

CHAPTER V CONCLUSIONS AND IMPLICATION

A. Conclusions

The purpose of this study is to determine how product responsibility and society responsibility affect the purchase decision of HNI products. The implementation of Theory of Reasoned Action (Fishbein and Ajzen, 1975) and legitimacy theory (Dowling and Pfeffer, 1975) in this study has been proven. TRA and legitimacy theory provide a comprehensive framework for understanding the influence of product responsibility and societal responsibility on purchasing decisions for HNI products. In the TRA framework, beliefs and evaluations, attitude toward behavior, normative beliefs and motivation to comply, subjective norms, behavioral intention, and actual behavior towards HNI product purchase decisions are key factors that shape individual intentions. In the context of product purchasing decisions, this theory explains that a person's intention to buy a product is influenced by individual attitudes towards the product, such as perceptions about product benefits, quality, price, etc. and subjective norms, namely a person's view of the expectations of others towards purchasing the product, such as friends, family, or society. The sample in this study was 110 respondents collected through the distribution of Google Form questionnaires. The results of the analysis and discussion resulted in the following conclusions:

1. Product responsibility has a positive effect on purchasing decisions for HNI products. These results explain that the better the company's responsibility for the quality of the products it produces, the tendency of consumers to buy HNI products will increase.
2. Society responsibility does not affect purchasing decisions for HNI products. This result explains that society responsibility does not have a significant influence on purchasing decisions for HNI products.

B. Implications

Based on the analysis discussed above, the implications of this study are as follows:

1. This research contributes to expanding the understanding of the factors that influence consumer behavior in product purchasing decisions. By integrating product responsibility and society responsibility, this study illustrates how TRA (Fishbein and Ajzen, 1975) and legitimacy theory (Dowling and Pfeffer, 1975) can explain the relationship between attitudes and subjective norms with purchase intentions and behavior.
2. The information obtained about product responsibility and society responsibility can provide better guidance for HNI consumers in making purchasing decisions that are more informed and in line with their preferences.

3. This research can provide insight for the HNI Company of Purbalingga Regency in improving their marketing and product sales strategies. By understanding consumer preferences and motivations related to membership and product purchases, companies can optimize their strategies to attract more consumers and increase their profitability.
4. The information generated can also be used to improve overall sales performance and expand market share in the Purbalingga region.

C. Research Limitations and Suggestion

1. The quantitative method cannot dig deeper into the problems faced by HNI, only finding that the community responsibility represented by the halal indicator in the majority does not have an effect. This cannot be answered using quantitative methods. Suggestions for further research can use qualitative methods to dig deeper into the causes of why the halal label does not directly affect purchasing decisions.