

Halal service quality: systematic review, conceptual model and future research

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Abstract

Purpose – Service quality is an established research area in the services marketing literature and is an integral component in an Islamic economy driven by halal service sectors. Despite its importance and the rapidly changing service environment, there has yet to be a comprehensive study of service quality research across halal industries. The purpose of this study is to systematically review the existing literature on service quality in halal industries to provide a state-of-the-art understanding and identify opportunities in this research area.

Design/methodology/approach – Guided by the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) protocol and the theories, contexts, characteristics and methods (TCCM) framework, this paper reviews 78 journal articles from the Web of Science database which features service quality as an underpinning theory in the context of halal economies.

Findings – Findings indicate that since the first study in 2010, service quality research in halal industries has concentrated on consumers in the Islamic finance sector who are served primarily by human service agents. Most studies are focused on halal industries in Muslim countries. Several papers adopt the SERVQUAL model while others develop more novel service quality scales for halal industries. Culture, technology and faith-related factors are key drivers of halal service quality. While few papers study the antecedents and moderators of service quality in halal industries, religiosity was found to be a significant variable in several papers reviewed.

Practical implications – The global Islamic economy will continue to be driven by halal services. This review will provide managers with an appreciation of service quality across different halal industries. Researchers can use the results of this review to guide future studies and contribute toward the development of this research area.

Originality/value – To the best of the author's knowledge, this paper is the first to comprehensively map the antecedents, dimensions, outcomes and moderators of service quality across halal industries and provides managers with a strategic understanding of service quality across the halal economy. This study develops a conceptual model and concludes with a research agenda to advance halal service quality research.

Keywords Service quality, SERVQUAL, Systematic literature review, Halal, Religiosity

Paper type Literature review

1. Introduction

Services play a critical role in the Islamic economy. Key halal service industries such as Islamic finance, Muslim-friendly travel, and media and recreation continue to grow between

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5.5% and 9% annually and contribute to a global halal economy worth US\$2.29tn in 2022 (DinarStandard, 2023). Across these halal industries, Muslim consumers continue to evaluate how these services perform (Noor, 2022). One key method of assessment is the consumers' perceptions of the service, also known as service quality.

Service quality is the perceived excellence and superiority of the service and a type of attitude formed by customers (Zeithaml, 1988). Since the early studies of service quality (Grönroos, 1984; Parasuraman *et al.*, 1985), service quality research has grown substantially to represent a mature research stream (Ladhari, 2009, 2010). One of the key priorities in service quality research involves the measurement of service quality and what constitutes the dimensions of service quality (Zeithaml *et al.*, 1990). A clear understanding of the factors that matter to consumers in their perception of service quality has clear implications for better design and benchmarking of service performances. To this, research has established that service quality is multidimensional, and the dimensions can be affected by the service environment and the unique service agents consumers interact with (Rust and Oliver, 1994).

Indeed, the way consumers experience service has changed, from interacting with traditional human service agents to today's increasingly emerging technologies, including artificial intelligence (AI) (Noble *et al.*, 2022). Accordingly, scales used to measure service quality have evolved. The seminal SERVQUAL scale (Parasuraman *et al.*, 1991; Parasuraman *et al.*, 1988) addressed services provisioned primarily by human service providers and contained the dimensions of reliability, assurance, tangibles, empathy and responsiveness. Since its development, other scales have been introduced to measure service quality in other service environments more accurately. This includes WebQual for website services (Loiacono *et al.*, 2007), SSTQUAL for self-service technologies (Lin and Hsieh, 2011), M-S-QUAL for mobile services (Huang *et al.*, 2015) and AISAQUAL for services performed by AI (Noor *et al.*, 2022). There have also been scales designed for specific industries, including DINESERV for restaurants (Stevens *et al.*, 1995). Raajpoot (2004) developed the PAKSERV scale and its service quality dimensions of tangibility, reliability, assurance, sincerity, personalization and formality for more Asian cultures. Overall, while measure items and dimensions related to reliability appear frequently in service quality scales (Noor *et al.*, 2021) and are a critical factor for service quality performance (Zeithaml *et al.*, 1990), different scales contain unique combinations of service dimensions relevant to consumers in the particular service environment.

With the importance of service quality and its established effects on the outcomes of perceived value, customer satisfaction and loyalty (Cronin *et al.*, 2000), researchers have comprehensively examined the literature concerning service quality in the form of systematic literature reviews (SLRs) to better understand the state of knowledge of this key research area as well as the research trends and opportunities (Ladhari, 2009, 2010; Seth *et al.*, 2005). SLRs as a research methodology allow for a state-of-the-art understanding of a knowledge domain as well as the discovery of research gaps and new research opportunities (Lim *et al.*, 2022; Paul *et al.*, 2021). In the Islamic marketing literature, SLR contributions have deepened the understanding of diverse halal sectors, including the service sectors of Islamic finance (Alshater *et al.*, 2022) and Muslim-friendly travel (Abdul Shukor and Kattiyapompong, 2024). SLRs have also contributed to a richer understanding of the applicability of seminal models in the halal context, including consumer behavior (Maminirina Fenitra *et al.*, 2024) and technology acceptance (Noor, 2024).

Despite the significance of service quality in both the literature and the halal economy, there has yet to be a comprehensive review of service quality research in halal industries in

the form of SLRs. Studies on halal service quality research in halal industries have made significant strides in both services marketing and Islamic marketing literature. For instance, researchers have investigated the applicability of seminal models such as SERVQUAL (Kamarudin and Kassim, 2021) and PAKSERV (Kashif *et al.*, 2015) in halal industries. Augmentations to seminal models have resulted in novel service quality models for halal markets, including CARTER (Dandis *et al.*, 2021) and CREATOR (Khan *et al.*, 2023). The CARTER model features the additional dimension of compliance with Islamic law, with five-item measures such as “The bank runs on Islamic law and principles,” while the CREATOR model further includes the dimension of operational effectiveness. Other studies considered multiple service quality models (Ratnawati *et al.*, 2021) as well as proposed entirely new service quality models with dimensions more peculiar to the Islamic faith, such as Islamic values and Shariah compliance (Asnawi *et al.*, 2020). While the findings from these studies are important, the insights are currently fragmented; there is a lack of a holistic and comprehensive understanding of the current state of research on service quality in halal industries, which can be achieved through an SLR.

