



**JOURNAL OF TOURISM,  
HOSPITALITY AND  
ENVIRONMENT MANAGEMENT  
(JTHER)**  
[www.jthem.com](http://www.jthem.com)



## A STRUCTURED REVIEW: HALAL REGULATORY SYSTEM

Sharifah Azwani Syed Hamzah<sup>1</sup>, Shazali Johari<sup>1\*</sup>, Yus Aniza Yusof<sup>2,3</sup>, Mohd Aswad Ramlan<sup>1</sup>, Putri Umairah Batrisyia Mohd Azmi<sup>4</sup>,

<sup>1</sup> Department of Recreation and Ecotourism, Faculty of Forestry and Environment, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor, Malaysia

Email: gs65239@student.upm.edu.my; zali\_johari@upm.edu.my; m.aswad@upm.edu.my

<sup>2</sup> Laboratory of Halal Science Research, Halal Product Research Institute, Universiti Putra Malaysia, 43000 UPM Serdang, Selangor, Malaysia

Email: yus.aniza@upm.edu.my

<sup>3</sup> Department of Process and Food Engineering, Faculty of Engineering, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor, Malaysia

Email: yus.aniza@upm.edu.my

<sup>4</sup> Faculty of Accountancy, Universiti Teknologi MARA, Kampus Segamat, 85000 Segamat, Johor

Email: 2023872556@student.uitm.edu.my

\* Corresponding Author

### Article Info:

#### Article history:

Received date: 27.10.2024

Revised date: 11.11.2024

Accepted date: 20.12.2024

Published date: 31.12.2024

#### To cite this document:

Hamzah, S. A. S., Johari, S., Yusof, Y. A., Ramlan, M. A., & Azmi, P. U. B. M. (2024). A Structured Review: Halal Regulatory System. *Journal of Tourism Hospitality and Environment Management*, 9 (38), 259-289.

DOI: 10.35631/JTHER.938018

This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)



### Abstract:

This study systematically reviews the halal regulatory system, focusing on recent legal and regulatory framework developments, consumer attitudes, and supply chain dynamics within halal industries. Despite increasing global interest in halal products, a standardized and universally accepted regulatory system remains elusive, presenting challenges for stakeholders. We address these issues by analyzing three thematic areas: (1) the evolving legal and regulatory landscape, particularly the harmonization and enforcement of halal standards across regions; (2) consumer attitudes and behavior, exploring how perceptions of halal integrity influence purchase decisions and brand loyalty; and (3) the impact of halal compliance on supply chain and business operations, with emphasis on certification, traceability, and quality assurance in halal markets. To achieve comprehensive coverage, we extensively searched scholarly articles from 2022 to 2024 using databases such as Scopus and Web of Science (WoS), employing the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework to screen, identify, and select relevant studies. This process yielded 39 articles for in-depth analysis. Our findings reveal key trends: regulatory inconsistencies impact market accessibility, consumer awareness is increasing yet varies significantly by region, and supply chain practices are continuously adapting to meet halal compliance requirements. We conclude that while significant progress has

been made in some areas, there is a pressing need for unified halal regulations to facilitate smoother cross-border trade and enhance consumer trust. Nevertheless, this review contributes valuable insights for policymakers, industry practitioners, and researchers, underscoring the urgent call for a coherent halal regulatory system that aligns with global market expectations and ethical consumer demands.

**Keywords:**

Halal Certification, Halal Certification System, Halal System, Halal Regulation

**Introduction**

The halal certification system in Asia has become increasingly significant due to the growing global Muslim population and the corresponding rise in demand for halal products (Adham et al., 2022a, 2024a; Akim et al., 2019; Noordin, Hashim, et al., 2009; Noordin, Md Noor, et al., 2009). As such, this demand necessitates a standardized implementation of halal certification to ensure uniformity and reliability across different countries. In Southeast Asia, countries like Malaysia, Indonesia, Thailand, Brunei, and Singapore have developed their own halal standards and assurance systems, each with unique characteristics and regulatory bodies responsible for overseeing the certification process (Sawari & Ghazali, 2014). Accordingly, the diversity in these systems highlights the need for a more harmonized approach to halal certification to facilitate trade and consumer trust.

The significance of halal certification extends beyond food products to include various sectors such as tourism and manufacturing (Al-shami & Abdullah, 2023; Amer, 2023; Baharuddin & Ismail, 2018). For instance, Malaysia and Singapore have integrated halal certification into their tourism strategies to attract Muslim travelers, thereby boosting their economies (Henderson, 2016). Similarly, the manufacturing sector in Malaysia has seen significant growth due to the state's role in certifying and standardizing halal production, which has helped the country become a global leader in the halal market (Fischer, 2016). These examples underscore the multifaceted impact of halal certification on different industries and the potential benefits of a unified certification system.

However, the current landscape of halal certification in Asia faces challenges such as inconsistencies in standards and issues related to transparency and documentation. Thus, the application of blockchain technology has been proposed as a solution to improve the efficiency, transparency, and traceability of the halal certification process (Novianti et al., 2021). Moreover, addressing these challenges can establish a more cohesive and reliable halal certification system, benefiting consumers and businesses across Asia. As such, the convergence of religious values and modern technological advancements presents an opportunity to enhance the credibility and effectiveness of halal certification in the region (Makiah et al., 2022).

**Literature Review**

Halal regulatory systems in Asia have seen significant evolution as countries aim to ensure product integrity in alignment with Islamic law. The halal concept encompasses religious adherence and hygiene, sanitation, and safety standards that resonate with Muslim and non-

Muslim consumers (Hamid & Tan, 2023). The certification process, especially in Southeast Asia, where nations like Malaysia and Indonesia play a leading role, has been structured to ensure compliance with Shariah principles through certification agencies like JAKIM in Malaysia and Indonesia's Indonesian Ulema Council (MUI). Although the halal logo is recognized as a quality marker, challenges persist in certification processes due to delays, integrity issues among providers, and insufficient regulatory enforcement on halal certificates (Hamid & Tan, 2023; Sulaiman et al., 2018). Hamid et al. (2023) emphasized blockchain as a potential solution to these issues by increasing certification speed, transparency, and overall system reliability (Hamid & Tan, 2023).

The advancement of halal certification systems in Asia has spurred interest in virtual inspection mechanisms, especially in Malaysia. Notably, virtual inspections allow halal certification agencies to evaluate food premises remotely, addressing logistical challenges and reducing inspection delays (Sulaiman et al., 2018). This virtual approach, which leverages Computer Supported Cooperative Work (CSCW), has proven effective, particularly for Small and Medium-sized Enterprises (SMEs) in the food industry. Interviews with halal auditors have highlighted the significance of establishing virtual critical control points, which improves consistency and efficiency within halal certification inspections (Sulaiman et al., 2018). In addition, the application of blockchain and Internet of Things (IoT) technologies in halal certification systems, particularly within supply chain traceability, enhances the reliability of halal product information. This ultimately benefits consumers by enabling accurate product traceability (Wan-Chik et al., 2023; Zainuddin et al., 2020). Furthermore, halal traceability has become a focal point in ensuring the integrity of halal-certified products. A study by Zainuddin and Hamid (2020) emphasized that halal traceability systems support the halal supply chain by verifying product origins and ingredients throughout production stages (Zainuddin et al., 2020). This traceability ensures that each point within the supply chain adheres to halal standards, thus safeguarding consumer trust and upholding the halal status from sourcing to consumption. Such systems are significant for Asian export markets, where halal products face stringent scrutiny in Muslim-majority countries and regions like the Middle East (Adham et al., 2022b; Wan-Chik et al., 2023). Additionally, the adoption of Radio Frequency Identification (RFID) technology and Global Positioning System GPS for product tracking, for instance, highlights the role of real-time tracking in maintaining halal integrity across the supply chain.

Asian countries vary in the development and enforcement of halal regulatory frameworks. In Malaysia, a robust framework led by JAKIM has positioned the country as a leader in halal certification and product integrity. However, researchers argue that continual enhancement in enforcement, especially in addressing unauthorized halal logos, is necessary to strengthen the regulatory landscape (Adham et al., 2022b). Furthermore, integrating blockchain technology could empower these authorities by providing an immutable record of halal certifications, making it harder for uncertified products to enter the market under false halal claims (Hamid & Tan, 2023). Collaborative efforts with international halal bodies further enable uniformity in halal standards across Asia, a crucial factor as halal products enter global markets (Zainuddin et al., 2020). The influence of halal certification on consumer behavior is notable, particularly in countries with rising halal awareness, like Indonesia. Other than that attitudes, subjective norms, and behavior control perceptions significantly impact purchase intentions for halal-certified goods, especially in urban centers (Sahir et al., 2021). This insight underpins the necessity for strong certification systems, as the certification acts as a behavioral cue that

reinforces purchasing decisions among consumers who value halal standards (Awan et al., 2015; Ratnasari et al., 2020; Wisudanto et al., 2024). Moreover, the presence of robust certification systems, supported by traceability and technological integration, bolsters consumer trust by ensuring that the halal label genuinely reflects compliance with Islamic principles.

Expanding halal certification beyond food products has emerged as a growing focus. El Daouk (2023) explored this concept by applying halal supply chain principles to the construction industry in the UK, suggesting potential applications in non-food sectors within Asia. However, integrating halal certification into sectors like pharmaceuticals and cosmetics poses challenges due to diverse standards and a lack of sector-specific regulatory guidelines. As such, studies advocate for cross-sectoral collaboration to establish comprehensive certification frameworks supporting a broader range of products (El Daouk, 2023; Wan-Chik et al., 2023). Accordingly, the absence of uniform standards across sectors indicates a gap in halal regulation that could be mitigated through dedicated sector-based frameworks supported by technology like blockchain.

The expansion of halal certification systems in Asia has highlighted the need for comprehensive regulatory frameworks to manage consumer expectations and industry compliance effectively. As consumers in predominantly Muslim countries and globally become more conscious of halal certification standards, various studies indicate that multi-tiered models can address key compliance requirements and reduce risks associated with halal production processes. In a study by Vanany, Maarif, and Soon (2019), the application of a Quality Function Deployment (QFD) model in an Indonesian chicken processing plant underscored the importance of prioritizing factors such as worker procedures, equipment, and premises in halal production (Akbar et al., 2022; Vanany et al., 2019). The model's emphasis on identifying critical areas for improvement demonstrated how systematic approaches in regulatory practices enhance industry adherence to halal standards. Similarly, Fujiwara and Ismail (2018) explored supplier management within Malaysia's halal food supply chains, identifying significant differences in risk mitigation strategies between small and multinational enterprises. Accordingly, the study underscored the need for customized regulatory support across diverse enterprise sizes to maintain halal integrity across supply chains (Fujiwara & Ismail, 2018).

A recurring theme in halal regulatory research is the critical role of certification organizations in standardizing halal quality across different product categories. For instance, the work by Annabi and Ibidapo-Obe (2017) examined the effectiveness of Halal Certification Organizations (HCOs) in the UK, finding that inconsistencies in terminology among certifiers contributed to quality assurance challenges. Although focused on cosmetics, these findings parallel the situation in many Asian countries where divergent definitions of halal among local certifying bodies complicate the uniform application of halal standards, undermining consumer trust. Furthermore, a lack of standardized terminology can result in a misalignment between certification standards and the actual expectations of halal consumers (Annabi & Ibidapo-Obe, 2017). According to Ireland and Rajabzadeh (2011), the discrepancies in halal certification practices observed in the United Arab Emirates (UAE) lead to significant consumer concerns, with women apprehensive about product categories such as processed meats and personal care items (Ireland & Rajabzadeh, 2011). These findings highlight the essentiality of regulatory

harmonization to address the broader consumer concerns, which similarly manifest across Asia, especially as halal certification becomes a global issue.

