CHAPTER VI

CONCLUSION AND RECOMMENDATION

A. Conclusion

Based on the analysis result and discussion above already answer research question about halal food awareness, purchase decision and religiosity.

1. Respondent has a high-level awareness of halal foods in Indonesia and Thailand. Because there are proved with the result of descriptive statistic that showed halal food awareness has total mean 4,04 which means the respondents have a high-level awareness.

2. Halal foods awareness has a positive and significant impact on purchase decision for Muslims living in Indonesia, because there are proved with the significant value of t-test is 0.000 with coefficients t = 10,881 it means halal food awareness give a positive impact towards purchase decision of halal food in Indonesia.

3. Halal foods awareness has a positive and significant impact on purchase decision for Muslims living in Thailand, because there are proved with the significant value of t-test is 0.000 with coefficients t = 10,881 it means halal food awareness give a positive impact towards purchase decision of halal food in Thailand.

4. The higher level of religiosity cannot strengthen the effect of awareness on the purchase decision, because the significant value of MRA is 0.763 which means religiosity cannot moderate the effect of Halal Foods Awareness on Purchase Decision.

B. Recommendation

The recommendation based on the research analyses is:

This research will be useful not only in halal academic research but also for halal manufacturers and marketing practitioners. The result of this research can act as a platform for the relevant practitioners and policymakers in managing the direction of halal industry development. Overall, this research provided evidence of the existence of halal foods awareness among the Muslim majority and minority countries. Then, this research has added to the current body of knowledge relating to the general concept of halal food and consumer's behavior in a developing multicultural country. It has the potential to be the basis of further explorations of halal food consumption within other countries and other societies.

It is recommended that future research consider using a bigger sample size representative of all Muslim in Indonesia and a wider geographical area to establish the level and impact of halal foods in Muslim majority countries and Muslim minority countries. Then, further researchers should add other variables that can affect purchase decisions such as halal certification, food quality, marketing promotion and brand with a halal label (Aziz & Chock, 2013).

C. The Limitedness of Research

The research suffers from the quality of the composition of the sample. The sample used in this research for Muslims majority countries only comes from Yogyakarta. While it is too small to represent the whole population, which is Indonesian society. So, the possibility is still biased if the data is generalized the populations. Respondents were taken to describe consumers in Muslim minority

countries only from Thailand, and those respondents were Indonesian people living in Thailand, not using Muslim from Thailand. Then, the study did not consider all the variables that might affect the purchase decision.

The study did not consider all the variables that might affect purchase decision. There might be another variables that influence purchase decision. The buying behaviour is influenced by both internal and external factors. The internal factors comprised of motivation, perception, consumer resources, knowledge, attitudes, personality, values and lifestyle.