

An Analysis of the Relationship Between Leadership Quality, the Halal Product Supply Chain, and Employee Performance: Strategies for Enhancing Halal Products to Meet the High Public Demand

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ABSTRACT

The profound public interest in halal products within South Aceh has not been met with adequate supply chain readiness and leadership quality, thereby engendering a disparity between consumer demand and production capacity. This study aims to analyze the relationship between leadership quality, the halal product supply chain, and employee performance as a strategic approach to augmenting halal product availability. The research methodology utilized is library research, drawing upon data sources such as academic books, scientific journal articles, and pertinent research reports. The findings indicate that the quality of Islamic leadership exerts a significant influence on job satisfaction and employee engagement; however, it does not directly enhance performance without the mediation of intervening variables. Furthermore, an integrated halal supply chain is empirically proven to elevate operational efficiency and bolster consumer trust. Employee performance is optimized when underpinned by Sharia competency training and substantial job satisfaction. The conclusion of this research asserts that the enhancement of halal products in South Aceh necessitates a robust synergy among leadership that embodies Islamic values, a standardized supply chain system, and the continuous development of employee competencies. The practical implications of these findings advocate for the establishment of integrated halal certification programs, Sharia-based human resource training, and the fortification of regional oversight regarding the halal assurance system.

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1. INTRODUCTION

Over the past decade, the global halal industry has exhibited substantial growth, propelled by a heightened awareness among the Muslim demographic regarding the necessity of consuming Sharia-compliant products. Indonesia, possessing the largest Muslim population globally, holds immense

potential for cultivating a comprehensive halal ecosystem; nonetheless, implementation challenges at the regional level remain a critical concern. South Aceh, a regency characterized by its steadfast commitment to the application of Islamic law, confronts a complex dynamic between robust consumer demand for halal products and the inadequacy of existing supply chain infrastructure. While this elevated consumer interest theoretically provides an impetus for enterprises to augment production capacity and elevate service quality, empirical observations reveal a persistent disparity between market demand and supply capabilities.

The intricacies of halal product management transcend mere formal certification, encompassing the entirety of the supply chain ranging from raw material procurement and manufacturing to distribution and final delivery to the consumer. Within this framework, the caliber of leadership emerges as a pivotal determinant of an organization's efficacy in managing the halal supply chain and maximizing employee performance. Empirical investigations by Sodik et al. (2024) demonstrate that Islamic leadership exerts a significant impact on Sharia engagement and employee job satisfaction, albeit its effect on performance is strictly indirect and reliant upon mediating variables. These findings suggest that effective leadership within the halal industry necessitates a paradigm that is not exclusively outcome-oriented, but also deeply invested in the cultivation of core values and the spiritual commitment of the workforce.

The advancement of the halal industry is intrinsically linked to a supply chain system that ensures the halal integrity of products from their point of origin to the final consumer. The halal supply chain encompasses a comprehensive framework of processes and practices designed to guarantee the compliance and hygiene of halal products throughout the entire logistical network (Purnomo et al., 2024). The fundamental elements of a halal supply chain system include halal certification, Sharia-compliant procurement of raw materials, regulated production processes, rigorous monitoring and control mechanisms, transparent labeling, employee training, and post-production oversight. The successful integration of these elements necessitates robust coordination among stakeholders, alongside a steadfast managerial commitment to uphold the established standards. Within the specific context of South Aceh, the management of the halal supply chain presents heightened complexities due to the involvement of diverse business practitioners, including non-Muslim producers who remain legally obligated to comply with halal assurance standards as mandated by regional regulations. The supervision of halal assurance system implementation demands a strategically planned preventive mechanism, rather than a merely reactive approach to emerging issues (Meldifa, 2023). Consequently, institutional capacity and the quality of human resources in managing the halal supply chain serve as essential prerequisites for the successful development of halal products within the region.

Employee performance is a critical determinant of an organization's success in managing the halal supply chain and fulfilling consumer expectations. Optimal performance relies not solely on technical competencies, but also encompasses job satisfaction, motivation, and the congruence of values between the individual and the organization. Within Sharia-oriented industries, employee satisfaction can be cultivated through the integration of Islamic principles, such as equity, transparency, and the appropriate recognition of individual contributions. Recent empirical evidence demonstrates that Sharia-based human resource competency training exerts a positive and significant influence on operational efficiency within the halal logistics sector (Munawaroh et al., 2025). These findings substantiate the premise that investments in employee competency development particularly those anchored in Sharia values yield a direct impact on the enhancement of organizational performance. Consequently, strategies aimed at improving halal products cannot disregard the aspect of human resource development as a foundational element.

