What is Halal Restaurant? A Research Map based on Scopus Database

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This study aims to see the development of research on the topic of "Halal Restaurant" and research plans that can be done based on journals published on the theme. This research uses a qualitative method with a bibliometric analysis approach. The data used is secondary data with the theme "Halal Restaurant" which comes from the Scopus database with a total of 123 journal articles. Then, the data is processed and analyzed using the VosViewer application with the aim of knowing the blibliometric map of "Halal Restaurant" research development in the world. The results of the study found that there are 5 clusters with the most used words are: market, tourist, halal tourism, intention, relationship, effect, halal product, process, practice, information, and Muslim tourist. Then, the topics of research lines related to Halal Restaurant are (1) Demand for Halal Restaurants, (2) Behavioral Intention Toward Halal-Certified Restaurants, (3) Halal Restaurant Trends in Global Markets, (4) Customer Satisfaction and Trust in Halal Restaurants, and (5) Halal Tourism and Halal Restaurant.

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INTRODUCTION

Islamic tourism is a new trend in tourism in the world. UNWTO stated that Muslim tourists in the world contributed 140 billion US dollars in 2013 and are predicted to increase to 238 US dollars in 2019 (Battour and Ismail, 2016). This is a great opportunity because Islamic tourism accommodates many industries, including halal food, halal restaurants, halal souvenirs, and Islamic hotels. Halal food is very important because most of Indonesia's population is Muslim (Siradjuddin, 2013). Islamic tourism is experiencing rapid development which now leads to satisfying lifestyles (Al-Qital, 2022). One of the important components in halal tourism is halal restaurant.

Halal restaurants are places to eat that provide food and drinks that comply with the rules of Islamic law (Abdullah et al., 2024). The word "halal" comes from Arabic which means "allowed" or "in accordance with Islamic law". Halal restaurants ensure that all food ingredients, processing, and serving are done in accordance with halal standards.

There are several characteristics of Halal Restaurants. The main one is related to halal ingredients, where it does not contain haram ingredients such as pork, dogs, or other animals prohibited in Islam; The meat used comes from animals slaughtered according to Islamic procedures, and does not contain Alcohol. Alcoholic beverages or food ingredients containing alcohol (such as vinegar that does not go through halal fermentation) are not provided. In addition, the cooking process, kitchen utensils, and serving are not mixed with haram ingredients.

Another characteristic of halal restaurants is the Halal Certificate (Hakim et al., 2022). Restaurants that have received halal certification from authorized institutions (such as MUI in Indonesia) provide more assurance to Muslim consumers. Halal restaurants provide a sense of security for Muslim consumers to consume food without hesitation. In addition, it also increases the trust of non-Muslim consumers who want to try clean and quality-assured food (Rusydiana & Purwoko, 2021).

The halal restaurant industry continues to grow throughout the world, both in Muslim-majority countries and in countries with significant Muslim minority populations. Customer satisfaction resulting from delicious and trustworthy food is one of the main reasons for this growth.

In a diverse culinary world, halal restaurants provide an important choice for those who want to live a lifestyle according to halal food principles and seek a satisfying culinary experience. With good management and a commitment to adhere to the principles of halal food, the restaurant not only meets customer needs, but also plays an important role in promoting the understanding and diversity of culinary cultures around the world.

This research will try to complement existing research and fill the void of previous research related to Halal Restaurants through the research path. Specifically, the purpose of this research to see the development of Halal Restaurant research published by journals with this theme and see future research opportunities by formulating a research agenda.

METHOD

In this study, various scientific journal publications related to the theme "Halal Restaurant" around the world are used as data sources. Data is collected by searching for journal publications indexed by the Scopus database using the keyword "halal restaurant". After that, scientific articles or journals that are relevant to the research theme will be selected based on the publication data that has been collected. Journals equipped with DOI are the criteria in the screening process and data processing using software. There are 123 journal articles published from within the research theme "halal restaurant". The development of publication trends related to the research topic was analyzed using VOSviewer software, which can generate bibliometric maps and allow for more detailed analysis.

In order to build the map, VOSviewer uses the abbreviation VOS which refers to Visualizing Similarity. In previous studies, the VOS mapping technique has been used to obtain bibliometric visualizations which are then analyzed. Furthermore, VOSviewer is able to create and display author journal maps based on co-citation data or keyword maps based on co-incidence data. Therefore, this research will analyze journal maps related to "halal restaurant", including *keyword* maps which are then analyzed for research paths that can be carried out in the future through clusters on *keyword mapping*. Studies with bibliometric analysis in halal research or other Islamic financial economics can for example be seen in Al-Qital et al (2022), Nekha & Kartikawati (2022), Rusydiana et al., (2023), Laila et al., (2021), Assalafiyah et al., (2022), Taqi et al., (2022) and also Antonio et al., (2021).

