

Product Quality and Service Quality Based on Halal Food and Beverage Regulation in Moslem Majority Country- A Systematic Literature Review

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Abstract. *This study analyzes the gap between product quality and service quality in the halal food industry using the Systematic Literature Review (SLR) approach. This method integrates previous studies to provide comprehensive understanding of quality standards with halal regulations and certification. The analysis reveals that product quality attributes, such as cleanliness and safety, and service quality, including responsiveness and reliability, play crucial roles in influencing consumer satisfaction and loyalty. And then the study identifies a gap in service and product quality attributes between Indonesia's halal certification (LPPOM) with 20 attributes and those of Malaysia (MS-1500) with 24 attributes, Saudi Arabia (SFDA) with 51 attributes, and Brunei Darussalam with 48 attributes. These findings are expected to contribute for the development of management theory and practice in the halal food industry and serve as a reference for industry players in developing more effective strategies to meet consumer expectations in an increasingly competitive market.*

Keywords: *product quality; service quality; halal food; systematic literature review; customer satisfaction.*

I. INTRODUCTION

The demand for halal food and beverage products has increased significant globally, especially in the last two decades (Qolbi et al., 2024). This phenomenon is not limited to countries with a majority Muslim population, but it is also seen in non-Muslim countries that have sizable Muslim populations, such as Europe, the United States, and Australia (Rahman, 2023). Data shows that the global halal product market value continues to grow, driven by the awareness of the Muslim community about the importance of halal and cleanliness in the products consumed (Budiyo et al., 2022). In Indonesia, as a country with the largest Muslim population in the world, the increase in demand for halal food and beverage products is also very visible. Consumers

in Indonesia show a strong preference for halal-certified products, due to the factor of trust and convenience in fulfilling religious obligations (Djunaidi et al., 2021). In addition, the Indonesian government encourages regulations that require halal certification for various consumer products, thereby increasing the need for halal products in the domestic market (Chotib et al., 2022). In addition to demand from Muslim consumers, halal products are also in demand by non-Muslim consumers because of the quality and assurance of food safety associated with halal standards (Ishardini et al., 2021). Halal products are often considered safer and more hygienic, thus attracting consumers from various backgrounds. This encourages manufacturers to be more serious in meeting halal standards to reach a wider market segment (Fahira & Yasin, 2022).

Halal certification is a very important standard in the food and beverage industry, especially for Muslim consumers who are obliged to consume halal products. Halal regulations aim to establish clear requirements regarding materials, production processes, and packaging in accordance with Islamic law (Khairani et al., 2024). This standardization ensures that consumers obtain products that are in accordance with their religious beliefs. Halal food regulations also serve as a guideline for the industry in ensuring that the

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products produced are free from haram and unclean elements (Alzeer et al., 2018). Halal certification provides assurance to consumers that the products consumed have gone through a rigorous verification process and are in accordance with the halal standards set by the authority body (Mubarak et al., 2023; Sunarto et al., 2020). This adds to the level of consumer confidence in halal-certified products.

In addition, halal certification helps strengthen the position of halal products in international trade (Ruhaeni & Aqimuddin, 2023). Countries with large Muslim populations tend to have halal certification requirements as part of import regulations (Priantina & Mohd Sopian, 2023). Therefore, for food and beverage business people who want to penetrate the global market, especially in countries with a Muslim majority, halal certification is a requirement that cannot be ignored (Perdana et al., 2018).

Product quality and service quality have an important role in shaping consumer perception of halal food and beverage products (Masnita & Puspitasari, 2021; Pradina & Rohim, 2022). Product quality includes various attributes, such as reliability, cleanliness, safety, and compliance with predetermined halal specifications (Anwar, 2018). Consumers tend to be more satisfied and loyal if the halal products consumed are of high quality and safe to consume (Pal'kina, 2024). Good service quality is also important in increasing consumer trust (Sunarsi & Baharuddin, 2019). Services include aspects such as ease of access, product availability, and the ability of manufacturers to provide halal-related information to consumers (Alifia et al., 2023). Good quality of service creates a positive experience for consumers, which ultimately encourages loyalty and a positive perception of the brand (Gorondutse & Hilman, 2014). The combination of product quality and service quality helps ensure that halal products not only meet halal standards but also meet consumer expectations in terms of satisfaction and convenience (Mada & Bintari, 2024). In an increasingly competitive market, a company's ability to provide quality products and adequate

services can be a valuable competitive advantage (Hendrayanti & Nurauliya, 2021).

Halal food and beverage products have the potential to have a positive impact on business development, both at the local and global levels (Ahmad-Fauzi & Md Saad, 2024; Apriliyanto, 2023). One of the main driving factors is the increasing consumer awareness and demand for halal products. Consumer awareness of the importance of consuming halal products increases market demand and encourages manufacturers to expand halal product lines (Awan et al., 2015; Sukmaningrum et al., 2023). Another factor is the support from the government that encourages companies to meet halal standards as part of national regulations (Waluyo, 2020). The Governments in Muslim-majority countries generally have policies to promote halal certification, and even in some non-Muslim countries, policies for halal products are being implemented as demand increases (Nugraha et al., 2024). The export potential is also a driving factor for halal products (Desvaria et al., 2023). The growing halal product market in the Middle East, Asia, and Africa provides a great opportunity for companies that can meet international halal standards (Azam & ABDULLAH, 2020). By obtaining halal certification, companies can more easily access the global market and increase their export volume (Anggarkasih & Resma, 2022).

