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# Halal Food Accessibility through Online Ordering Platforms in Muslim-Friendly Tourism: A Literature Review

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*Halal food accessibility, online ordering platforms, Muslim-friendly tourism, halal tourism, digital trust, tourist satisfaction.*

## Abstrak

Penelitian ini bertujuan untuk mengkaji aksesibilitas pangan halal melalui platform pemesanan online dalam konteks pariwisata ramah Muslim. Makanan halal merupakan komponen mendasar dari pengalaman wisatawan Muslim karena erat kaitannya dengan kepatuhan, kenyamanan, kepercayaan, dan kepuasan agama. Namun, wisatawan Muslim sering menghadapi tantangan dalam mengakses informasi makanan halal yang andal, terutama saat mengunjungi destinasi di mana penyedia makanan halal tidak teridentifikasi dengan jelas atau terlihat secara digital. Penelitian ini menggunakan metode penelitian perpustakaan dengan pendekatan deskriptif kualitatif dengan meninjau literatur yang relevan tentang wisata halal, aksesibilitas makanan halal, pemesanan makanan online, kepercayaan digital, kualitas layanan, dan pengalaman wisatawan Muslim. Temuan tersebut menunjukkan bahwa platform pemesanan online dapat berfungsi sebagai pendorong strategis aksesibilitas makanan halal dengan menyediakan informasi restoran, menu digital, pencarian berbasis lokasi, ulasan pelanggan, layanan pengiriman, dan fasilitas pembayaran online. Namun demikian, efektivitas platform ini bergantung pada ketersediaan sertifikasi halal terverifikasi, informasi makanan yang transparan, kegunaan platform, dan keandalan layanan. Studi ini juga menemukan bahwa jaminan halal, kepercayaan digital, kegunaan platform, dan kualitas layanan adalah dimensi utama yang memengaruhi kepuasan dan pengambilan keputusan wisatawan Muslim dalam pemesanan makanan halal online. Oleh karena itu, platform pemesanan online harus diintegrasikan ke dalam ekosistem wisata halal yang lebih luas melalui kolaborasi antara lembaga sertifikasi halal, otoritas pariwisata, operator bisnis makanan, dan penyedia platform digital. Studi ini berkontribusi secara konseptual dengan menghubungkan literatur pariwisata halal dengan kajian platform digital dan menawarkan wawasan praktis untuk meningkatkan layanan pariwisata ramah Muslim di era digital.

## *Abstract*

*This study aims to examine halal food accessibility through online ordering platforms in the context of Muslim-friendly tourism. Halal food is a fundamental component of the Muslim tourist experience because it is closely related to religious compliance, comfort, trust, and satisfaction. However, Muslim tourists often face challenges in accessing reliable halal food information, especially when visiting destinations where halal food providers are not clearly identified or digitally visible. This study uses a library research method with a qualitative descriptive approach by reviewing relevant literature on halal tourism, halal food accessibility, online food ordering, digital trust, service quality, and Muslim tourist experience. The findings indicate that online ordering platforms can function as strategic enablers of halal food accessibility by providing restaurant information, digital menus, location-based search, customer reviews, delivery services, and online payment facilities. Nevertheless, the effectiveness of these platforms depends on the availability of verified halal certification, transparent food information, platform usability, and service reliability. The study also finds that halal assurance, digital trust, platform usability, and service*

*quality are key dimensions influencing Muslim tourists' satisfaction and decision-making in online halal food ordering. Therefore, online ordering platforms should be integrated into the broader halal tourism ecosystem through collaboration among halal certification bodies, tourism authorities, food business operators, and digital platform providers. This study contributes conceptually by linking halal tourism literature with digital platform studies and offers practical insights for improving Muslim-friendly tourism services in the digital era.*

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## INTRODUCTION

Halal tourism has become an important segment of the global tourism industry because Muslim tourists seek travel experiences that are not only recreational but also compatible with Islamic principles. In Muslim-friendly tourism, halal food is one of the most essential service attributes because food consumption is directly related to religious compliance, safety, trust, and travel comfort. Previous studies emphasize that halal tourism is not limited to destinations or accommodation, but also includes halal food availability, prayer facilities, Muslim-friendly services, and reliable information systems that help tourists make consumption decisions during travel (Battour et al., 2023; Addina et al., 2020). Therefore, the accessibility of halal food has become a central issue in strengthening Muslim tourist satisfaction and destination competitiveness. Recent literature also highlights that halal food options and accessibility remain important considerations for Muslim travelers, especially in destinations that promote Muslim-friendly tourism.