In line with the above research gaps, this article seeks to offer a better knowledge of service quality in halal industries through an SLR and aims to answer the following research questions:

- RQ1. What are the publication trends of research on service quality in halal industries?
- RQ2. What are the key factors in service quality across halal industries?
- RQ3. What are the research opportunities for service quality in halal industries?

This research aims to fill a critical gap by providing an updated and comprehensive understanding of the service quality model in the context of halal industries. Given the rapidly changing service environment, including the rise of AI in service encounters (Huang and Rust, 2020; Wirtz *et al.*, 2018), a comprehensive view of the overall service quality landscape across halal sectors will provide practitioners and policymakers with critical insights to adjust, propose, and develop better service environments for customers. These insights can result in better design, benchmarking, and quality control of halal services. For researchers, this SLR will create more opportunities for research by analyzing what is currently known about halal service quality research and what should be done to advance the knowledge of halal service quality.

The following sections proceed to describe the methods used in conducting the SLR, followed by the results of the SLR. Subsequently, the paper discusses the findings and conclusions of the study before presenting a research agenda to advance the study of service quality in halal industries.

2. Methodology

An SLR guided by the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) (Paul *et al.*, 2021) was used to address the research objectives. SPAR-4-SLR was chosen as the systematic review methodology compared to previous protocols such as the preferred reporting items for systematic review and meta-analysis (PRISMA) as SPAR-4-SLR offers greater clarity and transparency in the assembling, arranging, and assessing stages of the systematic literature review process (Paul *et al.*, 2021). The key stages of the review using SPAR-4-SLR are summarized in Figure 1.

In the assembling stage, journal articles were searched in the Web of Science (WoS) database. WoS has been used in past SPAR-4-SLR studies in services (Blommerde, 2023) and Islamic marketing (Liew and Karia, 2024). In addition, WoS was chosen over Scopus in



Source: Figure adapted from Paul *et al.* (2021)

Figure 1. Flow diagram of SLR using SPAR-4-SLR protocol

this study as WoS is a stringent quality journal database and yielded a more manageable number of quality articles for this SLR as compared to Scopus (Paul *et al.*, 2021). In terms of the search period, as the number of articles in the collection was manageable, the start date was left open (unspecified) and the end date was 2024, which was the data collection period in this research. Keywords were selected based on the scope of the review and included the following terms: “halal,” “Muslim*,” “Islam*” AND “service quality.” The keyword search was done on the abstract of journal articles. Upon further filtering for only English language articles, a total of 122 articles were retained in the assembling stage.

In the arranging stage, content from the articles was extracted using the theories, contexts, characteristics and methods (TCCM) framework (Paul and Rosado-Serrano, 2019). SLR frameworks such as TCCM have been advocated in the literature because of their robustness and benefits (Paul *et al.*, 2021) and have been used in service research together with the SPAR-4-SLR protocol (Blommerde, 2023). The use of TCCM would allow the SLR to capture the characteristics related to the modifications of service quality models. In the next purification phase, no duplicates were found. Only empirical articles

that featured service quality as an underpinning theory and were written in the context of halal industries were included. Hence, articles in which service quality had been discussed but not applied to a service quality research model (Alenizi, 2023) and articles in which the nature of the industry studied was not clearly focused on a specific halal sector, for instance, a general health-care sector (Zarei *et al.*, 2014) as opposed to halal pharma, were excluded. Accordingly, a total of 44 articles were excluded and the remaining 78 were included for assessment.

The final assessing stage involved evaluating and reporting the articles in evaluation with the accompanying use of figures and tables. The bibliometric characteristics will be discussed, followed by a content analysis based on the categories organized using the TCCM framework-based review. Based on the current research status of service quality in halal industries and the gaps identified, a research agenda is proposed to conclude this paper. The following sections elaborate on the results of the SLR analysis.

3. Results and discussion

3.1 Bibliometric characteristics

This section focuses on the descriptive statistics related to the journal publications and year of publications of the 78 articles analyzed in this paper.

3.1.1 Publication outlets. Table 1 depicts the 78 journal publications based on the articles considered in this study. There are a total of 36 journal titles featured in this study. The *Journal of Islamic Marketing* has the greatest number of publications, with 22 out of the 78 articles or 28.21%. Seven journals, namely, the *Journal of Islamic Marketing*, *Journal of Islamic Accounting and Business Research*, *Cogent Business and Management*, *International Journal of Bank Marketing*, *Journal of Asian Finance Economics and Business*, *International Journal of Business and Society* and *African Journal of Business Management*, have published more than one article in the area under review. Four out of the 36 journal publications in Table 1, namely, the *Journal of Islamic Marketing*, *Journal of Islamic Accounting and Business Research* and *Al-Shajarah and Turkish Journal of Islamic Economics-Tujise*, are focused on halal or Islamic industries. Journal publications also span several industries, including finance, hospitality, technology and education. These results show both the focus of halal service quality research in the context of halal industries as well as how studies in halal service quality can be relevant for research outlets with broader industry contexts.