The halal certification process is faced with various challenges that can be an obstacle for companies, especially for small and medium companies (Bakar et al., 2023). One of the main obstacles is the high cost required to meet all halal certification requirements and audits (Nugraha et al., 2024). This fee includes the cost of raw materials, laboratory testing, as well as the administrative process to obtain certification from The Berau (Santoso et al., 2021). Another constraint is the tightly requirements in the management of raw materials and production processes. Companies must ensure that no haram ingredients or contaminants enter the production process, which can be a challenge in complex supply chains (Wahyuni et al., 2021). This requires a strong quality supervision and management

system so that halal standards can be maintained (Puspaningtyas et al., 2023). Additionally, the halal certification process requires a deep understanding of applicable requirements and standards, which can sometimes pose difficulties for companies that are not yet familiar with the regulations (Wibowo et al., 2023). Different requirements between countries regarding halal certification are also a challenge, because companies must meet various standards if they want to export their products to the international market (Johan, 2018).

This study aims to develop attributes from the dimension of product quality and service quality based on halal certification regulations in various countries with a Muslim majority population, then identify the gap between regulations and halal certification criteria from the Indonesian state to other countries with a Muslim majority population, namely: Malaysia, Saudi Arabia, and Brunei Darussalam so that it can be a reference for food and beverage business people in doing business development can consider halal regulations that have been determined, especially in Indonesia.

II. RESEARCH METHOD

This study uses the Systematic Literature Review (SLR) method in developing product quality attributes and service quality, especially in halal food that is in accordance with halal certification criteria. Through this method, the research can integrate the results of various previous studies to provide a more comprehensive picture of quality standards based on halal regulations and certification (Purnomo, 2023). It is important to ensure that the attributes developed are not only relevant in theory but can also be applied in the food and beverage industry in real life. With a focus on the development of quality attributes, this method also allows for the identification of research gaps that can serve as a foundation for further research. In addition, SLR ensures a systematic and valid data collection process so that research results can be trusted and recognized in academic and practical scopes. An illustration of the research methodology can be seen in figure 1.

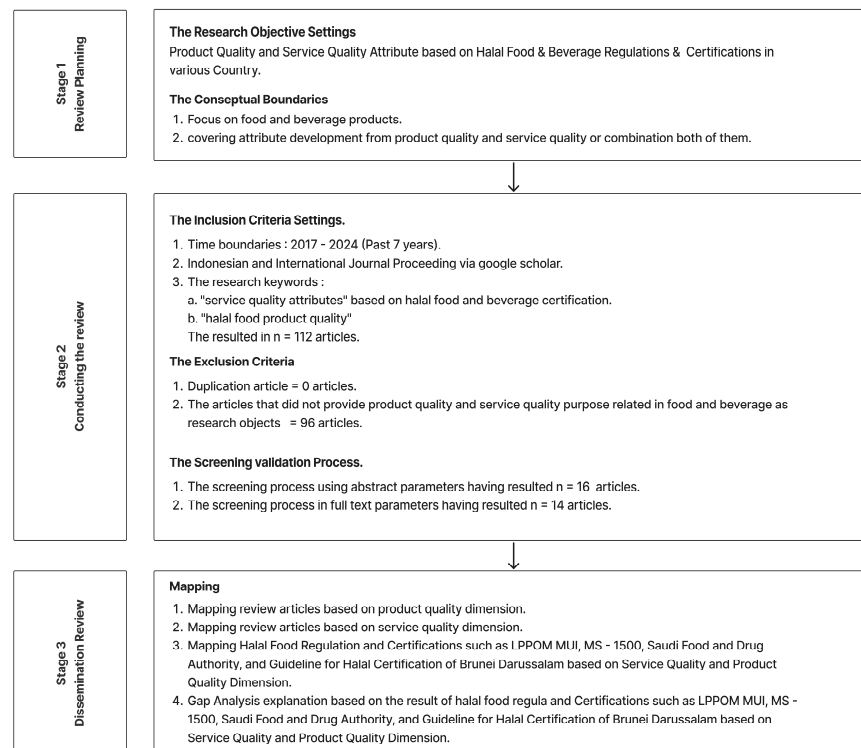


Figure 1 Research Methodology

The first stage in this research is review planning (Stage 1: Review Planning) which aims to establish conceptual boundaries and research objectives. In this case, the research is focused on the quality attributes of halal products and food services which include the development of attributes individually or a combination of both. This planning prioritizes studies on food and beverage products, by identifying relevant keywords, namely "service quality attributes" based on halal food and beverage certification and "product quality attributes" based on halal food and beverage certification. This conceptual framework is designed to cover a wide range of perspectives so that it can reach a broad and in-depth research scope with a predetermined topic.

The second stage is the implementation of the review (Stage 2: Conducting the Review) which includes the determination of inclusion and exclusion criteria, as well as the validation process of article screening. In this study, the inclusion criteria include studies in the 2017–2024 time frame, which come from international and national journals. The screening process is rigorously conducted to ensure that only articles relevant to the development of halal food products and service quality attributes are considered. The results of the abstract and full-text filtering process resulted in a few suitable articles for further analysis. This process ensures that the data used in the study is of high quality and relevant to the research objectives.

