



Invitation to Review for the Journal of Islamic Marketing

1 pesan

Journal of Islamic Marketing <onbehalfof@manuscriptcentral.com>

Sen, 8 Mar 2021 pukul 10:23 PM

Balas ke: emi128@uitm.edu.my

Kepada: winengan@uinmataram.ac.id

08-Mar-2021

Dear Dr. winengan:

Manuscript ID JIMA-12-2020-0377.R2 entitled "Business Actors Response to Halal Certification Body Performance in Indonesia" has been revised and submitted to the Journal of Islamic Marketing.

I invite you to review this manuscript. The abstract appears at the end of this letter. Please let me know as soon as possible if you will be able to accept my invitation to review. If you are unable to review at this time, I would appreciate you recommending another expert reviewer. Please click the appropriate link below to automatically register your reply with our online manuscript submission and review system.

*** PLEASE NOTE: This is a two-step process. After clicking on the link, you will be directed to a webpage to confirm. ***

Agreed: https://mc.manuscriptcentral.com/jima?URL_MASK=167d0d72dd5648bdb54ca87068055a69

Declined: https://mc.manuscriptcentral.com/jima?URL_MASK=9f8ca700cda44668a398ed59a8f2efcf

Once you accept my invitation to review this manuscript, you will be notified via e-mail about how to access Manuscript Central, our online manuscript submission and review system. You will then have access to the manuscript and reviewer instructions in your Reviewer Centre.

I realize that our expert reviewers greatly contribute to the high standards of the Journal, and I thank you for your present and/or future participation.

Sincerely,
Dr. Emi Normalina Omar
Associate Editor, Journal of Islamic Marketing
emi128@uitm.edu.my

MANUSCRIPT DETAILS

TITLE: Business Actors Response to Halal Certification Body Performance in Indonesia

ABSTRACT:

The implementation of the mandatory halal certification policy by the Indonesian Government as of October 17, 2019, at least needs to be reviewed first, how is the response of business actors to halal certification services that have been carried out by previous Halal Certification Bodies in Indonesia. This can provide an overview of the extent to which the quality of the appointed authority's services, the competence of the institution, and the costs of certification.

This study uses a quantitative descriptive non-parametric statistical analysis by taking non-probability survey samples with a freely distributed distribution method with focus on 3 things: response to halal certification services, to competence of Halal Certification Bodies (LPPOM-MUI), and to Halal Certification service fee. Respondents in this study were small, medium, and large business actors, spread across 11 area provinces in Indonesia. In this study the data were obtained from 78 complete questionnaires.

The results that 81.4% of business actors were very satisfied with the performance of the certification service of halal certification bodies, 80.3% of business actors stated that the halal certification body was a competent and 59.4% of business actors stated that the halal certification fee was proportional to quality of services provided.

Policy maker can benefit from this study which getting recommendations regarding halal certification services. These findings contribute to describing the response of business actors to halal certification services and have not been doing before with same subject and object of the research.