The rapid growth of digital platforms has changed how tourists search for, evaluate, and consume food while traveling. Online ordering platforms and food delivery applications enable tourists to access menus, prices, customer reviews, delivery options, restaurant locations, and promotional information in real time. In the context of halal tourism, these platforms can potentially reduce uncertainty by helping Muslim tourists identify halal food providers more easily. However, digital convenience alone is insufficient, as Muslim tourists also require assurance regarding halal certification, halal labeling, food handling, and the credibility of the information presented on the platform. Studies on online food delivery services show that perceived usefulness, ease of use, trust, app quality, service quality, and satisfaction are important factors influencing consumer intention and continued use of food delivery platforms (Kautsar et al., 2023; Lin et al., 2023; Kurniawan et al., 2023).

The phenomenon shows that Muslim tourists increasingly rely on digital information before and during their trips, including to find halal food. Digital media, tourism applications, halal food platforms, and online food delivery services have become part of the broader smart tourism ecosystem. In Muslim-friendly destinations, these technologies are expected to improve accessibility, convenience, transparency, and confidence in consuming halal food. Nevertheless, several studies indicate that halal tourism development still faces challenges, including inconsistent halal information, limited verified halal food databases, weak integration between tourism platforms and halal certification systems, and a lack of destination-level digital infrastructure (Fahmi et al., 2024; Battour et al., 2023). Online platforms such as halal tourism apps, mosque locators, halal food ordering services, and digital halal certification systems are increasingly discussed as key components of modern halal tourism transformation.

The main research problem in this topic is the limited conceptual understanding of how online ordering platforms contribute to halal food accessibility within Muslim-friendly tourism. Many existing studies discuss halal tourism, halal food, online food delivery, digital trust, and Muslim tourist behavior separately. However, there is still limited integration between these research streams. As a result, the relationship between online ordering platforms and halal food accessibility remains underdeveloped in the literature. This problem is important because accessibility is not only about the physical availability of halal food but also about digital visibility, information accuracy, halal assurance, affordability, delivery reach, language usability, user experience, and trust in platform-based transactions.

The research gap lies in the fragmentation of previous studies. Halal tourism studies often emphasize destination attributes, Muslim-friendly facilities, halal certification, and tourist satisfaction, whereas online food delivery studies typically focus on general consumer behavior, service quality, convenience, and technology adoption. Meanwhile, studies specifically examining halal food accessibility via online ordering platforms in the tourism context remain relatively limited. Some studies discuss halal food in tourism destinations, while others examine halal food purchasing through digital platforms; however, the intersection between Muslim-friendly tourism, online ordering platforms, halal assurance, and the

tourist experience has not been sufficiently synthesized. This indicates the need for a literature review that maps the conceptual links among halal food accessibility, digital platforms, halal trust, and Muslim tourist satisfaction.

This study offers novelty by positioning online ordering platforms as strategic enablers of halal food accessibility in Muslim-friendly tourism. Unlike previous literature that tends to view online food delivery merely as a commercial service, this review frames it as part of the halal tourism ecosystem. The novelty lies in integrating three perspectives: halal tourism service attributes, digital platform-based food access, and Muslim tourist trust. Through this integration, the study can produce a conceptual understanding of how halal food accessibility is shaped by platform features such as halal labels, verified certification, customer ratings, delivery availability, digital payment, location-based search, and transparent food information.

The urgency of this research is strengthened by the growing demand for Muslim-friendly tourism and the increasing dependence of tourists on digital platforms. Destinations that fail to provide accessible, reliable halal food information may experience lower tourist satisfaction, reduced trust, and weaker competitiveness in the Muslim travel market. Conversely, destinations that integrate halal culinary services with online ordering platforms can improve tourist convenience and strengthen the digital halal ecosystem. Recent studies also show that halal certification, digital promotion, halal literacy, and platform transparency are increasingly relevant in shaping Muslim consumer decisions in digital food markets.

Based on these considerations, the literature review titled "Halal Food Accessibility through Online Ordering Platforms in Muslim-Friendly Tourism: A Literature Review" is important to synthesize existing knowledge and identify future research directions. This study aims to analyze how halal food accessibility is conceptualized in halal tourism literature, how online ordering platforms support or limit Muslim tourists' food choices, and what factors influence trust, satisfaction, and decision-making in online halal food consumption. The review is expected to contribute theoretically by developing an integrated conceptual framework and practically by offering insights for destination managers, halal certification bodies, food business operators, and digital platform providers in improving Muslim-friendly tourism services.