Beyond compliance and consumer assurance, religiosity has been reported to influence the effectiveness of halal certification in ensuring industry-wide adherence to halal practices. Research conducted by Baharuddin, Ismail, Dorai, Romle, and Mohd Zamani (2020) analyzed the role of religiosity within Malaysian food manufacturing, concluding that religiosity alone did not guarantee compliance with halal certification standards. Instead, the study emphasized that robust regulatory mechanisms, which are characteristic of Malaysia's halal management system, were instrumental in maintaining industry standards (Baharuddin et al., 2020). Moreover, the findings suggested that while religiosity might motivate consumer demand for halal-certified products, the regulatory framework ensures adherence. Meanwhile, the effect of halal logistics traceability on the performance of Indonesian SMEs indicates that rigorous halal certification and traceability positively influence compliance, supporting SMEs in aligning with local and international halal standards (Tumiwa et al., 2023).

From a policy perspective, system dynamics models have been proposed as tools to predict the performance of halal regulatory systems in adapting to market demands. Susanty et al. (2024) developed a system dynamics simulation model to forecast the Indonesian halal industry's performance by integrating government policies, certification processes, and export-import activities into a cohesive framework (Susanty et al., 2024). Their findings suggested streamlining certification processes and improving halal auditor availability could significantly enhance halal industry performance, benefiting Micro, Small, and Medium-sized Enterprises (MSMEs). Such models enable regulatory bodies to assess policy impacts prior to implementation. This is particularly pertinent for countries like Indonesia and Malaysia, where halal certification is both a domestic requirement and an economic advantage for global trade. These insights align with Razalli (2018), who demonstrated that effective halal certification frameworks in Malaysia's hotel industry could be optimized through a determinant success factors framework (Razalli, 2018). This framework addresses the knowledge gap around certification processes and supports the industry's efforts to achieve higher compliance standards, thereby enhancing the attractiveness of halal-certified establishments to local and international consumers.

Collectively, these studies underscore the vital role that regulatory frameworks, certification bodies, and innovative management models play in establishing consistent and trustworthy halal standards across Asia. As halal-certified products and services grow in demand, robust regulatory systems are indispensable for addressing compliance, consumer trust, and international market access challenges. In addition, the regulatory landscape surrounding the halal industry in Asia demonstrates a diverse set of challenges and frameworks tailored to ensure compliance, transparency, and integrity across the supply chain. Dashti et al. (2024) highlighted the critical need for robust traceability systems within halal food production, especially to combat fraud and contamination. Through an extensive thematic analysis, they identified essential elements that underpin successful halal food traceability systems, such as standardization, government support, and technological advancement (Dashti et al., 2024). These aspects are echoed by Hidayati et al. (2023), who underscored the significance of transparency within the halal beef supply chain in Indonesia (Hidayati et al., 2023). By employing blockchain technology, they proposed a solution to enhance data integrity and accountability across supply chain stages, thus addressing consumer concerns over halal status



verification. At the same time, Adham et al. (2020) provided a case study on Taiwan, where the absence of a standardized halal policy has led to multiple certification bodies with varying degrees of authority and accountability. The case of Taiwan highlights the complexity of implementing halal regulations in non-Muslim majority contexts, emphasizing the importance of cohesive policymaking and centralized regulation (Muhamad et al., 2020).

In addition to technical frameworks, the halal regulatory systems in Asia must contend with evolving consumer expectations and the integrity of halal certifications. Dashti et al. (2024) emphasized that past scandals can significantly impact consumer trust, necessitating a strong focus on authenticity and system transparency (Dashti et al., 2024). This call for a trustworthy system aligns with the findings of Hidayati et al. (2023), who addressed how blockchain technology can act as a transformative tool by enabling real-time data access and assuring consumers and stakeholders (Hidayati et al., 2023). The transparency offered by blockchain becomes increasingly relevant as halal products move through international markets where cross-border certification compatibility remains a challenge. Adham et al. (2020) further explored this need for reliable certification, noting that Taiwan's reliance on multiple certifying bodies creates challenges for consistent enforcement, which calls for Malaysia's endorsement as a stabilizing factor (Adham et al., 2020). These cases underscored the demand for a unified approach to halal certification that transcends borders within Asia. Moreover, efforts to reinforce the halal regulatory system in Asia also involve collaboration among various stakeholders, as illustrated by Dashti et al. (2024). The author advocated for governmental support and industry partnerships as foundational to their proposed traceability system (Dashti et al., 2024). This partnership-based approach fosters a robust regulatory framework, allowing for a shared responsibility between the public and private sectors. Hidayati et al. (2023) build on this concept by illustrating how blockchain-based systems can promote collaboration among multiple parties within the supply chain, which is particularly necessary to maintain transparency from production to distribution (Hidayati et al., 2023). Taiwan's example further illustrates the significance of cooperative frameworks. Furthermore, Adham et al. (2020) emphasized that collaboration between local businesses, religious institutions, and certifying bodies is critical in sustaining the halal industry. This is particularly true in regions where Islam is a minority religion (Adham et al., 2020).

Despite advancements, significant gaps remain in halal regulatory practices across Asia, particularly regarding technological integration and policy standardization. Hidayati et al. (2023) advocated for blockchain as a promising solution yet acknowledged that its implementation across regions requires extensive infrastructural and financial investment (Hidayati et al., 2023). This challenge is also identified by Dashti et al. (2024), who called for increased research and educational initiatives to facilitate the adoption of traceability systems (Dashti et al., 2024). Meanwhile, Adham et al. (2020) argued that without a formalized policy structure, as observed in Taiwan, there are limitations to the viability and consistency of halal certification efforts (Muhamad et al., 2020). These studies suggest that while technology offers a path forward, its effectiveness will depend on how Asian governments prioritize and invest in comprehensive halal policies incorporating digital solutions. This fosters inter-regional cooperation and addresses consumer concerns over authenticity and trust.

## Research Question

Research Questions (RQs) are fundamental to a Systematic Literature Review (SLR) as they establish the framework and direction for the entire review process. They define the scope and focus of the SLR, guiding the inclusion and exclusion of studies to ensure relevance and specificity to the topic at hand. Clear RQs enable a thorough and structured literature search, capturing all pertinent studies that address the core aspects of the subject. This approach reduces potential bias and ensures a comprehensive understanding of the existing evidence. Additionally, RQs aid in organizing and categorizing data from selected studies, offering a structured basis for analyzing results and synthesizing findings to draw insightful conclusions. Moreover, well-defined RQs enhance the review's precision and coherence, preventing ambiguity and keeping the analysis centered on specific issues, making the results more actionable and pertinent. Furthermore, they promote transparency and reproducibility, enabling other researchers to replicate the process, validate findings, or expand the review to related areas. Ultimately, RQs align the review with the study's objectives, whether to uncover literature gaps, assess intervention effectiveness, or investigate trends within a field, serving as the backbone of a rigorous, targeted, and impactful SLR.

Specifying the RQs is the most essential activity at the planning stage and the most crucial part of any SLR, as it drives the entire review methodology (Kitchenham, 2007). Considering that the goal of our SLR is to identify and analyze the state-of-the-art in. The PICo framework is a mnemonic style used to formulate RQs, particularly in qualitative research proposed by (Lockwood et al., 2015) was applied in this study. PICo stands for Population, Interest, and Context. The following is what each component indicates:

1. Population (P): This refers to the group or participants of interest in the study. It specifies who the research is focused on, such as a specific demographic, patient group, or community.
2. Interest (I): This represents the main focus or phenomenon of interest in the study. It could be a particular experience, behavior, intervention, or issue that the research aims to explore or understand.
3. Context (Co): This defines the setting, environment, or specific context in which the population and interest are situated. It might refer to geographical location, cultural or social settings, or any other relevant backdrop for the research.

Using the PICo framework helps structure RQs clearly and systematically by breaking down the key elements of the study into these three components. This approach ensures that the research is focused and the questions are well-defined, making searching for relevant literature or designing a study easier. This study achieved three RQs as below;

1. How do government agencies and regulatory authorities ensure the effectiveness of halal certification and compliance with halal regulatory standards across different countries or regions?
2. What is the impact of halal knowledge and certification on Muslim consumers' purchase intentions in halal-certified food and personal care markets?
3. What challenges and strategies are involved in maintaining halal integrity throughout the supply chain in the halal food and cosmetic industries?

## Material and Methods

The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) approach, as outlined by Page et al. (Page et al., 2021), is a well-established standard for conducting SLRs. It emphasizes transparency, thoroughness, and consistency across all review stages. By following PRISMA guidelines, researchers enhance the precision and rigor of their analysis through a structured process for systematically identifying, screening, and including studies in their review. PRISMA also underscores the importance of randomized studies, recognizing their role in minimizing bias and strengthening evidence quality.

This review utilized Web of Science (WoS) and Scopus databases due to their extensive coverage and reliability. The PRISMA approach is divided into four primary phases: identification, screening, eligibility, and data abstraction. In the identification phase, relevant studies are located through database searches. Correspondingly, screening applies specific criteria to exclude irrelevant or low-quality studies. In the eligibility phase, studies are closely reviewed to confirm that they meet inclusion standards. Finally, data abstraction involves extracting and synthesizing data from selected studies, providing a foundation for reliable conclusions. This structured process ensures rigorous systematic review and produces trustworthy results to inform future research and practice.

### Identification

The identification phase is the first and foundational step in conducting an SLR, where the goal is to gather a broad set of relevant studies. In this study, we began with focused keywords—“halal certification,” “halal certification system,” “halal system,” and “halal regulation”—to comprehensively explore literature related to halal certification. Using these keywords ensured a targeted search that aligns with our research scope. For database selection, Scopus and WoS were selected due to their extensive academic coverage across disciplines, yielding substantial results with 1,286 records from Scopus and 708 records from WoS, totaling 1,994 records. This diverse collection of studies from both databases covers numerous fields, including food science, business management, and regulatory frameworks, highlighting the topic’s multifaceted academic interest.

This comprehensive identification process is essential for ensuring the review captures all relevant perspectives and methodologies related to halal certification. Hence, establishing a broad and inclusive pool of studies supports a rigorous and unbiased review in subsequent phases like screening, eligibility assessment, and data extraction. The records gathered span quantitative, qualitative, and mixed-methods research, encompassing various geographical regions and publication types, minimizing selection bias and enhancing the reliability of findings. Ultimately, this systematic approach provides a strong foundation for thoroughly exploring the RQs, ensuring the review's findings are well-supported and relevant to the broader discourse on halal certification systems and regulation.

**Table 1: Search strings from the Scopus and WoS databases. The search string**

	TITLE-ABS-KEY	((jakim OR halal)	AND
	(regulation OR certification OR law OR rules))	AND (LIMIT-TO (PUBYEAR,	
<b>Scopus</b>	2024))	AND (LIMIT-TO (SRCTYPE, "j"))	AND (LIMIT-TO
	(LANGUAGE, "English"))	OR LIMIT-TO (LANGUAGE, "Malay"))	AND
	(LIMIT-TO (SUBJAREA, "SOCI")	OR LIMIT-TO (SUBJAREA, "BUSI"))	AND



(EXCLUDE (DOCTYPE, "re") OR EXCLUDE (DOCTYPE, "cp")) AND  
(EXCLUDE (PUBSTAGE, "aip"))**Date of Access: October 2024****WoS**((jakim OR halal) AND (regulation OR certification OR law OR rules)) (All  
Fields) and 2024 (Publication Years) and Article (Document Types) and English  
or Malay (Languages) and Social Sciences Interdisciplinary or Business (Web of  
Science Categories)**Date of Access: October 2024**

### *Screening*

In the screening stage of this SLR, a thorough application of exclusion criteria (see Table 2) resulted in the removal of 1,889 papers, refining the initial dataset significantly. Papers not in English or Malay were excluded from streamlining language accessibility for detailed analysis, and studies published before 2024 were omitted to focus on recent developments relevant to the field. Additionally, publications in formats such as conference papers, book chapters, and review articles were excluded, as the review prioritizes primary research from peer-reviewed journals to ensure data quality and originality. Similarly, “in press” materials were not included, as they may lack final peer-review approval, thereby enhancing the reliability of the selected studies.