3.1.2 Publishing trends. Figure 2 displays the publication trends of the articles considered in this study. Overall, since the first study of bank service quality in 2010 by Ahmad *et al.* (2010), research in this area has steadily increased, with a spike in 2019 and a total of eight articles published in that year. The peak of publication numbers in this review happened in 2020 with a total of 20 articles. Publications on service quality in halal industries remained above 10 articles till 2023. The four articles published in 2024 by Suhartanto *et al.* (2024), Kayumov *et al.* (2024), Gayatri *et al.* (2024) and Ahmad *et al.* (2024) represent a positive outlook of service quality research in halal industries with a rich set of papers spanning different industries (halal food, halal pharma, Islamic finance), countries (Indonesia, South Korea, Pakistan), service agent types (mobile, human) and research methods (quantitative surveys, qualitative interviews, mixed-methods). Overall, the general decline in halal service quality research since 2020 is concerning as the service environment continues to evolve, particularly with new emerging technologies, and such changes require a continued understanding of how customer perceptions of halal service performance may change.

Table 1. Journal publication distribution

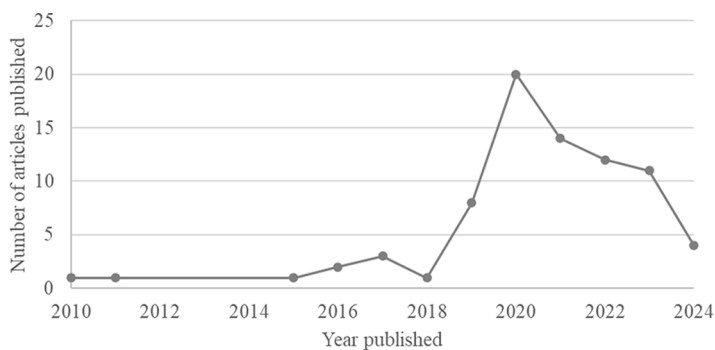
Journal title (n = 78)	# Articles	% Articles
<i>Journal of Islamic Marketing</i>	22	28.21
<i>Journal of Islamic Accounting and Business Research</i>	7	8.97
<i>Cogent Business & Management</i>	5	6.41
<i>International Journal of Bank Marketing</i>	5	6.41
<i>Journal of Asian Finance Economics and Business</i>	5	6.41
<i>International Journal of Business and Society</i>	3	3.85
<i>African Journal of Business Management</i>	2	2.56
<i>Al-Shajarah</i>	1	1.28
<i>British Food Journal</i>	1	1.28
<i>Cogent Social Sciences</i>	1	1.28
<i>Cuadernos De Economia-Spain</i>	1	1.28
<i>Economies</i>	1	1.28
<i>Electronic Journal of Applied Statistical Analysis</i>	1	1.28
<i>International Journal of Advanced and Applied Sciences</i>	1	1.28
<i>International Journal of Culture Tourism and Hospitality Research</i>	1	1.28
<i>International Journal of Emerging Markets</i>	1	1.28
<i>International Journal of Ethics and Systems</i>	1	1.28
<i>International Journal of Quality and Service Sciences</i>	1	1.28
<i>International Transaction Journal of Engineering Management & Applied Sciences & Technologies</i>	1	1.28
<i>Inzinerine Ekonomika-Engineering Economics</i>	1	1.28
<i>Journal of Hospitality Marketing & Management</i>	1	1.28
<i>Journal of International Education In Business</i>	1	1.28
<i>Journal of Management Development</i>	1	1.28
<i>Journal of Public Affairs</i>	1	1.28
<i>Journal of Tourism and Cultural Change</i>	1	1.28
<i>Market-Trziste</i>	1	1.28
<i>Pacific Business Review International</i>	1	1.28
<i>Pertanika Journal of Social Science and Humanities</i>	1	1.28
<i>Quality-Access to Success</i>	1	1.28
<i>Sage Open</i>	1	1.28
<i>Studies In Business and Economics</i>	1	1.28
<i>Sustainability</i>	1	1.28
<i>Total Quality Management & Business Excellence</i>	1	1.28
<i>Tourism and Hospitality Management-Croatia</i>	1	1.28
<i>Tourism Review</i>	1	1.28
<i>Turkish Journal of Islamic Economics-Tujise</i>	1	1.28

Source: Table created by the author

3.2 Theories, contexts, characteristics and methods framework-based review

The following section analyzes the 78 articles in the review using the TCCM framework as advocated by [Paul et al. \(2021\)](#) and used in SLRs related to services ([Blommerde, 2023](#); [De Keyser and Kunz, 2022](#)) as well as those peculiar to halal markets ([Islam et al., 2023](#); [Noor, 2024](#)).

3.2.1 Theories. In this paper, theories refer to the service quality model that was studied in the paper under review. As shown in [Table 2](#), a total of 50 articles or 64.10% featured bank service quality as the service quality model in their studies. Only five articles were focused on the service quality of technological service applications, namely, e-service quality ([Ahmed et al., 2021](#); [Baber, 2019](#); [Syah and Olivia, 2022](#); [Tabash et al., 2019](#)) and mobile service quality ([Suhartanto et al., 2024](#)). Once again, this is a cause for concern, as there is a



Source: Figure created by the author

Figure 2. Publishing trends

Table 2. List of theories

Theories (n = 78)	# Articles	% Articles
Bank service quality	50	64.10
Restaurant service quality	5	6.41
E-service quality	4	5.13
Hotel service quality	4	5.13
Health-care service quality	3	3.85
Tourist destination service quality	3	3.85
Theme park service quality	2	2.56
Contract manufacturing service quality	1	1.28
Food logistics service quality	1	1.28
Food supplier service quality	1	1.28
Higher education service quality	1	1.28
Mobile service quality	1	1.28
Restaurant employee service quality	1	1.28
Zakat service quality	1	1.28

Source: Table created by the author

lack of service quality research on how halal service quality may be affected by the dramatic changes in the service environment because of emerging technologies, including AI and the metaverse.

3.2.2 *Contexts*. In this study, context refers to the country, halal industry, transaction type and main service agent as featured in the articles of this review.

