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MUSLIM-FRIENDLY RESTAURANTS: A CRITICAL REVIEW FROM A MUAMALAT PERSPECTIVE

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Abstract:

The rapid expansion of the global halal food industry has significantly increased the number of Muslim-friendly restaurants in both Muslim-majority and minority markets. Existing studies show that halal certification, Islamic service quality, and Muslim-friendly hospitality attributes consumer trust, satisfaction, and loyalty. However, most research conceptualizes Muslim-friendly restaurants primarily from

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marketing and consumer behaviour perspectives. As a result, halal compliance is often evaluated mainly through certification status and customer perception, rather than through a broader Islamic ethical framework. This study addresses this gap by examining Muslim-friendly restaurant practices through the lens of Islamic commercial jurisprudence (Muamalat). In particular, the study investigates how restaurant operations reflect key Muamalat principles, including justice ('*adl*), transparency (*bayan*), avoidance of deception (*tadlis*), avoidance of excessive uncertainty (*gharar*), and protection of wealth (*hifz al-mal*). This study employs a qualitative conceptual research design through library research past studies on Muslim friendly in aspect of hospitality, ethical branding, and supply chain. The analysis indicates that current halal governance mechanisms primarily emphasize technical compliance, such as ingredient permissibility and supply chain integrity, while broader ethical dimensions of commercial conduct receive limited attention. Consequently, this study proposes a Muamalat-based conceptual framework linking Islamic ethical principles to restaurant operational practices and consumer outcomes. The framework highlights how ethical governance practices including fair pricing, transparent menu disclosure, ethical staff management, and halal supply chain integrity can strengthen consumer trust, satisfaction, loyalty, and perceived halal integrity.

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Muslim-Friendly Restaurant, Muamalat Principles, Halal Governance, Islamic Business Ethics.



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Introduction

The global halal economy continues to demonstrate strong and sustained growth, particularly in the food service and hospitality sectors. The expansion of halal-certified restaurants across Muslim-majority and minority markets reflects not only demographic growth but also increasing consumer awareness, religiosity, and demand for Shariah-compliant consumption spaces. Recent empirical studies confirm that halal certification positively influences purchase intention, perceived trustworthiness, and brand credibility (Abror, Patrisia, Engriani, Omar & Wardi, 2022; Khan & Haleem, 2022). In parallel, research within halal tourism demonstrates that Muslim-friendly hospitality attributes including halal food availability, prayer facilities, and alcohol-free environments significantly affect satisfaction, loyalty, and revisit intention among Muslim travellers (Battour, Ismail, & Battor, 2022; Rahman, Rana, & Hoque, 2023). These findings collectively underscore the economic importance of Muslim-friendly restaurants within the broader halal ecosystem.

However, despite the growing body of literature, contemporary research largely conceptualizes Muslim-friendly restaurants through marketing, consumer behaviour, and service quality frameworks. Dominant variables include perceived value, halal image, Islamic service quality, religiosity, trust, and satisfaction (Suki & Suki, 2022; Usman, Chairy, & Projo, 2023; Olya, Al-Ansi, & Han, 2023). While such studies provide valuable insights into consumer psychology and market performance, they tend to operationalize “Muslim-friendly” primarily as a set of service attributes rather than as a manifestation of Islamic normative ethics. As a result, halal certification and positive consumer perception are often implicitly treated as sufficient indicators of Shariah compliance.

This operational framing raises an important theoretical concern. In Islamic jurisprudence, commercial activities are governed under the domain of *Muamalat*, which encompasses contractual obligations, pricing ethics, disclosure standards, avoidance of deception, risk allocation, and distributive justice. *Muamalat* is not limited to the permissibility of products but regulates the manner in which transactions are conducted. Unlike secular compliance systems that focus on regulatory conformity, *Muamalat* embeds moral accountability and divine consciousness (*taqwa*) into economic behaviour. The Qur’an explicitly permits trade while prohibiting injustice and exploitation:

“Allah has permitted trade and forbidden riba” (Qur’an 2:275),

And

“O you who believe, do not consume one another’s wealth unjustly, but only in lawful trade by mutual consent” (Qur’an 4:29).

These injunctions demonstrate that permissibility (*halal*) is inseparable from justice, transparency, and mutual consent. Thus, a restaurant that merely serves halal ingredients but engages in misleading marketing, ambiguous pricing, or exploitative labour practices cannot be considered fully compliant within the Islamic commercial framework.