The final stage involves mapping the contribution of the review results (Stage 3: Dissemination Review). Articles that have passed the selection are analyzed based on the quality dimension of products and services, then continued with the mapping of halal regulations and certifications that apply in various Muslim-majority countries, namely based on LPPOM MUI from Indonesia, MS-1500 from Malaysia, Saudi Food and Drug Authority from Saudi Arabia, and Brunei Darussalam Halal Regulations from Brunei Darussalam on the dimensions of service quality and product quality so that it can be known the gap in the level of strictness of the Indonesian state against 3 other countries with a Muslim majority. From the results of the analysis, it was

then continued with an explanation of the gap analysis process of the LPPOM MUI halal certification regulations on halal certification regulations in 3 Muslim-majority countries in the world and the implications for business people in Indonesia, especially in meeting national halal certification standards, as well as making a significant contribution to the development of research in the field of quality management.

III. RESULT AND DISCUSSION

Research mapping of service quality attributes" based on halal food and beverage certification

Many studies such as in table 1 have similarities in their focus on service quality as a key element that affects customer satisfaction and loyalty. Almost all studies use quantitative approaches such as Structural Equation Modeling (SEM) to analyze the relationship between variables. Research by (Ahmed et al., 2023; Jeaheng et al., 2020) Both highlight the importance of service quality to customer loyalty through satisfaction. In addition, these studies consistently include aspects of customer perception as the core of their analysis, both in the context of halal service and the quality of public restaurants. This shows that the concept of service quality has a universal influence on customer behavior in various ways.

Despite the similarities, each study is unique in its approach and focus. As well as (Kayumov et al., 2024) focusing on the impact of the COVID-19 pandemic on the perception of halal restaurant service quality in Uzbekistan, with hygiene and safety factors being the main concerns. Instead of, (Budiman & Suyana, 2021) Comparing Muslim perceptions in two different geographical locations, namely in Bogor City and Kota Kinabalu, focuses on the cross-cultural dimension in its analysis. Moreover, (Sodawan & Hsu, 2022) using the SOR model approach to identify the mediating relationship between halal attributes, perceived value, and customer trust in the product is a unique perspective compared to other studies.

Table 1 "Service Quality Attributes" Based On Halal Food And Beverage Certification Paper Review

No.	Author, Years	Approach / Method	Service Quality Aspect	Contribution
1	Jeaheng et al, 2020	Structural Equation Modeling (SEM), Two-Step Analytical Approach	Halal services, facility, food & beverage product, price, satisfaction, trust, revisit intention	The perception of price, satisfaction, trust, and loyalty from Muslim travelers can influence to Halal service quality attributes.
2	Marko Kukanja, Tanja Planinc, 2020	DINESERV tool, DEA, SEM, EFA	Tangibles, Assurance, Empathy	Designing conceptual models to improve operational efficiency and profitability
3	Budiman & Suyana, 2021	Quantitative Method, Multiple Regression Analysis	Perceived service quality, perceived value, perceived risk	The influence of halal restaurant service attributes by Muslim perceptions in Bogor and Kinabalu on customer attitudes and loyalty
4	Sodawan & Hsu, 2022	SOR (Stimulus–Organism–Response) Model, PLS-SEM	Halal-friendly attributes, perceived value, destination trust	Analysis of halal attributes on perceived value and destination trust as well as mediation by visit intention
5	Nazri et al., 2022	Conceptual study using the DINESERV model	Physical environment, employee service quality, food quality	The guidance to improving customer experience and building restaurant loyalty for Business Managers
6	Ahmed et al., 2023	Structural Equation Modeling (SEM), quantitative survey	Tangibility, Reliability, Responsiveness, Assurance, Empathy	Service quality has a major impact on loyalty through customer satisfaction
7	Kayumov et al, 2024	Structural Equation Modeling (SEM), Exploratory Factor Analysis (EFA)	COVID-19 safety, cleanliness, employee service, ambience, food quality	The cleanliness service quality attribute & food quality have a positive influence then COVID-19 safety has a negative influence to customer satisfaction and loyalty

Each research makes a significant contribution to both development of theory and to the practice of service management. Research by (Nazri et al., 2022) provides insights into how physical elements such as restaurant environments can enhance customer experience, while research (Kukanja & Planinc, 2020) It connects the perception of service quality with operational efficiency thereby providing a practical framework for managers to improve restaurant profitability. These studies expand the understanding of how various service quality factors interact to create added value for customers and businesses.

Research with a halal focus such as (Jeaheng et al., 2020; Sodawan & Hsu, 2022) Looking the role of halal attributes in influencing customer

perception. Different from research (Ahmed et al., 2023) which focuses more on traditional service quality dimensions such as reliability and empathy. The integration of halal perspectives shows important developments in service quality research relevant to the evolving needs of the Muslim market. The study also emphasizes the importance of providing services that are in line with customers' religious and cultural values to increase loyalty.

