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Halal Marketing as a Strategic Approach to Enhance Service Quality in Muslim Consumer Markets

M. Rachman Mulyandi*
Matana University, Indonesia
rachman.mulyandi@matanauniversity.ac.id

Natalia Angelika
Matana University, Indonesia
natalia.angelika@student.matanauniversity.ac.id

Angga Gunawan
Matana University, Indonesia
angga.gunawan@student.matanauniversity.ac.id

Tesalonita Kireina
Matana University, Indonesia
tesalonita.yumeina@student.matanauniversity.ac.id

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*corresponding author

Abstract

The purpose of this research is to discuss the literature study of the relationship between the application of halal marketing in the industrial world and its relation to the quality of service provided by the industry. The primary focus of this study is the relationship between the application of halal marketing in the industry and its impact on the quality of services provided. Halal Marketing not only introduces uniqueness in product marketing approaches but also emphasizes intangible service aspects that must be conducted according to halal principles. Quality service dimensions such as trust, satisfaction, and loyalty are key points evaluated in the context of Muslim consumers. The research method used in this study uses a systematic literature review method is a rigorous and structured research method aimed at identifying, evaluating, and synthesizing all relevant studies related to a specific research question or topic. The result of this study is the application of the use of Halal Marketing as one of the strategies used by the industry can improve the quality of service provided by the industry. With the increasing quality of service, it will lead to customer satisfaction and loyalty from the industry. Furthermore, halal marketing supports the muslim lifestyle through tangible, trustworthy, and responsive services that build trust and customer satisfaction. This study strengthens the position of halal marketing as an effective strategy that is not only financially beneficial but also adds social and religious value for industry practitioners and Muslim consumers.

Keywords: *halal marketing, service quality, muslim consumer behavior*

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INTRODUCTION

In the era of globalization and the expanding Muslim demographic worldwide, halal marketing has emerged as a strategic imperative, particularly within the service industry. This marketing approach goes beyond product certification—it encompasses a broader framework that reflects Shariah-compliant values in service delivery, shaping consumer perceptions of trust, satisfaction, and loyalty (Ismail, 2025). As the global halal market continues to grow—projected to exceed USD 2.5 trillion by 2024 (Deore, 2025)—industries are increasingly compelled to integrate halal principles into their business operations to align with the expectations of Muslim consumers.

Halal marketing is not merely a religious label; it is a comprehensive ethical system that influences how services are structured and experienced. It demands quality standards that harmonize both religious norms and consumer expectations, especially in sectors such as tourism, hospitality, finance, and food services (Noor, 2025). This relevance is heightened by the fact that Muslims now comprise approximately 25% of the global population (Ardi, 2024).

Despite its growing significance, current service marketing theories often overlook the integration of Islamic values. This theoretical gap hinders the development of models that account for the ethical, spiritual, and cultural dimensions embedded in halal marketing. As a result, Muslim consumers may face limited access to services that genuinely reflect their religious identity and ethical concerns.

Halal service marketing thus plays a dual role: it fulfills religious obligations while enhancing the quality of customer experience through trustworthiness, responsiveness, and fairness. According to Rachmat & Kholifah (2023), Muslim consumers increasingly seek not only halal products but also ethical service environments rooted in Islamic teachings. Therefore, companies must adopt holistic halal marketing strategies that incorporate both tangible service elements and intangible value alignment.

Scholars like Siddique & Azam (2019) have emphasized that halal marketing significantly enhances consumer perception in niche sectors such as halal tourism, creating clear distinctions from conventional services. Likewise, Khalid et al. (2020) affirm that Islamic business ethics apply to all spheres of commerce, making halal principles relevant across both product and service domains.

The conceptual framework of halal marketing is grounded in Islamic teachings and ethical values such as honesty, transparency, and mutual benefit. As proposed by Pratisti & Maryati (2019), halal marketing aligns with the 7Ps of marketing (product, price, promotion, place, people, process, and physical evidence) under a Shariah-compliant lens—emphasizing humanistic, ethical, and spiritual values. This is further supported by Yaakob et al. (2020), who trace the roots of halal business conduct back to the ethical trade practices of the Prophet Muhammad (SAW).

While many services are presumed permissible by default, Muslims must remain vigilant regarding potential haram elements within service delivery. Understanding these nuances is essential, as halal certification alone does not guarantee full compliance with Islamic law (Noor, 2022). Given this background, deeper investigation is needed to understand how Muslim consumers interact with halal services and how these services influence their experience, loyalty, and satisfaction. As Islam et al. (2023) highlight, such understanding will enable organizations to develop services that are not only competitive but also ethically and spiritually aligned with the needs of Muslim consumers. Therefore, this

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study explores the extent to which halal marketing can serve as an effective strategy to enhance service quality and build enduring relationships with Muslim consumers.

