

ABSTRACT

Industrial development in Indonesia encourages the growth of SMEs in the field of food and beverages. With the majority of the population being Muslims demanding a halal certification. However, business and consumer awareness on halal certificate is still very low, and only a few SMEs have halal certificate. Therefore, research on the inhibiting factors of halal certification submission on MSMEs aims to determine the factors hampering the filing of halal certification at UMKM. But in the phenomenon there are various factors that inhibit the filing of halal certification.

Through this research will be analyzed the factor-factor inhibiting with variable certifying body, industry, consumer, supplier, and government. Methods of data collection are done by distributing questionnaires to 100 SMEs the culinary in the City of Bogor. Data processing was performed using SPSS Statistics 20.0

Based on the results of data processing with Principal Component Analysis can be seen that there are seven factors that formed the factor for filing halal certification at SMEs in Bogor West Java, the seven factors consisting of the resource, information sharing, certification prosedur, supplier, certification, financial, and consumer. Resource has the highest percentage of variance eigenvalues with 30,474%.

Based on the research results, to improve the level of consumer confidence, SMEs in the City of Bogor should have a halal certificate to increase consumer confidence and make a competitive advantage in its trade products.

Keyword : Factor Inhibiting, Factor Analysis, Competitive Advantage, Halal Certification, SMEs