The screening further limited the focus to specific academic fields, retaining only studies categorized under Social Sciences, Business, Management, and Accounting, which directly support the review’s emphasis on halal industry regulation and management practices. As a result, fields outside this scope, such as engineering or natural sciences, were excluded to keep the research aligned with social and economic insights. After implementing these criteria and confirming that no duplicates were present, the dataset was distilled to a refined total of 105 studies from the original 1,994, with 1,889 papers excluded. This rigorous screening ensures that the final selection offers precise and meaningful insights highly relevant to the study’s objectives surrounding halal certification and regulatory systems.

**Table 2: Second-Stage Selection Criteria. The Search Selection Criterion**

<b>Criterion</b>	<b>Inclusion</b>	<b>Exclusion</b>
<b>Language</b>	English & Malay	Non-English, Non-Malay
<b>Timeline</b>	2024	< 2024
<b>Literature type</b>	Journal (Article)	Conference, Book, Review
<b>Subject Area</b>	Social Science & Business, Management and Accounting	Besides Social Science & Business, Management and Accounting
<b>Publication Stage</b>	Final	In Press
<b>Document Type</b>	Article	Review Paper, Conference Paper

### *Eligibility*

In the third step, known as the eligibility phase, 105 articles were selected for a more thorough review. This step is essential to ensure that only studies directly relevant to the RQs are included, enhancing the precision and focus of the systematic review. During this phase, the titles and core content of each article were carefully assessed to confirm that they met inclusion criteria and aligned closely with the study’s research objectives. This meticulous review helps

to eliminate studies that may superficially appear relevant but lack depth in addressing the specific research focus.

As part of this process, 55 articles were excluded for reasons such as being outside the study's academic field, having insufficiently relevant titles, presenting abstracts that did not align with the study objectives, lacking full-text access, or not being grounded in empirical evidence. These exclusions refine the dataset to ensure that only high-quality and directly applicable research is analyzed, strengthening the reliability and applicability of the review's findings. Following these careful screenings, a total of 39 articles remained, which will form the foundation for the upcoming in-depth analysis.

### ***Data Abstraction and Analysis***

An integrative analysis was used as one of the assessment strategies in this study to examine and synthesize various research designs (quantitative methods). The goal of the competent study was to identify relevant topics and subtopics. The data collection stage was the first step in developing the theme. Figure 2 displays how the authors meticulously analyzed a compilation of 39 publications for assertions or material relevant to the topics of the current study. Consequently, the authors evaluated the current significant studies related to the Halal Regulatory System. The methodology used in all studies, as well as the research results, are being investigated. Next, the author collaborated with other co-authors to develop themes based on the evidence in this study's context. A log was kept throughout the data analysis process to record any analyses, viewpoints, riddles, or other thoughts relevant to the data interpretation. Finally, the authors compared the results to observe any inconsistencies in the theme design process. It is worth noting that if there are any disagreements between the concepts, the authors discuss them amongst themselves.

**Table 3: Number and details of Primary Studies Database from Scopus**

No.	Authors	Title	Journal	Scopus	Wos	Theme
1	(Rofiah, Safira, et al., 2024)	The Effectiveness of Accelerating Halal Product Certification: Regulations and Companions	Journal of Human Rights, Culture and Legal System	/		1
2	(Jalaluddin et al., 2024)	Proliferation of Halal Regulation and Enforcement in Indonesia and Malaysia	Journal of Human Rights, Culture and Legal System	/		1
3	(Latiff et al., 2024)	The Islamic Principles of Legal Status Criteria according to the Qur'an and Hadith in Fostering Halal Vaccine Certification in Malaysia	AlBayan	/		1
4	(Harwati et al., 2024)	Halal supply chain resilience index: development and implementation of measurement tool	Journal of Islamic Marketing	/	/	3
5	(Mukasheva et al., 2024)	Religious Slaughter and animal welfare: A Comparative legal study of Kazakh and European legislations.	Access to Justice in Eastern Europe	/		1
6	(Loussaief et al., 2024)	Eating halal: a serial mediation model for the effect of religiosity on the intention to purchase halal-certified food	Asia Pacific Journal of Marketing and Logistics	/		2
7	(Sunardi et al., 2024)	Legal Awareness of Micro and Small Enterprise Operators Regarding Halal Certification: A Maslaha Perspective	Ijtihad: Jurnal Wacana Hukum Islam dan Kemanusiaan	/		1
8	(Hariani & Hanafiah, 2024)	The competitiveness, challenges and opportunities to accommodate the Halal tourism market: a Sharia-law tourism destination perspectives	Journal of Islamic Marketing	/		2
9	(Adham et al., 2024b)	Diagnosing a Halal Certification System for Cosmetics: The Viable System Model Approach	Systemic Practice and Action Research	/		3
10	(Kharrazi et al., 2024)	Legal analysis of MU's authority in providing halal label guarantees after the issuance of law number 33 of 2014 concerning guarantees for halal products	Revista de Gestao Social e Ambiental	/		1

11	(Hanifasari al., 2024)	et	Millennial generation awareness of halal supply chain knowledge toward purchase intention for halal meat products: empirical evidence in Indonesia	Journal of Islamic Marketing	/	/	3
12	(Sudarsono al., 2024)	et	Effects of religiosity, halal knowledge and halal certification on the intention of Muslims to use the halal vaccine during Covid-19 pandemic	Journal of Islamic Marketing	/		2
13	(Putro et al., 2024)		Halal Certification for Small Scale Enterprise in Indonesia: Policy Changing Impacts	International Journal of Islamic Thought	/		1
14	(Isnaniah et al., 2024)		The Naming of Halal Food and Beverages: A Multimodal Semiology Study	Studies in English Language and Education	/		3
15	(Karyani et al., 2024)		Intention to adopt a blockchain-based halal certification: Indonesia consumers and regulatory perspective	Journal of Islamic Marketing	/	/	
16	(Shahnia et al., 2024)		The Effect of Halal Awareness, Halal Certification, and Social Servicecafe on Purchase Intention in Indonesia: The Mediating Role of Attitude	International Review of Management and Marketing	/		2
17	(Kurniawan al., 2024)	et	Halal Supply Chain Risk using Unsupervised Learning Methods for Clustering Leather Industries	International Journal of Computing and Digital Systems	/		3
18	(Trishananto al., 2024)	et	Formulating policies for halal tourism in Indonesia based on Islamic law	Ijtihad: Jurnal Wacana Hukum Islam dan Kemanusiaan	/		1
19	(Gunawan et al., 2024)		Bridging the Gap between Intention and Behavior in E-Commerce: Pilot Study of the Halal Cosmetics Consumption	Library Progress International	/		3
20	(Windasari al., 2024)	et	Assessing consumer preferences on halal service: the emergence of Sharia hospitals for Muslim consumer	Journal of Islamic Marketing	/		2

21	(Widigdo & Triyanto, 2024)	Knowledge and compliance: the increasing intention of MSME's halal certification in Indonesia	International Journal of Business and Society	/	2
22	(Amer, 2024)	Halal standards' implementation in Palestinian food sector: its drivers and impact on performance	Arab Gulf Journal of Scientific Research	/	3
23	(Effendi et al., 2024)	Preparation for the implementation of mandatory Halal regulations for food and beverage products in Indonesia;	Revista Juridica	/	
24	(Supriyadi et al., 2024)	Legal Effectiveness of Halal Product Certification in Improving Business Economics in Indonesia and Malaysia	Al-Ahkam	/	1
25	(Mahri et al., 2024)	Integrating country of origin, brand image and halal product knowledge: the case of the South Korean skincare in Indonesia	Journal of Islamic Marketing	/	2
26	(Hasan & Latif, 2024)	Towards a Holistic Halal Certification Self-Declare System: An Analysis of Maqāsid al-Sharī'ah-Based Approaches in Indonesia and Malaysia	Mazahib Jurnal Pemikiran Hukum Islam	/	1
27	(Naimat et al., 2024)	THE APPLICATION OF TORT LAW IN ADDRESSING ISSUES IN HALAL PHARMACEUTICAL PRODUCTS: SAFEGUARDING CONSUMER RIGHTS	Malaysian Journal of Syariah and Law	/	1
28	(Rofiah, Sa'adah, et al., 2024)	Legal Awareness of Halal Products Certification among East Java Business Operators and Society	Juris: Jurnal Ilmiah Syariah	/	3
29	(Solehudin & Ahyani, 2024)	LEGAL COMPLIANCE ON SHARIA ECONOMICS IN HALAL TOURISM REGULATIONS	Petita: Jurnal Kajian Ilmu Hukum dan Syariah	/	1
30	(Maulidia et al., 2024)	HALAL REGULATION AND CERTIFICATION IN THE CATERING BUSINESS: A Critical Review of Consumer Protection	Jurisdictie: Jurnal Hukum dan Syariah	/	1
31	(Martiningsih et al., 2024)	Assessing business satisfaction with halal certification services: An evaluation of halal assurance agency performance using the SERVQUAL model	Journal of Infrastructure, Policy and Development	/	2



32	(Ariffin et al., 2024)	HARAM NAME FOR HALAL PRODUCT: A VIEW FROM THE PERSPECTIVE OF MALAYSIAN LAW AND ISLAMIC LAW; [NAMA HARAM TAPI PRODUK HALAL: PANDANGAN DARI PERSPEKTIF UNDANG-UNDANG MALAYSIA DAN HUKUM ISLAM]	Malaysian Journal of Syariah and Law	/	1
33	(Yani & Mulyana, 2024)	Aceh as a Model of Halal Trade in Financial Goods and Services Regulation based on Pancasila within the Framework of National Law in Indonesia	Samarah	/	1 & 2
34	(Haryanti & Miru, 2024)	The Consumer Protection Dynamics of Halal Products in Indonesia	Jambura Law Review	/	3
35	(Bariki & Ma'rifah, 2024)	HALAL SYMBOLS IN MUSLIM COMMUNITY BUSINESSES	Dialogue and Universalism	/	3
36	B.J.(Izudin et al., 2024)	The coexistence of halal food products in non-Muslim communities: visiting Kupang cases, Indonesia	Journal of Islamic Marketing	/	3
37	(Ting & Ariffin, 2024)	Influencing Factor of Malaysian Consumer Attitude toward Halal Online Food Delivery and Their Intention to Use	Library Progress International	/	2
38	(Nazaruddin et al., 2024)	Apple fruit preference and food mile problems under halal supply chain	Journal of Islamic Marketing	/ /	3
39	(Nirwana et al., 2024)	THE ROLE OF TRADITIONAL SALT PRODUCTION IN ACHIEVING HALAL STANDARDS OF THE ULAMACONSULTATIVE COUNCIL: IMPLICATIONS FOR SUSTAINABLE DEVELOPMENT GOALS	Journal of Lifestyle and SDG's Review	/	3