Table 3 provides the list of countries in which this review was conducted. Of the 78 articles, 21, or 26.92%, were conducted in the Indonesian context, while 13, or 16.67%, were in the Malaysian context, followed by 11, or 14.10%, in the Pakistani context. These three countries are representative of the top 15 Islamic economies in 2022 (DinarStandard, 2023). Except for three studies done in Tanzania (Ismail, 2023; Tegambwage and Kasoga, 2022, 2023), two in South Korea (Kayumov et al., 2024; Shokhsanam and Ahn, 2021), and one in Thailand (Jeaheng et al., 2020), the majority of the identified countries in the list of studies under this review are Muslim countries in the Organization of Islamic Cooperation (OIC)

Table 3. List of contexts by country

Context: countries (<i>n</i> = 78)	# Articles	% Articles
Indonesia	21	26.92
Malaysia	13	16.67
Pakistan	11	14.10
Jordan	5	6.41
Bangladesh	3	3.85
Saudi Arabia	3	3.85
Tanzania	3	3.85
Oman	2	2.56
South Korea	2	2.56
United Arab Emirates	2	2.56
Algeria	1	1.28
Bahrain	1	1.28
Egypt	1	1.28
GCC	1	1.28
Kuwait	1	1.28
Libya	1	1.28
Morocco	1	1.28
Nigeria	1	1.28
Saudi Arabia and Malaysia	1	1.28
Thailand	1	1.28
Tunisia	1	1.28
Turkey	1	1.28
Unspecified	1	1.28

Source: Table created by the author

(DinarStandard, 2023). As halal markets can also exist in non-Muslim countries, the lack of research and understanding of halal service quality in non-Muslim countries can be an obstacle to creating a successful global halal service brand.

In terms of the industry context, this paper adopts the categorizations based on the halal industry classifications from the State of the Global Islamic Economy (SGIE) report (DinarStandard, 2023). Islamic education, not present in the SGIE report, has been added to the paper by Asnawi and Nina Dwi (2020) focusing on the service quality dimensions of Islamic higher education.

Table 4 provides the list of halal industries in the articles reviewed. Out of the 78 articles, 54, or 69.23%, were focused on the impact of service quality in the Islamic finance industry. This is reflective of Islamic finance being the key sector driving the halal economy

Table 4. List of contexts by halal industry

Context: halal industry (<i>n</i> = 78)	# Articles	% Articles
Islamic finance	54	69.23
Halal food	10	12.82
Muslim-friendly travel	9	11.54
Halal pharma	3	3.85
Islamic education	1	1.28
Modest fashion	1	1.28

Source: Table created by the author

(DinarStandard, 2023). There were three articles related to the study of service quality in the halal pharma industry (Gayatri *et al.*, 2024; Ratnawati and Kholis, 2019; Ratnawati *et al.*, 2021), with one study in the sectors of Islamic education (Asnawi and Nina Dwi, 2020) and Modest fashion (Syah and Olivia, 2022), respectively. Three out of the five main sectors in Table 4, namely, Islamic finance, Muslim-friendly travel and Islamic education, are in service industries with a total of 82.05% of the articles in review. The emphasis on service quality research in these sectors supports the significance of halal service sectors (Noor, 2022). There is a representation of all key halal sectors in the review as featured in SGIE except for halal cosmetics and halal media and recreation. The lack of understanding of halal service quality can impede the growth of what are otherwise two promising industries in the halal economy (DinarStandard, 2023).

While the service quality model was originally developed to measure customer perceptions of service quality in business-to-consumer (B2C) settings, the literature has acknowledged the important role of internal service quality and how the service performance of business-to-business (B2B) transactions can affect overall organizational performance (Heskett *et al.*, 1994). Accordingly, Table 5 illustrates the focus of service quality research on halal industries in B2C transactions, with only three out of the 78 articles or 3.85% discussing internal service quality in B2B settings. Two of these B2B studies were related to the halal food industry in the context of food logistics (Zailani *et al.*, 2018) and contract manufacturing (Rahim *et al.*, 2020), while the other studied the effects of quality of internal control systems on employee performance in Islamic banks (Jarrah *et al.*, 2023). The lack of halal service quality research in B2B transactions will represent another barrier to growing halal brands with strong business ties and partner relationships in the ecosystem.

As established in this paper, there have been various service quality models developed for various types of service agents. For the articles in review, as seen in Table 6, 70 out of 78 articles or 89.74% were concentrated on the service quality evaluations of mainly human service providers. Despite the significance and proliferation of technologies in services (Noble *et al.*, 2022; Parasuraman, 2000; Wirtz *et al.*, 2018), less than 10% of articles studied the element of online service quality in halal industries, with only one article specifically

Table 5. List of contexts by transaction type

Context: transaction type ($n = 78$)	# Articles	% Articles
B2B	3	3.85
B2C	75	96.15

Source: Table created by the author

Table 6. List of contexts by main service agent type

Context: main service agent ($n = 78$)	# Articles	% Articles
Human	70	89.74
Online	4	5.13
Human + online	3	3.85
Mobile	1	1.28

Source: Table created by the author

focusing on mobile service quality (Suhartanto *et al.*, 2024). None of the articles explicitly looked at the service quality of self-service technologies (Lin and Hsieh, 2011) and emerging technologies, including AI (Noor *et al.*, 2022), which represents a gap in the knowledge domain of how different service agents can affect halal service quality.

3.2.3 *Characteristics*. The characteristics section of this review will analyze the articles based on the service quality dimensions and the relationships between the key components of the service quality model and its variations across halal industries.

Service quality models are often captured as multidimensional scales (Brady and Cronin, 2001) with several key outcomes, including customer satisfaction, perceived value and loyalty (Cronin *et al.*, 2000; Noor *et al.*, 2022; Oh, 1999). Accordingly, this paper maps the various factors from the empirical relationships found in the articles in review according to the antecedents of service quality (ANT), service quality (SQ) dimensions that were indicated in the studies and found significant, outcomes to service quality in terms of customer satisfaction (SAT), perceived value (VAL) and loyalty (LOY) and moderators that affect the relationship between service quality and its outcomes (MOD). The relationship between service quality and loyalty was mapped both in terms of direct and indirect relationships as prevalent in the literature. Table 7 details the service quality dimensions and relationships found. For the relationships between service quality and its outcomes, “Yes” indicates a positive relationship, “No” indicates the relationship was tested but not found to be significant, and blank indicates the relationship was not measured in the study. Table 8 shows the accompanying frequency of relationships between service quality and satisfaction, perceived value and loyalty.