Furthermore, recent developments in halal governance research emphasize supply chain integrity, blockchain traceability, and ethical climate as mechanisms to strengthen halal assurance (Ali, Tan, & Ismail, 2023; Tieman, 2022). While these advancements enhance procedural compliance, they do not automatically guarantee adherence to broader *Muamalat* principles such as fairness in profit margins, clarity in menu representation, or avoidance of excessive uncertainty (*gharar*). Consequently, a conceptual gap persists between operational halal compliance and comprehensive Islamic commercial ethics.

This gap becomes particularly significant in the context of increasing commercialization of “Muslim-friendly” branding. As halal dining evolves into a competitive market segment, religious symbolism and halal logos risk being instrumentalized as marketing tools rather than expressions of ethical commitment. From a *Muamalat* perspective, such instrumentalization may constitute *tadlis* (deceptive representation) if religious identity is used to imply a level of Shariah adherence that extends beyond actual practice.

Therefore, this article argues that Muslim-friendly restaurants must be critically re-examined through a *Muamalat* landscape. Rather than limiting evaluation to certification status and consumer satisfaction, this study proposes a normative framework grounded in Qur’anic

principles, Prophetic guidance, and contemporary Islamic business ethics research. By integrating hospitality research with Islamic jurisprudential analysis, this article seeks to advance theoretical development in halal studies and contribute to a more comprehensive understanding of Shariah compliance in food service operations.

Specifically, this study addresses the following research question: to what extent do Muslim-friendly restaurants embody holistic Muamalat principles beyond operational halal certification? By answering this question, the article contributes in three significant ways. First, it extends halal hospitality research beyond marketing constructs toward normative Islamic commercial theory. Second, it bridges contemporary Scopus-indexed research with classical jurisprudential foundations. Third, it proposes a conceptual framework that may inform future empirical measurement of Muamalat compliance in restaurant settings.

Literature Review

This article reviews the existing literature surrounding the Muslim-friendly perspective, synthesizing past research into three primary research areas. The first key area focuses on halal certification and consumer trust, exploring how institutional verification of religious compliance acts as a critical mechanism for building consumer confidence and shaping purchasing behaviours in the global market. The second domain, Muslim-friendly hospitality and loyalty, delves into the tourism and service sectors to examine how accommodating specific faith-based needs directly cultivates long-term customer retention and satisfaction. Finally, the third area addresses ethical branding and Islamic business ethics, investigating how organizations align their corporate identities and operational practices with Shariah principles to resonate with spiritually conscious consumers. Each of these foundational research streams will be comprehensively analysed and elaborated upon in the subsequent section.

Halal Certification and Consumer Trust

Halal certification remains the most visible institutional mechanism for signalling Shariah compliance in restaurant operations. Empirical evidence consistently demonstrates that halal certification significantly enhances consumer purchase intention, perceived quality, and brand credibility (Abror et al., 2022). Consumers often rely on certification logos as heuristic cues that reduce uncertainty and perceived risk, particularly in contexts where ingredient sourcing is not directly observable. Similarly, halal awareness and perceived credibility of certification authorities are strong predictors of consumer trust (Khan & Haleem, 2022). These findings reinforce the strategic importance of formal certification systems in shaping consumer confidence.

However, certification systems primarily concentrate on product-level compliance specifically ingredient permissibility, slaughtering methods, cross-contamination prevention, and hygiene standards. While these aspects are indispensable within Islamic dietary law, they represent only one dimension of Shariah compliance. Certification audits rarely evaluate pricing fairness, transparency in marketing communication, labour ethics, or contractual clarity with customers and suppliers. Consequently, halal certification functions predominantly as a technical verification tool rather than a holistic ethical assessment mechanism (Ali et al., 2023).

Recent studies have attempted to strengthen halal integrity beyond static certification processes. For example, blockchain-based traceability systems are proposed as mechanisms to enhance transparency and prevent fraud within halal supply chains (Tieman, 2022). Similarly, internal control systems and ethical organizational climates are identified as critical determinants of sustained halal integrity (Ali et al., 2023). These studies expand the governance dimension of halal assurance, emphasizing process reliability and accountability. Nevertheless, even within these advancements, the focus remains largely procedural and supply-chain oriented. Thus, while operational compliance mechanisms are increasingly sophisticated, the broader Muamalat principles governing fairness, justice, and transactional transparency remain insufficiently examined within restaurant-level analysis.