Based on the presentation from a collection of research in the context of "service quality attributes" based on halal food and beverage certification, it shows that the importance of strategic service quality management to build customer satisfaction and loyalty. The approaches used, such as SEM, EFA, and DINESERV models,

provide practitioners with powerful analytical tools to understand the key factors that affect customer experience. In addition, this study provides a practical guide for restaurant business owners to focus on important elements such as cleanliness, atmosphere, and food quality to improve the competitiveness of the business they run. As such, this research is not only academically relevant but also has a significant impact on real-world service management

practices.

Research mapping of "halal food product quality"

An in-depth analysis of the seven studies that have been shown in table 2 through the process of using a prism approach in the research method section, there are some striking similarities, especially in terms of the quantitative approach used to explore the quality of halal

Table 2 "Halal Food Product Quality" Paper Review

No.	Author, Years	Approach / Method	Product Quality Aspect	Contribution
1	Mat et al, 2020	- Quantitative analysis - Questionnaire technique - 350 Respondents - SEM-PLS method	- Muslim Lifestyle - Halal Green Consumption - Government Policy - Risk Perception	The role of Muslim lifestyle as a mediator between green halal consumption and halal consumption patterns.
2	Masnita & Puspitasari, 2021	- Qualitative and Quantitative Analysis - Questionnaire and Interview Techniques - Lisrel Method 8.80	- Service Perception - Health Perception - Organizational Perception - Halal Cluster Design	Perceive of services, health, and organizations moderated by halal cluster design influences consumers' decisions to buy halal products
3	Rahman & Zain, 2021	- Qualitative and quantitative analysis - Questionnaire and interview techniques - SWOT methods and descriptive analysis	- Halal Product Quality (including: halal, cleanliness, and safety) - Product Competitiveness	Analysis of factors influencing product quality for the development of halal product marketing strategies from Singapore-Thailand case study
4	Annisa et al, 2022	- Descriptive analysis - Interview techniques	- Halal Product Quality (including: cleanliness, safety, and halal) - Perception of halal products.	Perceive of Non-Muslim to halal products as a quality and safety standard, and halal certification is one of the important factors
5	Trihudiyatmanto et al, 2022	- Quantitative analysis - Questionnaire technique - SEM method	- Halal Product Quality (including: cleanliness, safety, and halal) - Brand Image Islamic	Significant influence of halal product quality on customer repurchase intention as conveyed by Islamic Brand Image
6	Fauzi et al, 2022	- Quantitative analysis - Questionnaire technique - 101 Respondents - SEM Method	- Halal Product Quality (including: cleanliness, safety, and halal) - Halal Assurance System (HAS)	The influence of Halal Assurance System (HAS) towards employee performance and competitive advantage in the fast-food industry
7	Adipradana & Harwani, 2024	- Quantitative analysis - Questionnaire technique - SEM-PLS method	- Halal Product Quality (including: taste, freshness, and safety) - Digital Marketing - Brand Image	The relationships of digital marketing, brand image, and product quality to repurchase intentions, with purchase decisions as mediators

products. All these studies emphasize the importance of halal product quality, which includes aspects of cleanliness, safety, and halal, as key factors influencing customer decisions. Research by (Mat et al., 2020; Trihudyatmanto et al., 2022) shows that the quality of halal products plays a significant role in shaping consumption patterns and repurchase intentions. In addition, research by (Fauzi & Mujaddid, 2022) It also highlights how the implementation of a halal assurance system can improve employee performance and ultimately contribute to a competitive advantage. Thus, there is a common thread among these studies that the quality of halal products is not only important to meet religious or spiritual standards, but also to increase customer trust and loyalty.

Although there are similarities in the focus on halal product quality, each study has its own uniqueness in the approach and context taken. Research by (Masnita & Puspitasari, 2021) highlighting the interaction between halal cluster design and product quality perception, which provides a new perspective on how the physical and social environment can influence purchasing decisions by customers. On the other hand, research by (Annisa et al., 2022) explores non-Muslim customers' perceptions of halal products, which suggests that halal certification can serve as an important quality indicator even though it is not the only factor in purchasing decisions. This uniqueness suggests that despite the focus on halal product quality, different social and cultural contexts can yield diverse insights into how customers perceive and choose products with halal status.

Furthermore, research by (Amini et al., 2023) providing a comparative perspective between two countries, Singapore and Thailand, in terms of the competitiveness of halal products. This research not only highlights product quality, but also external factors such as government regulations and policies that affect the halal industry in each country. This is different from other studies that focus more on internal aspects, such as employee performance or consumer perception. Thus, this study adds a new dimension in the understanding

of how the national context can affect the quality and competitiveness of halal products.

In a broader context, research by (Adipradana & Harwani, 2024) Develop a conceptual framework that connects digital marketing, brand image, and product quality to repurchase intent. This study emphasizes the importance of purchasing decisions as a mediator, which shows that effective marketing strategies can increase consumer loyalty. This highlights the importance of integration between product quality and marketing strategies in the context of the frozen food industry, which is an approach not found in other studies. Thus, this research provides practical insights for industry players to formulate more effective strategies in increasing sales and customer loyalty.