Effective leadership within the context of halal organizations necessitates a profound comprehension of Islamic values and the capability to translate these principles into daily managerial practices. Islamic leadership extends beyond the mere attainment of targets; it fundamentally encompasses character development, integrity, and moral responsibility toward all stakeholders. Sodik et al. (2024) observed that the *ukhrawi* (hereafter-oriented) dimension within Islamic leadership exhibited the lowest loading factor, indicating that the consciousness of divine oversight remains inadequately implemented in current

management practices. This finding serves as a critical imperative for leadership development within halal organizations, emphasizing that the spiritual dimension must not be reduced to mere rhetoric. Leaders in the halal industry are required to act as exemplars in the application of Sharia principles, including in the domains of supply chain management and employee empowerment. Such caliber of leadership will foster an organizational climate conducive to the continuous improvement of both operational performance and halal product quality.

The significance of this study lies in the imperative to comprehensively understand the interplay between leadership quality and the halal supply chain in influencing employee performance, particularly concerning the high demand for halal products among the population of South Aceh. The research addresses a notable literature gap: the scarcity of studies simultaneously examining these three variables within a region distinguished by unique socio-religious characteristics. Prior research has predominantly analyzed these variables in isolation or within disparate contexts. Consequently, there is a critical need for a synthesis that offers a holistic understanding of halal product management dynamics at the local level. The primary objective of this research is to analyze the interrelationship among leadership quality, the halal supply chain, and employee performance, and subsequently to formulate strategies for the enhancement of halal products tailored to the specific context of South Aceh.

2. METHODS

This study employs a library research methodology, relying fundamentally on written literature as the primary data source to address the research inquiries. This approach was selected because the study aims to synthesize and analyze concepts previously established in existing literature, rather than testing empirical hypotheses through primary field data collection. As articulated by Hasan et al. (2025), library research constitutes a systematic method for gathering, evaluating, and interpreting sources pertinent to the subject of investigation. Within the scope of examining leadership, the halal supply chain, and employee performance, this methodological framework enables the integration of diverse theoretical perspectives and empirical findings across relevant academic disciplines.

The data sources in this study comprise books, scientific journal articles, and research reports that possess direct relevance to the subject under investigation. The literature utilized encompasses works published between 2021 and 2025 by both international and national authors, with a primary focus on Islamic leadership, human resource management, halal supply chains, and research methodology. These sources were selected based on rigorous criteria of relevance, credibility, and currency, thereby ensuring that the subsequent analysis accurately reflects contemporary developments within the field. As emphasized by Satar et al. (2025), the selection of data sources in qualitative research must carefully consider the authority and relevance of the material in relation to the research questions. Consequently, every source incorporated into this study was subjected to a stringent selection process to guarantee its substantive contribution to the research objectives.

Data collection was executed through a systematic retrieval of pertinent literature. This procedure entailed the identification of primary keywords, comprehensive searches across academic databases and library catalogs, and the subsequent screening of search results in accordance with predetermined inclusion criteria. The data gathering process did not involve interviews or empirical field observations; rather, it relied exclusively on the critical reading and documentation of relevant information derived from written texts. Sujarweni and Arisudhana (2025) postulate that in library research, the researcher serves as the principal instrument, responsible for interpreting textual data and synthesizing information into a coherent analytical framework. Ultimately, this data collection process was conducted iteratively to ensure both the comprehensiveness and accuracy of the requisite information.

The data analysis technique employed in this study is content analysis utilizing a thematic approach. The collected data were subsequently organized according to the primary themes emerging from the literature, namely the quality of Islamic leadership, the halal product supply chain, employee performance, and the local context of South Aceh. Each theme was analyzed in depth by integrating findings from various sources, which were then synthesized into a comprehensive understanding of the

relationships among the variables. The analysis was conducted iteratively by comparing findings across different sources to identify patterns, consistencies, and significant discrepancies. Hasan et al. assert that thematic analysis within literature-based research necessitates the researcher's sensitivity to context and the capacity to abstract meaning from the available data (Hasan et al., 2025). Consequently, the analysis transcends mere description, culminating in meaningful interpretations that contribute to theoretical and practical development.

