

## **ABSTRACT**

*Micro, Small and Medium Enterprises (MSME) play a very important role in a country's economy as they create jobs, support economic growth, and contribute to the development of local communities. Many countries and organizations encourage the development of MSMEs because they can help reduce unemployment, increase family income, and support local economic growth.*

*This study aims to determine the effect of innovation, proactiveness, opportunity focus, risk taking, customer intensity, resource utilization and value creation on the performance of MSMEs in the Halal Food & Beverage sector in Semarang City. This study uses the purposive sampling method with 81 respondents as MSME business actors engaged in the F&B or culinary sector in Semarang City and already have a MUI halal certificate. The analytical tool used is multiple linear regression analysis with SPSS version 27 and Likert Scale measurement techniques.*

*The results showed that partially innovation has a negative and significant effect on MSME performance, proactivity has a positive and significant effect on MSME performance, opportunity focus has a positive and significant effect on MSME performance, risk taking has a negative and significant effect on MSME performance, customer intensity has a positive and significant effect on MSME performance, resource utilization has a positive and significant effect on MSME performance, value creation has a positive and significant effect on MSME performance. Simultaneously, innovation, proactivity, opportunity focus, risk taking, customer intensity, resource utilization, value creation influence the performance of halal culinary sector MSMEs in Semarang City positively and significantly with a coefficient of determination ( $R^2$ ) of 0.682.*

**Keywords:** *MSMEs, Innovation, Proactivity, Opportunity Focus, Risk Taking, Customer Intensity, Resource Utilization, Value Creation*