

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

1. Halal Credence has positive effect on Halal Purchase Intention
2. Halal Credence has positive effect on Attitude Towards Halal
3. Attitude Towards Halal has a positive effect on Halal Food Awareness
4. Attitude Towards Halal has negative effect to Halal Purchases Intention
5. Halal Food Awareness has negative effect on halal Purchase Intention
6. Attitude Towards Halal do not mediate the relationship between Halal Credence and Purchase Intention

B. Implications

1. Empirical Implication

The findings of this study lead to a better understanding of the factors that affect customer purchase intention when the demand of halal food product is significantly rising recently, thereby providing some significant managerial consequences for the Micro Small and Medium Enterprises (MSEs). This study has an overarching implication i.e., insights gaining from this research will guide MSEs while tailoring their marketing strategy for efficiently targeting halal market.

The outcome of the research explicitly reveals that when determining the Halal Credence, consumers are strongly affected by positive feeling when find the existence of Halal label on packaging. Consumers who find the halal

label, tend to have trust about the product because halal label represents the credibility of halal product. Consumers who have a trust in Halal labelled food product tend to have a greater interest in learning what halal food is, how to identify halal products, and the importance of choosing halal food even though the brand is not popular and the price is slightly expensive. Therefore, we can conclusively put forward that obtaining Halal certification and using Halal label will positively impact sales. In addition, MSEs are expected to including nutritional information, composition, expired date, and country of origin.

2. Theoretical Implication

The result of research is expected to be useful to in developing research about the effect of Halal Credence on Purchasing Intention using Attitude Towards Halal as the mediating variable by filling the gap. Hopefully it can be a useful additional source of knowledge for further explorations of halal food consumption in any country or society, since the topic is always updated and fits with the global context.

Moreover, results of this study can also be used as consideration and input to Direktorat Jenderal Perbendaharaan (DJPb) as policymakers to provide support and a conducive environment for the growth of the halal sector and meet the increasing needs and preferences of consumers.

This can be achieved by encouraging collaboration among community organizations, such as Aspikmas (MSEs community in Purwokerto,

Indonesia), through the institution like Jenderal Soedirman University that provide Halal Cente, or through the initiation program that started from MSEs assisted by the DJPb to ensure synergy in meeting the growing demand for halal products. Supportive Regulations also expected to develop and implement regulations that support the growth of the halal industry, including adequate consumer protection, good governance, and effective law enforcement. This will create an environment conducive to the growth of the halal sector and consumer's trust.

C. Limitation of Study and Suggestion

1. Limitation of Study

- a. This study has not been able to bridge the gap in previous research by proving that attitude mediates the relationship between Halal Credence and Purchase Intention. However, it can prove that Halal Credence has a positive influence on Purchase Intention. This may be due to differences in the research location and social conditions.
- b. This study also involves outlier data and non-normal data distribution that seriously affect the estimation process and resulted to an unfit model because failure to reach convergence parameter estimates.
- c. There is also a probability because of the halal food product in this research is not specific that resulted confusion on the respondents to imagine the product to fill the questionnaires.

2. Suggestion

Based on the results of the research and the conclusions presented, the researcher conveys several suggestions for further research such as:

- a. This research limited on 3 variables that influence Halal Purchase Intention. Therefore, future research is expected to add variables or other mediating variable to provide different findings in the future.
- b. Further research expected to enlarge the sample size and use other analysis tools such as Partial Least Square or Lisrel to provide different result and meet the convergence parameter estimates in model fitness.
- c. It is necessary to specifying the product so respondent do not get confused when answering the questionnaires.