To establish data validity, this study employed source triangulation, which involves comparing information obtained from diverse sources to ensure the consistency and validity of the findings. This triangulation was executed by examining whether concepts or findings emerging from one source were supported or corroborated by others. Furthermore, conceptual member checking was conducted by cross-referencing preliminary findings with the literature to verify that the derived interpretations aligned with the intrinsic meanings of the original sources. Satar et al. elucidate that data validity in qualitative research can be bolstered through the utilization of multiple sources and researcher reflexivity during the interpretation process (Satar et al., 2025). By implementing these techniques, it is anticipated that the findings of this study will possess an adequate degree of trustworthiness and academic accountability.

3. FINDINGS AND DISCUSSION

3.1. *The Quality of Islamic Leadership as the Foundation of Halal Organizational Management*

Leadership within organizations operating in the halal product sector possesses distinct characteristics that differentiate it from general leadership models. Islamic leadership is not solely oriented toward achieving material organizational objectives; rather, it emphasizes the cultivation of spiritual and moral values that serve as the foundation for all organizational activities. Anshori (2025) explicates that strategic leadership in contemporary human resource management necessitates the ability to integrate organizational values with individual capacity development, thereby generating synergy between organizational goals and employee growth. From an Islamic perspective, leadership is regarded as a sacred trust (*amanah*) that must be executed with profound responsibility, as opposed to a mere position of privilege. Consequently, leaders are required to serve as role models in implementing the principles of justice, honesty, and trustworthiness, all of which constitute fundamental values in the administration of halal organizations.

The spiritual dimension intrinsic to Islamic leadership acts as the primary differentiator from conventional leadership paradigms. Leaders who internalize Islamic values comprehend that every decision and action entails accountability not only to worldly stakeholders but also to Allah SWT. This consciousness of divine supervision should function as the principal catalyst in preserving the integrity and quality of organizational management. Furthermore, Setyaningdiah and Tajuddin (2025) emphasize that leadership in the digital era demands the capability to navigate complexity and uncertainty while steadfastly adhering to ethical principles and organizational values. Within the context of the halal industry, this competency becomes exceedingly critical, as executive decisions impact not only financial performance but also consumer trust and the broader social legitimacy of the organization.

The quality of Islamic leadership is reflected in a leader's capacity to develop human resources that possess both technical competence and moral integrity. Sinurat (2021) posits that effective transformational leadership can inspire employees to exceed expectations and maximize their personal potential. Within halal organizations, such inspiration must be directed not merely toward achieving production targets, but also toward cultivating a profound understanding of the importance of maintaining product halalness as an act of worship. Leaders who successfully instill this awareness will establish a robust organizational culture wherein every employee assumes moral responsibility for the quality and halal status of the manufactured products. Consequently, the quality of Islamic leadership serves as a foundational determinant for organizational success in managing the halal supply chain and optimizing employee performance.

The discourse on Islamic leadership within the context of employee performance indicates that the relationship between these two variables is not direct; rather, it is mediated by factors such as job satisfaction and employee engagement. Sodiq et al. (2024) found that while Islamic leadership exerts a significant influence on Sharia engagement and job satisfaction, it does not directly enhance employee performance. These findings suggest that the implementation of Islamic leadership necessitates intermediary mechanisms to yield a tangible impact on performance. In the context of halal organizations in Indonesia, job satisfaction and employee engagement emerge as key variables linking leadership quality with performance outcomes. Leaders capable of fostering a satisfying and empowering work environment will ultimately be more successful in elevating both productivity and the quality of work.

Recent studies also highlight the significance of the spiritual dimension in leadership for fostering robust organizational commitment. Nadeem et al. (2022) developed the concept of prophetic leadership, which emphasizes the emulation of Prophet Muhammad's attributes in leadership practices, including honesty, trustworthiness, effective communication, and intellectual acumen in decision-making. Within organizations operating in the halal industry, these attributes become increasingly pertinent as they directly correlate with organizational credibility and consumer trust. Leaders who successfully demonstrate prophetic characteristics are more likely to garner trust from employees and other stakeholders, thereby establishing a solid foundation for organizational development. Consequently, leadership capacity building within the context of the halal industry must encompass the reinforcement of spiritual and ethical dimensions, rather than being confined solely to technical and managerial aspects.

