

ABSTRACT

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Title : Analysis of the Implementation of Halal Supply Chain Management and Consumer Characteristics of Chicken Meat Purchasing Behavior in Lhokseumawe City

This research aims to find out how Halal Supply Chain Management is implemented by chicken sellers in markets and several restaurants in Lhokseumawe City. Where it is important to see how traders apply HSCM to consumer behavior in purchasing decisions. The research results show that the implementation of Halal Supply Chain Management and Consumer Character on Chicken Meat Purchasing Behavior in Lhokseumawe City, so it can be concluded that the implementation of HSCM has not been fully implemented by traders in the Lhokseumawe City market. Those that have implemented HSCM are the Inpres market and Batuphat market where they also understand the importance of HSCM, while the Pusong market and Cunda market have not yet implemented it due to a lack of concern regarding the importance of halal products as the Aceh government has issued Aceh Qanun Number 8 of 2016. Likewise regarding the consumer character which is really understood by the relevant parties who were sources in interviews regarding the behavior of purchasing halal chicken meat. So it can also be concluded that consumers also play an important role in the flow of Halal Supply Chain Management for chicken traders in Lhokseumawe City.

Keywords: *Halal Supply Chain Management, Consumer Character, Purchasing Behavior*