

ABSTRAK

Nama : Dianaswa

Program Studi : Ekonomi Syariah

Judul : Determinasi Kinerja Ekspor UMKM Halal Di Kota
Lhokseumawe: Peran Halal, Kapabilitas Ekspor Dan
Dukungan Keuangan Syariah

Penelitian ini bertujuan untuk menganalisis pengaruh peran halal, kapabilitas ekspor, dan dukungan keuangan syariah terhadap kinerja ekspor UMKM halal di Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 100 pelaku UMKM halal di Kota Lhokseumawe. Analisis data dilakukan menggunakan analisis regresi linier berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa secara parsial peran halal tidak berpengaruh signifikan terhadap kinerja ekspor UMKM halal. Sebaliknya, kapabilitas ekspor dan dukungan keuangan syariah berpengaruh positif dan signifikan terhadap kinerja ekspor UMKM halal. Secara simultan, peran halal, kapabilitas ekspor, dan dukungan keuangan syariah berpengaruh signifikan terhadap kinerja ekspor UMKM halal di Kota Lhokseumawe. Nilai koefisien determinasi menunjukkan bahwa variabel independen mampu menjelaskan sebagian besar variasi kinerja ekspor UMKM halal, sedangkan sisanya dipengaruhi oleh faktor lain di luar model penelitian. Hasil penelitian ini mengindikasikan bahwa peningkatan kemampuan ekspor serta optimalisasi akses terhadap pembiayaan syariah menjadi faktor penting dalam meningkatkan daya saing dan kinerja ekspor UMKM halal.

Kata Kunci: *Peran Halal, Kapabilitas Ekspor, Dukungan Keuangan Syariah, Kinerja Ekspor, UMKM Halal.*

ABSTRACT

Name : Dianaswa

Study Program : Islamic Economics

Title : Determinants of export performance of halal micro, small, and medium enterprises (msmes) in lhokseumawe city: the role of halal, export capability, and islamic financial support

This study aims to examine the influence of the role of halal, export capability, and Islamic financial support on the export performance of halal Micro, Small, and Medium Enterprises (MSMEs) in Lhokseumawe City. This research employed a quantitative approach using a survey method. Primary data were collected through questionnaires distributed to 100 halal MSME owners in Lhokseumawe City selected using purposive sampling. The data were analyzed using multiple linear regression with the assistance of SPSS software. The results indicate that, partially, the role of halal does not have a significant effect on the export performance of halal MSMEs. In contrast, export capability and Islamic financial support have a positive and significant effect on export performance. Simultaneously, the role of halal, export capability, and Islamic financial support significantly affect the export performance of halal MSMEs in Lhokseumawe City. The findings suggest that strengthening export capability and improving access to Islamic financial support are essential factors in enhancing the competitiveness and export performance of halal MSMEs. These findings are expected to provide valuable insights for policymakers, Islamic financial institutions, and MSME practitioners in formulating sustainable export development strategies for halal MSMEs.

Keywords: Export Performance, Halal MSMEs, Role of Halal, Export Capability, Islamic Financial Support.