## Literature Review

### Halal Tourism and Muslim-Friendly Tourism

Halal tourism refers to tourism activities, services, and facilities designed to meet the religious needs of Muslim tourists. In this context, tourism is not only recreational travel but also an experience that must align with Islamic values, including access to halal food, prayer facilities, modest environments, Muslim-friendly accommodation, and trustworthy information. Muslim-friendly tourism is often used as a broader term because it emphasizes inclusiveness while still accommodating the basic needs of Muslim travelers. Recent reviews show that halal tourism literature commonly discusses concept development, implementation, opportunities, and destination competitiveness, with halal food remaining one of the most central service attributes in Muslim-friendly destinations. Halal food is a critical component of halal tourism because food consumption is closely linked to religious observance and tourist comfort. For Muslim tourists, the availability of halal food influences destination choice, travel satisfaction, perceived safety, and loyalty. Halal tourism studies emphasize that tourists require not only halal food but also assurance regarding halal certification, food preparation, hygiene, supply chain integrity, and information transparency. Therefore, halal food accessibility becomes an essential part of the Muslim tourist experience, especially in non-Muslim-majority destinations where halal food information may be limited or fragmented.

### Halal Food Accessibility in Tourism Destinations

Halal food accessibility refers to the ease with which Muslim tourists can find, evaluate, purchase, and consume halal food during travel. Accessibility is not limited to physical availability; it also includes affordability, proximity, clarity of information, certification visibility, language accessibility, digital discoverability, and service convenience. In tourism destinations, Muslim tourists often face uncertainty when halal restaurants are not clearly identified, halal labels are unavailable, or information is not updated. This condition may reduce trust and create anxiety in food consumption decisions. In Muslim-friendly tourism, halal food accessibility plays a strategic role in improving destination attractiveness. Destinations that provide clear halal food information and easy access to halal

culinary services are more likely to create positive tourist experiences. Previous studies suggest that halal tourism development requires integrated infrastructure, including food services, halal certification, digital information systems, and destination-level coordination. Digital technology is increasingly seen as a support mechanism that enables Muslim tourists to identify halal restaurants, locate prayer spaces, book Muslim-friendly services, and access certified halal products more efficiently.

**Online Ordering Platforms and Digital Food Services**

Online ordering platforms have transformed the way consumers access food products and services. Through mobile applications and web-based platforms, users can search menus, compare prices, read reviews, check restaurant locations, make digital payments, and order food for delivery or pickup. In tourism contexts, these platforms are especially useful because tourists may be unfamiliar with local food environments. For Muslim tourists, online ordering platforms can reduce search costs and enable faster decision-making when seeking halal food. However, the role of online ordering platforms in halal tourism is more complex than ordinary food delivery. Muslim tourists require platform features that provide halal assurance, such as halal certification information, verified halal labels, restaurant credibility, ingredient transparency, and user reviews on halal compliance. Without these features, digital platforms may provide convenience but fail to address the religious concerns of Muslim users. Recent literature on Muslim-friendly digital tourism highlights that Muslim tourists increasingly rely on mobile applications to plan trips, book services, and find halal food information in international destinations.

**Digital Transformation in Halal Tourism**

Digital transformation has become an important driver of halal tourism development. The integration of online booking systems, digital halal certification, halal food applications, mosque locator maps, online food ordering, and smart tourism platforms has expanded the way Muslim tourists interact with destinations. Digital technology enables tourism stakeholders to provide real-time information and personalized services, making travel more convenient and compliant with religious requirements. Studies on Muslim-friendly tourism indicate that online platforms such as halal tourism applications, halal food ordering services, mosque locator maps, and digital halal certification systems are increasingly used to support Muslim travelers. Digital transformation also supports the development of smart halal tourism ecosystems. In this ecosystem, tourists, restaurants, certification bodies, destination managers, and platform providers interact through digital infrastructure. The value of online ordering platforms lies not only in transaction efficiency but also in their ability to connect halal food providers with Muslim tourists. Therefore, digital platforms can function as mediators of trust, accessibility, and service quality in halal tourism.