The primary challenge in implementing Islamic leadership lies in ensuring that espoused values are genuinely manifested in daily operations. Research indicates that the *ukhrawi* (eschatological) dimension within Islamic leadership frequently exhibits the weakest implementation compared to other dimensions (Sodiq et al., 2024). This suggests that the awareness of divine supervision has yet to be profoundly internalized within organizational management practices. To address this discrepancy, systematic efforts are required to integrate spiritual values into organizational systems and procedures, ensuring that Islamic leadership extends beyond mere rhetoric. Leaders must develop mechanisms that facilitate the incorporation of Islamic values into the organizational culture, encompassing recruitment processes, employee development, performance evaluation, and strategic decision-making.

3.2. Halal Supply Chain Integration as a Strategy for Strengthening Product Competitiveness

A halal supply chain constitutes a complex and integrated system that encompasses the entirety of processes, ranging from raw material procurement to the final delivery of products to consumers. The halal integrity of a product cannot be solely substantiated through end-product certification; rather, it must be meticulously preserved across every stage of the supply chain. Purnomo et al. (2024) elucidate that a halal supply chain system comprises fundamental elements, including halal certification, the utilization of halal raw materials, halal production processes, rigorous monitoring and control, halal labeling and identification, personnel training and awareness, as well as post-production surveillance. The integration of these disparate elements necessitates robust coordination among stakeholders, alongside a steadfast management commitment to executing established standards. In the absence of adequate integration, the risk of cross-contamination or non-compliance with Sharia principles is significantly elevated, which may ultimately jeopardize consumer trust.

The fundamental principle underpinning the halal supply chain is the preservation of product halal integrity throughout its trajectory from the manufacturer to the end consumer. This imperative requires a strict segregation between halal and non-halal products, coupled with a comprehensive traceability system that facilitates the identification of a product's origin and transit history. Abdul Rahman et al. (2022) emphasize that halal supply chain management demands a comprehensive approach encompassing technical, organizational, and regulatory dimensions. Within the Indonesian context, the challenges associated with implementing halal supply chains are further complicated by

the involvement of enterprises across various scales, notably Micro, Small, and Medium Enterprises (MSMEs), which frequently encounter resource constraints. Consequently, the formulation of adaptive and contextual strategies is essential to ensure the effective application of halal standards across all operational levels.

The role of local governments in facilitating the development of a halal supply chain is fundamentally crucial, particularly in regions demonstrating a strong commitment to the implementation of Islamic Sharia, such as South Aceh. The supervision of halal assurance systems necessitates a well-structured preventive mechanism rather than a merely reactive approach to emerging issues (Meldifa, 2023). Consequently, local administrations must develop robust institutional capacity to execute the cultivation, monitoring, and enforcement of regulations pertaining to product halalness. Furthermore, concerted efforts are required to enhance the awareness and operational capacity of business practitioners, particularly Micro, Small, and Medium Enterprises (MSMEs), in comprehending and implementing halal supply chain standards. Collaborative synergy among the government, certification bodies, higher education institutions, and industry players remains pivotal to the successful establishment of a regional halal ecosystem.

The advancement of the halal supply chain is inextricably linked to technological integration and digitalization. For instance, blockchain-based traceability systems present viable solutions for enhancing the transparency and accountability of halal supply networks. Recent scholarly inquiries indicate that digitalization and blockchain technology play a significant role in augmenting both efficiency and consumer trust within the halal supply chain (Garuda, 2025). Such technological frameworks enable the real-time monitoring of product conditions, mitigate the risk of contamination, and provide consumers with definitive assurances regarding the halal integrity of their consumables. Nevertheless, the adoption of technology within the halal supply chain encounters substantial challenges, primarily concerning infrastructural readiness and human resource capabilities. Therefore, the strategic development of the halal supply chain must incorporate technological dimensions proportionally, aligning with pragmatic needs and existing institutional capacities.