METHOD

This study employs a systematic literature review (SLR) methodology to explore the relationship between halal marketing strategies and service quality in organizational settings. A systematic literature review is a structured, transparent, and replicable research method designed to identify, evaluate, and synthesize relevant studies in response to a clearly defined research question. It minimizes bias through the use of explicit inclusion and exclusion criteria and follows a predefined protocol. The purpose of this SLR is to investigate how halal marketing has been applied in various industries and how it influences key service quality dimensions such as trust, satisfaction, and customer loyalty among Muslim consumers. The review focuses on scholarly articles that discuss halal marketing concepts in relation to service delivery, particularly within the context of the growing global Muslim population and consumer demand for Shariah-compliant services.

Data collection involved a structured search across multiple electronic databases using predefined keywords such as halal marketing, service quality, and Muslim consumer behavior. The selected articles were screened based on relevance, scholarly credibility, and thematic alignment with the study objectives. Following data collection, a qualitative synthesis approach was used to analyze and interpret the findings from the selected studies. This method allows for a holistic understanding of how halal marketing contributes to the enhancement of service quality in various organizational contexts. The results of this review are presented narratively and, where appropriate, summarized in tabular form for clarity and comparison, as suggested by Chigbu et al. (2023). The findings reveal that halal marketing is increasingly adopted as a strategic approach by organizations due to the expanding Muslim market segment. The reviewed literature consistently highlights halal marketing's positive influence on consumer perceptions, especially in building trust, satisfaction, and long-term loyalty.

RESULTS AND DISCUSSION

The first literature review is based on the study by Ismaila et al. (2020), which examines the influence of halal marketing on the performance of cooperative societies. The study suggests that when cooperative societies implement halal marketing strategies, it can lead to a measurable improvement in organizational performance. The research focuses on how elements of Shariah-compliant marketing contribute to purchasing decisions and consumer behavior. With the growing awareness among Muslim consumers regarding halal-compliant products, it becomes increasingly crucial for companies and cooperatives to identify the factors that attract customers and foster long-term loyalty.

The study further notes that performance enhancement does not solely rely on adopting halal marketing as a superficial strategy but also on the substantive inclusion of halal-certified product ingredients, proper packaging, and visible halal logos. These components together help to strengthen consumer confidence and assurance. Additionally, the research highlights the importance of pricing strategies, emphasizing that flexible pricing—especially during religious observances such as Ramadan and other Muslim events—can significantly impact consumer accessibility and satisfaction.

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The recommendation provided by the study advocates for a comprehensive halal marketing strategy that encompasses not only the services and products offered by cooperatives but also the operational aspects and materials used. All of these must be halal-certified to ensure compliance and credibility. Furthermore, pricing structures must remain adaptable to the cultural and religious needs of the target community to encourage continual engagement with cooperative offerings. The study calls for further research to explore additional variables that may influence consumer behavior in halal marketing contexts. By implementing these strategies and understanding consumer expectations, Islamic cooperatives can enhance their ability to attract and retain members, thereby increasing their competitiveness in an increasingly saturated and globalized market.

The second literature review comes from Pratisti & Maryati (2019), who investigate the relationship between halal marketing strategies, specifically halal labeling and celebrity endorsement by hijab-wearing influencers and the financial performance of cosmetic companies in Indonesia. This research was carried out in five major cities: Jakarta, Lampung, Bali, Aceh, and West Sulawesi, with a focus on two companies, namely PT Paragon Technology and Innovation and PT Sari Ayu Tbk. The primary objective of the study is to empirically evaluate the extent to which halal marketing practices influence financial outcomes within the cosmetics industry.

The findings reveal a clear distinction between the two examined strategies. Halal labeling, though widely adopted, was found to have no statistically significant impact on financial performance, with a p-value of 0.069, exceeding the standard significance threshold of 0.05. In contrast, the use of hijab-wearing celebrity endorsers showed a statistically significant positive influence, with a p-value of 0.042, suggesting a meaningful relationship between culturally aligned marketing and financial performance. This outcome implies that consumers respond more favorably to promotional strategies that not only signify halal status but also emotionally and culturally resonate with their identity and values. This study concludes that halal marketing, when embodied through celebrity endorsements that reflect Islamic cultural values, contributes positively to a company's financial performance. In contrast, halal labeling alone, without additional emotional or cultural reinforcement, may not yield substantial financial impact. The research encourages further inquiry using broader variables and more extensive secondary data to develop a more comprehensive understanding of how halal marketing mechanisms affect firm performance. These insights offer valuable implications for marketers and brand managers aiming to align their strategies with the preferences and expectations of Muslim consumers in Indonesia's competitive cosmetic market.

