



Ferry Fachrurazi <ferry.7co@gmail.com>

Journal of Islamic Marketing - Author update

1 pesan

Journal of Islamic Marketing <onbehalf@manuscriptcentral.com>

8 September 2021 pukul 07.30

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08-Sep-2021

Dear Author(s),

It is a pleasure to inform you that your manuscript titled Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image (JIMA-09-2021-0289) has passed initial screening and is now awaiting reviewer selection.

The manuscript was submitted by Mr. Sahat Silalahi with you listed as a co-author. As you are listed as a co-author please log in to <https://mc.manuscriptcentral.com/jima> and check that your account details are complete and correct, these details will be used should the paper be accepted for publication.

Your paper is assigned to Prof. Faridah Haji Hassan, faridah_hh@yahoo.com, faridah_hh@yahoo.com. If you need any further information, please contact them directly.

Yours sincerely,
Jonathan Wilson
Editorial Assistant, Journal of Islamic Marketing
jw@islamicmarketing.co.uk



Ferry Fachrurazi <ferry.7co@gmail.com>

Journal of Islamic Marketing - Author update

1 pesan

Journal of Islamic Marketing <onbehalf@manuscriptcentral.com>

28 Oktober 2021 pukul 00.53

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27-Oct-2021

Dear Author(s),

It is a pleasure to inform you that all required reviews have been received for your manuscript entitled "Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image" and that your paper is now awaiting an Editor Decision.

Yours sincerely,
Jonathan Wilson
Editorial Assistant, Journal of Islamic Marketing
jw@islamicmarketing.co.uk



Ferry Fachrurazi <ferry.7co@gmail.com>

Journal of Islamic Marketing - JIMA-09-2021-0289.R1

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8 Desember 2021 pukul 14.05

08-Dec-2021

Dear Mr. Fachrurazi:

Your revised manuscript entitled "Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image" has been successfully submitted online and is presently being given full consideration for publication in the Journal of Islamic Marketing.

Your manuscript ID is JIMA-09-2021-0289.R1.

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Sincerely,
Jonathan Wilson
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Ferry Fachrurazi <ferry.7co@gmail.com>

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12 Desember 2021 pukul 08.45

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12-Dec-2021

Dear Author(s),

It is a pleasure to inform you that your manuscript titled Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image (JIMA-09-2021-0289.R1) has passed initial screening and is now awaiting reviewer invitation.

The manuscript was submitted by Mr. Fachrurazi Fachrurazi with you listed as a co-author.

As you are listed as a co-author, if you have not already done so please log in to <https://mc.manuscriptcentral.com/jima> and check that your account details are complete and correct, these details will be used should the paper be accepted for publication.

Yours sincerely,
Prof. Jonathan Wilson
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Ferry Fachrurazi <ferry.7co@gmail.com>

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31-Mar-2022

Dear Author(s),

It is a pleasure to inform you that all required reviews have been received for your manuscript entitled "Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image" and that your paper is now awaiting an Editor Decision.

Yours sincerely,
Jonathan Wilson
Editorial Assistant, Journal of Islamic Marketing
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Ferry Fachrurazi <ferry.7co@gmail.com>

Journal of Islamic Marketing - Decision on Manuscript ID JIMA-09-2021-0289.R1

Journal of Islamic Marketing <onbehalf@manuscriptcentral.com>

3 April 2022 pukul 09.01

Balas Ke: jw@islamicmarketing.co.ukKepada: ferry.7co@gmail.com

Dear Mr. Fachrurazi:

Manuscript ID JIMA-09-2021-0289.R1 entitled "Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image" which you submitted to the Journal of Islamic Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some minor revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/jima> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

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Once again, thank you for submitting your manuscript to the Journal of Islamic Marketing and I look forward to receiving your revision.

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Reviewer(s)' Comments to Author:

Reviewer: 1

Recommendation: Minor Revision

Comments:
Dear authors,

Thank you for the opportunity to review this manuscript. It is clear to me that the authors have carried out an enormous amount of work in a meticulous way in their efforts to develop the manuscript. The manuscript is generally

well structured. These are the key strengths. I present my critique below in two categories, major and minor concerns.

Abstract:

Social implications and originality need to be revised, being the first doesn't mean originality. Please read on what should be done here.

