

ABSTRACT

The development of the industrial revolution 4.0, has resulted in the emergence of great industrial opportunities due to variations in product demand and changing people's lifestyles. Indonesia is also carrying out industrial development in various sectors, one of which is the halal industry. Halal has become the main thing that is widely discussed in the business world, especially the culinary industry. Consumption of halal is a mandatory requirement for Muslims, even as the main choice for non-Muslims. Therefore, this study discusses the level of awareness of consumers, especially non-Muslims in Malang City about the halal food they consume daily which is influenced by several factors.

This study aims to measure and analyze the level of awareness of non-Muslim consumers in Malang towards halal products. This study also measures religious belief, health reason, logo certification, exposure, and Halal Supply Chain Awareness. These findings can be used as a reference for the government and halal policymakers. And it can be used as a reference for entrepreneurs to innovate in making halal products in Indonesia.

The research method used in this study is a quantitative method with a Likert scale as a measurement. The sampling technique used in this study was purposive sampling. The data analysis method used in this research is Structural Equation Modeling (SEM) and processed using smartPLS. The research was conducted using a questionnaire. The questionnaire was distributed to 100 non-Muslim respondents residing in Malang City, both men and women aged 15 to 60 years.

Based on the results of the research conclusions, the four variables have a significant influence and relationship on halal supply chain awareness. So the non-Muslim community of Malang City is aware of the importance of halal products. The advice given is that distributors must pay more attention to each product being marketed. By strengthening religious beliefs, ensuring the products produced are safe, providing halal assurance that halal certificates in Indonesia are only issued by MUI as a stakeholder, and also providing education and information related to halal products.

Keyword: Halal Supply Chain Awareness, religious belief, health reason, logo certification, exposure