials are an important factor in determining sales costs and ensuring that the production process runs smoothly."

According to Heizer and Render (in the Journal of Muhammad Yasman Suudi, 2021), "Raw material inventory is material that has been purchased but not yet processed. These materials can be obtained from natural sources or purchased from suppliers."

According to Suradi (2020), raw materials are an important issue in the production sector. Companies need sufficient inventory for production to run smoothly. Therefore, the management of raw materials must ensure that the production process runs smoothly and the quality of the raw materials remains good.

From the explanation above, it can be concluded that the quality of raw materials is determined by where the raw materials are obtained, whether from natural sources or from tested suppliers. This allows the materials to be used as the main base material in the manufacturing process, thus producing a high-quality and very efficient final product. According to Gunawan Adisaputro and Marwan Asri, as mentioned by Zulia Rifda Daulay (2022), the types of raw materials are as follows:

- Direct Raw Materials: These raw materials can be in the form of direct or indirect materials. Direct raw materials are the main materials used to make the finished goods of the company. Although the cost of purchasing these materials is related to the goods produced, that cost remains important.
- Indirect Raw Materials: Indirect raw materials are also called supporting materials. These materials participate in the production process and assist the main materials, although they are not directly visible in the final product produced. Quality raw materials will produce good products. The success of the company in processing these raw materials depends on the origin and selection of the raw materials used.

Production must be done carefully. High-quality raw materials will reduce errors during production and the work that must be repeated. To obtain good raw materials, there is a testing process for raw materials. The goal is to determine which raw materials meet the company's standards and which do not. No. If the quality of raw materials meets the specified standards, then the resulting products will be of quality. Good products and good services are the company's efforts to sell its products to customers. The success of the company greatly depends on how well the company can understand, recognize, and appreciate customer needs. Quality inspection is carried out throughout the production process, aimed at maintaining product quality consistency by selectively inspecting incoming raw materials. According to Situmorang (2016), indicators of raw material quality include storage aspects, which are an important factor in maintaining material quality. Handling and control activities involve a direct approach that includes hands-on practices, collaboration, and the integration of art to support the understanding of abstract kinematics concepts. This approach is relevant in the production process.

The production process is a series of actions or events that occur naturally or are planned, possibly using time, space, skills, or other resources, which result in an outcome. A process can be identified by the changes it causes to one or more objects involved. Production

is an activity carried out to increase the value of an object or create a new object that is more useful in meeting a need.

According to Irham Fahmi (2017:2), production is something produced by a company, whether in the form of goods or services, within a certain period, which is then counted as added value for the company. According to Daryanto (2017:41), production supports the understanding of kinematics concepts, collaboration, and the integration of art through direct activities. This approach is relevant to the description above, so it can be concluded that the production process is an effort made by a company to transform raw materials (input) into finished products (output), which are expected to provide added value to the produced goods and be beneficial for human needs.

Furthermore, according to Warkianto Widjaja (2022:21), "Production or operation is the transformation of raw materials (also known as input elements) into finished goods (output) to meet consumer needs." According to Nurliza (2018:1), production is the activity of transforming inputs into outputs, making them more beneficial than their original form. According to Rusdi Nur (2017:27). "Production can be defined as the way, method, and technique to create or enhance the use of a good or service by utilizing existing resources, thus facilitating the understanding of abstract concepts such as kinematics and mechanics." Based on the description above, it can be concluded that the production process is an effort made by a company to transform raw materials (inputs) into finished products (outputs) that are expected to provide added value and be beneficial for human welfare.

In its production process, PT. TUT always prioritizes production quality. The making of window decorations such as Venetian blinds, curtain rails, Roman shades, and roller blinds requires comprehensive supervision, starting from the quality control of raw materials and additives, process control, to post-production control. The goal is to ensure that the products produced meet the established standards, so that consumers feel satisfied with the company's window products.

There are several types of production divided into three levels, namely:

1. Primary Production Level: The primary production level includes extractive industries, which mainly provide raw materials or basic needs, such as mining, agriculture, direct practices, and cooperation.
2. Secondary Production Level: This level includes processing industries, crafts, and construction or building development.
3. Tertiary Production Level: This level does not produce goods, but rather services that help, facilitate, distribute, connect, and provide utilities of place, time, and services for producers and consumers.