Overall, despite the similarities in the focus on halal product quality, each study makes a unique contribution to improving understanding of the dynamics of the halal market. From Muslim lifestyle perspectives to non-Muslim views, as well as cross-country comparisons and integration of marketing strategies, these studies create a comprehensive picture of how halal product quality can influence customer decisions, although there is no research available that discusses in depth the attributes and dimensions of product quality used in assessing the established research objectives. By understanding these uniqueness and similarities, industry players can better formulate strategies, especially in the form of specific and comprehensive product quality dimensions in meeting customer needs and expectations in an increasingly competitive market.

Mapping of LPPOM Regulation

The mapping of LPPOM regulations has been carried out by referring to the dimensions of Service Quality and Product Quality. In terms of commitment and responsibility, this regulation provides a guarantee of responsibility in maintaining halal products, reflecting the company's commitment to halal standards. This regulation also ensures compliance with consistent halal policies and standards and pays attention to customer needs by ensuring that products comply with halal regulations.

References	Criteria & Regulations Requirements	Tangible	Reliability	Assurance	Empathy	Responsiveness	Performance	Features	Reliability	Conformance	Durability	Serviceability	Aesthetics	Perceived Quality
LPPOM Regulations	1.Comitment & Responsibility	☐	☐	☒	☒	☐	☐	☐	☐	☒	☐	☐	☐	☐
	2.Ingredient	☐	☒	☒	☐	☐	☐	☒	☐	☒	☐	☐	☐	☐
	3.Halal Production Process	☐	☐	☒	☐	☒	☒	☐	☐	☒	☐	☐	☐	☐
	4.Product	☒	☐	☒	☐	☐	☐	☐	☒	☐	☐	☐	☒	☒
	5.Monitoring & Evaluation	☐	☒	☒	☐	☐	☐	☐	☐	☐	☒	☒	☐	☐
Total	20	1	2	5	1	1	1	1	1	3	1	1	1	1
MS-1500 Regulations	1. Management Responsibility	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☒	☐	☐
	2. Premises & Facility	☒	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐	☐
	3. Devices, utensils, machines, processing aids & equipments	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	4. Hygiene, sanitations & food safety	☐	☒	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐
	5. Processing of Halal Food	☐	☐	☒	☐	☒	☐	☐	☐	☒	☐	☐	☐	☐
	6. Storage, transportation, display, sale & servings of halal food	☒	☐	☒	☐	☐	☐	☐	☒	☐	☒	☐	☐	☐
	7. Packaging & labeling	☒	☐	☒	☐	☐	☐	☐	☐	☒	☐	☐	☒	☒
	8. Legal requirements	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Total	24	3	1	6	0	1	2	0	2	5	1	1	1	1
Saudi Food and Drug Authority (SFDA) Regulation	1. Complete the Application and the Declaration of Conformity forms	☐	☒	☐	☐	☒	☐	☐	☐	☒	☐	☐	☐	☐
	2. Commercial register of the company.	☒	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒
	3. Certificate of Export or Import..	☐	☒	☒	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐
	4. Company profile	☒	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒
	5. Quality Manual For the company.	☐	☐	☒	☐	☐	☐	☐	☐	☒	☐	☒	☐	☐
	6. International documented proof quality management systems that are globally applicable and acceptable to Saudi Food & Drug Authority	☐	☒	☒	☐	☐	☐	☐	☒	☐	☒	☐	☐	☐
	7. Test Report from recognized laboratory (accredited ISO 17025) based on the applicable GSO standards.	☐	☒	☒	☐	☐	☐	☒	☐	☒	☐	☐	☐	☐
	8. Location Map / Factory Layout	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐
	9. Product Labels/final product form	☒	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐	☒	☐
	10. Halal system applies in the facility.	☐	☐	☒	☒	☐	☐	☐	☐	☒	☐	☐	☐	☐
	11. Brief Description of Manufacturing Process & Equipment in the form of a Halal System Program.	☐	☒	☒	☐	☐	☐	☒	☐	☒	☐	☐	☐	☐
	12. Certificates of Raw Materials & Packaging Materials from the suppliers ensuring their Halal Origin. (If applicable)	☐	☐	☒	☒	☐	☐	☒	☐	☒	☒	☐	☐	☐
	13. Table of raw materials.	☒	☐	☐	☐	☐	☐	☐	☐	☒	☒	☐	☐	☐
	14. List of specifications for final products.	☐	☐	☐	☐	☐	☒	☐	☒	☐	☐	☐	☐	☐
	15. Product composition & ingredients concentration report issued by the Manufacturer.	☐	☒	☐	☐	☐	☐	☒	☐	☒	☐	☐	☐	☒
Total	51	5	6	9	2	1	1	5	2	10	3	1	2	4
GUIDELINE FOR HALAL CERTIFICATION Brunei Darussalam	1. Copy of Applicant's Identity Card / Passport.	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒
	2. Company profile.	☐	☐	☒	☒	☐	☐	☐	☐	☐	☐	☐	☐	☒
	3. Copy of Miscellaneous License of company (if any).	☐	☒	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐
	4. Copy of Business License.	☐	☒	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐
	5. Copy of Business Registration Certificate.	☐	☒	☒	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐
	6. Name and information of the type of business.	☒	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒
	7. Name and address of other place of business (if any).	☒	☒	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐	☐
	8. Name and information of product/menu for verification.	☒	☐	☒	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐
	9. Ingredients used.	☐	☐	☒	☒	☐	☐	☒	☐	☒	☐	☐	☐	☐
	10. Name and address of producer / ingredient supplier.	☐	☒	☐	☐	☐	☐	☐	☒	☐	☐	☐	☐	☐
	11. Halal status of ingredients and their Halal certifications or product specifications for critical ingredients (as appropriate).	☐	☐	☒	☐	☐	☐	☐	☒	☒	☐	☐	☐	☐
	12. Type of packaging material (if any).	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐
	13. Processing and production procedures.	☐	☐	☒	☐	☒	☒	☐	☐	☒	☐	☐	☐	☐
	14. Product process flow.	☐	☐	☒	☐	☒	☒	☐	☐	☐	☐	☒	☐	☐
	15. Other certificates or documents (if applicable).	☒	☐	☒	☐	☐	☐	☐	☐	☒	☒	☐	☐	☒
	16. Map of the place or the place of business.	☒	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒
Total	48	6	6	10	2	2	2	2	3	7	1	1	1	5