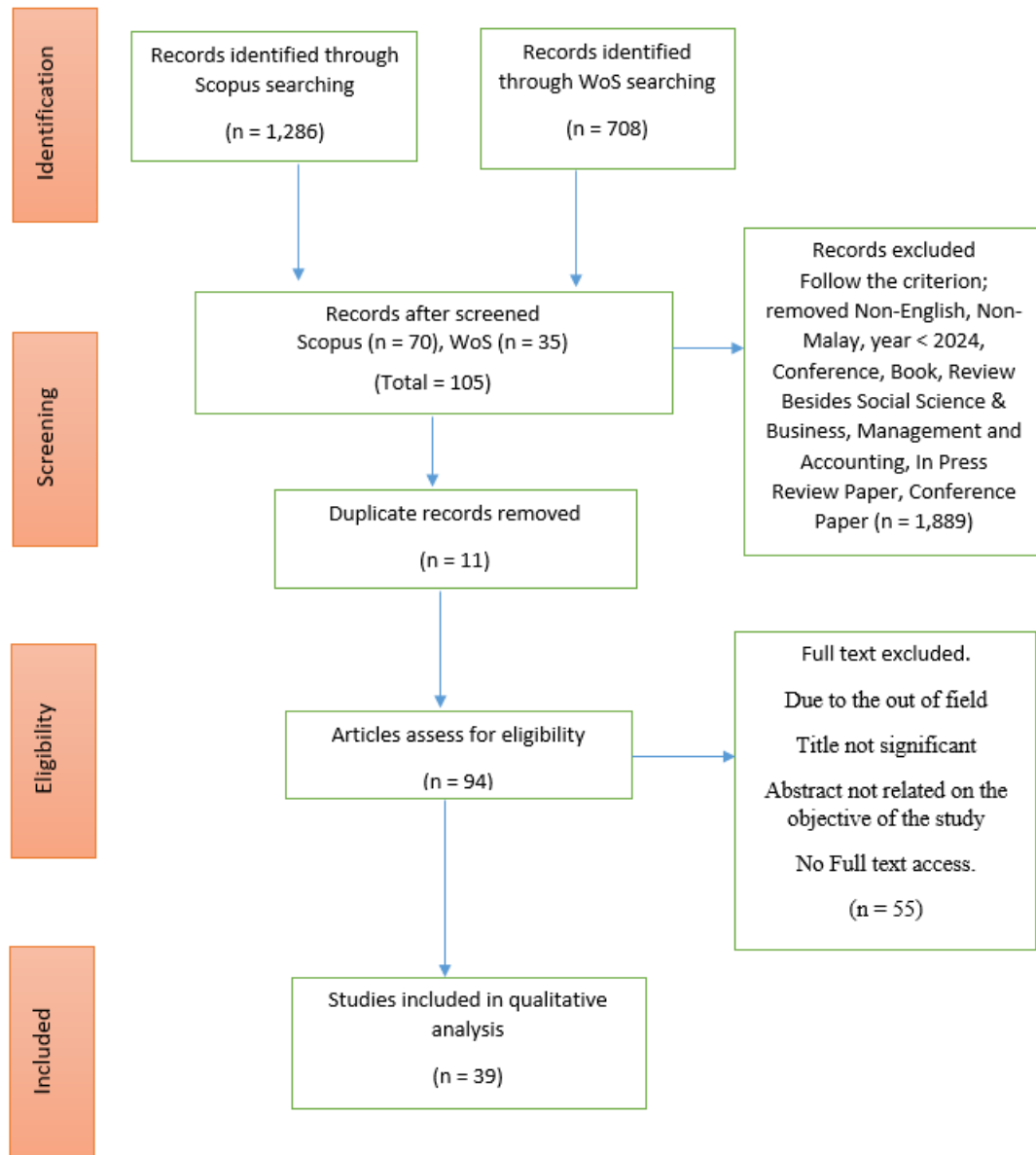
## Quality of Appraisal

Based on the guidelines established by Kitchenham and Charters (Kitchenham, 2007), after selecting the primary studies—defined as the original research articles, papers, or documents directly included in the systematic review following the initial selection—we need to evaluate the quality of the research presented and conduct a quantitative comparison of the findings. In this study, we employ the Quality Assessment (QA) framework developed by Anas Abouzahra et al. (Abouzahra et al., 2020), comprising six QA criteria for our SLR. The evaluation process for each criterion utilizes a scoring system with three potential ratings: "Yes" (Y) is assigned a score of 1 if the criterion is fully satisfied, "Partly" (P) receives a score of 0.5 if the criterion is partially met but has some deficiencies, and "No" (N) is given a score of 0 if the criterion is not met at all.

- QA1. Is the purpose of the study clearly stated?
- QA2. Is the interest and the usefulness of the work clearly presented?
- QA3. Is the study methodology clearly established?
- QA4. Are the concepts of the approach clearly defined?
- QA5. Is the work compared and measured with other similar work?
- QA6. Are the limitations of the work clearly mentioned?

The table outlines a QA process used to evaluate a study based on specific criteria. Three experts assess the study using the criteria listed, and each criterion is scored as "Yes" (Y), "Partly" (P), or "No" (N). Here is a detailed explanation:

1. **Is the purpose of the study clearly stated?**
  - This criterion checks whether the study's objectives are clearly defined and articulated. A clear purpose helps set the direction and scope of the research.
2. **Is the interest and usefulness of the work clearly presented?**
  - This criterion evaluates whether the study's significance and potential contributions are well-explained. It measures the relevance and impact of the research.
3. **Is the study methodology clearly established?**
  - This assesses whether the research methodology is well-defined and appropriate for achieving the study's objectives. Clarity in methodology is crucial for the study's validity and reproducibility.
4. **Are the concepts of the approach clearly defined?**
  - This criterion examines whether the theoretical framework and key concepts are clearly articulated. Clear definitions are essential for understanding the study's approach.
5. **Is the work compared and measured with other similar work?**
  - This evaluates whether the study has been benchmarked against existing research. Comparing with other studies helps position the work within the broader academic context and highlights its contributions.
6. **Are the limitations of the work clearly mentioned?**
  - Each expert independently assesses the study according to these criteria, and the scores are then totalled across all experts to determine the overall mark. For a study to be accepted for the next process, the total mark, derived from summing the scores from all three experts, must exceed 3.0. This threshold ensures that only studies meeting a certain quality standard proceed further.



**Figure 1: Flow Diagram Of The Proposed Search Study**

### Result and Finding

Background of the selected study: based on QA, Table 4 summarizes the result of assessment performance for selected primary studies.

Here is the QA table for the selected papers:

**Table 4: The Assessment Performance**

Authors	QA1	QA2	QA3	QA4	QA5	QA6	Total Mark	Percentage (%)
PS1	1	1	0.5	1	0.5	0	4	66.67%
PS2	1	1	1	0.5	1	0.5	5	83.33%
PS3	1	1	1	1	1	0.5	5.5	91.67%
PS4	1	1	1	1	1	1	6	100%
PS5	1	1	0.5	0.5	1	0	4	66.7%
PS6	1	1	1	1	0.5	0.5	6	100%
PS7	1	0.5	1	1	0	1	4.5	75%
PS8	1	1	1	1	0	0.5	5.5	91.7%
PS9	1	1	1	1	1	0	5	83.3%
PS10	1	1	1	1	0.5	0.5	5	83.30%
PS11	1	1	1	0.5	0.5	0	4	66.70%
PS12	1	1	1	1	1	0.5	5.5	91.70%
PS13	1	1	0.5	1	0.5	0	4	66.70%
PS14	1	1	0.5	1	0	0.5	4	66.70%
PS15	1	1	1	0.5	1	1	5.5	91.67%
PS16	1	1	1	1	0.5	1	5.5	91.67%
PS17	1	1	1	1	1	1	6	100%
PS18	1	1	1	1	1	0.5	5.5	91.67%
PS19	1	1	1	1	0.5	1	5.5	91.67%
PS20	1	1	1	1	0.5	0.5	5	83.33%
PS21	1	1	1	0.5	0.5	0.5	4.5	75%
PS22	1	1	1	1	1	0.5	5.5	91.67%
PS23	1	1	1	0.5	0.5	1	5	83.33%
PS24	1	1	1	1	1	1	6	100%
PS25	1	1	1	1	0.5	0	4.5	75%
PS26	1	1	1	1	0.5	1	5.5	91.70%
PS27	1	1	1	1	1	1	6	100%
PS28	1	1	1	0.5	0	1	4.5	75%
PS29	1	1	1	0.5	0	1	4.5	75%
PS30	1	1	0.5	1	1	0.5	5	83.33%
PS31	1	1	1	1	1	0.5	5.5	91.67%
PS32	1	0.5	1	1	0.5	0	4	66.67%
PS33	1	1	0.5	0.5	1	0.5	4.5	75.00%
PS34	1	1	1	1	1	1	6	100%
PS35	1	1	1	1	0.5	1	5.5	91.67%
PS36	1	1	1	1	1	0.5	5.5	91.67%
PS37	1	1	1	1	0.5	0.5	5.5	91.67%
PS38	1	1	1	1	0.5	0.5	5.5	91.67%
PS39	1	1	1	1	0.5	1	5.5	91.67%

**Summary**

**Highest Score:** Several studies achieved the top score of 6 (100%), representing comprehensive and rigorous adherence to QA criteria. These studies demonstrate high levels of precision and alignment with established quality standards, offering valuable insights into halal research areas. Notable examples include works by Harwati H., Asih A.M.S., Sopha B.M.

on "Halal Supply Chain Resilience Index," and studies by Naimat et al. on halal pharmaceutical products. These high-scoring studies set a benchmark for quality and thoroughness in halal research.

**Lowest Score:** At the other end, studies with the lowest score of 4 (66.67%) still contributed valuable findings but may have lacked alignment with certain quality indicators. Authors like Rofiah K., Safira M.E., and Rosele M.I. focused on "The Effectiveness of Accelerating Halal Product Certification," and Mukasheva A.A., Ibrayev A.S., Bolatbekova I.K. on religious slaughter regulations, illustrate areas where methodology or reporting might benefit from enhancements. These studies, while insightful, indicate potential areas for improvement in research standards and rigor.

Overall, the range of scores reflects diversity in research quality within the field, underscoring both areas of excellence and opportunities for development.

The produced themes were eventually tweaked to ensure consistency. The analysis selection was conducted by three experts, one specializing in food engineering (Yus Aniza Yusof, who is an expert in process and food engineering; the other in biomedical science (Wan Azani Mustafa—an expert in biomedical computing); and an expert in sustainable recreation and ecotourism (Shazali Johari who is an expert in recreation and ecotourism) to determine the validity of the problems. The expert review phase ensures each theme's clarity, importance, and suitability by establishing the domain validity. The authors also compared the findings to resolve discrepancies in the theme-creation process. Note that if any inconsistencies in the themes arose, the authors addressed them with one another. Finally, the developed themes were tweaked to ensure their consistency. To ensure the validity of the problems, two experts performed the examinations, one specialising in food engineering and the other in sustainable recreation and ecotourism. Notably, the expert review phase helped ensure each theme's clarity, importance, and adequacy by establishing domain validity. Moreover, adjustments based on expert feedback and comments have been made at the author's discretion.

### ***Theme 1: Legal and Regulatory Aspects***

The regulatory approaches to halal certification in Indonesia and Malaysia reveal notable differences. Rofiah et al. (Rofiah, Sa'adah, et al., 2024) and Jalaluddin et al. (Jalaluddin et al., 2024) contrast Indonesia's rigid, somewhat underdeveloped framework with Malaysia's more adaptable system, which promotes broader compliance. Indonesia's stricter structure faces clarity and cultural integration challenges, suggesting a need for greater government support, law enforcement, and community education to improve compliance. In Malaysia, Latiff et al. (Latiff et al., 2024) explored the challenges of halal vaccine certification, which remains underdeveloped despite expanded standards like MS 2424. The study emphasized the need for a legal framework that balances Islamic principles with public health, addressing both religious sensitivities and the practical demands of healthcare.

