

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the research that has been done regarding Healthy Food claims on packaging labels, packaging sizes, packaging designs on purchase intentions with positive emotions, it can be concluded that:

1. Healthy Food Claim on Packaging Label has a significant effect on purchase intention. This identified that efforts to claim health on packaging labels were successful because they showed the positive attitude of the respondents
2. Packaging size does not have a significant effect on purchase intention. This identified that respondents were not too concerned with size to generate interest in buying the product
3. Packaging Design has a significant influence on purchase intention. It can be identified that the use of attractive colors, fonts and visual designs can create a positive response from respondents.
4. Healthy Food Claims on packaging labels have a significant effect on positive emotion. This identified that respondents gave a positive attitude towards positive emotions that were influenced by healthy food claims on packaging labels.
5. Packaging size has a significant influence on positive emotion. It can be identified that positive emotion can be influenced by packaging size seen from the positive responses of respondents

6. Packaging design has a significant influence on positive emotion. It can be identified that packaging size has a positive influence on positive emotion
7. Healthy Food Claims on Packaging labels have a significant effect on purchase intention through positive emotion as mediation. This identifies that positive emotional states can influence healthy food claims on customer purchase intentions
8. Packaging size doesn't have a significant effect on purchase intention through positive emotion as mediation. It can be identified that positive emotion doesn't have an influence on packaging size on customer purchase intention
9. Packaging design has a positive effect on purchase intention through positive emotion as mediation. It can be identified that positive emotion can influence packaging design on customer purchase intention
10. Positive emotion has a positive influence on purchase intention. It can be identified that positive emotion can provide healthy food claims on packaging labels, packaging sizes and packaging designs on customer purchase intentions

B. Implication

1. Managerial Implication

a. Healthy Food Claim on Packaging Label

Rumah Mocaf Indonesia should maintain the use of health claims on each of its products and add product benefit information to the packaging label. Rumah Mocaf Indonesia must maintain clear information regarding the product name, composition, production code, expiry date, serving

suggestions and net weight on the packaging label. In addition, the inclusion of nutritional content in the product must be included so that customers who want a product according to their nutritional needs choose Mocafine products. The inclusion of information labels must match the products contained in the packaging because consumers will evaluate the products they buy.

b. Packaging Design

Rumah Mocaf Indonesia should continue to provide innovation and improvement to packaging design by providing attractive colors, providing a visual design that is not monotonous and creative and using an attractive font style but still clearly legible by consumers.

c. Positive Emotion

The use of labels on packaging and packaging design for products must continue to be developed. The use of striking colors and designs can get the attention of a consumer. Inclusion of product information must also be made clear and complete. This aims to get a sense of comfort and a sense of enthusiasm for a consumer when he is shopping for these products.

2. Theoretical Implementation

The results of this study can provide benefits and become the source of reference to academics and interested parties. It can be an effective literature, insight and knowledge that are more related to Healthy Food Claim on Packaging Label, Packaging Size, Packaging Design Toward Purchase Intention and Positive Emotion as Mediating Variable.

C. Research Limitation

The limitation or weakness in this study lies in the research process, the researcher realizes that in a study there must be a shortage and there are many weaknesses, one of which is the use of a variable healthy food claim on packaging labels so as to get a limit only for food products and this research only conducted at Rumah Mocaf Indonesia.