### **Advantages And Disadvantages Of Raw Material Quality Selection**

The advantages and disadvantages of selecting raw material quality are as follows: Product Consistency High-quality raw materials ensure that the products produced are consistent in every production cycle, thus maintaining quality standards and customer trust.

- 1) Reducing Production Failure Risks Investment in quality raw materials can reduce product defects, machine damage, and product returns. This impacts the reduction of financial losses and the company's reputation.
- 2) Production Efficiency Good raw materials that meet specifications facilitate the process. Production, reducing waste, and lowering operational costs and repair needs.

- 3) **Fulfillment of Standards and Regulations**The use of raw materials that meet industry standards and regulations helps companies avoid legal sanctions and product recalls from the market.
- 4) **Increased Competitiveness and Consumer Appeal**High-quality products made from superior raw materials enhance competitiveness, brand trust, and can attract more customers.
- 5) **Durability and Resilience of Products**Products made from quality raw materials are more durable and strong, thus increasing customer satisfaction and loyalty.

### **Short comings Selection of Raw Material Quality**

- 1) **Higher Initial Costs**Choosing high-quality raw materials usually requires a larger initial investment, thus increasing short-term production costs.
- 2) **Availability and Consistency of Supply**High-quality raw materials are not always consistently available in the market, which can disrupt production if supply is interrupted.
- 3) **Risk of Dependence on Certain Suppliers**Dependence on suppliers of quality raw materials can pose risks if the supplier experiences distribution issues or price increases.
- 4) **More Complicated Selection and Testing Processes**To ensure the quality of raw materials, stricter selection and testing processes are required, thus needing additional time and resources.
- 5) **Potential Over Specification**Sometimes companies choose raw materials with specifications that are too high for what is needed, thus the costs do not match the benefits obtained.

### **Purpose Of The Production Process**

1. To meet human needs. Humans have various needs for goods and services that must be fulfilled through production activities, especially as the human population continues to grow. The active involvement of students through direct practice, collaboration, and integration of art supports the understanding of abstract kinematics concepts. This approach is relevant for gaining profit.To maintain the survival of the company. By producing goods and services, producers will earn income and profit from the sale of their products, which can be used to sustain the company's survival, including the livelihoods of its employees.
2. To improve the quality and quantity of production. Producers always strive to satisfy consumer desires. By producing, producers have the opportunity to experiment in improving the quality and quantity of their production, thus both can be increased.



According to Mohammad Zainnul (2019), there are several types of production, namely continuous production processes that have a certain pattern or sequence from raw materials to finished goods. The discontinuous production process is a production process that involves direct practice, collaboration, and integration of art, which supports the understanding of abstract kinematics concepts. This approach is relevant to the understanding from raw materials to finished goods.

Assauri states in the journal Dioivita Hilary (2021) that the production process is influenced by several indicators, namely:

1. The workforce for the implementation of the operation of a production system and operations that have the skills and abilities to carry out actual work or people performing activities to produce products, in the form of goods or services.
2. Machines are equipment driven by a power/energy used to assist humans in working on products or parts of products. The materials used for production activities become semi-finished products or finished products, thus adding utility or function.
3. Funds are the rights of the owners in a company.

Product quality is the factors that exist in a good or result that cause the good or result to be in accordance with the desired or required purpose. According to Zulian Yamit in Subhan Purwadin, product quality can be achieved through direct practice, collaboration, and integration of art that supports the understanding of abstract kinematics concepts. This approach is relevant to the product's ability to perform its function, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. Meithiana Indrasari (2017) states that quality is defined as the totality of characteristics of a product that supports its ability to satisfy specified or determined needs. Based on the explanation above, it can be concluded that product quality is the entirety of goods and services related to consumer desires, which is superior to products that are worthy of sale according to customer expectations.

Products are one of the things that can influence competitiveness, besides price and the way products are distributed. Therefore, every company strives to develop its products to compete with other products in the market (Subhan Purwadinata, 2020).

In the book written by Meithiana Indrasari (2019), it is explained that a product is something produced by a company and can be offered to the market for consumption, with the aim of meeting the company's needs. To attract consumer interest to try and buy, a product must have advantages compared to other products in terms of quality, design, shape, size, packaging, service, warranty, and taste.

According to M. Anang Firmasyah (2019), a product is something that can be offered to the market to be viewed, used, owned, or consumed, thus fulfilling someone's desires or needs. According to Sentot Suciarto (2018), a product is anything that can be offered to the market to meet desires or needs, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas.

