

ABSTRAK

Penelitian ini menganalisis pengaruh sertifikasi halal dan kinerja inovatif terhadap kinerja keuangan UMKM sektor makanan dan minuman di Kabupaten Bangkalan. Sertifikasi halal tidak hanya dipandang sebagai kewajiban syariah, tetapi juga sebagai strategi bisnis untuk meningkatkan daya saing produk. Kinerja inovatif, yang terdiri dari inovasi produk, proses, dan pemasaran, berperan penting dalam memperkuat daya saing dan keberlanjutan usaha. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *Structural Equation Modeling-Partial Least Square* (SEM-PLS) dan pendekatan kualitatif menggunakan analisis SOAR (*Strengths, Opportunities, Aspirations, Results*). Data dikumpulkan melalui kuesioner dan wawancara terhadap pelaku UMKM yang telah memiliki Nomor Induk Berusaha (NIB) dan berada dalam tahapan sertifikasi halal. Hasil analisis menunjukkan bahwa sertifikasi halal berpengaruh positif dan signifikan terhadap kinerja inovatif, namun tidak berpengaruh langsung terhadap kinerja keuangan. Sebaliknya, kinerja inovatif terbukti berpengaruh signifikan terhadap kinerja keuangan dan memediasi secara penuh hubungan antara sertifikasi halal dan kinerja keuangan. Berdasarkan temuan tersebut, strategi pengembangan UMKM dirumuskan melalui pendekatan SOAR yang menekankan pada pemanfaatan peluang *eksternal* untuk mencapai hasil keuangan yang optimal. Penelitian ini memberikan kontribusi praktis bagi UMKM dan pemerintah dalam merumuskan kebijakan serta strategi peningkatan daya saing berbasis sertifikasi halal dan inovasi.

Kata kunci: Sertifikasi halal, kinerja inovatif, kinerja keuangan, UMKM, *Structural Equation Modeling-Partial Least Square* (SEM-PLS), SOAR.

ABSTRACT

This study analyzes the effect of halal certification and innovative performance on the financial performance of MSMEs in the food and beverage sector in Bangkalan Regency. Halal certification is not only seen as a sharia obligation, but also as a business strategy to improve product competitiveness. Innovative performance, which consists of product, process and marketing innovations, plays an important role in strengthening competitiveness and business sustainability. This study used a quantitative approach using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method and a qualitative approach using SOAR (Strengths, Opportunities, Aspirations, Results) analysis. Data were collected through questionnaires and interviews with MSME players who already have a Business Identification Number (NIB) and are in the halal certification stage. The results of the analysis show that halal certification has a positive and significant effect on innovative performance, but has no direct effect on financial performance. In contrast, innovative performance is proven to have a significant effect on financial performance and fully mediates the relationship between halal certification and financial performance. Based on these findings, MSME development strategies are formulated through the SOAR approach which emphasizes the utilization of external opportunities to achieve optimal financial results. This research provides practical contributions for MSMEs and the government in formulating policies and strategies to improve competitiveness based on halal certification and innovation.

Keywords: *Halal Certification, Innovative Performance, Financial Performance, MSMEs, Structural Equation Modeling-Partial Least Square (SEM-PLS).*