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SCOR Model for Analyzing Customer Satisfaction on Halal Supply Chain

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VISION 2025: EDUCATION EXCELLENCE AND MANAGEMENT OF INNOVATIONS THROUGH SUSTAINABLE ECONOMIC COMPETITIVE ADVANTAGE

Edited by: Soliman, KS

Pages: 6049-6057

Published: 2019

Document Type: Proceedings Paper

Conference

Conference: 34th International-Business-Information-Management-Association (IBIMA) Conference

Location: Madrid, SPAIN

Date: NOV 13-14, 2019

Sponsor(s): Int Business Informat Management Assoc

Abstract

This study examined the Halal supply chain based on customer satisfaction which it was conducted in Indonesia. A preliminary study found that more than fifty percent respondents were not satisfied with Halal certification. Purpose of this study was to analyze of customer satisfaction based on halal supply chain. The number of samples decided based on the Isaac and Michael approach was 270 respondents. SCOR model was adopted in this study as a framework for making research instrument which it was divided into five process type of plan, source, make, deliver and return. Finding of this study showed that the process type of source did not give positively contribution on customer satisfaction. Indeed, implication of this study concluded that customer did not consider the supplier strategies in providing halal product in the market. Further study is suggested to conduct the Good Manufacturing Practice in order to ensure quality assurance of halal product.

Keywords

Author Keywords: Halal certification; SCOR Model; customer satisfaction; supply chain strategy

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Funding

Funding Agency	Grant Number
UIN Sultan Syarif Kasim	

[View funding text](#)

Publisher

INT BUSINESS INFORMATION MANAGEMENT ASSOC-IBIMA, 34 E GERMANTOWN PIKE, NO. 327, NORRISTOWN, PA 19401 USA

Categories / Classification

Research Areas: Business & Economics

Web of Science Categories: Business; Economics; Management

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18 Cited References

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