**Digital Trust and Halal Assurance**

Trust is one of the most important constructs in online halal food ordering. In digital transactions, consumers cannot directly inspect food preparation, ingredients, or halal compliance. As a result, they depend heavily on platform information, certification labels, restaurant reputation, user reviews, and perceived credibility. For Muslim tourists, trust is even more significant because food consumption is related to religious obligation. If halal information is unclear or unverifiable, tourists may avoid purchasing food through online platforms. Digital trust in halal food ordering can be formed through several factors, including perceived platform reliability, accuracy of halal information, transparent certification, secure payment systems, service quality, and positive customer reviews. In halal tourism, trust also depends on whether platforms collaborate with recognized halal certification authorities. Therefore, online ordering platforms should not only provide access to food but also ensure that the halal status of food products is credible and visible.

**Muslim Tourist Experience and Satisfaction**

The Muslim tourist experience is shaped by the extent to which destinations can provide services that align with Islamic values and practical travel needs. Halal food accessibility directly contributes to this experience, as tourists need to eat several times during their travels. When tourists can easily find

and order halal food online, they may experience greater convenience, security, and satisfaction. On the other hand, limited access to halal food can create discomfort and reduce destination evaluation. Customer satisfaction in halal tourism is strongly related to service quality, trust, perceived value, and religious fulfillment. Recent halal tourism research shows that satisfaction remains a critical success factor because it influences tourist loyalty, revisit intention, and positive word of mouth. In the context of online food ordering, satisfaction may be influenced by application usability, delivery speed, accuracy of halal information, food quality, price fairness, and responsiveness of service providers.

**Integration of Online Food Ordering and Halal Tourism Ecosystem**

The integration of online food ordering platforms into halal tourism ecosystems represents an important development in Muslim-friendly destination management. Online platforms can support halal food accessibility by connecting tourists with nearby halal restaurants, providing verified halal labels, offering delivery services, and enabling digital transactions. This integration is particularly important for destinations that seek to attract Muslim tourists but still have limited physical halal tourism infrastructure. From an ecosystem perspective, online ordering platforms should be understood as part of a broader network involving tourism authorities, halal certification agencies, food business operators, digital service providers, and tourists. The effectiveness of these platforms depends on the quality of coordination among stakeholders. For example, halal certification bodies can provide verified data, restaurants can update product information, platform providers can design halal-specific search filters, and destination managers can promote Muslim-friendly culinary zones. Therefore, halal food accessibility is not only a technological issue but also a governance and ecosystem issue.

**Research Gap in the Literature**

Although halal tourism and online food delivery have been widely studied, the intersection between halal food accessibility, online ordering platforms, and Muslim-friendly tourism remains underdeveloped. Existing halal tourism studies often focus on destination attributes, halal certification, tourist satisfaction, and Muslim-friendly facilities. Meanwhile, studies on online food delivery generally examine consumer behavior, perceived usefulness, service quality, and technology adoption. Few studies specifically synthesize how online ordering platforms can improve halal food accessibility for Muslim tourists. This gap indicates the need for a literature review that connects halal tourism theory, digital platform studies, halal assurance, and Muslim tourist experience. Such a review can clarify how online ordering platforms function as enablers of halal food access and identify the factors that strengthen or weaken their role. Therefore, the present study contributes by offering an integrated understanding of halal food accessibility through online ordering platforms in Muslim-friendly tourism.

## METHODS

This study uses a library research method with a qualitative descriptive approach to examine the relationship between halal food accessibility, online ordering platforms, and Muslim-friendly tourism. Library research is appropriate because this study focuses on collecting, reviewing, comparing, and synthesizing existing academic literature rather than collecting primary field data. The data sources include scientific journal articles, books, conference proceedings, and review papers on halal tourism, halal food consumption, Muslim tourist behavior, online food ordering, digital platforms, digital trust, and smart tourism. The literature is selected based on relevance to the research topic, publication credibility, and alignment with the study objectives. Priority is given to articles indexed in Scopus and published in reputable journals to ensure academic quality and theoretical reliability. This method allows the researcher to identify dominant concepts, theoretical patterns, research gaps, and future research directions in halal food accessibility through online ordering platforms (Snyder, 2019; Paul & Criado, 2020; Donthu et al., 2021).

The data analysis process is conducted through several stages. First, relevant literature is identified using keywords such as halal tourism, Muslim-friendly tourism, halal food accessibility, online food ordering, online food delivery, digital trust, and Muslim tourist experience. Second, the selected literature is classified into major themes, including halal tourism attributes, halal food

assurance, digital platform usability, service quality, trust, satisfaction, and tourist experience. Third, the findings from previous studies are synthesized narratively to develop a conceptual understanding of how online ordering platforms support halal food accessibility in Muslim-friendly tourism. This approach is useful for mapping fragmented studies and building an integrated theoretical framework. In this study, the library research method does not merely summarize previous findings but also critically evaluates the literature to identify conceptual gaps and propose future research agendas for halal tourism and digital halal food services (Tranfield et al., 2003; Xiao & Watson, 2019; Kraus et al., 2020).

