

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh adopsi *halal supply chain* terhadap kinerja *supply chain* dalam industri *skincare* halal dengan menggunakan kerangka kerja *Technology-Organization-Environment* (TOE). Fokus penelitian ini adalah pada Perusahaan Glowies. Penelitian ini menggunakan metode kuantitatif dengan pengumpulan data melalui kuesioner kepada 35 responden melalui google form yang disebarakan oleh tim dari PT XYZ.

Analisis data dilakukan dengan pendekatan Structural Equation Modeling-Partial Least Squares (SEM-PLS) pada software Smart PLS 4. Hasil penelitian ini menunjukkan bahwa tidak semua faktor dalam kerangka *Technology-Organization-Environment* (TOE) secara signifikan memengaruhi *halal supply chain performance* pada PT XYZ. Faktor *technology* terbukti memiliki pengaruh positif dan signifikan, sementara faktor *organization* dan *environment* belum menunjukkan kontribusi yang kuat terhadap peningkatan *supply chain performance* halal. Temuan ini mengindikasikan bahwa perusahaan perlu memperkuat integrasi nilai-nilai halal ke dalam sistem internal *organization* serta mengadopsi praktik ramah *enviromtment* secara lebih menyeluruh. Dengan demikian, optimalisasi kinerja *halal supply chain* tidak hanya bergantung pada inovasi *technology*, tetapi juga memerlukan dukungan dari penguatan struktur internal dan komitmen terhadap prinsip *sustainability* di seluruh proses bisnis perusahaan.

Kata kunci: Rantai pasok halal, *supply chain performance*, *Technology-Organization-Enviromtment* (TOE), PT XYZ, *SEM-PLS*, *sustainability*, *skincare* halal

ABSTRACT

This study aims to analyse the influence of halal supply chain adoption on supply chain performance in the halal skincare industry by utilizing the Technology- Organization-Environment (TOE) framework. The focus of this research is on Glowies. A quantitative approach was employed, with data collected through questionnaires distributed to 35 respondents from the Supply chain Management directorate. Data analysis was conducted using the Structural Equation Modelling-Partial Least Squares (SEM-PLS) method with Smart PLS 4 software.

The results of this study indicate that not all factors within the Technology- Organization-Environment (TOE) framework significantly affect halal supply chain performance at PT XYZ. The technology factor was found to have a positive and significant impact, while the organization and environment factors did not show strong contributions to improving halal supply chain performance. These findings suggest that the company needs to strengthen the integration of halal values into its internal organizational systems and adopt more comprehensive environmentally friendly practices. Therefore, optimizing halal supply chain performance requires not only technological innovation but also support through the reinforcement of internal structures and a firm commitment to sustainability principles across all business processes of the company.

Keyword: *Halal supply chain, supply chain performance, Technology-Organization-Environment (TOE), PT XYZ, SEM-PLS, sustainability, skincare halal*