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A manuscript titled FACTORS AFFECTING INTENTION TO ADOPT HALAL PRACTICES: CASE STUDY OF INDONESIAN SMALL AND MEDIUM ENTERPRISES (JIMA-05-2020-0152) has been submitted by Mr. Sahat Silalahi to the Journal of Islamic Marketing.

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19-May-2020

Dear Author(s),

It is a pleasure to inform you that your manuscript titled FACTORS AFFECTING INTENTION TO ADOPT HALAL PRACTICES:

CASE STUDY OF INDONESIAN SMALL AND MEDIUM ENTERPRISES (JIMA-05-2020-0152) 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.

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25-Nov-2020

Dear Author(s),

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04-Dec-2020

Dear Author(s),

It is a pleasure to inform you that your manuscript titled FACTORS AFFECTING INTENTION TO ADOPT HALAL PRACTICES: CASE STUDY OF INDONESIAN SMALL AND MEDIUM ENTERPRISES (JIMA-05-2020-0152.R2) has passed initial screening and is now awaiting reviewer invitation.

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

It is a pleasure to accept your manuscript JIMA-05-2020-0152.R2, entitled "FACTORS AFFECTING INTENTION TO ADOPT HALAL PRACTICES: CASE STUDY OF INDONESIAN SMALL AND MEDIUM ENTERPRISES" 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.

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This study aimed to investigate the effect of religiosity, government support, consumer demand, the expectation for higher revenue, and competition intensity on Indonesian SMEs’ intention to adopt halal practices. This study used a quantitative approach and surveyed 228 SME owners through electronic media and direct contact. This study then applied the Structural Equation Modeling to evaluate the relationship between constructs. This study

also conducted some modifications on the hypotheses structured to obtain the best model.

This study found that religiosity, government support, and expectation for higher revenue have positive and significant effects on SME's intentions to adopt halal practices; conversely, consumer demand and competition intensity do not have significant effects.

This study has limitations in the number of respondents, low response rates, and geographical factors that only involved one province; thus, the generalization must be considered carefully. This study also did not limit the respondents within a specific product category, which may result in different consumer characteristics. Further researches can develop a survey that covers a broader geographical area and involve more respondents so that the results obtained can represent the factors that encourage SMEs to adopt halal practices more thoroughly.

The findings provided input for the Indonesian Government on the policy- formulation at the early stage of halal obligation for food, drinks, medicines, and cosmetics products. The findings should contribute to the government's efforts to increase the number of halal practices adopters.

While in Indonesia, many studies have been conducted on consumers as subjects concerning halal awareness and revealed a positive effect on the intention to consume the products, still, to the best of the authors' knowledge, there are no studies targeting producers, especially SMEs, as the research subjects. This study had fulfilled some gap on contributing factors that encourage the adoption of halal practices by SMEs. Therefore, this study provided insights into how to bridge the producers' and consumers' interests regarding halal fulfillment. The findings also provided input on the policy- formulation at the early stage of halal policy implementation.

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Claudia E. Henninger, Panayiota J. Alevizou, Caroline J. Oates

[Exploring the integration of social media within integrated marketing communication frameworks: Perspectives of services marketers](#)

Michael John Valos , Fatemeh Haji Habibi , Riza Casidy , Carl Barrie Driesener , Vanya Louise Maplestone

[The depiction of marketing and marketers in the news media](#)

Robert Cluley

Topical research

We've also highlighted a selection of highly topical research published in 2020 which we hope you'll find both relevant and informative.

[Impact of social media on small businesses](#)

Nory Jones , Richard Borgman , Ebru Ulusoy

[What is social inequality?](#)

Robert M. Blackburn

[The role of artificial intelligence in robotics](#)

Robert Bogue

[Are we having fun yet? A consideration of workplace fun and engagement](#)

Sharon C. Bolton, Maeve Houlihan

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Stefan Gold , Alexander Trautrimis , Zoe Trodd

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