Figure 2 Mapping Regulation and Certification References

For ingredients, regulations guarantee that the materials used meet halal standards. Transparency in the information on the ingredients used emphasizes the reliability aspect so that customers can trust the halal. The uniqueness of halal ingredients is also added value, by ensuring that the ingredients comply with halal requirements.

In the halal production process, regulations provide assurance that the production process is carried out in accordance with halal standards. The ability to respond to changes to maintain halal is also obvious, accompanied by efficiency in

carrying out the halal process. Production procedures that meet halal standards further strengthen customer trust.

Regulations on the product aspect highlight the appearance of the product that visually reflects the value of halal. Products are also given a clear halal guarantee and information on the shelf life of consumption that can be trusted by customers. Attractive product visuals that reflect halal increase customer appeal, while the perception of product quality that meets halal regulations creates a positive impression.

Finally, in the aspect of monitoring and evaluation, regulations ensure reliability in monitoring and evaluating the implementation of halal standards. Continuous assurance of product halalness and long-term consistency is strongly emphasized. In addition, regulations make it easier for customers to provide feedback related to the products offered, thereby supporting the sustainability of halal implementation.

Overall, the mapping of LPPOM regulations based on the Dimensions of Service Quality and Product Quality shows that these regulations are designed to provide assurance, transparency, and trust to customers. Each regulation includes complementary aspects, ranging from commitment to halal standards, transparency of ingredients, efficient production processes, to reliable monitoring and evaluation. This combination of dimensions strengthens LPPOM's position in ensuring compliance and halal products for customers.

Mapping of MS-1500 Regulation

The identification of the MS-1500 Regulation emphasizes the importance of management responsibility in ensuring the thorough implementation of halal standards. The Assurance dimension can be seen from the guarantees provided by management to maintain the halal of products in all operational activities. In addition, compliance with halal policies is realized through Conformance, where management ensures that every aspect of operations complies with applicable regulations. This commitment is strengthened by Serviceability, which reflects management's efforts in providing excellent service to customers to ensure product quality and halal. Physical facilities and location are the focus in this criterion. The MS-1500 regulation highlights the Tangible dimension through the good and adequate physical condition of the facility. This aims to create an environment that supports the comprehensive implementation of halal standards. In addition, reliability in ensuring that facilities support halal products is an important aspect emphasized in this criterion.

Production equipment and aids must also comply with the established halal standards. The

Tangible dimension is reflected in the feasibility of physical facilities used in the production process. In addition, Reliability guarantees that the tools and equipment used comply with halal standards. Conformance is also a key element, where production equipment must comply with halal regulations to ensure that there is no contamination or violation during the production process. Hygiene, sanitation, and food safety are the main pillars in MS-1500 regulations. The Assurance dimension provides assurance that the operational process meets strict hygiene and safety standards. Reliability is reflected in reliable and consistently executed sanitation procedures. In addition, Performance shows effectiveness in maintaining product quality through the implementation of hygiene standards. Conformance is also an important element in ensuring that all facilities and procedures comply with applicable hygiene standards.

The halal food production process is regulated in detail in this regulation. The Assurance dimension provides assurance that the production process is in accordance with applicable halal standards. This regulation also highlights responsiveness, where companies must be responsive to changes in regulations and market needs. In addition, Performance reflects the efficiency and quality of the production process implemented, while Conformance ensures that every stage of production complies with halal regulations. This criterion regulates the entire halal food supply chain, from storage to serving. The Assurance dimension ensures the halal of products throughout the supply chain. Tangible is seen in the physical facilities used to support the storage and distribution of products. Reliability ensures that product quality is maintained during the distribution process, while Durability ensures that products remain in good condition during the storage period.

Packaging and labeling are important elements to provide clear information to consumers. The Tangible dimension is seen in physical information on comprehensive packaging. Assurance provides assurance that the information on the product label is correct and in accordance with halal standards. Additionally,

Aesthetics adds to the visual appeal of the product, and Conformance ensures compliance with labeling rules. Perceived Quality reflects consumer's belief that packaged products meet halal and high-quality standards. This aspect confirms that each product must comply with all applicable regulations and laws. The Assurance dimension ensures that the product complies with legal requirements, while Conformance shows the company's compliance with laws and policies relevant to the halal of the product.

