

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

# JOURNAL OF DIGITAL MARKETING AND HALAL INDUSTRY

Volume 5 No. 1 2023



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

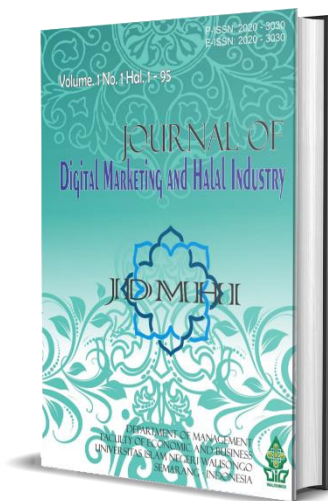


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**Journal of Digital Marketing and Halal Industry**

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

## JOURNAL OF DIGITAL MARKETING AND HALAL INDUSTRY Volume 5, No.1 (2023)



**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.



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### Focus and Scope

The Journal of Digital Marketing and Halal Industry seeks to publish high quality, scholarly empirical research article in consumer behavior, marketing research, integrated marketing, internet marketing, e-commerce, persuasive strategies, relationship marketing, marketing and business ethics, distribution strategies, product development strategies, strategic marketing, customer relationship management, international marketing, halal management system, ethics and behavior, halal business & marketing, halal tourism, halal foods, pharmaceuticals & personal care products, halal supply chain management, and covering the whole Halal Industry. This journal is geared towards providing a more understanding of society about Halal Industry and digital marketing studies.

Semarang, July 30 2023  
Editor in Chief

Ferry Khusnul Mubarak, MA



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### Editor's Foreword

Firstly, the entire Editorial Board would like to express its thanks to the presence of Allah SWT who has given grace and enjoyment, so that the Journal of Digital Marketing and Halal Industry has published Volume 5 Number 1 of 2023. May prayers and greetings be poured out upon Rasulullah SAW, may we be among the people who will receive His intercession.

Furthermore, the JDMHI management team would like to express their deepest gratitude for the prayers and support from all parties, especially to the writers, editors, reviewers and all parties involved, as well as to the leaders at the Islamic University Faculty of Economics and Business. Walisongo State, Semarang.

"Finally, the editorial team hopes that this edition can provide useful knowledge and provide inspiration to readers in general and educational practitioners in particular."

Semarang, July 30 2023  
Editor in Chief

**Ferry Khusnul Mubarak, MA**





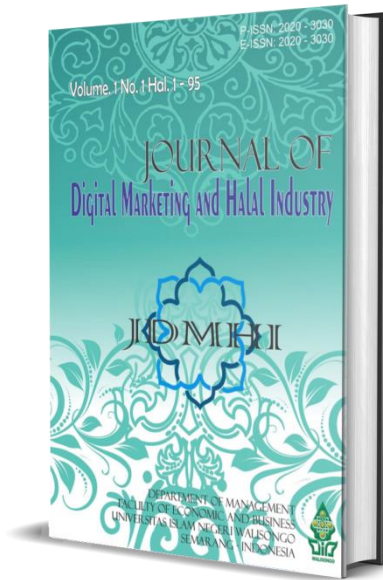
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## Table of Contents

### Volume 5, Nomor 1 (2023)

<b>Determinants of Micro and Small Enterprise's Interest to Participate in Self-Declare Halal Certification</b>	1-22
<i>Khaerud Dawam, Sugiyarti Fatma Laela*, Nur Hendrasto, Hafiz Mudassir Rehman, M. Kabir Hasan</i>	
<b>What is the Model of Sharia Marketing in Islamic Microfinance Institutions?</b>	23-40
<i>Muhammad Shulthoni, Hendri Hermawan Adinugraha*, Eva Rumiyyati, M. Fathrezza Imani, Dliyaudin Achmad</i>	
<b>Towards Customer Satisfaction: The Role of Customer Relationship Management, Service Quality, and Customer Perceptions</b>	41-56
<i>Roswita Bupu, Mohamad Sodikin* Sanchita Sanchita</i>	
<b>Digital Transaction: A Catalyst for Financial Inclusion and Job Creation</b>	57-76
<i>Muhammad Abdullahi Maigari*, Mohammed Muson Yelwa</i>	
<b>What Are the Risks of Halal Cosmetic Products?</b>	77-96
<i>Khafidin Khafidin, Hana Catur Wahyuni*, Adam Voak</i>	
<b>E-Service Quality and E-Wom Regarding Consumer Behavior Based on Maqashid Asy-Shariah</b>	97-116
<i>Mardhiyah Hayati*, Juhary Ali, Mad Heri, Pertiwi Utami</i>	
<b>The Necessity of Halal Product Labeling: A Study on Knowledge, Religiosity, Attitudes, and Purchase Intentions</b>	117-136
<i>Ageng Asmara Sania*, Dini Rahmayanti, Al-Haq Kamal, Duniyati Ilmiah, Norhayati Binti Abdullah</i>	