

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

JOURNAL OF DIGITAL MARKETING AND HALAL INDUSTRY

Volume 2 No. 2 2020



JDMHI

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

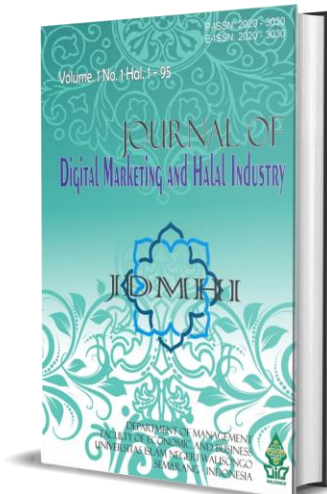


email: jdmhi@walisongo.ac.id

Journal of Digital Marketing and Halal Industry

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

JOURNAL OF DIGITAL MARKETING AND HALAL INDUSTRY Volume 2, No.2 (2020)



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. 2, No. 2 (2020)

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

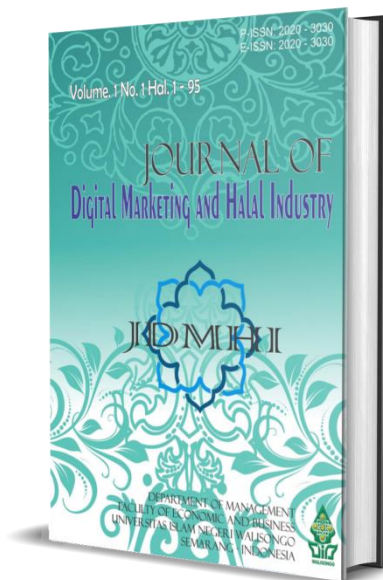


email: jdmhi@walisongo.ac.id

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

Managing Editor

Nur Aini Fitriya Ardiani Aniqoh
Farah Amalia

Editors

Fajar Adhitya
Mardhiyaturrositaningsih
Mochammad Ridwan Ristyawan
Zuhdan Ady Fataron

Editorial Board Member

Anton Satria Prabuwono, Prof., Ph.D.,

Publisher

Jurusan 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. 2, No. 2 (2020)

<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

Volume 2, Nomor 2 (2020)

Islamic Entrepreneur Resilience Model: Retail Business Survives During Crisis <i>Rahman El Junusi, Ferry Khusnul Mubarak</i>	89-106
The Role of Mediating Islamic Personality and Value Satisfaction on the Effect of Relationship Marketing on Customer Loyalty <i>Bambang Widarno</i>	107-120
Green Marketing Exploration on Customer Retention in Improving Business Performance with Tacit Entrepreneurship Knowledge as Moderator <i>Fadjar Setiyo Anggraeni</i>	121-132
Halal Branding; A Religious Doctrine in the Development of Islamic Da'wah <i>Abdul Rachman</i>	133-144
The Effect of Halal Certification, Halal Awareness and Product Knowledge on Purchase Decisions for Halal Fashion Products <i>Arif Efendi</i>	145-154
Analysis of Factors that Increase Customer Satisfaction Coffee Products <i>Doni Nurdeagraha, Edy Suryawardana</i>	155-166
Analysis of the Effect of Visual Merchandising, Store Atmosphere And Sales Promotion On Impulse Buying Behavior <i>Nurudin</i>	167-177