

INTISARI

Penelitian ini bertujuan untuk mengkaji penerapan pendekatan *qualitypreneur* dalam sertifikasi halal serta perannya dalam meningkatkan minat beli konsumen pada UMKM produk makanan ringan ikonik di kawasan Malioboro. Penelitian menggunakan pendekatan kuantitatif deskriptif dengan metode survei. Data dikumpulkan melalui kuesioner yang disebarakan kepada pelaku UMKM dan konsumen, kemudian dianalisis menggunakan analisis deskriptif kuantitatif untuk menggambarkan kecenderungan penerapan *qualitypreneur*, persepsi terhadap sertifikasi halal, dan minat beli konsumen. Hasil penelitian menunjukkan bahwa penerapan pendekatan *qualitypreneur* yang mencakup pengetahuan kewirausahaan, kepuasan pelanggan, personifikasi layanan, strategi pelayanan, dan perbaikan sistem berada pada kategori tinggi dan konsisten. Sertifikasi halal dipersepsikan konsumen sebagai jaminan kualitas, kebersihan, dan keamanan produk, sehingga berperan penting dalam membentuk minat beli. Minat beli konsumen tercermin melalui ketertarikan membeli, preferensi terhadap produk bersertifikat halal, niat membeli ulang, serta kesediaan merekomendasikan produk. Dapat disimpulkan bahwa integrasi sertifikasi halal dalam kerangka *qualitypreneur* berkontribusi positif terhadap peningkatan minat beli konsumen dan mendukung keberlanjutan UMKM di kawasan wisata Malioboro.

Kata kunci: Malioboro, Minat beli, *Qualitypreneur*, Sertifikasi halal, UMKM

ABSTRACT

This study aims to examine the implementation of the *qualitypreneur* approach in halal certification and its role in enhancing consumer purchase intention toward iconic snack food MSMEs in the Malioboro area. A descriptive quantitative approach with a survey method was employed. Data were collected through questionnaires distributed to MSME actors and consumers, and analyzed using descriptive quantitative analysis to describe trends in *qualitypreneur* implementation, perceptions of halal certification, and consumer purchase intention. The results indicate that the implementation of the *qualitypreneur* approach—covering entrepreneurial knowledge, customer satisfaction, service personalization, service strategy, and system improvement—was consistently rated at a high level. Halal certification is perceived by consumers as a guarantee of product quality, hygiene, and safety, thereby playing an important role in shaping purchase intention. Consumer purchase intention is reflected in initial interest, preference for halal-certified products, repurchase intention, and willingness to recommend. Thus, the integration of halal certification within the *qualitypreneur* framework contributes positively to increasing consumer purchase intention and supports the sustainability of MSMEs in the Malioboro tourism area.

Keywords: Halal Certification, Malioboro, MSMEs, Purchase Intention, Qualitypreneur