Mapping of Saudi Arabia Food and Drug Authority (SFDA) Regulation

The process of completing the application form and declaration of conformity is the first step referring to Reliability, demonstrating SFDA's ability to ensure the completeness and accuracy of the submitted documents. In addition, responsiveness is reflected in the readiness of regulators in providing guidance and assistance to applicants to meet administrative requirements. The Conformance dimension ensures that the proposed product complies with applicable regulatory standards. The existence of the company's registration documents reflects the Assurance aspect, giving customers confidence that the company has been officially registered and has credibility. The Tangible dimension is reflected in the physical or digital form of this document as tangible evidence of legality. Perceived Quality is also strengthened because the company's registration status affects the reputation and trust of customers. Export certificate documents and free sales certificates show Assurance that the product is legal and worthy of trading in the global market. The Reliability dimension underscores the importance of consistency and validity of this document, while Conformance reflects the product's compliance with market requirements. Customer trust in the product increases through the Perceived Quality dimension supported by official certification.

A company profile is an important element in providing assurance to regulators regarding the credibility of a company. The Tangible dimension is seen from the physical or digital

representation of this profile, which contains key information about the company. In addition, the Perceived Quality of the product increases when customers understand the company's track record and excellence through the profiles presented. The company's quality manual reflects a commitment to a documented quality system, in accordance with the Assurance dimension. The manual also emphasizes Conformance, which indicates compliance with established quality standards. Further, the Serviceability dimension is integrated through product repair and maintenance guidance. This document provides assurance that the product quality and safety management system is implemented correctly. Reliability is shown through the consistency of the implementation of the system, while Conformance underlines compliance with global standards. The Durability dimension also contributes by ensuring the durability of the products produced.

Test reports from recognized laboratories provide Assurance for the validity and reliability of test results. The Reliability dimension is reflected through the consistency of testing according to international standards, while Conformance ensures that the product complies with the set specifications. The features of the product can also be identified through this test. A location map or factory layout reflects the Tangible dimension through a visual representation of a production facility. In addition, the orderly and efficient layout reflects the Aesthetics aspect, which shows concern for aesthetics and operational efficiency. Product labels reflect the Features dimension through important information listed, such as composition, expiration date, and halal certification. The Aesthetics dimension is evident in the attractive label design, which increases the appeal of the product in the eyes of consumers.

The halal system implemented in the production facility reflects Assurance that all processes are in accordance with halal standards. The Empathy dimension is also reflected through attention to customers' religious values. Conformance ensures that all halal requirements are met. A brief description of the manufacturing

process and equipment shows Assurance that the process is carried out according to the standard. Reliability is reflected in the provision of consistent information related to the production process, while Conformance ensures compliance with halal standards. The features of the production process are described in detail to provide understanding to regulators. Raw material and packaging certificates provide assurance that the ingredients used come from halal sources. The Empathy dimension can be seen in the attention to the interests of customers who need halal products. Features and Conformance ensure that the characteristics of the material are up to standard, while Durability indicates the durability of the raw material during the production process.

The raw material list reflects the dimensions of Tangible, as a physical representation of the materials used. In addition, Features indicate the characteristics of the material used, while Conformance confirms the material's compliance with the specified specifications. The final product specification reflects Reliability through the provision of accurate information. Conformance ensures that the product meets the requirements of the specification, while Performance reflects the performance of the product in accordance with the needs of the market. The product composition report shows the Reliability dimension through the provision of accurate and reliable information. Features include the details of the composition, while Conformance ensures that the product meets applicable standards and regulations. The Perceived Quality dimension is reflected in the transparency of the information provided to customers.

Mapping of Guideline for Halal Certification of Brunei Darussalam

In the Guideline for Halal Certification of Brunei Darussalam regulation, each of the criteria listed reflects the dimensions of Service Quality and Product Quality by focusing on relevant aspects to ensure the halal legitimacy of the product.

The first criterion, namely a copy of the applicant's identity card or passport, provides

assurance for the legitimacy of the individual applying for halal certification. This document also improves Perceived Quality in terms of administrative transparency, although it lacks any significant physical element (Tangible). Furthermore, the company's profile reflects the commitment to halal products through the Assurance dimension and shows empathy for the needs of Muslim consumers. This profile also forms a positive perception of quality (Perceived Quality).

Additional company permits (if any) and business licenses are indicators of the company's operational reliability (Reliability) while ensuring compliance with applicable laws (Conformance). Similarly, a copy of the company's registration certificate provides assurance and business integrity (Reliability), as well as strengthens regulatory compliance (Conformance).

Information related to the name and type of business is an important aspect of data transparency, showing verifiable physical evidence, as well as improving perceived quality. The name and address of the additional location of the business reflect the reliability of the business location, which is important for the sustainability of the supply chain. Meanwhile, product name and menu information reflects the Tangible dimension, provide assurance for halal, and displays relevant product features for quality assessment.

Raw material components and suppliers provide halal assurance through material certificates (Assurance), ensure that the material meets halal standards (Conformance), and show the reliability of the source of the material. Packaging materials highlight both physical (Tangible) and aesthetic (Aesthetics) dimensions, which contribute to the attractiveness of the product.