RESULT AND DISCUSSION
Research Map

The figure below describes the trend of keywords that appear in research on the theme "*Halal Restaurant*" and the larger shape is the most used word in journal publications with the theme "*Halal Restaurant*".
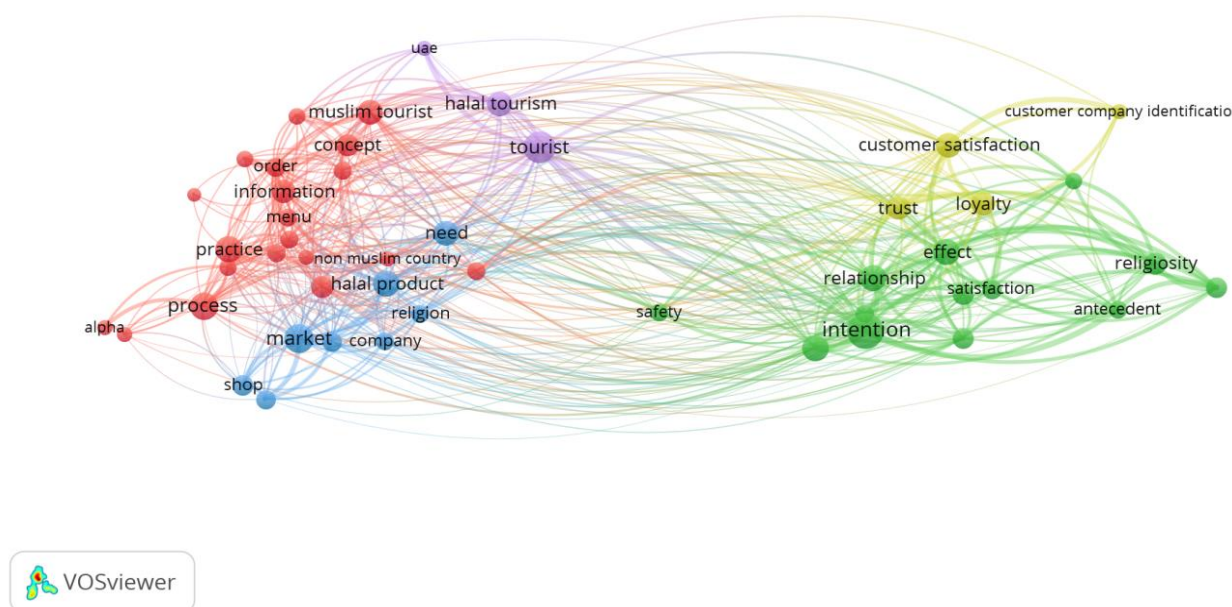

Figure 1. Research Map

As for the mapping, the keywords that appear most in the publication "*Halal Restaurant*" include market, tourist, halal tourism, intention, relationship, effect, halal product, process, practice, information, Muslim tourist, and effect which are then divided into 5 clusters, as follows:

Cluster 1: Demand for Halal Restaurants

This cluster has 20 keyword items, namely alpha, animal, challenge, china, concept, demand, halal logo, halal standard, information, ingredient, japan, menu, mosque, Muslim tourist, non-Muslim country, order, practice, process, spain, and thailand. The topic "Demand for Halal Restaurants" discusses various factors that influence the demand for restaurants serving halal food, both in Muslim and non-Muslim markets. However, there are still quite a few studies that examine more deeply related to this topic. Among the relevant studies, Wan-Hassan & Awang (2009) explored halal food in New Zealand restaurants. In this study explained, Tourism New Zealand (TNZ) believes that New Zealand, as one of the largest producers and exporters of halal meat in the world, can be an attractive destination for Muslim tourists. However, Muslim tourists find it difficult to find halal food in New Zealand, with many having to prepare their own meals while traveling in the country. The results show that most restaurants disagree that the Muslim tourist market is significant to their business. Many of the restaurants are also reluctant to promote their halal food or put up a 'halal' sign in front of their restaurant.