Out of the 78 articles in review, 52 papers or 66.67% featured multidimensional service quality models, while the remaining studies used item measures only without defined dimensions as factors in their service quality scales. Of these, 22 studies featured the five dimensions of SERVQUAL as part of their service quality models and found these dimensions to be significant in the halal industry. Nine studies featured all six dimensions of CARTER and found them significant as well. These findings support the service quality literature in which changes to the service environment can affect the composition of the service quality dimensions (Zeithaml *et al.*, 1990).

Only 5 out of the 78 studies or 6.41% found antecedents with significant relationships to service quality. Out of the 78 studies, 27, or 34.62%, found significant relationships between service quality and outcome variables other than satisfaction, perceived value and loyalty. Out of the 78 studies, 10, or 12.82%, found moderators that significantly affected service quality with outcome variables. Of these, religiosity was found to be an antecedent in the Islamic finance industry (Abror *et al.*, 2023a) and a moderator in the Islamic finance (Tegambwage and Kasoga, 2023) and Muslim-friendly travel sectors (Ezeh *et al.*, 2022).

In terms of the relationships between service quality and the key outcomes of satisfaction, perceived value and loyalty, satisfaction was most tested with 44 articles or 56.41%, finding this relationship significant. The indirect effects between service quality and loyalty were the next most tested relationship, with all instances of this relationship being significant when tested. Out of the 20 times in which the direct effect between service quality and loyalty was tested, 20% or 4 studies showed the relationship is insignificant. Finally, only 7 articles or 8.97% studied the effects of service quality on perceived value. This represents a lack of understanding in the field of how service quality can contribute to consumers’ perceptions of the value of halal service firms.

While Table 7 provides a granular understanding of the dimensions of halal service quality, an overall understanding of the common themes of drivers and consequences of halal service quality across all industries will also provide broad and rich insights. The above

Table 7. Service quality dimensions per halal industry and types of relationships found

Industry	Author (n = 78)	SQ dimensions	ANT → SQ	SQ → SAT	SQ → PV	SQ → LOY (direct)	SQ → LOY (indirect)	SQ → OOM	MOD
Halal food	Zailani <i>et al.</i> (2018)	Personnel service quality, information quality, volume flexibility, service diversity, service ordering procedure, halal assurance, order receipt quality, timeliness, corrective actions	Yes	Yes					
	Masudin <i>et al.</i> (2020)	Information systems availability, product availability	No	Yes		Yes		Performance	
	Rahim <i>et al.</i> (2020)	Empathy, assurance, reliability, outcome quality, responsiveness, tangibles, halal certification, product development capability	Yes		Yes	Yes			
	Shokhsanam and Ahn (2021)	Behavior quality, appearance	Yes			Yes			
	Mohd Yusof <i>et al.</i> (2021)	Value for money, atmospherics, food taste, service personnel		Yes		Yes			
	Polas <i>et al.</i> (2022)		Yes		Yes	Yes		Image	
	Wardi <i>et al.</i> (2022)			Yes		Yes		Attitude	
	Ramayah <i>et al.</i> (2023)	Interaction quality, service environment quality, outcome quality	Yes	Yes	Yes	Yes			
	Suhartanto <i>et al.</i> (2024)	cleanliness, food quality, COVID-19 safety	Yes			Yes		Yes	
	Kayumov <i>et al.</i> (2024)	Sincerity and formality, insurance system, tangibles and empathy, responsiveness, assurance, access to location and information, treatment cost, compliance, reliability, availability of mosque							
Halal pharma	Rainawati and Kholis (2019)								

(continued)

Table 7. Continued

Industry	Author (n = 78)	SQ dimensions	ANT → SQ	SQ → SAT	SQ → PV	SQ → LOY (direct)	SQ → LOY (indirect)	SQ → OOM	MOD
	<i>Ranawati et al. (2021)</i>	Compliance, reliability, tangibility, empathy, responsiveness, insurance system	Yes	Yes	Yes	Yes	Yes		
	<i>Gayati et al. (2024)</i>	Reliability, trustworthiness, assurance, empathy, tangibles, responsiveness							
Islamic education	<i>Asnawi and Nina Dwi (2020)</i>	Internalization of Islamic values, library service support							Year of study, level of study
Islamic finance	<i>Ahmad et al. (2010)</i>	Tangibility, reliability, responsiveness, assurance, empathy							Islamic vs conventional bank, gender
	<i>Ahmad et al. (2011)</i>	Reliability, tangibility, assurance, responsiveness, empathy	Yes					Performance	
	<i>Kashif et al. (2015)</i>	Tangibility, assurance, personalization, formality	Yes					Yes	
	<i>Ahmed et al. (2016)</i>	Reliability, assurance, tangibles, empathy, responsiveness	Yes		No			Yes	
	<i>Ltifi et al. (2016)</i>								Gender, age
	<i>Ali and Raza (2017)</i>	Compliance, assurance, reliability, tangibles, empathy, responsiveness	Yes						
	<i>Saleh et al. (2017)</i>	Reliability, responsiveness, assurance, tangibles, empathy	Yes					Reputation, services offered, security, access	
	<i>Al-Jazzazi and Sultan (2017)</i>	Serviceability, responsiveness, core service, soft service, compliance, customer care							
	<i>Peng et al. (2019)</i>	Reliability, security, tangibility, core product, internet banking, empathy						Yes	Islamic vs conventional bank
	<i>Endara et al. (2019)</i>	Tangibility, reliability, assurance, responsiveness, empathy	Yes					Bank image and reputation, trust	Public vs private bank