Introduction

- The main issue which is problematic in the current manuscript is the rationale of the research questions. Unfortunately, I cannot see a clear identification of theoretical and/or empirical complications and an argument why it might be a cause of concern for research and practice. In my view, this is a critical ingredient for any academic submission, including. Presently, the manuscript comes across as it's doing research for the sake of doing a research. However, this is insufficient. What triggered the study; why is it important; why now? Importantly, I have difficulty to see clear persuasive answers to the important 'so what' and 'who cares' questions that are meant to motivate academic research. The arguments concerning this topic need to be developed further as a means of motivating the study.

- To help build the background and motivation of this study, the referee recommends authors to consider the above questions when reviewing relevant literature (prior to introducing the methodology). Without a thorough introduction and review at the start of the paper, the referee struggles to understand how this study differs from prior related research and makes an additional contribution to the literature.

- Related to the point noted above, another problem concerns that key constructs in the research questions, questions can be merged. Authors also need to clearly define these constructs and why it is important as research questions? but also provide their rationale and discuss research where they have been used prior to this study including their strengths and weaknesses in the context of the study objective.

- the part of the research organization is missing.

Literature Review:

- This study has not provided a sufficient review of relevant prior research that this paper builds on. The literature review section is somehow missing.. please see these close articles:

- I also couldn't find any substantive or fair critiques to previous literature in any part, which is not what should be done (e.g., by looking at contribution relative to aims; and commonalities and differences between the papers and your study).

Methodology:

- you should discuss the methodology you used, why used it? why not other methods.. before talking about the tools or the data.

-obviously, you should talk about the data first.

Analysis:

- Extra analysis is needed.

- the sample can't be generalized and should be discussed in the limitations.

Conclusion:

- it seems like reproduction of the abstract. Should be revised.

Minor concerns

- Whilst the study is generally well written, it needs to be reviewed by a professional copy editor to enhance the style of academic writing.

- Authors should shorten some parts which have redundancy, definitely, the paper can be introduced in less pages.

In conclusion, this paper has the potential to make a contribution to broader Islamic marketing research. There, however, many 'holes' in the present version of the manuscript that need to be addressed. Based on the review carried out, I'm sure that the material that I think they have access to should provide a solid basis to draw the additional insight that the points noted above require. Whilst critical, the comments are meant to be construct and help the authors deliver the full potential of their work. I wish the authors the best of luck in their endeavours.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: yes

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: LR is missing; needs to be improved

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: needs to be improved

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: the analysis should be improved.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used

in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: good

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: good

Reviewer: 2

Recommendation: Accept

Comments:

Thank you for improving the manuscript. The topic is interesting and hopefully will contribute greatly to marketers and academia like.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Adequate discussion related to relevant literature was done.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Appropriate methods were employed.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Results were clearly presented. Conclusions were conclusive enough to tie what the paper intent to discuss.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: This was a good research with impacts expected on the marketing of halal products among marketers. It also added to the body of knowledge for the subjects discussed.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Good flow of discussion and readability.



Ferry Fachrurazi <ferry.7co@gmail.com>

Reminder: Journal of Islamic Marketing

Journal of Islamic Marketing <onbehalf@manuscriptcentral.com>
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Kepada: ferry.7co@gmail.com

19 April 2022 pukul 12.56

19-Apr-2022

Dear Mr. Fachrurazi Fachrurazi

Recently, you received a decision on Manuscript ID JIMA-09-2021-0289.R1, entitled "Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image." The manuscript and decision letter are located in your Author Centre at <https://mc.manuscriptcentral.com/jima>.

This e-mail is simply a reminder that your revision is due in two weeks. If it is not possible for you to submit your revision within two weeks, we will consider your paper as a new submission.

Sincerely,
Prof. Jonathan Wilson
Editor, Journal of Islamic Marketing
jw@islamicmarketing.co.uk



Ferry Fachrurazi <ferry.7co@gmail.com>

Journal of Islamic Marketing - JIMA-09-2021-0289.R2

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26 April 2022 pukul 22.38

26-Apr-2022

Dear Mr. Fachrurazi:

Your revised manuscript entitled "Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image" has been successfully submitted online and is presently being given full consideration for publication in the Journal of Islamic Marketing.

