

E-ISSN 2716-4810
P-ISSN 2716-4802

JOURNAL OF DIGITAL MARKETING AND HALAL INDUSTRY

Volume 4 No. 2 2022



JDMHI

DEPARTMENT OF MANAGEMENT
FACULTY OF ISLAMIC ECONOMICS AND BUSINESS
UNIVERSITAS ISLAM NEGERI WALISONGO SEMARANG

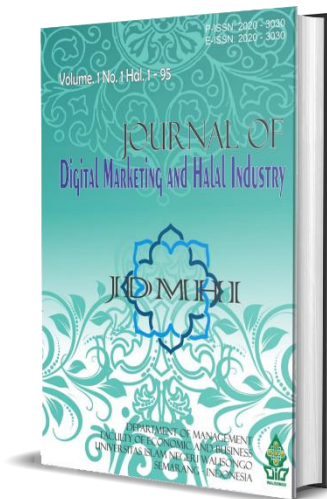


email: jdmhi@walisongo.ac.id

Journal of Digital Marketing and Halal Industry

ISSN: 2716-4810 (print) ISSN: 2716-4802 (online)

JOURNAL OF DIGITAL MARKETING AND HALAL INDUSTRY Volume 4, No.2 (2022)



Journal of Digital Marketing and Halal Management publishes rigorously peer-reviewed research across the complete range of Halal Industry ecosystem and services. This Journal is enthusiastic to the advancement and dissemination of knowledge in the area of Shariah, fiqh & Islamic jurisprudence, Halal purification practice, Halal standards & regulations, quality, safety, and management system, ethics and behavior, Halal business & marketing, Muslim Friendly Tourism & Hospitality, Islamic Finance, Halal education, Halal foods, Pharmaceuticals & Personal care products, Halal logistics, Halal authentication & sensors, Halal breeding, aquaculture and agriculture, Environment, Green technology and covering the whole Halal Industry ecosystem and services.

This Journal accepts original research articles, review articles, book review, perspective, commentary, opinion, letters to the editor, technical report, data papers, video articles, mini-reviews, technical notes, mini-reports, and editorials on all the spectrum of Halal Industry and services.



Journal of Digital Marketing and Halal Industry
Vol. 4, No. 2 (2022)

<http://journal.walisongo.ac.id/index.php/JDMHI/index>

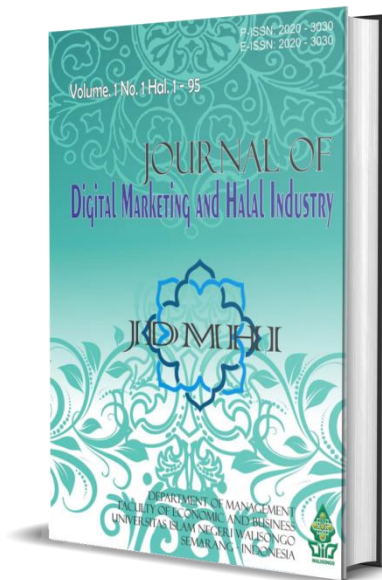


email: jdmhi@walisongo.ac.id

Journal of Digital Marketing and Halal Industry

ISSN: 2716-4810 (print) ISSN: 2716-4802 (online)

JOURNAL OF DIGITAL MARKETING AND HALAL INDUSTRY



Editor in Chief

Ferry Khusnul Mubarak

Editors

Md. Aminul Islam

Zakiah Samori

Akhmad Akbar Susanto

Adjengdia Bunga Bangsa

Deasy Wulandari

Qristin Violinda

Gunistiyo Gunistiyo

Mirwan Surya Perdhana

Deni Kamaludin Yusup

Hendri Hermawan Adinugraha

Pudjo Sugito

Editorial Office

Farah Amalia

Nur Aini Fitriya Ardiani Aniqoh

Publisher

Program Studi Manajemen Fakultas Ekonomi dan Bisnis Islam (FEBI)
Universitas Islam Negeri (UIN) Walisongo Semarang - Indonesia

Address

Jl. Prof. Dr. Hamka Km. 02, Kampus III Ngaliyan Semarang 50185 Phone: +62
24 7608454 Fax: +62 24 7608454 Email: jdmhi@walisongo.ac.id
<http://journal.walisongo.ac.id/index.php/JDMHI/index>

Journal of Digital Marketing and Halal Industry

Vol. 4, No. 2 (2022)

<http://journal.walisongo.ac.id/index.php/JDMHI/index>



email: jdmhi@walisongo.ac.id

Journal of Digital Marketing and Halal Industry

[ISSN: 2716-4810 \(print\)](#) [ISSN: 2716-4802 \(online\)](#)

Table of Contents

Volume4, Nomor 2 (2022)

The Mediating Effect of Consumer Brand Engagement on the Relationship between Social Media Marketing and Repurchase Intention <i>Asyhari Asyhari, Sri Ayuni, Naufal Athiya Primananda, Pungky Lela Saputri, Wan Anisabanum Salleh</i>	1-22
The Potential of Millennial Muslim's Halal Tourism During The Covid-19 Pandemic <i>Cucu Susilawati, Muhamad Abduh, Muhammad Iqmal Hisham Kamaruddin, Rosi Hasna Sari</i>	23-42
What non-Muslims say about halal-certified products? <i>Arna Asna Annisa, Sepia Hartiningsih, Siti Kholifah, Fatimah Rahmawati, Iskandar Iskandar</i>	43-58
Increasing Marketing Performance Through Customer Orientation, Competitor Orientation and Product Innovation <i>Maltuf Fitri, Soya Angga Arifin Nuha, Nurudin Nurudin</i>	59-74
The Role of Digital Banking Indusrty Towards Consumer Behavior During The Covid 19 <i>Nur Aini Fitriya Ardiani Aniqoh, Ana Zahrotun Nihayah, Farah Amalia</i>	75-88
Building Competitive Advantage Through Halal Assurance System and Employee Performance <i>Muchamad Fauzi, Ade Yusuf Mujadidi, Novan Erlandia</i>	89-104
Zoning Potential Halal Tourism; Evidence in Indonesia <i>Yelly Zamay, Angga Pramana, Dodi Sukma R.A, Maghfirah Jayalaksamana</i>	105-122