(continued)

Table 7. Continued

Industry	Author (n = 78)	SQ dimensions	ANT → SQ	SQ → SAT	SQ → PV	SQ → LOY (direct)	SQ → LOY (indirect)	SQ → OOM	MOD
	Mahadin and Akroush (2019)			Yes	Yes			Word-of-mouth	
	Ali and Naeem (2019)	Compliance, reliability, assurance, tangibles, empathy, responsiveness						Performance	
	Tabash <i>et al.</i> (2019)	Reliability, responsiveness, ease of use, security/privacy	Yes	Yes					
	Fauzi and Suryani (2019)	Compliance, assurance, reliability, tangibles, empathy, responsiveness	Yes	Yes	Yes	Yes		Trust	
	Baber (2019)	Efficient and reliable, security-trust, shariah compliance, fulfillment						Performance	
	Abdur Rehman <i>et al.</i> (2020)	Tangibility, reliability, personalization						Image, reputation	
	Abror <i>et al.</i> (2020)			Yes	No	Yes	Yes	Customer engagement	
	Suhartanto <i>et al.</i> (2019)			Yes	No	No	Yes		
	Lebdaoui and Chetoui (2020)		CRM organizational practices, CRM technology-related practices					Performance	
	Raza and Burney (2020)	Reliability, responsiveness, assurance, empathy, tangibles		Yes					
	Fida <i>et al.</i> (2020)	Empathy, responsiveness		Yes	Yes	Yes	Yes		
	Asnawi <i>et al.</i> (2020)	Islamic values, shariah compliance, honesty, modesty, humaneness and trustworthiness		Yes	Yes	Yes	Yes		
	Dandis and Wright (2020)	Compliance, reliability, responsiveness, assurance, empathy		Yes	Yes	Yes	Yes		
	Razak <i>et al.</i> (2020)	Compliance, reliability, empathy		Yes					

(continued)

Table 7. Continued

Industry	Author (n = 78)	SQ dimensions	ANT → SQ	SQ → SAT	SQ → PV	SQ → LOY (direct)	SQ → LOY (indirect)	SQ → OOM	MOD
	Mulazid <i>et al.</i> (2020)	Assurance, reliability, tangibles, empathy, responsiveness, compliance	Yes	Yes					
	Alam and Al-Amri (2020)	Reliability, responsiveness, security	Yes						
	Kökalan <i>et al.</i> (2021)	Reliability, assurance, tangibles, empathy, responsiveness		Yes		Yes			
	Dandis <i>et al.</i> (2021)	Compliance, tangibles, reliability, responsiveness, empathy, assurance		Yes		Yes			
	Ali (2021)	Tangibility, safety/security, responsiveness						Image	Fatwa and shariah board reputation
	Abdur Rehman <i>et al.</i> (2021)	Personalization, reliability, tangibility, assurance		Yes		Yes		Image, reputation	
	Lubis <i>et al.</i> (2021)			Yes		Yes			
	Saad and Alshehri (2021)	Compliance, assurance, reliability, empathy		Yes		Yes			
	Fusva <i>et al.</i> (2021)			Yes		Yes		Image, performance	
	Kamanudin and Kassim (2021)	Reliability, assurance, tangibles, empathy, responsiveness		Yes		Yes			
	Ahmed <i>et al.</i> (2021)	Efficiency, security and privacy, fulfillment, availability, personal needs		Yes		Yes			
	Akhter <i>et al.</i> (2021)	Reliability, responsiveness, tangibles, empathy, assurance		Yes				Switching intentions	Shariah perceptions
	Abdul Hadi and Muwazir (2021)								
	Ahmed <i>et al.</i> (2022)	Islamic shariah compliance		Yes					
	Yusfianto <i>et al.</i> (2022)			Yes		No	Yes		

(continued)

Table 7. Continued

Industry	Author (n = 78)	SQ dimensions	ANT → SQ	SQ → SAT	SQ → PV	SQ → LOY (direct)	SQ → LOY (indirect)	SQ → OOM	MOD
	Tegambwage and Kasoga (2022)					Yes			
	Farrag <i>et al.</i> (2022)	Devotion, assurance, empathy, reliability, tangibility		Yes					
	Osman <i>et al.</i> (2022)	Reliability, assurance					Yes	Image, reputation	
	Subhantanto <i>et al.</i> (2022)					Yes			
	Al Thuwaini <i>et al.</i> (2022)	Compliance, assurance, reliability, tangibles, empathy, responsiveness		Yes					
	Khan <i>et al.</i> (2023)	Compliance, reliability, empathy, assurance, tangible, operational efficiency, responsiveness		Yes			Yes	Trust, word-of-mouth	
	Ismail (2023)	Reliability, responsiveness, assurance, empathy, tangibles		No				Brand love, brand addiction Switching behavior	
	Mochlasin <i>et al.</i> (2023)							Intention to pay	
	Sadallah <i>et al.</i> (2023)								
	Jarah <i>et al.</i> (2023)								
	Jawaid <i>et al.</i> (2023)	Compliance, responsiveness, empathy, tangibles, reliability, assurance		Yes					
	Abror <i>et al.</i> (2023a)		religiosity	Yes	Yes			Commitment, value co-creation	Religiosity
	Tegambwage and Kasoga (2023)					Yes			
	Ahmad <i>et al.</i> (2024)								
	Alfzal <i>et al.</i> (2019)	Tangibility, reliability, assurance, sincerity, personalization and formality		Yes			Yes		

(continued)