Your manuscript ID is JIMA-09-2021-0289.R2.

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Thank you for submitting your manuscript to the Journal of Islamic Marketing.

Sincerely,
Jonathan Wilson
Journal of Islamic Marketing

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Ferry Fachrurazi <ferry.7co@gmail.com>

Journal of Islamic Marketing - Author update

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15 Mei 2022 pukul 03.58

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achmad.fahham@gmail.com

14-May-2022

Dear Author(s),

It is a pleasure to inform you that your manuscript titled Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image (JIMA-09-2021-0289.R2) has passed initial screening and is now awaiting reviewer invitation.

The manuscript was submitted by Mr. Fachrurazi Fachrurazi with you listed as a co-author.

As you are listed as a co-author, if you have not already done so please log in to <https://mc.manuscriptcentral.com/jima> and check that your account details are complete and correct, these details will be used should the paper be accepted for publication.

Yours sincerely,
Prof. Jonathan Wilson
Editor, Journal of Islamic Marketing



Ferry Fachrurazi <ferry.7co@gmail.com>

Journal of Islamic Marketing - Author update

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8 Juni 2022 pukul 22.46

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achmad.fahham@gmail.com

08-Jun-2022

Dear Author(s),

It is a pleasure to inform you that all required reviews have been received for your manuscript entitled "Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image" and that your paper is now awaiting an Editor Decision.

Yours sincerely,
Jonathan Wilson
Editorial Assistant, Journal of Islamic Marketing
jw@islamicmarketing.co.uk



Ferry Fachrurazi <ferry.7co@gmail.com>

Journal of Islamic Marketing - Decision on JIMA-09-2021-0289.R2

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24 Juni 2022 pukul 17.14

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Kepada: ferry.7co@gmail.com, sahat.silalahi@dpr.go.id, sahatsilalahi81@gmail.com, hariyadi@dpr.go.id, achmad.fahham@gmail.com

Dear Fachrurazi, Fachrurazi; Silalahi, Sahat; Hariyadi, Hariyadi; Fahham , Achmad

It is a pleasure to accept your manuscript JIMA-09-2021-0289.R2, entitled "Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image" in its current form for publication in Journal of Islamic Marketing. Please note, no further changes can be made to your manuscript.

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Thank you for your contribution. On behalf of the Editors of Journal of Islamic Marketing, we look forward to your continued contributions to the Journal.

Sincerely,
Prof. Jonathan Wilson
Editor, Journal of Islamic Marketing
jw@islamicmarketing.co.uk

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24 Juni 2022 pukul 17.14

24-Jun-2022

Dear Fachrurazi, Fachrurazi; Silalahi, Sahat; Hariyadi, Hariyadi; Fahham, Achmad,

“Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image”

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This present study investigates the effect of electronic Word of Mouth (e-WoM) behavior in Muslim social media on building a halal brand image (HBI) and its influence on purchase intention (PI). Also, Muslims’ altruism (ALT) and moral obligation (MO) were hypothesized as motivators to engage in e-WoM behavior. A survey involving 320 members of a Muslim halal forum was conducted. Further, structural equation modeling (SEM)

was employed to assess the proposed hypotheses.

It is found that ALT and MO positively influence e-WoM behavior. Furthermore, E-WoM also significantly affects HBI and PI. Meanwhile, HBI has a positive effect on the PI.

Indonesian halal marketers face difficulties developing a halal image as a critical differentiator, mainly due to the upsurging number of halal certifications and the consumer's perception that all products available in the market are halal. This present study offers an alternative strategy for Indonesian marketers to strengthen the HBI through Muslim social media amidst the cluttering halal brands in the market.

The development of HBI combined with social media interactions will accelerate the halal brand awareness and usage among society, especially in Indonesia, a Major Muslim country.

This present study provides empirical evidence that social media e-WoM, despite its lack of physical interaction and opportunity to scrutinize the halal features, effectively creates HBI and influences PI among Muslims.

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25 Juni 2022 pukul 18.08

25-Jun-2022

JIMA-09-2021-0289.R2 - Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image

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27 Juni 2022 pukul 20.13

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27-Jun-2022

Dear Mr. Fachrurazi Fachrurazi

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