Regulatory challenges in halal certification extend to specific industries, such as religious slaughter, where balancing religious freedom with animal welfare creates legal tensions. For example, Mukasheva et al. (Mukasheva et al., 2024) examined Kazakhstan's exemption of religious slaughter from animal welfare laws, sparking debates among animal rights advocates and religious groups. They suggested that adopting elements from European models could help harmonize religious practices with animal welfare standards, reducing conflicts. Additionally,



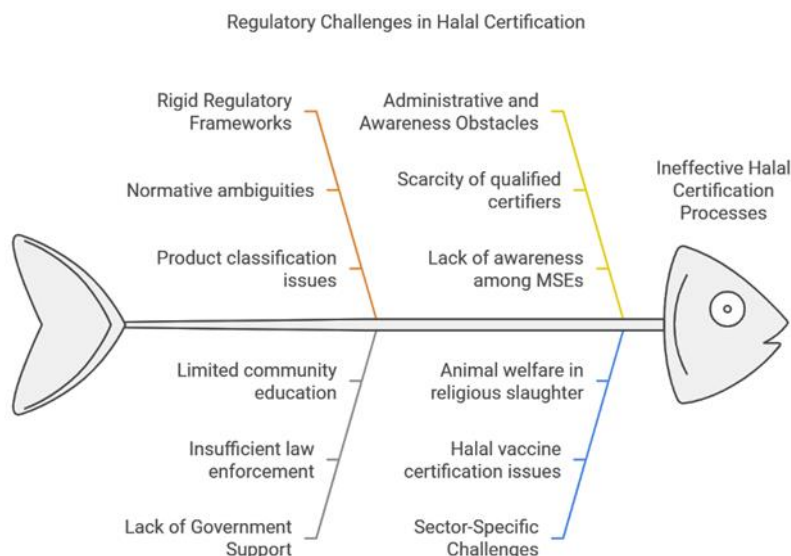
halal certification poses obstacles for Micro and Small Enterprises (MSEs), as noted by Sunardi et al. (2024), particularly in Indonesia. Here, challenges like self-declaration complexities and limited certifier availability hinder certification efforts. Similarly, Sunardi et al. advocated for digital solutions and improved awareness programs to make certification more accessible to MSEs, encouraging compliance and strengthening consumer trust (Sunardi et al., 2024). The evolving role of religious authorities in halal certification highlights shifts in regulatory frameworks. Kharrazi et al. (Kharrazi et al., 2024) analyze the MUI authority post-Law Number 33 of 2014, which requires the MUI to collaborate with government agencies for halal certification. While MUI continues issuing fatwas and halal status recommendations, the law's cooperative mandate involves government and private sector roles to enhance religious and regulatory oversight. This model underscores the need for flexibility and cross-sector coordination in halal certification. Furthermore, Indonesia's transition to mandatory halal certification under Law No. 33/2014, examined by Putro et al. (Putro et al., 2024) and Supriyadi et al. (Supriyadi et al., 2024), presents challenges for MSEs with fee exemptions offset by digital complexities that deter participation. In contrast, Malaysia's voluntary system, managed by JAKIM, may ease business compliance, suggesting that accessibility is key to regulatory adherence (Hasan & Latif, 2024; Putro et al., 2024; Supriyadi et al., 2024).

Within the halal tourism sector, Indonesia and Malaysia have tailored their policies to align with Islamic principles, guided by religious scholars' (ulama) input and adherence to Shariah compliance principles. Research by Trishananto et al. (Trishananto et al., 2024) and Solehudin and Ahyani (Solehudin & Ahyani, 2024) revealed that Indonesia's halal tourism regulations cover a wide range of considerations. This includes the regulation of food, family-friendly environments, and religious observances. Note that this regulatory scope supports a structured approach to halal tourism development, although it remains an evolving area with gaps in policy consistency and community awareness. In regions like West Java, where halal tourism is regulated locally, Solehudin and Ahyani (2024) noted that regional regulations are crucial in bridging these gaps and ensuring compliance with Shariah law extends beyond mere policy statements to practical implementations. The findings emphasized the need for incremental, region-specific policies to enhance legal compliance and cater to the distinct needs of Muslim tourists, reflecting broader economic and social goals (Solehudin & Ahyani, 2024; Supriyadi et al., 2024; Trishananto et al., 2024). In Malaysia, tort law plays a role in addressing issues related to the misuse of halal logos and the inclusion of non-halal ingredients in pharmaceutical products, though its impact is limited in building consumer trust. Naimat et al. (Naimat et al., 2024) highlighted the rising demand for halal pharmaceutical products, which has intensified both consumer vigilance and legal scrutiny, especially with concerns over fake halal logos. However, they argued for a stronger legal framework to enhance the credibility of Malaysia's halal certification system (Hasan & Latif, 2024; Naimat et al., 2024; Putro et al., 2024). Similarly, Effendi et al. (Effendi et al., 2024) emphasized Indonesia's mandatory halal certification law for food and beverages (Law No. 33 of 2014), aimed at strengthening consumer confidence by ensuring thorough ingredient verification (Putro et al., 2024). Meanwhile, Karyani et al. (2024) suggested blockchain technology could revolutionize halal certification, offering transparency and accountability that align with consumer expectations for trusted verification processes (Karyani et al., 2024).

Halal certification plays a key role in ensuring transparency and quality in food service, as asserted by Maulidia et al. (Maulidia et al., 2024). Their study on the catering industry in Ponorogo highlighted that proper regulatory practices build consumer trust and protect

consumer rights by aligning business practices with halal principles. Furthermore, Ariffin et al. (Ariffin et al., 2024) discussed another challenge: the use of ambiguous product names that might imply non-halal status, which can confuse Muslim consumers. They suggested extending regulatory oversight to product branding to safeguard halal integrity. Additionally, Yani et al. (2024) described Aceh's unique halal trade model, enforced through the Aceh Qanun regulation. It integrates Islamic law into regional commerce by restricting transactions to Shariah-compliant goods and prohibiting practices like usury (Yani & Mulyana, 2024). This localized approach, rooted in the Pancasila framework, offers an adaptable model for halal regulation, demonstrating how Islamic principles can be upheld within diverse legal systems.

In summary, halal certification in Indonesia and Malaysia reflects a complex mix of regulatory approaches, cultural factors, and sector-specific challenges. Malaysia's flexible framework facilitates smoother compliance, whereas Indonesia grapples with normative ambiguities, requiring more robust governmental support and community education. Accordingly, the expansion of halal certification into areas like healthcare and tourism underscores the need for adaptable legal frameworks that balance Islamic principles with public health and consumer interests. Region-specific strategies, such as those in Aceh, demonstrate how local adaptations can align Islamic law with modern regulatory needs. As such, these factors collectively highlight the importance of raising awareness, streamlining processes, and fostering stakeholder collaboration to strengthen halal certification in both nations.



**Figure 2: Diagram of Regulatory Challenges in Halal Certification**

### ***Theme 2: Consumer Attitudes and Behavior in Halal Markets***

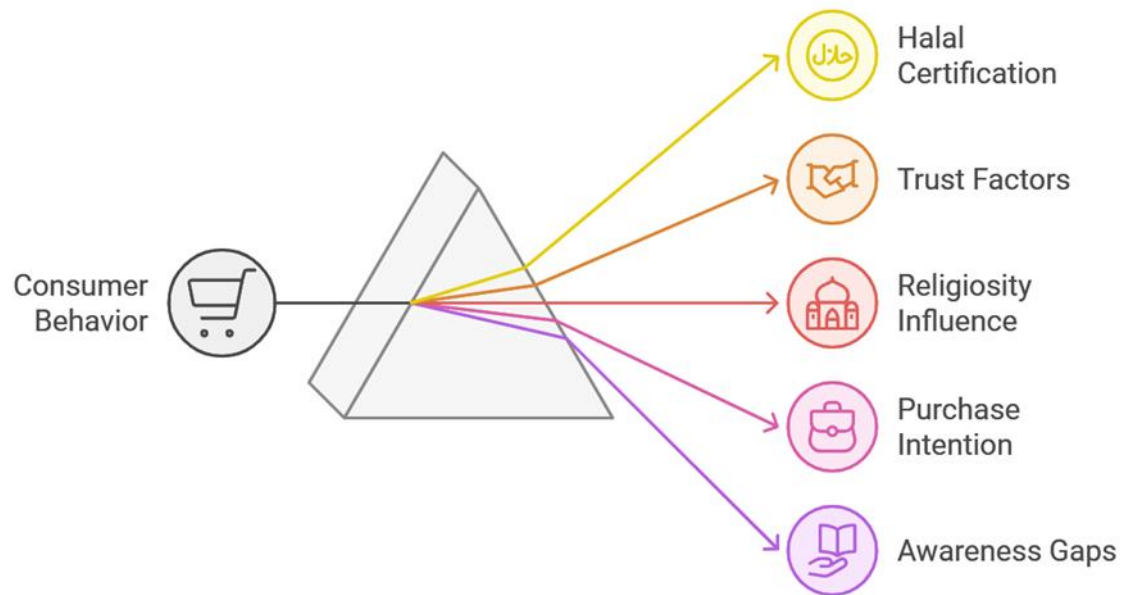
Research into consumer attitudes and behavior in halal markets reveals notable themes surrounding religiosity, certification, trust, and purchase intention in halal-certified products and services. Loussaief et al. (Loussaief et al., 2024) highlighted religiosity's impact on purchase intention, suggesting how awareness, trust, subjective norms, and perceived behavioral control mediate this effect. This finding aligned with Sudarsono et al. (Sudarsono et al., 2024), who focused on halal vaccine adoption, asserting that religiosity and halal knowledge influence consumers' health-related decisions. However, regulatory endorsements, like the MUI's emergency fatwa during the COVID-19 pandemic, can sometimes moderate this effect, illustrating the nuanced interaction between religious adherence and contextual

health needs. Together, these studies underscore that religiosity significantly shapes purchase intention in halal product markets. However, external interventions, such as authoritative endorsements, are complex in guiding consumer decisions toward halal-certified goods.

Halal certification significantly influences consumer purchasing decisions in sectors like tourism and food services. Hariani and Hanafiah (2024) highlighted Aceh's challenge as a Shariah-law tourism destination, where limited stakeholder understanding of halal tourism affects its appeal to Muslim consumers (Hariani & Hanafiah, 2024). Similarly, Shahniah et al. (Shahniah et al., 2024) revealed that halal certification boosts purchase intent in Indonesia's food service industry, especially in niches like Japanese ramen, where it builds trust amid limited transparency. Windasari et al. (Windasari et al., 2024) reported that consumers prefer Shariah-certified hospitals, indicating rising demand for halal-certified services in healthcare. Ting et al. (2024) added that although certification has a limited impact on consumer attitudes toward Halal Online Food Delivery (HOFD) in Malaysia, it still provides valued assurances (Hariani & Hanafiah, 2024). Overall, the preference for certified services spans multiple sectors, reflecting a growing demand for reliable halal standards across traditional and emerging markets.

In the halal cosmetics and MSME sectors, brand image, product origin, and compliance are key in shaping consumer intentions. Mahri et al. (Mahri et al., 2024) asserted that Indonesian consumers are drawn to South Korean halal skincare for its brand reputation. However, their lack of halal knowledge weakens its influence on purchase decisions. Widigdo and Triyanto (Widigdo & Triyanto, 2024) asserted that knowledge, coupled with compliance, boosts MSME halal certification uptake. These studies underscored the significance of halal certification in influencing consumer perceptions. Additionally, SERVQUAL analysis by Martiningsih et al. (Martiningsih et al., 2024) highlighted gaps in certification service quality, particularly in processing time, calling for improvements to enhance consumer trust and competitiveness in the halal market.