Wannasupchue et al (2019) reviewed the literature on halal certification and provided recommendations and guidelines on opportunities in setting up halal restaurants in Thailand. This research explains, the food and beverage business is an important part of the tourism sector. It is one of the five main sources of income for Thailand, which was worth 448 billion baht in 2015, and can continue to increase along with the expansion of the tourism industry. More than 20 million tourists visit Thailand every year, so tourist attractions must have a variety of restaurants that not only serve delicious food, but also outstanding service and good hygiene conditions. Therefore, halal

certification for food services becomes important when halal tourism becomes significant. Having halal status will provide a competitive advantage and support increased market share among Muslim and non-Muslim customers. However, there is a growing opportunity for halal restaurants, with the number of halal eateries in some areas of Thailand still insufficient to meet the demand of people who want to try halal food. In addition, some halal restaurants run by Muslim owners do not have certification from halal certification bodies.

Cluster 2: Behavioral Intention Toward Halal-Certified Restaurants

This cluster has 13 keyword items, namely antecedent, attitude, behavioral intention, brand image, effect, food quality, intention, relationship, religiosity, revisit intention, safety, satisfaction, and service quality. The topic "Behavioral Intention Toward Halal-Certified Restaurants" discusses consumer behavioral intentions related to their choice to visit and eat at restaurants that have halal certification. Research examining this topic has not been found much, among the relevant research is Khomsatun et al (2024) investigating the effect of knowledge, attitudes, and religiosity on consumer buying interest in halal restaurants in West Java. The results showed that attitude and religiosity factors affect consumer purchase intention in halal restaurants. In contrast, knowledge is not proven to significantly influence public purchase intention in halal restaurants in this study.

Derahman et al (2017) identified factors that contribute to customer intention to eat at Halal certified restaurants. The findings of this study reveal that attitude, subjective norms, and awareness are significant predictors, but perceived behavioral control is not a significant predictor of customer intention to consume food at Halal certified restaurants. Bachok et al (2011) discussed the level of customer awareness of the halal logo used in several restaurants which was done to provide evidence to restaurant operators regarding the importance of attaching a genuine halal logo in their restaurants. The trend of eating out brings the foodservice industry to the need of managing customers and ensuring that all their needs and preferences can be met. Establishment certification and recognition has also become important in the hospitality industry, which includes halal, HACCP, and ISO certifications. Establishments with certifications are useful as marketing strategies to attract more customers. This research concludes that halal logo is one of the main factors for customers in choosing a restaurant which in

turn can be a key strategy to attract and retain more customers in the future, not only for local customers but also for foreigners.

Aisyah et al (2019) analyzed the factors that influence consumer decisions to visit halal-certified restaurants based on the Theory of Planned Behavior. The findings show that Muslim consumers in Indonesia are increasingly aware of halal-certified restaurants and not only because of the obligation of Muslims to comply with religious rules, but also influenced by their attitudes, subjective norms, perceived behavioral control, and intentions before they decide to visit halal-certified restaurants. In addition, although the demand for halal products and services in the hospitality industry continues to grow, there has not been much research related to halal-certified restaurants.

Kamarulzaman et al (2020) investigated the level of awareness among Generation Z towards eating at halal certified restaurants. The results revealed that a low level of awareness was found among Gen Z towards eating at halal-certified restaurants. The results also show that several socio-demographic profiles have a relationship with the level of awareness towards eating at halal-certified restaurants. Five factors that influence Gen Z to eat at halal-certified restaurants were revealed, namely halal certification and logo, religious responsibility, lifestyle, social influence, and attitude

Halimi et al (2022) identified factors that influence Muslim customers' intention to revisit non-halal certified restaurants. The results confirmed that price fairness and food quality positively influence attitudes, perceptions, behavioral control, and food quality that influence customers' intention to revisit non-halal certified restaurants. Subjective norms were found to be an insignificant factor on intention to revisit. In addition, attitude was found to mediate the relationship between price fairness and intention to revisit as well as between food quality and intention to revisit. Trust was highlighted as moderating the relationship between attitude and intention to revisit.

Cluster 3: Halal Restaurant Trends in Global Markets

This cluster has 8 keyword items, namely company, halal product, kosher, market, need, religion, shop, and world. In particular, the topic "Halal Restaurant Trends in Global Markets" discusses the development and dynamics of halal restaurants in the international market. Research that examines this topic has not been found widely. However, in other topics such as halal food and halal tourism, similar topics have

received a lot of attention. As research from Liberato et al (2020) which discusses global trends in halal tourism, and states that halal tourism has experienced growth in the total number of tourists, revenue volume, as well as the growth of certain segments, such as female tourists and some specific generations, which encourage special interest from destination management organizations (DMOs). Then, there is research from Qizwini & Purnama (2024) discussing future trends in halal food. The research concluded that these innovative models are crucial in redefining Indonesia's halal food sector, offering valuable insights for businesses, policymakers and academics seeking to align Islamic principles with the complexities of an increasingly globalized market, to ensure sustainable growth and competitiveness

Based on these two topics, halal restaurants have great potential in its development, considering that restaurants cannot be separated from the halal tourism industry and also halal food. Therefore, this topic still requires further exploration, especially on global trends. Current global trends show a shift that is also accompanied by halal awareness and halal lifestyles that are increasing internationally.

