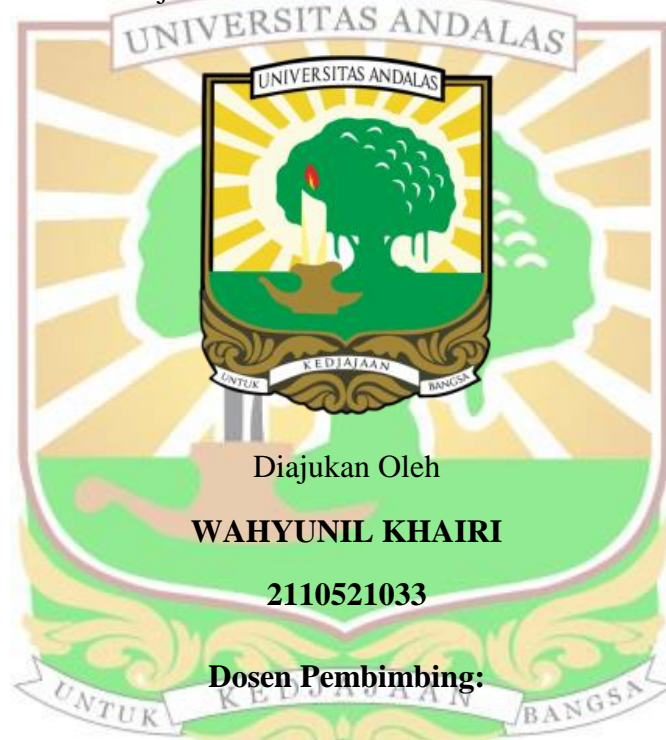


***ROLE OF HALAL CERTIFYING BODIES MEMEDIASI EFFECTIVE
MANAGEMENT OF HALAL SUPPLY CHAIN DAN SUSTAINABILITY
PERFORMANCE PADA IKM KULINER HALAL MINANG
PENDUKUNG PARIWISATA SUMATERA BARAT***

SKRIPSI

Diajukan Sebagai Salah Satu Syarat Untuk Mencapai Gelar Sarjana Pada Program
Studi S1 Departemen Manajemen Fakultas Ekonomi dan Bisnis Universitas Andalas



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PADANG
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MANAGEMENT OF HALAL SUPPLY CHAIN DAN SUSTAINABILITY
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Wahyunil Khairi, Meuthia

ABSTRAK

Penelitian ini bertujuan mengetahui pengaruh *halal marketing*, *competitive preassuare*, melalui *role of halal certifying bodies* sebagai mediasi terhadap *effective management of halal supply chain* dan *sustainability performance* pada IKM kuliner halal Minang pendukung pariwisata di Sumatera Barat. Sampel penelitian ini merupakan IKM kuliner Minang yang sudah mendapatkan sertifikat halal pada 18 kota/kabupaten yang ada di Sumatera Barat dengan jumlah sampel sebanyak 127 responden yang di tentukan melalui teknik non-probability sampling. Pengelolaan data penelitian dilakukan menggunakan aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *halal marketing*, *competitive preassuare*, *effective management of halal supply chain* dan *role of halal certifying bodies* berpengaruh positif dan signifikan terhadap *sustainability performance* serta *effective management of halal supply chain* dimediasi oleh *role of halal certifying bodies* juga berpengaruh positif dan signifikan terhadap *sustainability performance*.

Kata Kunci : ***Halal Marketing, Competitive Pressuare, role of Halal Certifying Bodies, Effective Management of Halal Supply Chain, Sustainability Performance dan IKM***

**ROLE OF HALAL CERTIFYING BODIES IN MEDIATING EFFECTIVE
MANAGEMENT OF THE HALAL SUPPLY CHAIN AND SUSTAINABILITY
PERFORMANCE IN HALAL MINANG CULINARY SMEs SUPPORTING
TOURISM IN WEST SUMATRA**

Wahyunil Khairi, Meuthia

ABSTRACT

This study aims to examine the influence of halal marketing and competitive pressure, mediated by the role of halal certifying bodies, on the effective management of the halal supply chain and sustainability performance in halal Minang culinary SMEs supporting tourism in West Sumatra. The sample for this study consists of Minang culinary SMEs that have obtained halal certification across 18 cities/regencies in West Sumatra, with a total of 127 respondents selected using non-probability sampling techniques. Data analysis was conducted using the SmartPLS 4.0 software. The results indicate that halal marketing, competitive pressure, effective management of the halal supply chain, and the role of halal certifying bodies have a positive and significant effect on sustainability performance. Additionally, the effective management of the halal supply chain, mediated by the role of halal certifying bodies, also has a positive and significant effect on sustainability performance.

Keywords: Halal Marketing, Competitive Pressure, Role of Halal Certifying Bodies, Effective Management of Halal Supply Chain, Sustainability Performance, SMEs