In summary, religiosity, trust, and certification influence consumer attitudes and behaviors in halal markets across diverse sectors, including food, tourism, healthcare, and cosmetics. Studies consistently highlight the importance of halal certification in fostering consumer trust and purchase intentions, emphasizing the need for greater awareness and understanding among stakeholders. Note that while branding and product origin can attract consumers, knowledge of halal compliance remains crucial in driving purchasing decisions, particularly in emerging sectors. Furthermore, the demand for efficient and reliable certification processes further underscores the need to improve consumer confidence and competitiveness in the halal market. Overall, these insights reveal the complexity of consumer behavior in halal markets and the critical role of certification in meeting the expectations of Muslim consumers.



**Figure 3: Diagram of Consumer Behavior**

### ***Theme 3: Supply Chain and Business Operations in Halal Industries***

The theme of "Supply Chain and Business Operations in Halal Industries" covers resilience, consumer awareness, risk management, and regulatory compliance in halal supply chains across sectors like food, cosmetics, and leather. Studies highlight unique challenges and strategies to improve halal compliance and supply chain integrity. Harwati, Asih, and Sopha (Harwati et al., 2024) developed a Halal Supply Chain Resilience (HSCRES) index, identifying critical resilience factors such as halal-dedicated facilities, employee competence, and strong regulations. Notably, dedicated halal teams and infrastructure are especially vital for managing vulnerabilities like certification gaps and packaging risks, providing a valuable tool for enhancing halal standards in complex supply chains (Harwati et al., 2024). The halal cosmetics industry faces certification and regulatory challenges, as Adham et al. (2024) highlighted using the Viable System Model (VSM) to examine Malaysia's halal certification system for cosmetics. Despite the high market potential, gaps in consumer awareness and regulatory integration hinder a strong halal ecosystem. In addition, the study called for policy improvements to enhance trust and compliance within the sector (Adham et al., 2024b). Meanwhile, in the meat industry, Hanifasari et al. (Hanifasari et al., 2024) discovered that millennials' purchase intentions are influenced by halal certification, supply chain transparency, and religious beliefs. However, awareness alone does not drive buying behavior. This underscores the need for increased consumer education and promotional efforts to strengthen the impact of halal awareness on purchasing decisions.

Alternatively, Kurniawan et al. (2024) employed unsupervised learning to examine halal compliance risks in Indonesia's leather industry, highlighting the complexity of halal compliance across diverse sectors. Their clustering methods, which categorize businesses by risk level, underscored the need for data-driven approaches to improve regulatory compliance and supply chain resilience (Kurniawan et al., 2024). In parallel, studies on legal protections for halal consumers demonstrate progress in regulatory frameworks. Haryanti and Miru (2024) discussed Indonesia's Halal Product Guarantee Law, which aims to safeguard consumer rights, although economic interests sometimes compromise the system (Haryanti & Miru, 2024). At the same time, Bariki and Ma'rifah (2024) further emphasized the halal logo's role as a key

consumer protection tool under Law Number 33 of 2014, guiding purchasing decisions and raising halal awareness among consumers (Bariki & Ma'rifah, 2024). Izudin et al. (2024) explored the acceptance of halal food in non-Muslim communities in Kupang, Indonesia, highlighting that shared socio-cultural practices help integrate halal products beyond religious lines (Izudin et al., 2024). This acceptance reflects the potential for interfaith dialogue to promote halal practices and suggests a more inclusive approach to halal certification policy. In the supply chain context, Nazaruddin et al. (Nazaruddin et al., 2024) studied the halal apple supply chain in Indonesia, highlighting risks like contamination and environmental issues tied to long food miles. They suggested that consumer demand for imported apples increases emissions and hinders local economies, advocating for a structured, sustainable halal supply chain approach to protect halal integrity and the environment. Additionally, Aceh's traditional salt production process presents a case of aligning local practices with halal standards. Nirwana et al. (Nirwana et al., 2024) detailed the challenges traditional salt farmers face in meeting halal production criteria established by the Ulama Consultative Council. Their research indicated that, while certain production standards are adhered to, others remain unfulfilled, necessitating improved education and awareness among farmers regarding halal principles. This underscores the significance of integrating traditional methods with modern halal standards, enhancing product quality, marketability, and consumer trust. Hence, the emphasis on education and awareness-raising is pivotal, as it empowers farmers to comply with halal guidelines, potentially increasing their market opportunities and improving local economic conditions.

In summary, the halal industry navigates a complex landscape shaped by regulatory changes, consumer protection needs, and supply chain challenges. As such, the studies reviewed highlight the importance of legal frameworks, cultural acceptance, sustainability practices, and education in advancing the halal sector. Accordingly, a cohesive approach that prioritizes consumer rights, enhances interfaith understanding, and integrates traditional practices with modern standards is essential for fostering growth and ensuring the long-term viability of the halal industry.



**Figure 4: Diagram of Halal Industry Development**

## Discussion and Conclusion

The halal certification frameworks in Indonesia and Malaysia reveal distinct approaches shaped by regulatory structures and cultural considerations. Indonesia's stricter regulatory model faces obstacles such as ambiguity in product categories and certification scope, highlighting a need for enhanced government oversight and community engagement to strengthen compliance.



Conversely, Malaysia's flexible system allows for smoother implementation, with streamlined processes that facilitate broader compliance, particularly in diverse healthcare and food services sectors. However, both countries also encounter challenges in halal certification for pharmaceuticals and animal welfare, where balancing religious sensitivities with modern regulatory demands requires adaptable, context-sensitive solutions. Region-specific strategies further illustrate the adaptability of halal certification in diverse legal systems, as observed in Aceh's locally grounded model, which enforces strict Shariah principles in trade. Meanwhile, technological innovations, like blockchain for certification transparency, highlight promising avenues to increase accountability and consumer trust. As such, these developments highlight the importance of fostering public awareness, stakeholder collaboration, and targeted policies to enhance halal certification's efficacy. These elements underline the need for flexible and inclusive regulatory frameworks to support both countries' evolving halal industries.

Consumer attitudes and behaviors in halal markets are shaped by factors such as religiosity, certification, trust, and purchase intentions across sectors like food, tourism, healthcare, and cosmetics. Notably, religiosity often enhances purchase intention, moderated by awareness, subjective norms, and perceived control. Despite that, interventions like authoritative endorsements can influence health-related decisions, especially in contexts like halal vaccine adoption. In the food and tourism industries, the reliability of halal certification plays a central role in consumer trust, with certification acting as a safeguard for consumers seeking halal-compliant goods and services. However, as observed in Aceh's halal tourism, limited awareness among stakeholders can impact the industry's appeal, underscoring the need for clear operational standards to effectively meet consumer expectations. Across traditional and emerging sectors, the demand for transparent and reliable halal certification is evident, from Shariah-compliant healthcare to HOFD, with consumers increasingly favoring services with clear halal assurances. Moreover, brand image and origin also influence purchase intentions, particularly in sectors like halal cosmetics, although halal knowledge remains essential to maintain credibility and encourage compliance, especially for MSMEs. Studies indicate a gap between expectations and service delivery in certification processes, particularly around efficiency and processing times, emphasizing the importance of improving certification services to foster trust. These insights highlight the critical role of halal certification in building consumer confidence and competitiveness, suggesting a need for enhanced stakeholder awareness, streamlined processes, and robust compliance in halal markets to meet the growing expectations of Muslim consumers globally.

The halal industry faces diverse challenges and developments, particularly in managing supply chain resilience, regulatory compliance, consumer awareness, and multicultural acceptance across sectors like food, cosmetics, and leather. Studies examining HSCRES underscore the importance of dedicated halal infrastructure and trained personnel, as these elements are critical for maintaining compliance and integrity in complex supply chains. Additionally, the development of specific resilience indices offers tools for stakeholders to assess vulnerabilities and improve operational strategies. In cosmetics, regulatory gaps and limited consumer awareness hinder industry growth, prompting calls for policy enhancements to ensure a robust ecosystem that meets halal standards. The evolving demands of millennial consumers, particularly in the meat sector, reveal a need for greater awareness campaigns linking halal certification to consumer purchase intentions. Advanced risk assessment techniques, as applied in Indonesia's leather industry, also highlight the value of data-driven approaches for accurate segmentation and tailored regulatory efforts. Further studies emphasize the significance of

legal frameworks, such as Indonesia's Halal Product Guarantee Law, in protecting consumers and promoting halal standards, though economic interests sometimes affect enforcement. In multicultural contexts, as observed in Kupang, Indonesia, interfaith acceptance of halal products demonstrates the potential for greater inclusivity in halal practices, which may shape future certification policies to reflect diverse community needs. Furthermore, additional research identifies critical factors for upholding halal integrity in supply chains, such as managing food miles and contamination risks, which affect environmental sustainability and local economies. Traditional industries, like salt production in Aceh, also benefit from increased awareness and education about halal standards, blending local practices with modern compliance requirements to improve product quality and market reach. Overall, the halal industry's growth hinges on a cohesive strategy that balances legal protection, cultural integration, sustainability, and education, fostering long-term consumer trust and sector resilience.

In conclusion, the halal industry's advancement and global competitiveness rely heavily on flexible, transparent regulatory frameworks that balance local adaptations, stakeholder collaboration, and consumer education. With evolving consumer preferences in sectors like food, tourism, healthcare, and cosmetics, the demand for reliable halal assurances continues to grow. Thus, addressing certification gaps, strengthening public awareness, and integrating traditional practices with modern halal standards are essential to building trust and driving purchasing decisions. Ultimately, a comprehensive, inclusive approach that aligns with ethical and religious values is crucial to fostering a resilient halal market and ensuring sustainable growth across diverse sectors.

### **Funding Statement**

This research was not funded by any grants.

### **Conflicts of Interest**

The authors report no conflicts of interest concerning the present study.

### **AI Disclosure Statement**

While preparing this work, the principal author (Sharifah Azwani) utilized CHATGPT to enhance the writing style and to check for grammar and spelling errors. After using this tool, the author(s) carefully reviewed as well as revised the content as necessary and assumed full responsibility for the final publication.

### **Acknowledgements**

The authors extend their heartfelt gratitude to the editorial team and reviewers of the Journal of Tourism for their valuable feedback and dedicated efforts in enhancing the quality of this manuscript.