## RESULTS AND DISCUSSION

### Online Ordering Platforms as Enablers of Halal Food Accessibility

The literature shows that online ordering platforms have become important digital tools for improving access to halal food in Muslim-friendly tourism. In tourism destinations, Muslim tourists often struggle to identify restaurants that offer halal-certified food, clear halal labels, and trustworthy food information. Online food ordering platforms can reduce this problem by providing digital access to restaurant menus, location-based searches, customer reviews, delivery services, price information, and payment options. Recent studies on Muslim-friendly digital tourism indicate that Muslim tourists increasingly use mobile applications to organize trips, reserve services, and search for halal food information in destinations such as Japan, South Korea, Thailand, and Singapore. This finding suggests that halal food accessibility is no longer limited to physical availability but also depends on digital visibility. A halal restaurant may be available in a destination, but if it is not visible on digital platforms, Muslim tourists may still experience limited access. Therefore, online ordering platforms function as intermediaries between halal food providers and Muslim tourists. In this context, digital platforms can strengthen the Muslim-friendly tourism ecosystem by making halal food easier to find, compare, order, and consume.

### Halal Assurance as a Key Factor in Platform-Based Food Access

The review indicates that halal assurance is the most critical factor in online halal food ordering. Muslim tourists not only need food availability, but also require confidence that the food is genuinely halal. Halal assurance includes halal certification, halal labels, ingredient transparency, food preparation standards, restaurant credibility, and platform verification. Without credible halal information, online food ordering platforms may provide convenience but fail to meet the religious needs of Muslim tourists. Recent halal tourism literature emphasizes that halal tourism includes halal food, Muslim-friendly accommodation, prayer facilities, and travel experiences aligned with Islamic values. This confirms that halal food is not a complementary service but a core requirement in Muslim-friendly tourism. Therefore, online ordering platforms should integrate verified halal indicators, certification status, and clear restaurant classification to reduce uncertainty among Muslim tourists. The absence of these features may weaken tourist trust and reduce platform usage for halal food ordering.

### Digital Trust and Consumer Decision-Making

Digital trust emerges as a major theme in the relationship between online ordering platforms and halal food accessibility. In online transactions, consumers cannot directly observe food preparation, ingredients, or halal compliance. As a result, they depend on information provided by the platform, including halal labels, customer reviews, ratings, restaurant reputation, secure payment systems, and delivery reliability. Studies on online food delivery show that performance expectancy, trust, and social influence positively influence purchase intention toward online food delivery services. In Muslim-friendly tourism, digital trust has a religious dimension. Muslim tourists need to trust not only the platform's technical reliability but also its ability to provide accurate halal information. If platforms display unclear halal claims or allow restaurants to self-label without verification, Muslim tourists may hesitate to order. Therefore, trust should be built through collaboration between platform providers, halal certification bodies, tourism authorities, and food business operators.

### Service Quality and User Experience in Online Halal Food Ordering

The findings also show that service quality plays a significant role in shaping tourists' satisfaction with online food ordering platforms. Service quality includes application usability, delivery speed, order accuracy, food quality, price fairness, customer support, payment security, and responsiveness. In a tourism context, these elements become even more important because tourists may have limited time, limited local knowledge, and a stronger dependence on digital services. Recent

studies on mobile food delivery applications show that app characteristics influence satisfaction, trust, and continuance intention. This means that Muslim tourists are more likely to continue using online ordering platforms when the application is easy to use, reliable, and capable of delivering food as expected. In halal tourism, service quality must be combined with halal assurance. A platform may be efficient, but if its halal information is unreliable, its value to Muslim tourists is limited.

**Halal Food Accessibility and Muslim Tourist Satisfaction**

The review indicates that halal food accessibility is directly related to Muslim tourist satisfaction. When halal food is easy to find, order, and verify, tourists experience greater comfort, safety, and confidence. This contributes to a positive travel experience and strengthens the destination's image as Muslim-friendly. Conversely, limited access to halal food can create uncertainty, reduce comfort, and weaken the overall tourism experience. Recent studies on halal tourism in Indonesia show that halal facilities and services are important in improving tourist experience and satisfaction. This supports the argument that online ordering platforms can serve as strategic tools to increase satisfaction if they are designed to meet Muslim tourists' religious and practical needs. Therefore, destinations that aim to strengthen halal tourism should not only focus on physical infrastructure but also on digital infrastructure for food access.