Cluster 4: Customer Satisfaction and Trust in Halal Restaurants

This cluster has 4 keyword items, namely customer company identification, customer satisfaction, loyalty, and trust. The topic "Customer Satisfaction and Trust in Halal Restaurants" specifically discusses the relationship between customer satisfaction and trust in halal restaurants. Relevant research on this topic is still quite a bit to find, including Handani & Kim (2023) examining customer satisfaction of halal restaurants that have received halal certification from the Korea Muslim Federation (KMF). This study shows that the Halal label is a significant factor in the dining preferences of halal restaurant customers in South Korea.

Mursid & Wu (2021) explored the effect of customer-company identification on halal restaurant loyalty. The results showed that all aspects of halal corporate identity, namely halal identity similarity, halal identity uniqueness, and halal identity prestige, significantly influenced customer satisfaction. However, halal identity similarity and halal identity uniqueness do not significantly affect customer trust; on the contrary, halal identity prestige successfully affects customer trust. Both customer satisfaction and customer trust have a positive impact on customer-firm identification, and in turn, customer-firm identification impacts halal restaurant loyalty

Syarifuddin et al (2022) analyzed the role of halal certificate trust, brand love, and food quality on consumer loyalty through customer satisfaction in non-Muslim restaurants that include the halal logo. The results showed that halal certificate trust (HCT), brand love (BL), and food quality (FQ) have a positive and significant direct effect on customer satisfaction (CS) and customer loyalty (CL). Customer satisfaction (CS) has a positive and significant effect on customer loyalty (CL). The indirect effect of Consumer Satisfaction (CS) can function as a mediating variable that connects HCT, BL, and FQ to customer loyalty positively and significantly.

Cluster 5: Halal Tourism and Halal Restaurant

This cluster has 3 keyword items namely halal tourism, tourist, and UAE. "Halal Tourism and Halal Restaurant" discusses the relationship and contribution of halal restaurants in supporting the development of the halal tourism industry. Given that these two things are related, where halal restaurants are one of the facilities or attributes supporting halal tourism. However, studies that discuss this topic have not been found. Among the relevant studies, Henderson (2016) discusses halal food issues and its role in halal tourism with special reference to Malaysia and Singapore, which have a majority and minority Muslim population respectively. This study explores the halal tourism market and the nature of halal food in general, which includes regulatory issues, followed by a description of the provisions relating to halal food and certification in both destinations.

Andrianto (2017) identified Halal hospitality in halal restaurants and secondly to understand the perceptions of management and local tourists about halal certification. Since 2015 Halal Tourism in Indonesia has continued to grow from 6th in 2015, to 3rd in 2017 and 1st place in 2019. Indonesia is focusing on developing halal tourism by targeting international and domestic Muslim tourists including the standardization of halal certificates for the restaurant industry. The research revealed that local restaurant management overlooked halal service quality, but considered it very important for chain restaurant management. Local travelers explained that halal certificates are not important for local restaurants, but a must for chain restaurants. Corporate value and product differentiation are other key factors of halal hospitality for halal restaurants.

CONCLUSION

This study aims to determine the extent of the development of halal restaurant-themed research in the world. The results of the study show that the number of research publications related to halal restaurants is 123 Scopus indexed journal articles. Furthermore, in the development of research related to halal restaurants based on bibliometric keyword mapping, it is divided into 5 clusters with the most used words are market, tourist, halal tourism, intention, relationship, effect, halal product, process, practice, information, and Muslim tourist. Then, the topics of research lines related to *Halal Restaurant* are (1) Demand for Halal Restaurants, (2) Behavioral Intention Toward Halal-Certified Restaurants, (3) Halal Restaurant Trends in Global Markets, (4) Customer Satisfaction and Trust in Halal Restaurants, and (5) Halal Tourism and Halal Restaurant. In the future, it is necessary to elaborate more in the direction of other studies related to halal restaurants to strengthen novelty. In addition, other tools such as Biblioshiny R are needed so that the results are more varied and comprehensive (Hidayat et al., 2021; Firmansyah & Rusydiana, 2021; Antonio et al., 2020).

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