

**PENGARUH *ROLE OF HALAL CERTIFYING BODIES* DAN *DEMAND FOR HALAL PRODUCT* TERHADAP *SUSTAINABILITY PERFORMANCE*
PADA IKM MAKANAN DAN MINUMAN HALAL
DI SUMATERA BARAT**

SKRIPSI

Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Sarjana Pada Program
Studi S1 Fakultas Ekonomi dan Bisnis Universitas Andalas



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *role of halal certifying bodies* dan *demand for halal product* terhadap *sustainability performance* dilihat dari tiga aspek, yaitu *economic performance*, *environmental performance*, dan *social performance* melalui penerapan *effective management of halal supply chain* pada IKM makanan dan minuman halal di Sumatera Barat. Sampel penelitian ini merupakan IKM makanan dan minuman yang sudah tersertifikasi halal pada 18 Kabupaten/Kota di Sumatera Barat sebanyak 110 responden. Data diolah menggunakan *software* SmartPLS 4.0 dengan hasil penelitian menunjukkan bahwa variabel *role of halal certifying bodies* dan variabel *demand for halal product* berpengaruh positif dan signifikan terhadap variabel *effective management of halal supply chain*, dan variabel *effective management of halal supply chain* berpengaruh positif dan signifikan terhadap variabel *economic performance*, variabel *environmental performance*, dan variabel *social performance*.

Kata Kunci: *role of halal certifying bodies, demand for halal product, halal supply chain management, sustainability performance*

**THE INFLUENCE OF THE ROLE OF HALAL CERTIFYING BODIES
AND THE DEMAND FOR HALAL PRODUCTS ON
SUSTAINABILITY PERFORMANCE IN
HALAL FOOD AND BEVERAGE SMEs
IN WEST SUMATRA**

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ABSTRACT

This research aims to determine the influence of the role of halal certifying bodies and demand for halal products on sustainability performance seen from three aspects, namely economic performance, environmental performance, and social performance through the implementation of effective management of halal supply chains in halal food and beverage SMEs in Sumatra West. The sample for this research was food and beverage SMEs that had been certified halal in 18 districts/cities in West Sumatra, totaling 110 respondents. The data was processed using SmartPLS 4.0 software with the research results showing that the role of halal certifying bodies variable and the demand for halal product variable had a positive and significant effect on the effective management of halal supply chain variable, and the effective management of halal supply chain variable had a positive and significant effect on the variable economic performance, environmental performance variables, and social performance variables.

Keywords: role of halal certifying bodies, demand for halal product, halal supply chain management, sustainability performance