From the explanation above, it can be concluded that a product is something that can be offered to the market for consumption, both directly and indirectly. A product is something that can be offered to the market for consumption, both directly and indirectly. A product is a combination of tangible and intangible attributes, such as packaging, color, price, quality, and brand. In addition, a product also includes services and the seller's reputation.

## Indicators Of Product Quality

Meithiana Indrasari (2019) in Mullins, Orville, Larreche, and Boyd (2005) states that there are several indicators of product quality, namely:

1. Performance relates to the basic operating characteristics of a product.
2. Durability refers to how long or how long a product lasts before it needs to be replaced. The more frequently a product is used by consumers, the greater its durability.
3. Conformance to specifications refers to the extent to which a product's basic operating characteristics meet specific consumer specifications, or whether defects are found in the product.
4. Features refer to product characteristics designed to enhance product function or increase consumer appeal.
5. Reliability refers to the probability that a product will perform satisfactorily over a specified period of time. The lower the likelihood of damage, the more reliable the product is.
6. Aesthetics relate to how a product appears, including its appearance, feel, smell, and shape.
7. Perceived quality is often referred to as the result of indirect measurements because consumers may not understand or lack information about the product in question. Therefore, consumer perceptions of a product are derived from price, brand, advertising, reputation, and country of origin.

## RESEARCH METHOD

This qualitative research uses a descriptive method. Qualitative research is research approach that focuses on collecting and analyzing qualitative data to understand social or cultural phenomena. Data collection methods include direct practice, observation, and collaboration. This approach supports conceptual and participatory understanding of abstract kinematic concepts. The collaborative approach involves several parties, such as the owner and employees, simultaneously with the goal of improving the quality of processed soy milk products. The term "collaborative" refers to the collaboration between the researcher, owner, and employees in conducting research at the soy milk production site. This research aims to determine whether alternative actions can resolve problems in the field through testing and evaluation. Participatory means the research is conducted in stages together. Consumers are the subjects of this research. To improve the quality of processed soy milk products without fear of consumption, this research was conducted in the even semester of 2024-2025 at the Hidayat MSME in Watukebo Village, Blimbingsari District, Banyuwangi Regency. This location was chosen because it has quality raw materials and aims to increase consumer interest in processed soy milk products. This is due to a lack of consumer interest in soy milk and anxiety about consuming it.

## RESEARCH RESULTS AND DISCUSSION

### Description of the Research Object

Hidayat soy milk MSME is a family business engaged in the healthy beverage

industry, especially soy milk, which is one of the drinks rich in nutrients and vitamins. This business is owned and managed by Mr. ahmad taufik hidayat and is located in dsn gepuro watukebo village blimbingsari-banyuwangi. Established in 2017, this MSME has become a very famous drink and many enthusiasts. Soy milk production is carried out every day and is able to produce up to 200 large bottles, with a selling price of around Rp14,000 per bottle. Production activities start from 02.00 to 07.00 WIB.

The production process is carried out at Mr. Hidayat's house which has been adapted into a production area, so as not to disturb the surrounding environment. This MSME employs 2 employees who are divided into several divisions, starting from processing the production process of raw materials to the final process, namely packaging. Each division is handled by one employee. For marketing, hidayat soy milk has reached local markets such as rogojampi and Banyuwangi.

The basic ingredients used to make soy milk include soybeans, sugar, pandan, water, salt. Soybeans are the main ingredient for making soy milk, the soybeans referred to here are soybeans that have high quality and meet pastinyan standards. Soybeans are legumes that are rich in vegetable protein and vegetable oil. Salt and sugar are ingredients that help give soybeans a good flavor. In addition, there is also pandan which serves to add a distinctive aroma and taste to hydayat soy milk and water that helps in all the soy milk production processes.

Hidayat soy milk MSME has a vision to become a well-known soy milk producer, dominating the target market, and widely recognized by the community, especially in the Banyuwangi Regency area. The mission includes providing a variety of delicious and unique soy milk, improving service quality, and innovating for customer and business partner satisfaction. Soy milk products are drinks that are rich in nutrients and vitamins and can be consumed from children to adults.