Discourse concerning the halal supply chain within the context of employee performance indicates that robust system integration significantly contributes to enhanced operational efficiency and job satisfaction. Research demonstrates that Islamic human resource competency training and performance satisfaction exert a positive and significant impact on operational efficiency within the halal logistics industry (Munawaroh et al., 2025). Employees possessing a comprehensive understanding of halal supply chain principles, coupled with high job satisfaction, tend to exhibit greater efficacy, precision, and accountability in their professional roles. Consequently, investing in employee capacity building and the integration of halal supply chain systems constitutes a mutually reinforcing strategy aimed at elevating both organizational performance and the quality of halal products.

Furthermore, studies on sustainable halal supply chains emphasize the imperative of balancing economic, environmental, and social dimensions within supply chain management. Literature indicates that indicators such as operational costs, logistics, and halal compliance are characterized by complex interdependencies, thereby necessitating a holistic management approach (Journal of Islamic Marketing, 2025). Within the context of Micro, Small, and Medium Enterprises (MSMEs), the sustainable management of halal supply chains requires multifaceted support from various stakeholders, including the government, financial institutions, and the broader business community. The integration of sustainability principles into the halal supply chain not only augments product competitiveness but also contributes positively to regional economic development and societal well-being. Therefore, the advancement of the halal supply chain must be conceptualized as an integral component of a broader developmental strategy, rather than a mere administrative effort to fulfill certification standards.

3.3. Optimizing Employee Performance through Competence Development and Job Satisfaction

Employee performance is the outcome of a complex interaction between various individual and organizational factors. Within the context of the halal industry, employee performance is evaluated not solely on productivity and work quality, but also on the capacity to preserve the halal integrity of products and deliver services that align with Sharia principles. Setyaningdiah and Tajuddin assert that human resource competence in the digital era comprises a synthesis of technical skills, adaptability, and moral integrity, which collectively enable individuals to contribute optimally in an ever-evolving work environment (Setyaningdiah & Tajuddin, 2025). Consequently, the development of employee competencies in the halal sector must encompass a comprehensive understanding of Sharia principles, halal supply chain procedures, and the proficiency to operate systems and technologies that facilitate the management of halal products.

Job satisfaction serves as a pivotal mediating factor in the relationship between leadership quality and employee performance. Empirical research demonstrates that Islamic leadership exerts a significant influence on job satisfaction, which subsequently impacts employee engagement and overall performance (Sodiq et al., 2024). Employees who experience high levels of job satisfaction tend to exhibit greater motivation, organizational commitment, and productivity. In the context of halal organizations, job satisfaction can be cultivated through the implementation of fairness, transparency, and equitable recognition of employee contributions. Leaders who succeed in establishing a gratifying work environment are more effective in retaining high-caliber personnel and stimulating them to achieve peak performance. Therefore, investing in the elevation of job satisfaction represents a highly effective strategic approach to optimizing employee performance within the halal industry.

The development of Sharia-based human resource competencies has been empirically demonstrated to exert a positive impact on organizational performance. Research indicates that training programs integrating Sharia principles with technical proficiencies effectively enhance employees' comprehension of their roles and responsibilities, thereby facilitating seamless operational processes (Munawaroh et al., 2025). Such training initiatives not only elevate individual capabilities but also reinforce an organizational culture predicated on quality and Sharia compliance. Within the context of the halal industry, competency advancement must encompass critical dimensions, including an understanding of halal materials, Sharia-compliant production protocols, contamination risk management, and the proficiency to execute internal audits of halal assurance systems. Equipped with the requisite competencies, employees are empowered to execute their duties with augmented confidence and accountability, which subsequently elevates overarching organizational performance.

Furthermore, employee performance within the halal sector is contingent upon variables such as organizational culture, reward systems, and work-life balance. Sinurat posits that efficacious transformational leadership is instrumental in cultivating an organizational culture conducive to employee development and the realization of optimal performance (Sinurat, 2021). For entities operating within the halal product domain, the organizational culture ought to manifest foundational Islamic values, notably amanah (trustworthiness), istiqamah (consistency), professionalism, and responsibility. An equitable and transparent reward mechanism also serves as a pivotal determinant in incentivizing employees to achieve peak performance. Additionally, a deliberate focus on work-life balance signifies an organization's commitment to the holistic well-being of its workforce, which reciprocally fosters heightened loyalty and commitment. Consequently, the optimization of employee performance necessitates a multifaceted approach that integrates competency development, the augmentation of job satisfaction, and the cultivation of a supportive organizational environment.