Muslim-Friendly Hospitality and Loyalty

Within hospitality research, Muslim-friendly attributes are widely studied as determinants of customer satisfaction and loyalty. Attributes such as halal food availability, Islamic ambiance, segregated facilities, and prayer spaces positively influence perceived service quality and revisit intention (Battour et al., 2022; Rahman et al., 2023). These findings are consistent with service quality theory, where alignment with customer religious values enhances emotional attachment and behavioural loyalty.

Furthermore, religiosity plays a moderating role in shaping consumer evaluation of halal restaurants. Highly religious consumers demonstrate stronger loyalty responses when restaurants visibly adhere to Islamic principles (Suki & Suki, 2022). Likewise, Islamic religiosity significantly influences ethical consumption preferences and trust in halal establishments (Olya et al., 2023). These studies highlight the psychological centrality of faith-based identity in consumption behaviour.

However, the dominant analytical lens remains behavioural and attitudinal. Muslim-friendly services are treated as experiential attributes rather than normative obligations. The underlying assumption is that if customers perceive services as compliant and express satisfaction, the restaurant can be considered successful within the halal market. This consumer-centric framing risks conflating perceived compliance with actual jurisprudential compliance. From a Muamalat perspective, Shariah adherence is not contingent solely on customer perception but on objective conformity to ethical standards derived from divine law. Thus, while satisfaction and loyalty are important outcomes, they cannot substitute for normative ethical evaluation.

Ethical Branding and Islamic Business Ethics

The intersection between branding and Islamic ethics has received growing attention in recent years. Ethical branding strategies significantly enhance Muslim consumer trust and strengthen long-term relational commitment (Islam & Chandrasekaran, 2023). In halal restaurant contexts, branding elements such as Islamic imagery, Arabic terminology, and religious symbolism are frequently employed to signal authenticity. Parallel research in Islamic business ethics demonstrates that embedding ethical principles within organizational governance structures positively influences firm performance and stakeholder trust (Yahya & Abd Rahman, 2024). This suggests that ethical identity must be institutionalized rather than merely symbolized. More recently, Maqasid al-Shariah-based performance measurement frameworks have been proposed to assess organizational success beyond profitability (Hasan & Ali, 2024; Salleh & Ramli, 2024). These frameworks evaluate performance through dimensions such as social

welfare, justice, transparency, and protection of stakeholder rights. Conceptually, such frameworks closely align with Muamalat principles.

Despite these theoretical advancements, the translation of Maqasid-based and Islamic ethics frameworks into restaurant-level operational assessment remains limited. Most applications focus on financial institutions or corporate governance structures rather than small- and medium-sized food service enterprises. Consequently, the normative richness of Islamic commercial ethics has yet to be systematically embedded within halal restaurant evaluation models.

Halal Supply Chain and Sustainability

Sustainability and halal supply chain transparency have emerged as critical themes in recent research. Halal-oriented supply chain management enhances competitive advantage and operational resilience (Ab Talib et al., 2022). Firms that strategically integrate halal orientation into business processes demonstrate improved sustainability outcomes (Zailani, Iranmanesh, & Hyun, 2023). Risk perception also significantly affects consumer trust and recommendation intention in halal contexts (Al-Ansi, Olya, & Han, 2022). This suggests that transparent governance mechanisms reduce uncertainty and enhance reputational strength.

While these studies contribute to understanding systemic halal governance, they primarily operate at macro- and meso-levels (industry and supply chain). Restaurant-level transactional fairness such as clarity in menu representation, fairness in profit margins, disclosure of service charges, and avoidance of misleading promotional tactics remains underexplored. The absence of micro-level ethical analysis highlights a persistent gap between governance systems and daily operational practice.

Research Gap

Synthesizing the recent literature on halal hospitality and Muslim-friendly restaurants reveals three interrelated and significant gaps that warrant scholarly attention which are a) overemphasis on halal certification without ethical transaction analysis, b) lack of Muamalat integration in hospitality research and c) limited Maqasid-based assessment at restaurant operational level.