Table 7. Continued

Industry	Author (n = 78)	SQ dimensions	ANT → SQ	SQ → SAT	SQ → PV	SQ → LOY (direct)	SQ → LOY (indirect)	SQ → OOM	MOD
Modest fashion	Syah and Olivia (2022)	Facilities quality, halal food, staff attitude and behavior, easy access and operating hours	Yes	Yes	Yes	Yes	Yes		
Muslim-friendly travel	Lari <i>et al.</i> (2020)	Facilities quality, halal food, staff attitude and behavior, easy access and operating hours	Yes	Yes	Yes	Yes	Yes		
	Jeaheng <i>et al.</i> (2020)	Halal-friendly services and staff, halal-friendly facilities and physical environment, halal food and beverages	Yes	Yes	Yes	Yes	Yes	trust	Involvement
	Lari <i>et al.</i> (2019)	Physical environment quality, interaction quality, consumables quality and access quality	Yes	Yes	Yes	Yes	Yes	Customer delight	
	Suryani <i>et al.</i> (2020)		Yes	Yes	Yes	Yes	Yes		
	Nazari <i>et al.</i> (2020)		Yes	Yes	Yes	Yes	Yes		
	Ezeh <i>et al.</i> (2022)	Empathy, assurance, tangibility, reliability, responsiveness	Yes	Yes	Yes	Yes	Yes		Religiosity
	Reisinger and Crotts (2022)		Yes	Yes	Yes	Yes	Yes		
	Arasli <i>et al.</i> (2023)	Hotel, staff, food, room, location, Pool, facilities, cleanliness and Wi-Fi	Yes	Yes	Yes	Yes	Yes		
	Abror <i>et al.</i> (2023b)	Islamic tourism destination attributes	Yes	Yes	Yes	Yes	Yes	Engagement, value co-creation	

Source: Table created by the author

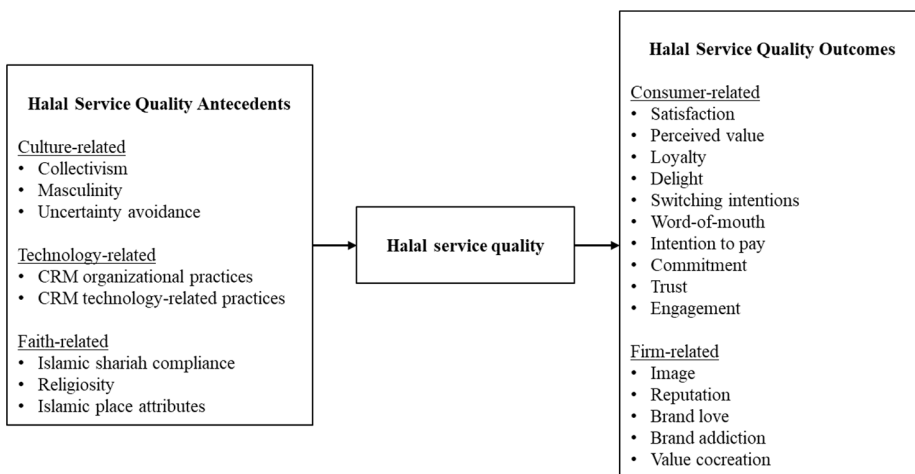
Table 8. Relationship count between service quality and satisfaction, perceived value and loyalty

Relationship (n = 78)	SQ → SAT		SQ → VAL		SQ → LOY (Direct)		SQ → LOY (Indirect)	
	#	%	#	%	#	%	#	%
Positive	44	56.41	7	8.97	16	20.51	34	43.59
Not significant	2	2.56	0	0.00	4	5.13	0	0.00
Not tested	32	41.03	71	91.03	58	74.36	44	56.41

Source: Table created by the author

review has uncovered the overall antecedents and outcomes of halal service quality. Similar to [Hollebeek et al. \(2024\)](#), this study synthesizes the antecedents and outcomes across all industries to produce the conceptual model in [Figure 3](#).

[Figure 3](#) highlights the importance of culture, technology, and faith-related factors in driving halal service quality. These faith-related factors are unique to the nomological network of halal service quality and comprise Islamic shariah compliance measures such as “[...] runs on the principles of Islamic Shariah” and “[...] offers Islamic products and services only” ([Ahmed et al., 2022](#)), religiosity measures such as “Islam helps me to have a better life” and “I perform all my prayers” ([Abror et al., 2023a](#)), and Islamic place attributes with measures including “Availability of Halal food” and “Banning of alcoholic drinks at public places” ([Abror et al., 2023b](#)). As for the outcomes of halal service quality, these consequences can be categorized as mainly consumer- or firm-related. These findings show how halal service quality can be similar to traditional service quality in terms of capturing common outcomes (e.g. satisfaction, perceived value, loyalty) but also unique (e.g. faith-related factors).



Source: Figure created by the author

Figure 3. Conceptual model of halal service quality

3.2.4 *Methods.* Table 9 shows the dominance of quantitative surveys as a research methodology in articles that investigate service quality in halal industries, with 89.74%. Five articles used a mixed-method approach (Ahmad *et al.*, 2024; Farrag *et al.*, 2022; Ltifi *et al.*, 2016; Rahim *et al.*, 2020; Zailani *et al.*, 2018), while two articles analyzed databases of Tripadvisor.com (Lari *et al.*, 2019) and booking.com reviews (Arasli *et al.*, 2023). One article used qualitative interviews (Gayatri *et al.*, 2024). The lack of exploratory methods indicates that researchers have not focused on exploring new concepts and theories of service quality in the context of halal service firms interacting with new service environments.

4. Conclusion

The service environment continues to evolve and affect all industries within it including services primarily catered to the needs of a growing global Muslim population. Hence, the study of service quality remains relevant and critical with more halal service sectors driving the global Islamic economy. This paper has explored the research area of service quality and the application of service quality models in halal industries through an SLR. The review paints a picture of the strong support the Islamic finance sector has in service quality research. While recent research papers have continued to look at service quality in other halal industries, the downward publication trend in this area over the last half-decade is a cause for concern amidst the continued push for halal service industries to grow and the need to navigate the changing service environment effectively. Hence, this review is a rallying call for more halal service quality research.