Production procedures and process flows reflect assurance that the process meets standards, followed by responsiveness to regulations, and efficiency in operations. The Serviceability dimension is also seen in the ease of monitoring the production process. Additional certificates, such as HACCP, ISO, and GMP, provide assurance through the recognition of

international standards (Assurance), physical evidence (Tangible), compliance (Conformance), and system sustainability (Durability), which strengthens the perception of quality (Perceived Quality).

Finally, a business location map provides verifiable physical information (Tangible), ensures the reliability of the location (Reliability), and builds trust through the clarity of the information conveyed (Perceived Quality).

Overall, this regulation covers the main dimensions of Service Quality and Product Quality to provide comprehensive halal assurance and increase Muslim people's trust in halal-certified products.

Gap analysis based on 4 halal regulation criteria

Gap analysis of LPPOM regulatory criteria for MS-1500 (Malaysia), SFDA (Saudi Arabia), and Guideline for Halal Certification Brunei Darussalam there are several differences that can be seen in figure 2 and from the explanation of the mapping results from each of the 4 regulatory sources.

LPPOM regulations focus on commitment and responsibility through halal policies, the establishment of halal management teams, and training, but do not explicitly include quality management system documentation such as GMP (Good Manufacturing Practices), which is a priority in SFDA regulations. In terms of materials, LPPOM regulates the use of halal ingredients but does not require certification of the origin of raw materials from the country of origin as required by SFDA and Brunei Darussalam. In addition, in the halal production process, LPPOM includes production facilities and slaughterhouses, but does not require the presentation of detailed facility layouts and procedures such as in SFDA and Brunei Darussalam and there is a guarantee of a sanitation system implemented in facilities that must be considered such as in MS-1500. In product regulation, LPPOM emphasizes product description and traceability, but lacks depth in listing raw material tables and final product specifications as required by SFDA and Brunei Darussalam as well as storage, distribution, and

delivery systems of products to customers are the focus of consideration of MS-1500. Lastly, in monitoring and evaluation, LPPOM emphasizes internal audits and management reviews, while SFDA and Brunei Darussalam emphasize certification recognition from accredited laboratories and the implementation of systems such as HACCP (Hazard Analysis and Critical Control Point) as well as complete documentation of the legality of the business carried out as in MS-1500. These differences show that business people need to prioritize meeting the standards and regulations from LPPOM first to maintain the credibility of product and service quality for market share in Indonesia and then consider meeting regulatory standards by adopting specific elements of international regulations, especially from 3 Muslim-majority countries, namely Malaysia, Saudi Arabia, and Brunei Darussalam to strengthen credibility on a global scale looking at the level of strictness that is getting higher than the Indonesian state.

IV. CONCLUSION

This research was conducted to identify product quality attributes and service quality in the context of halal food regulation and certification through the Systematic Literature Review (SLR) approach and then continuing to do review of halal certification regulations and requirements from 4 countries, namely Indonesia, Malaysia, Saudi Arabia, and Brunei Darussalam.

From the mapping of the research conducted, there is a similarity in the focus of the research which emphasizes the importance of service and product quality as the main element in creating a positive experience for customers. The results of the analysis show that the quality of halal products, which includes aspects of cleanliness, safety, and halal, is a key factor influencing consumers' purchasing decisions. In addition, good service quality also contributes significantly to customer satisfaction and loyalty. Various studies analyzed show that service quality attributes, such as cleanliness and responsiveness, have a direct impact on consumer perception of halal product quality. The study also identifies

gaps in the existing literature, which could serve as a basis for further research, especially in the context of integration between product quality and service quality.

Based on the analysis of four halal regulation and certification references, namely LPPOM MUI (20 attributes), MS-1500 (24 attributes), SFDA (51 attributes), and Guideline for Halal Product Brunei Darussalam (48 attributes), it can be concluded that SFDA shows the highest excellence with the most total checklists, especially in the Performance dimension with a value of 10, which emphasizes product quality and an internationally recognized quality management system. In the Tangible dimension, the Guideline for Halal Product Brunei Darussalam excels with a score of 6, showing attention to the physical aspects of the product that are attractive. In the Assurance dimension, *Guideline for Halal Product Brunei Darussalam also excels with a score of 10, demonstrating clear commitment and responsibility. Meanwhile, in the Reliability dimension, SFDA stands out with a value of 6, emphasizing detailed sanitation and safety processes. In the Empathy dimension, the MS-1500 shows an advantage with a value of 1, while in the Responsiveness dimension, SFDA is again superior with a value of 5. For the Feature dimension, SFDA also stands out with a value of 5, showing clear and transparent information about halal products. In the Serviceability dimension, SFDA excels with a score of 2, ensuring ease of access to information and services. In the Aesthetics dimension, the Guideline for Halal Product Brunei Darussalam shows attention to attractive product appearance and packaging with a value of 2. Finally, in the Perceived Quality dimension, SFDA emphasizes the importance of trustworthy product quality with a value of 5. Thus, SFDA is the most superior with the most total checklists, demonstrating a comprehensive approach in ensuring compliance with halal standards.

Overall, this study makes a comprehensive contribution to the development of management theory and practice in the halal food industry in maintaining credibility. This finding is expected to be a reference for industry players in formulating

more effective strategies to improve the quality of products and services, as well as meeting customer expectations in an increasingly competitive market.

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