Overemphasis on Halal Certification Without Ethical Transaction Analysis

The majority of existing research equates halal certification with Shariah compliance, assuming that the presence of a certification logo sufficiently signals adherence to Islamic law (Abror et al., 2022; Khan & Haleem, 2022). While halal certification undeniably strengthens consumer trust, reduces perceived risk, and supports market legitimacy, its scope remains largely technical and procedural. Certification audits primarily focus on ingredient permissibility, slaughtering methods, cross-contamination prevention, and hygiene compliance.

Crucially, these procedural checks do not address broader ethical dimensions mandated by Muamalat principles. For instance, pricing fairness, contractual transparency, labour conditions, avoidance of deceptive advertising, and equitable treatment of suppliers are rarely evaluated within current certification systems (Ali et al., 2023; Tieman, 2022). This narrow focus creates a potential disjunction between operational compliance and ethical commercial

practice. Restaurants may achieve technical halal compliance yet fail to uphold Shariah principles that govern justice, transparency, and protection of wealth (*hifz al-mal*), undermining both religious integrity and long-term consumer trust. Addressing this gap requires extending compliance frameworks to include moral and ethical assessments alongside technical verification.

Lack of Muamalat Integration in Hospitality Research

Hospitality and tourism research predominantly adopt marketing, consumer behaviour, and service quality frameworks to assess Muslim-friendly restaurants. Variables such as satisfaction, loyalty, perceived value, halal image, and religiosity dominate empirical models (Suki & Suki, 2022; Usman et al., 2023; Olya et al., 2023). While these frameworks provide insights into consumer decision-making and market performance, they largely neglect normative ethical evaluation.

Muamalat, as the body of Islamic commercial jurisprudence, offers a principled ethical lens for analysing economic interactions, emphasizing justice (*'adl*), transparency (*bayan*), avoidance of deception (*tadlis*), prohibition of excessive uncertainty (*gharar*), and protection of wealth (*hifz al-mal*). The absence of Muamalat-based analytical frameworks in hospitality research limits the theoretical depth of current studies. It also impedes the ability to evaluate whether Muslim-friendly restaurants truly operate in accordance with Shariah ethics, rather than merely achieving consumer satisfaction or market recognition. Integrating Muamalat principles would enable researchers to assess both the procedural and moral dimensions of restaurant operations, offering a more holistic understanding of Shariah compliance.

Limited Maqasid-Based Assessment at Restaurant Operational Level

Maqasid al-Shariah, the higher objectives of Islamic law, provide a normative framework to evaluate whether economic activities preserve essential human interests, including religion (*hifz al-din*), life (*hifz al-nafs*), intellect (*hifz al-'aql*), progeny (*hifz al-nasl*), and wealth (*hifz al-māl*). While Maqasid-based performance frameworks have gained traction in Islamic finance, corporate governance, and halal supply chain management (Hasan & Ali, 2024; Salleh & Ramli, 2024; Zailani et al., 2023), their application to restaurant operations remains minimal. Few studies examine how restaurants operationalize these objectives beyond the technical permissibility of ingredients. For example, how do restaurant pricing strategies uphold *hifz al-mal*? How are labour practices aligned with justice (*'adl*) and protection of livelihood? How are service contracts, advertising, and menu transparency implemented to avoid deception (*tadlis*) and uncertainty (*gharar*)? By overlooking these aspects, existing research risks treating halal compliance as a static or symbolic measure rather than a dynamic system of ethical governance. A Maqasid-informed approach would provide a comprehensive framework for evaluating whether Muslim-friendly restaurants not only adhere to halal standards but also embody the higher objectives of Shariah in everyday operational practices.

Collectively, these gaps indicate that current halal hospitality research overemphasizes procedural compliance and consumer perception while underemphasizing normative ethical evaluation. The integration of Muamalat principles and Maqasid al-Shariah at the operational level represents both a theoretical and practical opportunity. Theoretically, it advances a holistic conceptualization of Shariah compliance that encompasses both technical and moral dimensions. Practically, it provides regulators, certification bodies, and restaurant operators

with an evaluative framework capable of ensuring that Muslim-friendly restaurants deliver ethically and religiously sound services.

Addressing these gaps, the present study proposes a Muamalat-based framework that evaluates halal restaurants through multi-dimensional criteria, bridging the divide between operational compliance, consumer perception, and ethical governance. Hence, this article addresses these gaps by embedding halal restaurant evaluation within Islamic commercial jurisprudence. Rather than treating halal certification and consumer satisfaction as sufficient indicators of compliance, this article proposes a Muamalat-based normative framework that integrates Qur'anic injunctions, Prophetic guidance, and contemporary Scopus-indexed research.