The third literature review is based on the research conducted by Malik et al. (2019), which analyzes the influence of halal awareness, halal certification, and halal marketing on the purchase intention of fast food among the Muslim millennial generation. The study also evaluates several demographic factors, including gender, age, occupation, income, status, and domicile, as variables that may influence these outcomes. The findings demonstrate that halal awareness, halal certification, and halal marketing all have a positive and significant impact on purchase intention. Among these, halal awareness emerges as the most dominant factor, indicating that Muslim millennials are highly selective and deeply concerned with the halal status of products they consume. Halal certification, in this context, is perceived as a strong indicator of product reliability, effectively reducing consumer doubts regarding halal compliance. In addition, halal marketing strategies that incorporate Islamic values—such as

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advertisements aligned with Shariah principles—have proven effective in capturing consumer interest and influencing purchase behavior.

The fourth literature review comes from Karimah and Darwanto (2021), who investigate the impact of halal awareness, halal certification, food ingredient composition, halal marketing, and religiosity on the purchase intention of imported halal food products among Muslim consumers in Semarang City, Indonesia. The research, which employs Structural Equation Modeling (SEM), concludes that all these variables have a positive and significant influence on consumers' intention to purchase halal-labelled imported products. Specifically, halal awareness significantly increases the intention to buy, as it encourages more cautious and informed consumer behavior. Halal certification acts as a quality and safety assurance, benefiting not only Muslim consumers but also appealing to non-Muslim consumers. Furthermore, the composition of food ingredients plays a crucial role, especially when ingredients meet halal standards. Halal marketing—particularly branding and promotional strategies that emphasize halal attributes—also shapes consumer purchase intention. Lastly, religiosity is found to significantly influence the preference for halal products, demonstrating that religious adherence remains a critical factor. These findings underscore the multifaceted nature of halal marketing and its role in guiding consumer behavior.

The fifth study, conducted by Khalid et al. (2020), examines the impact of halal digital marketing on consumer behavior in Jordan. The findings reveal that halal digital marketing significantly enhances purchase intentions by aligning promotional activities with Islamic principles. Consumers are more inclined to prefer and purchase products that are advertised through halal-compliant digital channels, as such campaigns foster trust and resonate with deeply held religious values. While demographic factors such as gender, age, and occupation affect the level of awareness and responsiveness, the overall conclusion is that halal digital marketing positively influences consumer preferences and purchasing decisions in the Jordanian market. The effectiveness of these campaigns lies in their ability to communicate both the ethical and religious dimensions of the product, making digital marketing not just a communication tool but a value-driven engagement strategy.

The sixth literature review focuses on a study by Yaakob et al. (2020), which explores the application of halal marketing principles in Malaysia's rapidly expanding Multi-Level Marketing (MLM) industry. The industry is frequently criticized for ethical issues such as coercive recruitment, lack of transparency, and exploitative compensation structures, all of which contradict Islamic teachings. The study advocates for a halal marketing approach grounded in the concept of Halalan Toyyiban (permissible and wholesome), which emphasizes fairness, transparency, and ethical conduct in all aspects of business operations. Applying halal principles in MLM includes ensuring that products are halal-certified, marketing strategies are free from deception or coercion, and compensation models avoid interest-based or unjust practices. One key challenge is that most MLM firms in Malaysia are not Muslim-owned, which complicates the implementation of full Shariah compliance. The study concludes that while many MLM companies may be considered "Muslim-friendly," genuinely Shariah-compliant MLM businesses should ideally be operated by Muslims with a clear commitment to uphold Islamic values. Such an approach enhances consumer trust, fosters ethical business practices, and potentially eliminates doubtful or haram elements, thereby improving the reputation and long-term sustainability of MLM companies in Muslim-majority markets.

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The seventh research reviewed is by Shah et al. (2020), who explore the evolution of halal marketing from a basic segmentation strategy into a more powerful positioning tool. Initially, halal marketing aimed to cater specifically to Muslim consumers by recognizing their unique religious and cultural values. However, Shah et al. argue that its strategic potential extends far beyond segmentation. By aligning Islamic principles with modern positioning techniques, businesses can not only market their products as halal but also highlight broader attributes such as hygiene, ethics, and quality to appeal to both Muslim and non-Muslim audiences. The study suggests that positioning products through a halal lens—supported by formal halal certification and effective communication—can result in a distinctive brand identity and sustainable competitive advantage. Moreover, it calls for further exploration into the integration of halal marketing with the conventional marketing mix (product, price, place, promotion) to optimize both consumer perception and market positioning. This approach enhances service quality by embedding trust, ethical value, and authenticity into every consumer touchpoint.