## **Description of Interview**

### **1. Results Production Process Indicators**

Hidayat Soy Milk MSME has a fairly good production process control system. Before starting the activity, the business owner always gives directions to the employees, especially regarding the 3K principle, namely safety, comfort and health. This is done so that each employee is more careful and focused in carrying out their duties. The production schedule starts every day at 02.00 to 07.00 WIB with an hour break at 04.00 to 05.00 WIB. The production process begins with grinding the main ingredient, namely soybeans, which aims to take soybean juice, after which the stage of boiling soybean juice and mixing all basic ingredients such as sugar, salt and pandan and water. Subscribe to DeepL Pro to translate larger documents. Visit [www.DeepL.com/pro](http://www.DeepL.com/pro) for more information. sugar, salt and pandan and water. After it is cooked, wait for it to cool down and then go to the next stage, namely packaging and ready to be marketed.

### **2. Indicator of Raw Material Quality**

In terms of raw material storage, soy milk MSMEs have provided special warehouses to maintain the quality of materials, although limited facilities are still an obstacle. Handling



and controlling raw materials is done by separating ingredients based on their durability. For example, soybeans that easily spoil if stored in a hot temperature place are stored in a more open space to maintain their quality. The process of processing raw materials into ready-to-sell products begins with grinding the main ingredients from which the juice is taken, which is then put into a stew, followed by the packaging process using bottles. The specialty of this soy milk product lies in its affordable price and wide acceptance among various groups, both children and adults.

### 3. Product Quality Indicators

Consistency in the shape and taste of soy milk, Hidayat soy milk MSMEs ensure that the dosage of raw materials is not reduced in the slightest. This is important because soy milk products have a distinctive taste. This consistency is also an attraction for consumers. In terms of obtaining information from customers, the UMKM routinely conducts reviews of consumers to find out their responses regarding the quality of the products sold. To date, the response from consumers has been very positive. Product durability is maintained by ensuring the perfect level of maturity of soy milk during the boiling process, as well as tight packaging so that no air enters and spoils the taste of soy milk. Product appearance is also an important concern, starting from attractive packaging, uniform shape of soy milk, to distinctive flavor variants. From the experimental results of various flavor variants, original flavor soy milk is the most popular product by consumers because of its distinctive taste

### Discussion of Research Results

#### Production Process of SMEs hidayat soy milk

The production process at Hidayat Soy Milk MSMEs is divided into five main divisions, namely grinding, boiling, packaging or packing and promotion or marketing. Each division has a strategic role that is mutually sustainable in producing quality soy milk products. At the initial stage, the main ingredient, namely soybeans, is ground to extract the juice. The juice is then boiled and mixed with all ingredients such as sugar, salt and pandan. The boiling process is a crucial stage that affects the final quality of soy milk, because if the boiling time is too short, the product will be raw and lack the flavor of soy milk. Conversely, if it takes too long, the soybeans will be overcooked and smell burnt. The optimal time for boiling usually lasts between 60 to 75 minutes. After further boiling, the product is moved to the packing stage, which is the end of the production process before the product is ready for market. Although the production process has been carried out quite well, there are still shortcomings in the marketing aspect. Based on the researcher's analysis, Based on the researcher's analysis, improving the quality of human resources, especially in the fields of production and marketing, needs to be a major concern so that the quality of output increases and products can be more attractive to consumers, both in terms of packaging and appearance. This is important so that sales targets can be achieved maximally and sustainably.

## CONCLUSION

This descriptive qualitative research aims to describe the strategic relationship between raw material quality and processed soy products at the Hidayat soy milk MSME in Watukebo Village, Banyuwangi, in increasing demand for soy milk. Data were obtained through direct interviews with employees and the owner and by collecting reviews from consumers who have tried the processed soy milk products.

Based on the research results, it can be concluded that the MSME uses various strategies to select quality raw materials, implement appropriate production processes, and communicate with the public to attract consumer interest and build a positive image for the Hidayat soy milk MSME.

Product quality is a company's output that can be offered to the market for consumption and is the company's goal. A product must have advantages over other products in terms of quality, design, shape, size, packaging, service, warranty, and taste to attract consumers to try and purchase it. This is understandable, considering that the quality of raw materials and the production process are key stages in transforming raw materials into finished products, involving labor, materials, and equipment. Hidayat's soy milk MSMEs can achieve superior product features and characteristics and benefit from customer reviews and ratings through the quality of their raw materials, details, and orders.

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