### **References**

- Abouzahra, A., Sabraoui, A., & Afdel, K. (2020). Model composition in Model Driven Engineering: A systematic literature review. *Information and Software Technology*, 125(May), 106316. <https://doi.org/10.1016/j.infsof.2020.106316>
- Adham, K. A., Muhamad, N. S., Masood, A., & Rahim, A. A. (2024a). Diagnosing a Halal Certification System for Cosmetics: The Viable System Model Approach. *Systemic Practice and Action Research*. <https://doi.org/10.1007/s11213-023-09647-x>

- Adham, K. A., Muhamad, N. S., Masood, A., & Rahim, A. A. (2024b). Diagnosing a Halal Certification System for Cosmetics: The Viable System Model Approach. *Systemic Practice and Action Research*, 37(2), 139–159. <https://doi.org/10.1007/s11213-023-09647-x>
- Adham, K. A., Muhamad, N. S., & Said, M. F. (2020). Diagnosing the Halal Industry of Taiwan: A viable system model approach. *Jurnal Pengurusan*, 58, 169–179. <https://doi.org/10.17576/pengurusan-2020-58-14>
- Adham, K. A., Rahim, A. A., Sa'adah Muhammad, N., Masood, A., & Said, M. F. (2022a). Evolution of the Malaysian Halal Certification System: the Viable System Model as the Diagnostic Framework. *Jurnal Pengurusan*, 66, 29–40. <https://doi.org/10.17576/pengurusan-2022-66-03>
- Adham, K. A., Rahim, A. A., Sa'adah Muhammad, N., Masood, A., & Said, M. F. (2022b). Evolution of the Malaysian Halal Certification System: the Viable System Model as the Diagnostic Framework. *Jurnal Pengurusan*, 66. <https://doi.org/10.17576/pengurusan-2022-66-03>
- Akbar, A., Rakhmawati, N. A., & Vanany, I. (2022). Halal Blockchain Application for a Chicken Slaughtering Factory. *International Journal on Food System Dynamics*, 13(3), 321–334. <https://doi.org/10.18461/ijfsd.v13i3.C6>
- Akim, A., Konety, N., Purnama, C., & Korina, L. C. (2019). The Shifting of Halal Certification System in Indonesia: From Society-Centric To State-Centric. *MIMBAR : Jurnal Sosial Dan Pembangunan*. <https://doi.org/10.29313/mimbar.v35i1.4223>
- Al-shami, H. A., & Abdullah, S. (2023). Halal food industry certification and operation challenges and manufacturing execution system opportunities. A review study from Malaysia. *Materials Today: Proceedings*, 80, 3607–3614. <https://doi.org/10.1016/j.matpr.2021.07.331>
- Amer, M. (2023). Linkage among halal quality standard certification and SME's performance: Palestinian food halal certified SME's context. *Arab Gulf Journal of Scientific Research*. <https://doi.org/10.1108/AGJSR-03-2023-0109>
- Amer, M. (2024). Halal standards' implementation in Palestinian food sector: its drivers and impact on performance. *Arab Gulf Journal of Scientific Research*, 42(1), 2–29. <https://doi.org/10.1108/AGJSR-09-2022-0168>
- Annabi, C. A., & Ibidapo-Obe, O. O. (2017). Halal certification organizations in the United Kingdom: An exploration of halal cosmetic certification. *Journal of Islamic Marketing*, 8(1), 107–126. <https://doi.org/10.1108/JIMA-06-2015-0045>
- Ariffin, M. F. M., Riza, N. S. M., Hamdan, M. N., Radzi, M. S. N. M., Rahman, N. N. H. A., & Hamid, M. F. A. (2024). HARAM NAME FOR HALAL PRODUCT: A VIEW FROM THE PERSPECTIVE OF MALAYSIAN LAW AND ISLAMIC LAW. *Malaysian Journal of Syariah and Law*, 12(1), 157–173. <https://doi.org/10.33102/mjsl.vol12no1.541>
- Awan, H. M., Siddiquei, A. N., & Haider, Z. (2015). Factors affecting Halal purchase intention – evidence from Pakistan's Halal food sector. *Management Research Review*. <https://doi.org/10.1108/MRR-01-2014-0022>
- Baharuddin, S. A., & Ismail, R. M. (2018). Halal compliance impact on organizational performance: The role of religiosity. *International Journal of Supply Chain Management*.
- Baharuddin, S. A., Ismail, R. M., Neyson Dorai, S. D., Romle, A. R., & Mohd Zamani, S. N. (2020). The moderating effect of religiosity on halal certification among food

- manufacturers in Malaysia. *International Journal of Supply Chain Management*, 9(4), 596–601.
- Bariki, Y., & Ma'rifah, A. N. (2024). HALAL SYMBOLS IN MUSLIM COMMUNITY BUSINESSES. *Dialogue and Universalism*, 34(2), 265–277. <https://doi.org/10.5840/du202434231>
- Dashti, L. A. H. F., Jackson, T., West, A., & Jackson, L. (2024). Enhancing halal food traceability: a model for rebuilding trust and integrity in Muslim countries. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-06-2023-0167>
- Effendi, B., Fikri, M. K., Adinugraha, H. H., & Furqon, A. (2024). PREPARATION FOR THE IMPLEMENTATION OF MANDATORY HALAL REGULATIONS FOR FOOD AND BEVERAGE PRODUCTS IN INDONESIA. *Revista Juridica*, 1(77), 341–365. <https://doi.org/10.26668/revistajur.2316-753X.v1i77.6823>
- El Daouk, M. (2023). Introducing ḥalāl to construction supply chains in the UK's construction sector. *Journal of Islamic Marketing*, 14(10), 2385–2403. <https://doi.org/10.1108/JIMA-01-2022-0016>
- Fischer, J. (2016). Manufacturing halal in Malaysia. *Contemporary Islam*, 10, 35–52. <https://doi.org/10.1007/S11562-015-0323-5>
- Fujiwara, T., & Ismail, R. M. (2018). Supplier management system in Halal food supply chain: A case study approach. *International Journal of Supply Chain Management*, 7(3).
- Gunawan, M. R., Samopa, F., & Muklason, A. (2024). Bridging the Gap between Intention and Behavior in E-Commerce: Pilot Study of the Halal Cosmetics Consumption. *Library Progress International*, 44(3), 8663–8673. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85206258330&partnerID=40&md5=0f43ec3cb6bb23de7435d35951a20cd9>
- Hamid, Z. J. B. M. H., & Tan, M. I. B. I. (2023). Blockchain Technology and Halal Certification: Issues and Development. In *Technologies and Trends in the Halal Industry* (pp. 172–186). Taylor and Francis. <https://doi.org/10.4324/9781003368519-16>
- Hanifasari, D., Masudin, I., Zulfikarijah, F., Rumijati, A., & Restuputri, D. P. (2024). Millennial generation awareness of halal supply chain knowledge toward purchase intention for halal meat products: empirical evidence in Indonesia. *Journal of Islamic Marketing*, 15(7), 1847–1885. <https://doi.org/10.1108/JIMA-01-2023-0012>
- Hariani, D., & Hanafiah, M. H. (2024). The competitiveness, challenges and opportunities to accommodate the Halal tourism market: a Sharia-law tourism destination perspectives. *Journal of Islamic Marketing*, 15(3), 919–942. <https://doi.org/10.1108/JIMA-05-2023-0147>
- Harwati, H., Asih, A. M. S., & Sopha, B. M. (2024). Halal supply chain resilience index: development and implementation of measurement tool. *Journal of Islamic Marketing*, 15(9), 2329–2359. <https://doi.org/10.1108/JIMA-04-2023-0111>
- Haryanti, T., & Miru, A. (2024). The Consumer Protection Dynamics of Halal Products in Indonesia. *Jambura Law Review*, 6(1), 102–123. <https://doi.org/10.33756/jlr.v6i1.19296>
- Hasan, M. R., & Latif, M. S. A. (2024). Towards a Holistic Halal Certification Self-Declare System: An Analysis of Maqāṣid al-Sharī'ah-Based Approaches in Indonesia and Malaysia. *Mazahib Jurnal Pemikiran Hukum Islam*, 23(1), 41–78. <https://doi.org/10.21093/mj.v23i1.6529>



- Henderson, J. (2016). Halal food, certification and halal tourism: insights from Malaysia and Singapore. *Tourism Management Perspectives*, 19, 160–164. <https://doi.org/10.1016/J.TMP.2015.12.006>
- Hidayati, J., Vamelia, R., Hammami, J., & Endri, E. (2023). Transparent distribution system design of halal beef supply chain. *Uncertain Supply Chain Management*, 11(1), 31–40. <https://doi.org/10.5267/j.uscm.2022.12.003>
- Ireland, J., & Rajabzadeh, S. A. (2011). UAE consumer concerns about halal products. *Journal of Islamic Marketing*, 2(3), 274–283. <https://doi.org/10.1108/17590831111164796>
- Isnaniah, S., Agustina, T., Rochman, M. A., & Kusmanto, H. (2024). The Naming of Halal Food and Beverages: A Multimodal Semiology Study. *Studies in English Language and Education*, 11(1), 454–473. <https://doi.org/10.24815/siele.v11i1.30095>
- Izudin, A., Isnanto, M., Yuwono, D. B., & Sujibto, B. J. (2024). The coexistence of halal food products in non-Muslim communities: visiting Kupang cases, Indonesia. *Journal of Islamic Marketing*, 15(6), 1560–1582. <https://doi.org/10.1108/JIMA-10-2023-0307>
- Jalaluddin, J., Azhar, A., Muzainah, G., Aseri, M., & Fahmi Al Amruzi, M. (2024). Proliferation of Halal Regulation and Enforcement in Indonesia and Malaysia. *Journal of Human Rights, Culture and Legal System*, 4(1), 194–208. <https://doi.org/10.53955/jhcls.v4i1.126>
- Karyani, E., Geraldina, I., Haque, M. G., & Zahir, A. (2024). Intention to adopt a blockchain-based halal certification: Indonesia consumers and regulatory perspective. *Journal of Islamic Marketing*, 15(7), 1766–1782. <https://doi.org/10.1108/JIMA-03-2023-0069>
- Kharrazi, M., Fautanu, I., & Suganda, A. (2024). LEGAL ANALYSIS OF MUI'S AUTHORITY IN PROVIDING HALAL LABEL GUARANTEES AFTER THE ISSUANCE OF LAW NUMBER 33 OF 2014 CONCERNING GUARANTEES FOR HALAL PRODUCTS. *Revista de Gestao Social e Ambiental*, 18(9). <https://doi.org/10.24857/rgsa.v18n9-057>
- Kitchenham, B. (2007). Guidelines for performing systematic literature reviews in software engineering. *Technical Report, Ver. 2.3 EBSE Technical Report. EBSE*.
- Kurniawan, R., Lestari, F., Nurainun, T., Abdul Hamid, A. B., & Melia, T. (2024). Halal Supply Chain Risk using Unsupervised Learning Methods for Clustering Leather Industries. *International Journal of Computing and Digital Systems*, 16(1), 899–910. <https://doi.org/10.12785/ijcds/160165>
- Latiff, J. A., Zakaria, Z., & Man, S. (2024). The Islamic Principles of Legal Status Criteria according to the Qur'an and Hadith in Fostering Halal Vaccine Certification in Malaysia. *AlBayan*, 22(1), 1–18. <https://doi.org/10.1163/22321969-20240143>
- Lockwood, C., Munn, Z., & Porritt, K. (2015). Qualitative research synthesis: Methodological guidance for systematic reviewers utilizing meta-aggregation. *International Journal of Evidence-Based Healthcare*, 13(3), 179–187. <https://doi.org/10.1097/XEB.0000000000000062>
- Loussaief, A., Ying-Chao Lin, J., Phuc Dang, H., Bouslama, N., & Cheng, J. M.-S. (2024). Eating halal: a serial mediation model for the effect of religiosity on the intention to purchase halal-certified food. *Asia Pacific Journal of Marketing and Logistics*, 36(1), 167–184. <https://doi.org/10.1108/APJML-10-2022-0868>
- Mahri, A. J. W., Juliana, J., Monoarfa, H., Rohepi, A. P., & Karim, R. (2024). Integrating country of origin, brand image and halal product knowledge: the case of the South Korean skincare in Indonesia. *Journal of Islamic Marketing*, 15(1), 244–259. <https://doi.org/10.1108/JIMA-12-2021-0390>