The eighth research, conducted by Salehudin and Mukhlish (2012), underscores that halal marketing goes far beyond offering halal-certified goods. It incorporates Islamic ethical values into all aspects of the marketing process—including product development, pricing, promotion, and distribution. The study emphasizes the importance of understanding the unique consumption patterns and behavioral expectations of Muslim consumers. Key strategies highlighted in this research include improving halal literacy to increase consumer engagement, ensuring transparency and trust through official halal certification, and marketing halal products in ways that also resonate with non-Muslim consumers by focusing on shared values such as cleanliness and quality. In addition, the authors identify multiple consumer segments based on differing levels of religious observance and suggest tailoring marketing strategies accordingly. Overall, halal marketing is presented as a holistic and ethical marketing approach that fosters brand loyalty and competitive advantage, particularly in Muslim-majority contexts where religious values significantly shape consumption patterns.

The ninth study, presented by Noor (2022), provides a comprehensive overview of halal marketing as a focused effort to ensure compliance with Islamic Sharia principles across both product and service sectors. Noor emphasizes that halal marketing is not restricted to food and beverages but extends to services that support the broader Muslim lifestyle, such as Islamic financial services, media, recreation, and Muslim-friendly tourism. His analysis points to the critical importance of end-to-end Sharia compliance—from production and distribution to marketing—especially in service sectors that require direct engagement with Muslim consumers. He notes that these consumers often exhibit distinct religious expectations and behavioral characteristics. The study also highlights the growing importance of digital technology in enhancing the halal service experience. Services in halal marketing are divided into tangible categories, such as tourism and halal logistics, which involve physical and interpersonal interactions, and intangible services, which rely on experience, branding, and ethical commitments. The integration of technology with halal principles represents a key development that enables service providers to deliver personalized, reliable, and culturally appropriate experiences.

The tenth study, conducted by Siddique and Azam (2019), reinforces the concept of halal marketing as a comprehensive system grounded in Islamic values. Their research defines halal marketing as a strategy encompassing all stages of business—production, packaging, distribution, communication, and marketing—that must adhere to Islamic law.

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They identify five essential components of halal marketing. First is Sharia compliance, which requires that every business process be conducted in accordance with Islamic regulations. Second is targeting Muslim consumers, which involves recognizing and addressing the unique preferences and religious needs of this demographic. The third component is integration of products and services, which ensures that both tangible goods and service delivery uphold halal standards. Fourth is trust and credibility, which are cultivated through transparent communication and reliable halal certification. The final element is innovation and technology, which play a crucial role in improving the halal service experience by enabling more personalized, efficient, and trustworthy consumer interactions. This research emphasizes that halal marketing is not only a framework for compliance but also a strategic driver of service excellence and customer loyalty, especially in increasingly digital and globalized markets.

From the first article by Ismaila et al. (2020), halal marketing is described as a holistic strategy that integrates Sharia-compliant principles into all aspects of cooperative marketing. It extends beyond the labeling of products to include the certification of ingredients, packaging, and operational processes to ensure alignment with Islamic law, thereby fostering consumer trust and loyalty. The effectiveness of halal marketing is also influenced by dynamic pricing strategies that consider religious occasions such as Ramadan, encouraging consistent consumer engagement. This comprehensive approach allows cooperatives to better address member needs and enhances their overall market performance.

The second article by Pratisti and Maryati (2019) emphasizes the qualitative aspects of halal marketing within the cosmetics industry. Their study found that celebrity endorsements, particularly those involving hijab-wearing figures who reflect halal values, play a crucial role in building consumer trust and brand engagement. From a service quality perspective, this suggests that halal marketing must prioritize authentic communication and cultural alignment to effectively reinforce brand credibility. The authors conclude that beyond certification, halal marketing success is determined by how well a brand delivers its promise through trust-building channels.