This study provides several important implications for practitioners and policymakers. First, service managers will be able to use the insights from this SLR to gain a deep appreciation of the various factors contributing to service quality and the impact of service quality across various halal industries. The breakdown of service quality factors by each halal industry in Table 7 allows for further strategic perspectives and planning based on the relevant service dimensions that matter to halal markets within each industry. For instance, halal food quality managers need to pay particular attention to food quality and safety for diners, while halal hospitality and tourism managers require extra care in providing quality facilities to guests. Second, the granular breakdown in Table 7 allows for a comparison and benchmarking of service quality measures both within a halal service industry and between industries for further service innovation and for service brands operating in multiple halal industries. Third, having a clear view of the antecedents and outcomes of halal service quality allows managers to focus their resources on creating better service performances as well as effectively build their case on the importance of service quality for their halal markets in building both consumer-related and firm-related equity. Fourth, the consolidated conceptual model in Figure 3, which synthesizes the antecedents and outcomes of halal service quality, allows for more consolidated governance and regulation of service quality standards in halal industries. Fifth, the conceptual model

Table 9. List of research methods

Data collection methods ($n = 78$)	# Articles	% Articles
Quantitative surveys	70	89.74
Mixed-methods	5	6.41
Quantitative database analysis	2	2.56
Qualitative interviews	1	1.28

Source: Table created by the author

Table 10. Research questions on service quality in halal industries

Area	Research question
Theories	<ul style="list-style-type: none"> • While bank service quality models have proliferated in the literature, more service quality models are required across other technologies
Context: country	<ul style="list-style-type: none"> • There has been much emphasis on service quality perceptions of consumers in Muslim countries. More research is required to understand the perceived service quality of consumers of halal industries in non-Muslim countries • What is the difference in the perceptions of service quality of consumers in Muslim countries compared to non-Muslim countries? • What is the effect of culture on service quality in halal industries across different cultures?
Context: industry	<ul style="list-style-type: none"> • There has been a concentration of service quality research in the Islamic finance industry. While this positively contributes to the Islamic finance industry, more research on service quality is required in other sectors including halal cosmetics and halal media and recreation • Service quality can be framed both externally (to customers) and internally (to employees and other internal stakeholders of the service firm). Which halal industries experience a greater need for synergy of both internal and external service quality?
Context: transaction type	<ul style="list-style-type: none"> • With increasing emphasis on halal logistics and sustainable value chains, more research is required to understand the role of service quality in B2B transactions in halal industries • How can service value be unlocked between Muslim companies, and between Muslim and non-Muslim companies?
Context: main service agent	<ul style="list-style-type: none"> • Despite the prevalence of web, mobile and self-service kiosks in halal services, there is a lack of service quality research in these areas. More studies are required to shed light on how dimensions unique to halal markets such as compliance with Islamic law (Dandis <i>et al.</i>, 2021) are manifested in digital spaces • Anthropomorphism is a key dimension in services including service quality with AI service agents (Noor <i>et al.</i>, 2022). What are the issues in anthropomorphism that are salient to halal industries that need to be addressed for the effective implementation of AI service quality?
Characteristics	<ul style="list-style-type: none"> • The service environment can affect the dimensions of service quality (Rust and Oliver, 1994; Zeithaml <i>et al.</i>, 1990). Accordingly, more research is required to understand the unique antecedents, dimensions, outcomes and moderators of service quality across halal industries • How does service quality in the context of halal industries and Muslim markets affect the perceived value of the organization? • What is the role of religiosity in service quality in halal industries? • How can service quality in halal contexts affect consumers' well-being and contribute to a more sustainable ecosystem?

(continued)

Table 10. Continued

Area	Research question
Methods	<ul style="list-style-type: none"> • The development of service quality models requires mixed-methods research of both qualitative and quantitative studies to produce the scales. Accordingly, with the increased use of emerging technologies to augment human service agents, more qualitative and conceptual research approaches are required to encourage the development of new service quality models relevant to halal industries in these new service environments • The metaverse will disrupt many services including hospitality. How will service quality be evaluated by consumers in the metaverse in the context of halal industries?

Source: Table created by the author

highlights the importance of having experts who can advise halal service firms in the areas of culture, technology, and faith.

As for research contributions, this study adds value to the literature in several ways. First, this SLR provides researchers with a clearer understanding of the state of research on service quality in halal industries and the significance of various factors within each industry. In support of the service quality literature, theoretically, it is clear that different halal service environments can give rise to different service quality dimensions. Traditional outcomes of service quality can also remain relevant in the halal service context. This understanding is fundamental to encouraging growth in the knowledge domain of halal service quality. Second, both [Table 7](#) and the conceptual model in [Figure 3](#) offer value for multidisciplinary researchers to better investigate other important antecedents, dimensions, and outcomes of service quality that can also be unique to halal contexts. For instance, given the growing emphasis on environmental sustainability, more research is required to understand the important role of green consumers in driving halal service quality and how halal service quality can contribute to the well-being of consumers and the betterment of the environment. Third, this review has identified that while there is a healthy trend of service quality research in this field, research needs to expand to include more industries, target markets, and technologies. The lack of technology-related antecedents in halal service quality research is particularly concerning given how emerging technologies such as AI and the metaverse are disrupting the service landscape. Finally, insights from what has been done with regards to the theories, contexts, characteristics, and methods in research on halal service quality provide directions for 16 specific research questions to expand the knowledge domain of this field. These questions are detailed in the concluding [Table 10](#).

Despite these contributions, this research contains several limitations. First, the studies in this SLR are based on the WoS database, which, while allowing for a manageable analysis with quality articles, limits the articles in review. Future studies can consider additional databases to deepen the research insights. Second, this study considered research in which the main focus was on the phenomenon of service quality in halal industries. A further study can be conducted for a holistic understanding of the state of service quality research of general industries targeting Muslim consumers.

Based on the research gaps discussed and other opportunities identified from this paper, the following research agenda is proposed in Table 10 to advance the understanding of service quality in halal industries.

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