By shifting the analytical lens from marketing-centric evaluation to jurisprudential ethics, this research contributes theoretically to halal hospitality literature and offers a foundation for future empirical measurement of Muamalat compliance at the restaurant level. Collectively, these gaps indicate that current halal hospitality research overemphasizes procedural compliance and consumer perception while underemphasizing normative ethical evaluation. The integration of Muamalat principles and Maqasid al-Shariah at the operational level represents both a theoretical and practical opportunity. Theoretically, it advances a holistic conceptualization of Shariah compliance that encompasses both technical and moral dimensions. Practically, it provides regulators, certification bodies, and restaurant operators with an evaluative framework capable of ensuring that Muslim-friendly restaurants deliver ethically and religiously sound services.

Addressing these gaps, the present study proposes a Muamalat-based framework that evaluates halal restaurants through multi-dimensional criteria, bridging the divide between operational compliance, consumer perception, and ethical governance.

Research Methodology

This study adopts a qualitative conceptual research design grounded in Islamic commercial jurisprudence (Muamalat) to critically examine the ethical dimensions of Muslim-friendly restaurant operations. Given that the objective of the research is to evaluate whether contemporary halal restaurant practices embody broader Shariah principles beyond technical halal certification, a qualitative critical literature review and conceptual synthesis approach is employed. This methodological approach via library research enables the integration of recent findings from hospitality and halal management literature with normative principles derived from the Qur'an, Hadith, and Islamic business ethics research (Ali et al., 2023; Hasan & Ali, 2024).

Critical Review from Muamalat Perspective

From a Muamalat perspective, commercial transactions must uphold ethical values that ensure fairness, transparency, and mutual consent among all parties involved. Islamic jurisprudence emphasizes that the permissibility of trade extends beyond the legality of products to include the integrity of transactional processes (Dusuki & Abdullah, 2007). Classical Islamic scholars similarly stressed that lawful trade requires honesty, fairness, and the avoidance of injustice in market dealings, as discussed by Al-Ghazali in *Ihya' Ulum al-Din* and Ibn Taymiyyah in *Al-Hisbah fi al-Islam*, where ethical commercial conduct is considered an essential religious obligation (Al-Ghazali, 1997; Ibn Taymiyyah, 2002). Therefore, the analysis in this study

evaluates Muslim-friendly restaurant practices by examining how operational decisions align with fundamental Muamalat principles and the broader objectives of Maqasid al-Shariah.

The principle of justice (*'adl*) serves as a foundational element in Islamic economic ethics. Within the restaurant context, justice is reflected in fair pricing strategies, equitable treatment of employees, and responsible relationships with suppliers. Restaurants that implement transparent wage structures, ethical procurement practices, and reasonable profit margins demonstrate alignment with this principle (Hasan & Ali, 2024). Classical jurists such as Ibn Taymiyyah emphasized that market participants must avoid unjust profit practices and exploitation, highlighting that fairness in trade is necessary to prevent harm and maintain justice in society (Ibn Taymiyyah, 2002). Conversely, exploitative labour practices or excessive pricing strategies may contradict the Islamic requirement of distributive fairness in economic transactions.

Transparency (*bayan*) represents another critical Muamalat principle guiding commercial conduct. In restaurant operations, transparency involves clear communication regarding menu ingredients, halal certification status, pricing structures, and service charges. Customers must be able to make informed decisions without encountering ambiguity or hidden conditions. Transparent communication not only enhances consumer trust but also fulfils the Islamic obligation to ensure clarity in contractual relationships (Ali et al., 2023). Classical fiqh literature also emphasizes this requirement, where Al-Nawawi explains in *Al-Majmu' Sharh al-Muhadhdhab* that sellers are obliged to disclose relevant information that may influence a buyer's decision in a transaction (Al-Nawawi, 2005).