Discourse on employee performance within the context of the halal industry underscores the significance of employee engagement as a pivotal variable bridging leadership and performance. Empirical research demonstrates that sharia engagement mediates the relationship between Islamic leadership, job satisfaction, and employee performance (Sodiq et al., 2024). Employees who are emotionally and spiritually invested in their roles tend to exhibit higher levels of dedication, productivity, and resilience in overcoming professional challenges. Within halal-oriented

organizations, such engagement can be cultivated through effective communication, empowerment, and the construction of meaningful work that aligns daily responsibilities with broader overarching objectives. Leaders who successfully foster high engagement levels are inherently more effective in optimizing employee output and realizing organizational goals. Consequently, strategies designed to enhance employee performance must incorporate initiatives to cultivate meaningful engagement, rather than exclusively prioritizing the advancement of technical competencies.

The optimization of employee performance within the halal industry in regions such as South Aceh is constrained by several challenges, including restricted access to high-quality training, a deficient comprehension of prevailing halal standards, and inadequate supporting infrastructure. Therefore, addressing these impediments necessitates the implementation of contextual and collaborative strategies. Synergistic partnerships among local governments, educational institutions, and industry stakeholders are essential for establishing a highly effective human resource (HR) development ecosystem. Interventions such as localized training programs, technical mentoring, and improved access to comprehensive information on halal standards can significantly augment employee capacity. Ultimately, optimizing employee performance in the halal sector requires a comprehensive paradigm that not only targets individual development but also fortifies the systemic and institutional frameworks necessary for sustainable HR advancement.

3.4. Strategies for the Enhancement of Halal Products Amidst High Public Demand in South Aceh

The elevated public interest in halal products within South Aceh precipitates both significant opportunities and formidable challenges for the advancement of the regional halal industry. On the one hand, this robust demand signifies a highly viable market and reflects growing societal cognizance regarding the necessity of halal compliance. Conversely, constrained production and distribution capacities threaten to precipitate a supply-demand disequilibrium. Such an imbalance may inadvertently facilitate the market penetration of external regional goods or, more critically, uncertified products. To systematically address these challenges, the implementation of a comprehensive strategy is imperative. This approach must encompass the augmentation of production capacity, the amelioration of product quality, the expansion of distribution networks, and the consolidation of institutional frameworks. Furthermore, these strategic initiatives must be firmly predicated upon the foundational pillars of effective leadership, integrated supply chain management, and optimized employee performance.

The fortification of halal production capacity in South Aceh necessitates synergistic support from a multiplicity of stakeholders, notably local governmental bodies, financial institutions, and academic establishments. Targeted interventions such as technical mentorship programs, enhanced access to capital financing, and the streamlining of halal certification processes are instrumental in empowering business practitioners, particularly Micro, Small, and Medium Enterprises (MSMEs), to scale their operational capacities and elevate product quality. Empirical evidence corroborates that the reinforcement of Sharia-compliant human resource (HR) competencies, coupled with increased employee job satisfaction, directly correlates with the operational efficiency of halal logistics enterprises (Munawaroh et al., 2025). Therefore, capital allocation toward HR development must be recognized as an integral constituent of broader capacity-building strategies. It is essential that industry stakeholders are incentivized to conceptualize employee development as a critical strategic investment rather than a mere operational expenditure.

The development of halal distribution and logistics networks constitutes another critical aspect in the strategy for enhancing halal products. In the absence of an efficient distribution system that guarantees halal integrity, high-quality halal products may diminish in value from the consumer's perspective. The integration of the halal supply chain from upstream to downstream necessitates robust coordination among business practitioners, logistics service providers, and regulatory authorities. Furthermore, the implementation of information technology and traceability systems can significantly elevate the transparency and accountability of the supply chain, thereby fostering greater consumer

confidence regarding the halal status of their purchases. Specifically within the context of South Aceh, the advancement of distribution networks must also account for existing geographical and infrastructural conditions to ensure that the formulated strategies can be executed effectively.