- Makiah, Z., Hasan, N., Aisyah, L., & Sodikin, A. (2022). A CONVERGENCE IN A RELIGION COMMODIFICATION AND AN EXPRESSION OF PIETY IN HALAL CERTIFICATION. *Khazanah: Jurnal Studi Islam Dan Humaniora*. <https://doi.org/10.18592/khazanah.v20i2.7113>
- Martiningsih, D., Muchtar, I. H., Saehu, R., Esquivias, M. A., & Rachmaningtyas, L. (2024). Assessing business satisfaction with halal certification services: An evaluation of halal assurance agency performance using the SERVQUAL model. *Journal of Infrastructure, Policy and Development*, 8(8). <https://doi.org/10.24294/jipd.v8i8.6418>
- Maulidia, R., Rofi'ah, K., & Santoso, L. (2024). HALAL REGULATION AND CERTIFICATION IN THE CATERING BUSINESS: A Critical Review of Consumer Protection. *Jurisdictie: Jurnal Hukum Dan Syariah*, 15(1), 171–206. <https://doi.org/10.18860/j.v15i1.26988>
- Muhamad, N. S., Adham, K. A., Said, M. F., & Nasir, N. M. (2020). Exploring internationalization of Halal Taiwan: Analysis of Taiwan's halal food products in Malaysia. *GEOGRAFIA-MALAYSIAN JOURNAL OF SOCIETY & SPACE*, 16(2), 151–163. <https://doi.org/10.17576/geo-2020-1602-12>
- Mukasheva, A. A., Ibrayev, A. S., Bolatbekova, I. K., Zhussipova, B. A., & Ybyray, N. (2024). RELIGIOUS SLAUGHTER AND ANIMAL WELFARE: A COMPARATIVE LEGAL STUDY OF KAZAKH AND EUROPEAN LEGISLATIONS. *Access to Justice in Eastern Europe*, 7(3). <https://doi.org/10.33327/AJEE-18-7.3-a000311>
- Naimat, N., Ahmad Mustafa, M. S., Hilmy Nasrijal, N. M., & Mahat, I. R. (2024). THE APPLICATION OF TORT LAW IN ADDRESSING ISSUES IN HALAL PHARMACEUTICAL PRODUCTS: SAFEGUARDING CONSUMER RIGHTS. *Malaysian Journal of Syariah and Law*, 12(1), 23–30. <https://doi.org/10.33102/mjssl.vol12no1.502>
- Nazaruddin, L. O., Miah, M. T., Susanty, A., Fekete-Farkas, M., Naárné Tóth, Z., & Balázs, G. (2024). Apple fruit preference and food mile problems under halal supply chain. *Journal of Islamic Marketing*, 15(5), 1364–1395. <https://doi.org/10.1108/JIMA-03-2023-0088>
- Nirwana, A., Arfan, F., Daud, Z., Amin, S., Hidayat, S., & Marshal, F. D. (2024). THE ROLE OF TRADITIONAL SALT PRODUCTION IN ACHIEVING HALAL STANDARDS OF THE ULAMA CONSULTATIVE COUNCIL: IMPLICATIONS FOR SUSTAINABLE DEVELOPMENT GOALS. *Journal of Lifestyle and SDG'S Review*, 4(2). <https://doi.org/10.47172/2965-730X.SDGsReview.v4.n02.pe01721>
- Noordin, N., Hashim, M., & Samicho, Z. (2009). VALUE CHAIN OF HALAL CERTIFICATION SYSTEM : A CASE OF THE MALAYSIA HALAL INDUSTRY Nurulhuda Noordin , Faculty of Information Technology and Quantitative Sciences , *European and Mediterranean Conference on Information Systems 2009 (EMCIS2009) July 13-14 2009, Crowne Plaza Hotel, Izmir VALUE*.
- Noordin, N., Md Noor, N. L., Hashim, M., & Samicho, Z. (2009). Value chain of Halal certification system: A case of the Malaysia Halal Industry. *Proceedings of the European and Mediterranean Conference on Information Systems, EMCIS 2009*.
- Novianti, D., Arkeman, Y., Almunawar, M., Haditjaroko, L., & Ismayana, A. (2021). *The Effect of Blockchain Technology in the Initial Stages of Auditor Investigation in the Halal Supply Chain*. 364–387. <https://doi.org/10.4018/978-1-7998-6477-6.CH019>
- Page, M. J., McKenzie, J. E., Bossuyt, P., Boutron, I., Hoffmann, T. C., Mulrow, C. D., Shamseer, L., Tetzlaff, J. M., Akl, E., Brennan, S. E., Chou, R., Glanville, J., Grimshaw, J. M., Hróbjartsson, A., Lalu, M. M., Li, T., Loder, E. W., Mayo-Wilson, E., McDonald,

- S., ... Moher, D. (2021). The prisma 2020 statement: An updated guideline for reporting systematic reviews. *Medicina Fluminensis*, 57(4), 444–465. [https://doi.org/10.21860/medflum2021\\_264903](https://doi.org/10.21860/medflum2021_264903)
- Putro, M. Z. A. E., Fakhruddin, M., & Mardamin, A. (2024). Halal Certification for Small Scale Enterprise in Indonesia: Policy Changing Impacts. *International Journal of Islamic Thought*, 25, 78–84. <https://doi.org/10.24035/ijit.25.2024.287>
- Ratnasari, R. T., Gunawan, S., Mawardi, I., & Kirana, K. C. (2020). Emotional experience on behavioral intention for halal tourism. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-12-2019-0256>
- Razalli, M. R. (2018). Managing Halal certification supply chain: Determinants success factors framework for a hotel performance. *International Journal of Supply Chain Management*, 7(1), 149–154.
- Rofiah, K., Sa'adah, S. L., Safira, M. E., Rohmanu, A., & Matali, A. B. H. (2024). Legal Awareness of Halal Products Certification among East Java Business Operators and Society. *Juris: Jurnal Ilmiah Syariah*, 23(1), 55–65. <https://doi.org/10.31958/juris.v23i1.10467>
- Rofiah, K., Safira, M. E., & Rosele, M. I. (2024). The Effectiveness of Accelerating Halal Product Certification: Regulations and Companions. *Journal of Human Rights, Culture and Legal System*, 4(2), 449–476. <https://doi.org/10.53955/jhcls.v4i2.203>
- Sahir, S. H., Fahlevi, M., & Sutia, S. (2021). Effect of halal food management system certification on buying interest of Indonesian consumer goods. *Uncertain Supply Chain Management*, 9(3), 731–738. <https://doi.org/10.5267/j.uscm.2021.4.005>
- Sawari, S. S. M., & Ghazali, M. A. (2014). *Amalan standard halal di negara-negara Asia Tenggara. 1*. <https://doi.org/10.11113/UMRAN2014.1N1.12>
- Shahnia, C., Permana, D., Harini, S., Endri, E., & Wahyuningsih, M. (2024). The Effect of Halal Awareness, Halal Certification, and Social Servicecafe on Purchase Intention in Indonesia: The Mediating Role of Attitude. *International Review of Management and Marketing*, 14(3), 97–104. <https://doi.org/10.32479/irmm.16186>
- Solehudin, E., & Ahyani, H. (2024). LEGAL COMPLIANCE ON SHARIA ECONOMICS IN HALAL TOURISM REGULATIONS. *Petita: Jurnal Kajian Ilmu Hukum Dan Syariah*, 9(1), 58–79. <https://doi.org/10.22373/petita.v9i1.224>
- Sudarsono, H., Ikawati, R., Kurnia, A., Azizah, S. N., & Kholid, M. N. (2024). Effects of religiosity, halal knowledge and halal certification on the intention of Muslims to use the halal vaccine during Covid-19 pandemic. *Journal of Islamic Marketing*, 15(1), 79–100. <https://doi.org/10.1108/JIMA-06-2021-0179>
- Sulaiman, M. Z. M., Noordin, N., Md Noor, N. L., Suhaimi, A. I. H., & Isa, W. A. R. W. M. (2018). Halal virtual inspection requirements for food premise inspection process towards the virtualization of Malaysia Halal certification system. *Proceedings - International Conference on Information and Communication Technology for the Muslim World 2018, ICT4M 2018*, 12–17. <https://doi.org/10.1109/ICT4M.2018.00012>
- Sunardi, D., Bhari, A., & Wakil, M. N. B. A. (2024). Legal Awareness of Micro and Small Enterprise Operators Regarding Halal Certification: A Maslaha Perspective. *Ijtihad: Jurnal Wacana Hukum Islam Dan Kemanusiaan*, 24(1), 23–45. <https://doi.org/10.18326/ijtihad.v24i1.23-45>
- Supriyadi, S., Aulia, R., Nubahai, L., Ab Rahman, R., & Mohamed, R. (2024). Legal Effectiveness of Halal Product Certification in Improving Business Economics in Indonesia and Malaysia. *Al-Ahkam*, 34(1), 193–220. <https://doi.org/10.21580/ahkam.2024.34.1.20546>

- Susanty, A., Puspitasari, N. B., & Rosyada, Z. F. (2024). Prediction of the performance of halal food industry using a system dynamics simulation model. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-02-2023-0039>
- Ting, C. Y., & Ariffin, S. K. (2024). Influencing Factor of Malaysian Consumer Attitude toward Halal Online Food Delivery and Their Intention to Use. *Library Progress International*, 44(3), 6116–6131. <https://www.scopus.com/inward/record.uri?eid=s2.0-85205957187&partnerID=40&md5=352af4ebb0dda7477e33010ac7d6bda4>
- Trishananto, Y., Mas'ud, F., & Fauziah, U. N. (2024). Formulating policies for halal tourism in Indonesia based on Islamic law. *Ijtihad: Jurnal Wacana Hukum Islam Dan Kemanusiaan*, 24(1), 47–70. <https://doi.org/10.18326/ijtihad.v24i1.47-70>
- Tumiwa, R. A. F., Ningsih, G. M., Romarina, A., Setyadjit, Slamet, B., Waruwu, E., Ie, M., & Utomo, Y. T. (2023). Investigating halal food Supply chain management, halal certification and traceability on SMEs performance. *Uncertain Supply Chain Management*, 11(4), 1889–1896. <https://doi.org/10.5267/j.uscm.2023.6.003>
- Vanany, I., Maarif, G. A., & Soon, J. M. (2019). Application of multi-based quality function deployment (QFD) model to improve halal meat industry. *Journal of Islamic Marketing*, 10(1), 97–124. <https://doi.org/10.1108/JIMA-10-2017-0119>
- Wan-Chik, R. Z., Khairuddin, M. M. B., & Rahman, N. A. A. (2023). Technology Application in Halal Logistics: Transport and Warehouse Perspective. In *Technologies and Trends in the Halal Industry* (pp. 206–220). Taylor and Francis. <https://doi.org/10.4324/9781003368519-18>
- Widigdo, A. M. N., & Triyanto, A. (2024). KNOWLEDGE AND COMPLIANCE: THE INCREASING INTENTION OF MSME's HALAL CERTIFICATION IN INDONESIA. *International Journal of Business and Society*, 25(1), 128–147. <https://doi.org/10.33736/ijbs.6904.2024>
- Windasari, N. A., Azhari, N. P. D. A., & Putra, I. F. (2024). Assessing consumer preferences on halal service: the emergence of Sharia hospitals for Muslim consumer. *Journal of Islamic Marketing*, 15(1), 22–41. <https://doi.org/10.1108/JIMA-07-2022-0192>
- Wisudanto, Widiastuti, T., Mardhiyah, D., Mawardi, I., Robani, A., & Al Mustofa, M. U. (2024). The motivating factors for switching intention to use halal cosmetics in Indonesia. *Journal of Islamic Accounting and Business Research*. <https://doi.org/10.1108/JIABR-08-2022-0220>
- Yani, T. A., & Mulyana, I. (2024). Aceh as a Model of Halal Trade in Financial Goods and Services Regulation based on Pancasila within the Framework of National Law in Indonesia. *Samarah*, 8(1), 361–385. <https://doi.org/10.22373/sjhk.v8i1.17680>
- Zainuddin, N., Saifudin, A. M., Deraman, N., & Osman, A. A. (2020). The effect of halal traceability system on halal supply chain performance. *International Journal of Supply Chain Management*, 9(1), 490–498. <https://www.scopus.com/inward/record.uri?eid=s2.0-85080917162&partnerID=40&md5=e7c2edb047146115b991caddfa99e240>