Closely related to transparency is the prohibition of deception (*tadlis*). Islamic business ethics strictly forbids misleading representations in marketing or branding. In the context of Muslim-friendly restaurants, deceptive practices may occur when establishments exaggerate their halal credentials, misuse Islamic symbols for promotional purposes, or provide incomplete information about ingredients and preparation processes (Islam & Chandrasekaran, 2023). Classical jurists such as Ibn Qudamah in *Al-Mughni* and Imam Malik in *Al-Muwatta'* emphasized that concealing defects or misleading buyers violates the ethical principles of Islamic trade and may invalidate the integrity of the transaction (Ibn Qudamah, 2002; Malik, 2004). Such practices undermine consumer trust and violate the ethical spirit of Shariah-compliant commerce.

The avoidance of excessive uncertainty (*gharar*) further guides ethical commercial conduct. In restaurant operations, *gharar* may arise when pricing structures, service conditions, or product descriptions lack clarity. For example, ambiguous menu labelling, undisclosed service charges, or inconsistent halal claims may introduce uncertainty into the customer's decision-making process. Muamalat principles therefore require restaurants to maintain clear and predictable transactional terms (Dusuki & Abdullah, 2007). Classical scholars such as Al-Sarakhsi in *Al-Mabsut* explain that transactions involving significant uncertainty are prohibited because they may lead to disputes and injustice between contracting parties (Al-Sarakhsi, 2000).

Finally, the protection of wealth (*hifz al-mal*), one of the core objectives of *Maqasid al-Shariah*, underscores the responsibility of businesses to safeguard the financial interests of consumers and stakeholders. Ethical restaurant operations must ensure that customers receive fair value for their expenditures and are not subject to exploitative or misleading commercial practices. Protecting consumer wealth also contributes to broader societal welfare by promoting

economic justice and responsible market behaviour (Hasan & Ali, 2024; Salleh & Ramli, 2024). Classical scholars such as Al-Shatibi in *Al-Muwafaqat fi Usul al-Shariah* emphasize that the preservation of wealth is one of the fundamental objectives of Islamic law that must be upheld in all economic activities (Al-Shatibi, 1997).

By applying these Muamalat principles as analytical lenses, this study critically evaluates the extent to which Muslim-friendly restaurants embody holistic Shariah compliance. These principles include justice (*'adl*), transparency (*bayan*), avoidance of deception (*tadlis*), avoidance of uncertainty (*gharar*), and the protection of wealth (*hifz al-mal*). In the context of Islamic commercial ethics, these principles guide business transactions to ensure fairness, honesty, and accountability. When applied to the restaurant industry, these ethical values require businesses to conduct operations in a manner that avoids misleading information, ensures clarity in transactions, and protects the rights and interests of consumers. Thus, Muamalat principles function as normative guidelines that shape ethical decision-making and governance within food service operations.

Guided by these ethical foundations, restaurants implement operational practices and governance mechanisms such as halal supply chain management, fair pricing strategies, ethical staff management, compliance with halal certification standards, and transparent disclosure of menu ingredients. These practices directly influence consumer outcomes, including consumer trust, customer satisfaction, customer loyalty, and the perceived integrity of halal practices. When restaurants consistently apply Muamalat-based governance, consumers are more likely to develop confidence in the authenticity and reliability of the establishment. Consequently, ethical compliance not only fulfils religious and moral obligations but also strengthens the restaurant's reputation and long-term relationship with Muslim consumers.

Conclusion

This study examined Muslim-friendly restaurant practices using the perspective of Islamic commercial jurisprudence (Muamalat), highlighting that much of the existing halal hospitality research focuses mainly on halal certification, marketing factors, and consumer satisfaction. Although previous studies show that halal certification, Islamic service quality, and Muslim-friendly facilities can influence consumer trust, loyalty, and purchase intention, these studies often evaluate restaurant performance from a market and behavioural perspective rather than from a broader Islamic ethical framework.

From a Muamalat viewpoint, Shariah compliance involves more than serving halal ingredients; it also requires ethical business conduct that upholds justice (*'adl*), transparency (*bayan*), avoidance of deception (*tadlis*), avoidance of excessive uncertainty (*gharar*), and protection of wealth (*hifz al-mal*). However, many current certification and governance systems mainly verify halal ingredients, hygiene, and supply chain integrity without fully addressing issues such as fair pricing, honest marketing, and transparent transactions. Therefore, this study proposes a Muamalat-based conceptual framework that integrates Islamic ethical principles with halal hospitality practices, encouraging policymakers, certification bodies, and restaurant operators to strengthen ethical governance and ensure that Muslim-friendly restaurants reflect not only halal compliance but also the broader values of Shariah in commercial activities.

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