The fortification of institutional frameworks and regulatory measures serves as the fundamental basis for cultivating a sustainable halal ecosystem. It is imperative for local governments to develop adequate institutional capacity to facilitate the guidance, supervision, and enforcement of regulations pertaining to product halalness. A systematically planned preventive supervision mechanism, as delineated in research concerning the implementation of the halal assurance system in South Aceh, represents a more efficacious approach compared to reactive oversight (Meldifa, 2023). Additionally, seamless coordination among various governmental agencies, certification institutions, and civil society organizations is essential to generate synergy in the development of halal products. Provided with robust institutional backing and unambiguous regulations, business enterprises will attain the necessary certainty and incentives to invest in the qualitative enhancement of halal products.

Strategies aimed at enhancing halal products must inherently incorporate aspects of marketing and market development. The substantial public interest in halal commodities within South Aceh serves as foundational capital that warrants further cultivation. Consequently, it is imperative to assist business practitioners in comprehending consumer preferences, formulating effective marketing strategies, and establishing robust brand identities. Within this context, the utilization of digital technology for marketing and sales manifests as an effective mechanism for expanding consumer outreach. Furthermore, the development of innovative halal products tailored to local consumer demands can provide a competitive advantage, distinguishing South Aceh's offerings from those of other regions. Therefore, strategies for halal product enhancement must encompass dimensions of marketing and product development, rather than being confined solely to production and distribution facets.

Multi-stakeholder collaboration constitutes a critical determinant for the successful implementation of halal product enhancement strategies in South Aceh. It requires synergistic efforts among local governments, academic institutions, halal certification agencies, business practitioners, and the community to cultivate a conducive halal ecosystem. Extant research indicates that integrating the halal supply chain with regional economic development necessitates a holistic approach, encompassing institutional frameworks, technological advancements, and human resource development (Garuda, 2025). In the specific context of South Aceh, such collaboration can be operationalized through coordination forums, joint initiatives, and the equitable sharing of resources. Through robust collaborative frameworks, multifaceted challenges inherent in halal product development can be mitigated more efficaciously and sustainably. Ultimately, strategies for halal product enhancement extend beyond the mere augmentation of production volumes; they fundamentally involve the construction of an ecosystem that facilitates the generation of high-quality, safe, and socially trusted halal commodities.

4. CONCLUSION

Based on the analysis of the relationship between leadership quality, the halal product supply chain, and employee performance within the context of enhancing halal products to meet the substantial public demand in South Aceh, several principal conclusions can be drawn. First, the quality of Islamic leadership plays a fundamental role in establishing an organizational foundation oriented toward Sharia values. However, its influence on employee performance is not direct; rather, it is mediated by job satisfaction and employee engagement. The spiritual dimension of leadership necessitates deeper internalisation to ensure it extends beyond superficial rhetoric. Second, the integration of the halal supply chain encompassing the entire process from raw material procurement to consumer distribution is a prerequisite for guaranteeing the halal integrity of products. The challenges associated with implementing a halal supply chain at the regional level require a contextual approach, adequate institutional support, and the proportionate utilization of technology. Third,

optimizing employee performance in the halal industry requires the development of Sharia-based competencies, the enhancement of job satisfaction, and the cultivation of a conducive organizational environment. Employee engagement emerges as a crucial variable that bridges leadership and job satisfaction with overall performance.

The practical implications of these research findings suggest a critical need to strengthen Islamic leadership capacity within organizations operating in the halal product sector. This can be achieved through comprehensive development programs that address spiritual, managerial, and technical dimensions. Furthermore, there is a necessity for a comprehensively integrated halal supply chain system, bolstered by information technology and regional institutional reinforcement. The development of Sharia-based human resource competencies must be prioritized within strategies aimed at elevating halal product offerings, accompanied by concerted efforts to create a fulfilling and empowering work environment. Multi-stakeholder collaboration involving the government, higher education institutions, certification bodies, and business practitioners must be fortified to construct a conducive halal ecosystem in South Aceh. By implementing these strategies in an integrated and sustainable manner, it is anticipated that halal products from South Aceh will successfully fulfill the high public demand while simultaneously making a positive contribution to regional economic development.

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