

ABSTRACT

Along with a large number of tourism in Lampung, it contributes to the high number of culinary business, it has various menu both special culinary of Lampung or modern culinary. Later, several restaurants have favorite menu made from raw beef, as steaks or ribs. Beef is halal food that should not be mixed up with the things that are forbidden or treated that made it's not halal. But the awareness of businessmen and consumers on halal raw materials are still low, and only little restaurants, caterings or slaughter cattle have halal certified. Adulterated meat, it causes the problem to halal of the raw materials. Therefore, research is done to the tracking system on the flow of the beef supply chain which aims to monitor the flow of the supply chain in order to remain halal beef. But in fact, there are various factors that make up the tracking system.

Through this research will be analyzed the factor tracking system with variable product identification data to trace, product routing, traceability tools, identity number, the data carriers and electronic information networks.

Methods of data collection are done by distributing questionnaires to 50 restaurants in Lampung which have raw beef menu. Data processing was performed using SPSS Statistics 22.0.

Based on the results of data processing with PCA can be seen that there are seven factors that formed the tracking system supply chain of beef as raw materials for halal food in the restaurant Lampung, the seven factors consisting of the compatibility of halal raw materials, system information support, process production of halal product, characteristic of halal raw materials, recording of halal raw materials, documentation of halal raw materials, and storage system of halal raw materials. Compatibility of halal raw materials has the highest percentage of variance eigenvalues with 43.638%.

Based on the research results, to improve the consumer trust to restaurant, restaurants in Lampung should be focus on monitoring of the beef supply chain based on tracking system factor that has been formed.

Keywords: Tracking System, Factor Analysis, Halal Food