**Integration of Online Ordering Platforms into the Halal Tourism Ecosystem**

The results suggest that online ordering platforms should be understood as part of a broader halal tourism ecosystem. This ecosystem includes tourists, restaurants, halal certification agencies, tourism authorities, digital platform providers, payment systems, and delivery services. The effectiveness of online halal food ordering depends on the integration of these stakeholders. For example, halal certification agencies can provide verified data, restaurants can update halal menus, and platform providers can design halal-specific search filters. Recent discussions on halal tourism infrastructure in the digital age emphasize the importance of integrating technology into halal tourism development. Digital platforms can support halal tourism by improving information accessibility, service efficiency, and destination competitiveness. However, technology alone is insufficient. Strong governance, accurate halal data, and stakeholder coordination are necessary to ensure that online ordering platforms truly support Muslim-friendly tourism.

**Conceptual Synthesis**

Based on the reviewed literature, halal food accessibility through online ordering platforms can be synthesized into four main dimensions: halal assurance, digital trust, platform usability, and service quality. Halal assurance provides religious confidence; digital trust supports online transaction confidence; platform usability enables easy search and ordering; and service quality shapes satisfaction and continued use. These four dimensions influence the Muslim tourist experience and may contribute to destination loyalty. The conceptual relationship can be explained as follows: when online ordering platforms provide verified halal information, easy-to-use features, reliable delivery, secure payment, and positive service experiences, Muslim tourists are more likely to trust the platform and feel satisfied. This satisfaction can strengthen destination image, revisit intention, and positive word of mouth. Therefore, online ordering platforms are not merely commercial tools but strategic components of Muslim-friendly tourism development.

**Research Gap and Future Research Direction**

Although recent studies discuss halal tourism, digital tourism, and online food delivery, the intersection between halal food accessibility and online ordering platforms in Muslim-friendly tourism remains underdeveloped. Most halal tourism studies focus on destination attributes, halal certification, accommodation, and tourist satisfaction. Meanwhile, studies on online food delivery tend to focus on general consumer behavior, technology acceptance, trust, and service quality. Only a limited number of studies directly examine how online ordering platforms improve halal food accessibility for Muslim tourists. Future research should develop empirical models to test the relationships among halal assurance, digital trust, platform usability, service quality, satisfaction, and loyalty in online halal food ordering. Comparative studies between Muslim-majority and non-Muslim-majority destinations are also needed to understand differences in halal food accessibility. In addition, future studies can explore the role of artificial intelligence, location-based services, halal digital certification, and platform governance in strengthening the halal tourism ecosystem.

## CONCLUSION

This literature review concludes that halal food accessibility through online ordering platforms is an important factor in strengthening Muslim-friendly tourism. Halal food is not only a basic consumption need for Muslim tourists, but also a key element of religious comfort, trust, satisfaction, and destination competitiveness. In tourism destinations, especially those targeting Muslim travelers, halal food accessibility should be understood beyond physical availability. It also includes digital visibility, halal certification information, menu transparency, delivery access, platform usability, service quality, and consumer trust.

The review shows that online ordering platforms can function as strategic enablers in Muslim-friendly tourism by helping tourists find, evaluate, and purchase halal food more easily. These platforms reduce search barriers through location-based services, customer reviews, digital menus, online payment systems, and delivery options. However, their contribution to halal tourism depends on the credibility of the halal information provided. Without clear halal certification, verified halal labels, and transparent restaurant data, online platforms may fail to build trust among Muslim tourists.

This study also highlights that digital trust, halal assurance, platform usability, and service quality are the main dimensions influencing Muslim tourists' satisfaction in online halal food ordering. When these dimensions are integrated effectively, online ordering platforms can enhance the tourist experience, increase perceived value, and foster destination loyalty. Therefore, online food ordering should not be viewed merely as a commercial service, but as part of a broader halal tourism ecosystem involving tourists, restaurants, halal certification bodies, tourism authorities, and digital platform providers.

Theoretically, this review contributes by integrating halal tourism studies with the literature on digital platforms and online food ordering. In practice, the findings suggest that Muslim-friendly destinations should strengthen collaboration among halal certification institutions, food businesses, and digital platforms to ensure reliable halal food information. Future research is recommended to develop empirical models examining the relationships among halal assurance, digital trust, service quality, tourist satisfaction, and loyalty across different Muslim-friendly tourism destinations.

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