

Analisis *Knowledge of Halal Supply Chain Management* Terhadap Kinerja

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ABSTRAK

Tujuan dilakukan penelitian ini yaitu untuk mengetahui analisis *knowledge of halal supply chain management* terhadap kinerja perusahaan. Populasi dari penelitian ini sebanyak 230 UMKM dibidang kuliner yang berada di Kabupaten Sleman, dengan menggunakan *purposive sampling* ditemukan sebanyak 191 UMKM dibidang kuliner yang berada di Kabupaten Sleman. Metode pengumpulan data menggunakan kuesioner dan menganalisisnya dengan uji t, uji F dan analisis regresi linier berganda. Hasil penelitian ini menemukan bahwa analisis *knowledge of halal supply chain management* berpengaruh signifikan terhadap kinerja perusahaan.

Kata kunci - *Halal Purchasing, Halal Food Quality and Hygiene, Halal Storage, Halal Logistic, Halal Retail, Islamic Dietary Law, Kinerja Perusahaan*

ABSTRACT

The purpose of this research is to know the analysis of the analysis of halal supply chain management on company performance. The population of this study were 230 SME in the culinary field in Sleman Regency, using purposive sampling as many as 191 SME in the culinary field in Sleman Regency. Methods of data collection using a questionnaire and analyze it with the t test, F test and multiple linear regression analysis. The results of this study found that the analysis of halal supply chain management has a significant effect on company performance.

Keywords - *Halal Purchasing, Halal Food Quality and Hygiene, Halal Storage, Halal Logistic, Halal Retail, Islamic Dietary Law, Company Performance*