Malik et al. (2019) found that halal awareness is the most significant factor influencing purchase intention among Muslim millennials in the fast-food industry. Halal certification functions as a critical guarantee of product integrity, alleviating consumer doubts. Furthermore, halal-aligned marketing content that highlights Islamic values captures consumer attention and reinforces trust. From the standpoint of service quality, transparency, reliability, and religious compliance are foundational. Effective halal marketing, therefore, encompasses clear and culturally attuned advertising that strengthens perceived service quality, customer satisfaction, and loyalty. According to Karimah and Darwanto (2021), halal awareness substantially increases consumers' intention to purchase, especially when paired with strong certification and clear information on ingredient compliance. Halal branding and promotional strategies serve as essential tools in reinforcing consumer trust and purchase decisions. Their study also found that religiosity plays a significant role in shaping preferences for halal products, indicating that effective halal marketing needs to reflect both ethical standards and cultural-religious identity. This contributes significantly to service quality through authenticity, assurance, and emotional resonance.

Khalid et al. (2020) examined halal digital marketing in Jordan and found that campaigns aligned with Islamic values significantly influence consumer trust and preference. Demographic variables such as age, gender, and occupation also affect consumer responsiveness to halal content. Digital halal marketing not only serves as a channel of

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communication but also as a service element that builds credibility, emotional connection, and transparency. It enriches service quality through personalized content, clarity on compliance, and trust reinforcement. Yaakob et al. (2020) highlight that many Malaysian MLM companies are not Muslim-owned, posing challenges for full Shariah compliance. They assert that halal marketing in MLM is essential for embedding ethical and transparent practices aligned with Islamic principles. By focusing on fairness and value-driven operations, halal marketing in MLM enhances customer and distributor satisfaction and trust. From a service quality perspective, the incorporation of Shariah principles fosters long-term sustainability and reputation management. Shah et al. (2020) argue that halal marketing has evolved from a niche segmentation strategy to a powerful positioning approach that integrates Islamic values into branding and operational identity. Emphasizing halal certification, transparency, and hygiene, this strategy enriches core service quality dimensions such as trust, satisfaction, and loyalty. The integration of religious compliance with universally recognized service attributes allows brands to appeal to both Muslim and non-Muslim consumers.

Salehudin and Mukhlish (2012) present halal marketing as a comprehensive ethical system embedded in every aspect of the marketing mix, including product, price, promotion, and distribution. This holistic approach not only caters to religious needs but also to ethical consumerism. From a service quality standpoint, halal marketing provides transparency, responsiveness, and cultural sensitivity, elevating the consumer experience and reinforcing long-term trust. Noor (2022) expands the application of halal marketing beyond food to sectors such as finance, recreation, and tourism. The emphasis is on ensuring halal compliance in all stages—production to marketing—and creating service experiences that resonate with Muslim consumers' expectations. From a service quality perspective, halal marketing enhances both tangible and intangible service elements to foster religious alignment, satisfaction, and loyalty.

Lastly, Siddique and Azam (2019) describe halal marketing as a strategic model encompassing every business phase, from production to communication. It ensures full compliance with Islamic values and extends across product and service categories. Halal marketing is thus positioned as an ethical approach that not only satisfies Shariah requirements but also enhances key service quality metrics, trust, satisfaction, and customer loyalty, ultimately supporting sustained competitive advantage in Muslim-majority and halal-conscious markets.

CONCLUSION

This systematic literature review concludes that halal marketing plays a significant role in enhancing service quality and shaping effective marketing strategies, particularly for organizations targeting Muslim consumers. Unlike conventional marketing, halal marketing emphasizes not only product attributes but also the intangible aspects of service delivery—which must be conducted in accordance with Islamic principles. Its effectiveness lies in building trust, satisfaction, and loyalty, which are central to service quality. The unique characteristics of services, such as intangibility, inseparability from providers, and variability, require that organizations embed halal values into their operations to meet both functional and spiritual needs. Halal marketing not only strengthens consumer trust and purchase intention, but also ensures that the service experience resonates culturally and religiously with its target audience. From a service quality perspective, halal marketing delivers perceived value by aligning consumer needs with religious compliance, resulting in higher satisfaction

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and stronger loyalty. It enhances service delivery by integrating both tangible (e.g., cleanliness, transparency) and intangible (e.g., ethics, sincerity) elements that reflect Shariah-compliant standards. Furthermore, halal marketing contributes to the broader goals of Islamic economic development by promoting ethical and socially responsible business practices. For organizations that have not yet adopted halal marketing, this review recommends integrating Shariah-compliant strategies to better align with Muslim consumer expectations and elevate their competitive position. For those already implementing halal marketing, continuous refinement and deeper institutionalization of halal values are essential to sustain long-term success. Future efforts should also include staff training and research-based development, ensuring that service delivery consistently fulfills the religious, ethical, and cultural requirements of their consumer base.

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